



UNITED STATES AIR FORCE *center for* STRATEGIC LEADERSHIP COMMUNICATION

COMMUNICATION QUESTIONNAIRE

EVENT

EVENT DATE

RANK/NAME

E-mail

TELEPHONE
(DSN/COMM)

Unit

MEDIA LINKS

Include links to articles or newscast related to event

communicate@us.af.mil

1. Pre-Planning

Describe your approach to communication planning for this event.

What prompted you to prepare a plan for this event?

Was it in response to an existing situation or to examine a potential situation?

What factors influenced the pre-planning process?

How did the pre-planning help define or redefine the audience(s) or the situation?

What research helped you prepare your plan?

2. PLANNING FOR COMMUNICATION

What was the plan, in general terms?

What was the plan's objective?

Who was the key audience?

What was the overall strategy used?

What training was conducted in preparation for this event?

What agencies were involved or coordinated with your office for this event?

3. EXECUTION/RESPONSE

How was the plan executed and what was the outcome?

How did the activities flow, in general terms?

What tactics were used to communicate?

What other organizations were involved?

What communication mediums did you use?

How was the initial response/rollout handled?

4. EVALUATION

What did you use to measure the effectiveness of your communication plan?

What were your results?

How did the results compare to the specific and measurable objectives you identified in the planning section?

How effective was the initial response and follow up support for the incident investigation if responding to a crisis?

What additional resources or training could have helped?

Has your overall communication approach changed or evolved due to this event?

Were there any difficulties encountered? If so, how were they handled?

Did other unit programs or policies evolve as a result of your communication efforts?

Describe any communication action items, pre-planning or planned, that were not successfully implemented and why.

5. ADDITIONAL COMMENTS

If you have questions or require assistance with this form please contact the United States Air Force Center for Strategic Leadership Communication at 334-953-8518 (DSN 493) or via email at communicate@us.af.mil