

## Choosing the Spokesperson

**Candidate  
name:** \_\_\_\_\_

<b>Qualification</b> <i>To be effective, a crisis communication spokesperson must:</i>	<b>Meets</b>
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 news media 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	
13. Be able to reflect appropriate tone for audience and crisis needs	