Situation Analysis Essay.  Outline Use this outline to help guide you in writing and organizing your Situation Analysis. You can find examples of completed situation analyses on Brightspace under the “Resources” > “Example Projects” module. I suggest also using each section here to establish headings and subheadings in your document. Be sure to provide as much detail supplemented by research as possible. Statements should ALWAYS be supported be facts. I. Situation A. Situation Type (Opportunity or Obstacle) 1. Define the Situation B. Background on the Situation 1. History of the Situation C. Significance of the Situation 1. The Implications of the Situation II. Organization A. Internal Environment 1. Performance 2. Niche 3. Structure 4. Ethical Base 5. Internal Impediments B. Public Perception 1. Reputation 2. Visibility C. External Environment 1. Supporters 2. Competitors 3. Opposition 4. External Impediments III. Opportunity Statement A. 3 Sentences on What Your Campaign Will Address IV. Publics A. Overview of Publics B. Intercessory Publics 1. Influencers 2. Opinion Leaders C. Key Publics D. Nature and Type of Public 1. Latent, active, aware? 2. Demographics and Psychographics 3. Dominant Methods of Communication / Communication Behaviors 4. Wants, needs, interests and expectations of the Key Public E. Benefits Statement