

The 10-Point Communication Audit Checklist

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1. Message architecture: Is there ONE core message every spokesperson can recite?
2. Spokesperson discipline: Who is authorised to speak — and who is not?
3. Platform mismatch: Are you fighting radio wars on Twitter?
4. Audience segmentation: Do you know your top 3 audiences by name and need?
5. Media workplan: Is there a 90-day earned-media calendar with owners?
6. Crisis protocol: Can you issue a holding statement within 30 minutes?
7. Debate & interview prep: Are your top 5 hostile questions rehearsed weekly?
8. Data grounding: Is messaging tested against polling or constituency research?
9. Internal alignment: Do frontline staff know this month's priority message?
10. Measurement: What does success look like in numbers by day 90?

Book a strategy call: <https://odhiambotieno.com>