

Choosing The Spokesperson(s) Worksheet

Candidate:	
Qualification <i>To be effective, a crisis communication spokesperson must (based on Covello, 1995):</i>	Meets
1. Be perceived as highly credible by the news media and the public	
2. Be able to be flexible while staying on message	
3. Possess excellent communication skills	
4. Possess relevant technical knowledge about the specific crisis, its dynamics, and how it is being managed	
5. Be someone of sufficient authority to be accepted as speaking for the company	
6. Be able to express technical knowledge in a way that can be understood by the newsmedia and the average person	
7. Be able to respond to sensitive questions	
8. Be resourceful and a quick learner	
9. Be able to make decisions regarding on the spot media responses	
10. Be able to work well under pressure	
11. Be able to accept constructive feedback	
12. Be able to recognize limitations of authority to speak and when to defer (can check "ego at door")	
13. Be able to reflect appropriate tone for audience and crisis needs	

Other Deciding Factors to Be Considered in Spokesperson Selection (Covello, 1995)	Notes
14. Subject matter expertise related to event	
15. Established relationships and patterns of communication with affected audiences as the normal course of business	
16. Severity of the crisis	
17. Liabilities, for the person or for the company	
18. Conflicts with other crisis management responsibilities	
19. Anticipated legal issues	
20. Expected level of media interest	
21. Expected level of public interest	
22. Expected level of government involvement	
23. Political – who do people want to see?	