

Emergency Risk Communication Staffing Planning Worksheet

Use this worksheet to plan staffing needed for your communication response.

Communication Function	Qualifications/Skills Needed	Potential Staff Member (and contact information)	Training Needed?
<p>Communications Lead</p> <ul style="list-style-type: none"> • Develop and direct communication strategies • Review and approve messages • Maintain communication with leadership or incident command 	<ul style="list-style-type: none"> • Management skills • CERC trained 		
<p>Message & Content Development</p> <ul style="list-style-type: none"> • Determines content of key messages • Develops messages appropriate to target audiences • Creates fact sheets, talking points, and informational materials 	<ul style="list-style-type: none"> • Plain language writing • CERC trained • Understanding of target audience needs 		
<p>Partner and External Communications</p> <ul style="list-style-type: none"> • Routinely brief partners on key messages and coordinate messaging • Formats messages for target audiences • Disseminate messages through appropriate channels to target audiences • Provide feedback from partners and the public 	<ul style="list-style-type: none"> • Community relations • Outreach and public education methods • Understanding of target audience needs • Social media and web experience 		

Emergency Risk Communication

<p>Internal Communications</p> <ul style="list-style-type: none"> • Ensure front desk, call center operators, and other key staff have updated messages • Disseminate messages to staff 	<ul style="list-style-type: none"> • Writing 		
<p>Monitoring and Research</p> <ul style="list-style-type: none"> • Verify information for accuracy • Research background material and monitor emerging information • Track news coverage and social media chatter for rumors, public concerns and questions • Determine emerging messaging needs 	<ul style="list-style-type: none"> • Analytical skills 		
<p>Media Relations</p> <ul style="list-style-type: none"> • Respond to media inquiries • Prepare spokespeople • Write and issue news releases • Organize media briefings and press conferences 	<ul style="list-style-type: none"> • Media relations • CERC trained • Writing 		