

Communication-Skills Checksheet for Live Events

Location: _____ Date: _____ Time: _____

interview press conference other _____

notetaker: _____ interviewee: _____ interviewer: _____

Item	Yes	No	Notes
Key Messages			
3 identifiable?			
<10 seconds?			
Most important first?			
Understandable by audience?			
Avoided unecessary absolutes?			
Avoided unecessary neg/absolutes?			
Supporting Facts			
Used visual aids?			
Cited credible third parties?			
Gave sources of more information?			
Used personal stories/anecdotes?			
Avoiding Pitfalls			
If don't know, say what do know?			
Same answer if question repeated?			
Express compassion for loss?			
Didn't repeat negative allegations?			
Didn't guarantee what you can't?			
Didn't speak for others?			
Not speculate?			
Not attack more credible party?			
Overarching message			
Repeat several times?			
Non-verbal			
good (eyes, hands, voice)?			
Conditions			
physical set-up O.K.?			
press conf: state ground rules?			
interview: negotiate			