Crisis Communication: Evaluation of Recorded Events, General

date: _____   time: _____   location: _____

format: ☐ news interview   ☐ feature interview   ☐ press conference   ☐ other _____

interviewee/spokesperson(s): _____

subject: _____   interviewer: _____

event designation: _____

	Yes	No
Negotiations/Ground Rules		
subject of the event	☐	☐
timing of the event	☐	☐
duration of the event	☐	☐
other aspects		
Overarching Message		
repeated several times	☐	☐
Non-Verbal		
body language contribute to message	☐	☐
event-setting contribute to message	☐	☐
Staying on record		
speak and act on record throughout	☐	☐
Staying on Subject		
avoid answering off-subject questions	☐	☐
Staying on Message		
First repetition of question		
repeat first answer	☐	☐
indicate repetition	☐	☐
Second repetition		
repeat first answer	☐	☐
indicate repetition	☐	☐
suggest move on	☐	☐
Third repetition		
indicate had been answered	☐	☐
interview: suggest concluded	☐	☐
press conf: call on another	☐	☐
bridge to another topic	☐	☐

Notes

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