

Crisis Communication: Evaluation of Recorded Events, Questions

Event designation: _____

Question: _____

	Yes	No
Key Messages		
3 identifiable	<input type="checkbox"/>	<input type="checkbox"/>
most important first	<input type="checkbox"/>	<input type="checkbox"/>
correct language level (AGL-4)	<input type="checkbox"/>	<input type="checkbox"/>
avoid unnecessary absolutes?	<input type="checkbox"/>	<input type="checkbox"/>
avoid negative images/terms	<input type="checkbox"/>	<input type="checkbox"/>
avoid jargon	<input type="checkbox"/>	<input type="checkbox"/>
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Supporting Facts		
3 identifiable/key message	<input type="checkbox"/>	<input type="checkbox"/>
most important first	<input type="checkbox"/>	<input type="checkbox"/>
correct language level (AGL-2)	<input type="checkbox"/>	<input type="checkbox"/>
avoid unnecessary absolutes	<input type="checkbox"/>	<input type="checkbox"/>
avoid unec. negative images/terms	<input type="checkbox"/>	<input type="checkbox"/>
avoid jargon	<input type="checkbox"/>	<input type="checkbox"/>
use visual aids	<input type="checkbox"/>	<input type="checkbox"/>
cite credible third parties	<input type="checkbox"/>	<input type="checkbox"/>
provide sources of more info	<input type="checkbox"/>	<input type="checkbox"/>
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Time		
News interview		
answer less than 27 words/10 sec	<input type="checkbox"/>	<input type="checkbox"/>
Press conference, feature, meeting		
whole answer less than 90 seconds	<input type="checkbox"/>	<input type="checkbox"/>
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Can't Answer		
give reason why	<input type="checkbox"/>	<input type="checkbox"/>
provide information you can	<input type="checkbox"/>	<input type="checkbox"/>
specify follow-up with deadline	<input type="checkbox"/>	<input type="checkbox"/>
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False Negative Allegations		
avoid repeating it	<input type="checkbox"/>	<input type="checkbox"/>
provide at least 3 positives	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
Guarantees		
avoid saying there are no guarantees	<input type="checkbox"/>	<input type="checkbox"/>
avoid guaranteeing an outcome	<input type="checkbox"/>	<input type="checkbox"/>
say what you can guarantee	<input type="checkbox"/>	<input type="checkbox"/>
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Worst-Case Scenario		
avoid describing the worst case	<input type="checkbox"/>	<input type="checkbox"/>
avoid speculating/guessing	<input type="checkbox"/>	<input type="checkbox"/>
focus on what is currently known	<input type="checkbox"/>	<input type="checkbox"/>
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Other Pitfalls		
acknowledge uncertainty	<input type="checkbox"/>	<input type="checkbox"/>
provide a sense of control	<input type="checkbox"/>	<input type="checkbox"/>
show compassion regarding a loss	<input type="checkbox"/>	<input type="checkbox"/>
appropriate use, numbers/comparisons	<input type="checkbox"/>	<input type="checkbox"/>
avoid over-reassurance	<input type="checkbox"/>	<input type="checkbox"/>
avoid using humor	<input type="checkbox"/>	<input type="checkbox"/>
avoid speculation	<input type="checkbox"/>	<input type="checkbox"/>
avoid speaking for others	<input type="checkbox"/>	<input type="checkbox"/>
avoid attacking more credible parties	<input type="checkbox"/>	<input type="checkbox"/>

Notes