

CHECKLIST FOR WHAT MAKES A GOOD SPOKESPERSON

Consider these characteristics when selecting your representative during a crisis:

- How is information gathered?
- Where is collected information stored?
- How is information disseminated, by which methods, and through which channels?
- How will citizens and the media be informed of a crisis?
- Which are appropriate communication methods for contacting stakeholders?
- How are non-English-speaking stakeholders, the elderly, and people with disabilities contacted?
- Who should be the primary crisis spokespeople and backup spokespeople?
- What are employees' communication responsibilities?
- Who are contact persons and backups for each stakeholder group?
- What is the process for determining what and when information will be released?
- How do employees contact their supervisor or designated representative?
- How do stakeholders contact the city during a crisis?
- What are the templates for developing accurate, consistent, and credible messages?
- What are the core background messages on basic organizational processes?
- Who analyzes the overall impact of the crisis on the city from a systems perspective?
- How will critical-incident-stress debriefings be offered for employees and stakeholders?