

33 Item Risk and Crisis Communication Checklist  
 (Based on Risk Communication/High Concern Communication Template Document)  
 Source: Dr. Vincent Covello, Center for Risk Communication  
 2016

**Rule of 3 Template, 27/9/3 Template, Primacy/Recency Template, and AGL-4 Template**

What to look for...	Y/N	Notes
1. Did you present information in a clear manner? Did you present information that can easily be understood by the audience and build up the complexity incrementally?		
2. Were your sentences short (for example, 10-12 words on average)?		
3. Did you avoid the use of jargon, acronyms, or technical language that would not be understood by your target audience?		
4. Did you focus on no more than three to five key messages or pieces of information at a time?		
5. Did you state your three to give key messages briefly (for example, in less than 27 to 30 words)?		
6. Did you bridge to your key messages or to supporting information?		
7. Did you support your message with visual aids such as graphics, analogies, or stories?		
8. Did you repeat your key messages several times?		
9. Did you provide the most important messages first and last?		

**KDK/IDK Template**

What to look for...	Y/N	Notes
10. When presented with a question for which you did not know the answer, did you say, "I wish I could answer that" followed by 3-4 messages of what you do know?		
11. Did you provide first, what you know, second, what you don't know, and third, what you are doing to fill the knowledge gap?		
12. Did you provide a reasonable explanation for why you could not provide an answer to a question?		
13. Did you offer to follow up and assist the questioner in getting information related to the question you could not answer? Did you provide information about where the questioner can find credible information related to the topic of inquiry?		
14. Did you provide, with a deadline or time period for the follow up		

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actions you would take to address the unanswered question?		
15. Did you bridge from the question you could not answer to information you could talk about based on your knowledge and expertise?		

**CCO Template**

What to look for...	Y/N	Notes
16. When responding to high concern, perceived loss, or perceived threat, did you express authentic compassion, caring, conviction, commitment, and optimism?		
17. Did you engage in active listening?		
18. Did you avoid attacking anyone perceived to have higher credibility than you with your target audience?		
19. Did you cite at least three to four credible third parties that support your message?		
20. Did you support you message with examples, stories, or analogies with strong visual content?		
21. Did you avoid going beyond the bounds of your knowledge or responsibilities (for example, by speaking for others)? Did you "stay in lane."		
22. Did you acknowledge uncertainty and the legitimacy of emotions?		
23. Did you avoid offering inappropriate risk comparisons?		
24. Did you avoid using inappropriate humor?		

**1N=3P Template**

What to look for...	Y/N	Notes
25. Did you avoid repeating false allegations or strong negative words?		
26. In responding to negative information or sharing bad news, did you provide at least three to four positive, solution, or constructive messages?		
27. Did you avoid using unnecessary negatives (for example, no, not, never, nothing, none)?		

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28. Did you avoid saying "no comment" or the equivalent to a question?		
29. Did you avoid using unqualified or unnecessary absolutes, e.g., words, statements, or promises ("never," "always," "all," "every," etc.)?		
30. Did you avoid providing assurances or making promises that go beyond the facts, are untrue, or cannot be supported?		
31. Did you provide information that gives people a sense of control, such as things to do?		
32. Were you sensitive to nonverbal communication (e.g., eyes, hands, posture, dress, and voice) and aware of its effect on your messaging?		
33. Were you calm, composed, and respectful, even if others were not?		