



## GUIDELINES FOR INFORMING THE MEDIA AFTER AN ADVERSE EVENT

### *Informing-Sharing Planning Checklist*

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- Define issue; including identifying approved operational course of action
- Who needs to be involved
- Identify what/whose approvals are needed to proceed
- Scope current situation
- Identify key issues: challenges, barriers, opportunities
- Identify urgency (low/medium/high)
- Determine what has been done to address the issue
- Identify what information is missing, what is needed to proceed
- Contact and involve key people
- Determine timing for communicating to various audiences
- Set objectives
- Establish measures to evaluate objectives
- Identify stakeholders and audiences
- Develop key messages
- Draft communication strategy to guide notification
- Identify tactics to support strategy
- Develop pre-announcement plan: contact and/or precondition key stakeholders and audiences
- Develop announcement and rollout plan
- Assign roles and responsibilities: are all key people involved?
- Identify internal/external financial and human resources requirements
- Evaluate your success



## INFORMATION-SHARING PLANNING CHECKLIST