

Assignment Sheet

COMMUNICATION MONITORING AND RESEARCH

Assigned To:		
	Tasks:	Done
1.	Activate enhanced media monitoring systems . This could be through overnight clipping service, people assigned to watch TV news, an online surveillance to survey media several times daily or other means. (See "Analyzing Newspaper Content: A How-To-Guide")	
2.	Determine which media are most important to monitor and be sure to assess coverage several times during the first 48 hours. Messages about the event on radio news, or television news, or daily newspapers' online editions can change quickly.	
3.	Analyze what messages are appearing on the event. <ul style="list-style-type: none"> ○ Determine what messages are needed, ○ Determine what misinformation needs correcting. ○ Identify concerns, interests and needs arising from the crisis as it is being reported. 	
4.	Prepare short analysis of this for the triage decision-making team. This should not be more than a page or two. Update it as frequently as needed during the first 48 hours.	
5.	Research whether there have been similar events to the one you have, and whether there is anything in the communication to be used from it.	
6.	Set up daily mechanisms to capture and do short analysis reports of information needs from hotline reports and Web site or special Web page hits.	
7.	Determine whether you can bring together representatives from the affected populations quickly to test messages Identify whether the event is of such magnitude that attitudes need to be measured quickly. If so, mount a quick survey.	
8.	Monitor public inquiries and media contact logs to look for information gaps and needs.	