**Spokesperson Assessment Tool**

**PURPOSE**

This checklist is a guide to identifying a spokesperson for planning protocols or during advisories.

**DIRECTIONS**

Complete this form for each candidate.

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| **Spokesperson Assessment** |
| **Candidate:** |
| **QUALIFICATIONS** | **MEETS** |
| **Level 1—BASIC** |
| Has authority to speak for the water system or other agency |  |
| Is credible with the media and public |  |
| Is adaptable and a quick study |  |
| Is knowledgeable about the incident, effects, and actions |  |
| **Level 2—INTERMEDIATE** |
| Communicates technical information in terms the media can understand |  |
| Is flexible while staying on message during media questions |  |
| Handles pressure well |  |
| **Level 3—ADVANCED** |
| Has media or communication training/experience |  |
| Is responsive to difficult or sensitive questions |  |
| Accepts constructive advice |  |
| Knows when to speak and when to defer to another |  |
| Reflects the tone appropriate for audience and incident |  |
| **Other Factors to be Considered** |
| Has expertise related to incident |  |
| Understands severity of the crisis |  |
| Working with media would not conflict with management responsibilities |  |

**Comments:**