

Message Template 3–1. Message Development for Emergency Communication

## First, consider the following:

<ul> <li>Relationship to event</li> <li>Give facts/update</li> <li>Print media release</li> <li>Web release</li> <li>Web release</li> <li>Through spokesperson (TV or in-person appearance)</li> <li>Radio</li> <li>Other (e.g., recorded phone message)</li> </ul> Six emergency message components: <ol> <li>Expression of empathy</li> <li>Clarifying facts/Call for action</li> <li>Who</li> <li>What</li> <li>Where</li> <li>When</li> <li>Where</li> <li>When</li> <li>Where</li> <li>What we don't know:</li> <li>Process to get answers:</li> <li>Statement of commitment:</li> <li>Referrals:</li> <li>For more information</li> <li>Next scheduled update</li> </ol>	Audience	Purpose of Message	Method of Delivery
<ol> <li>Expression of empathy</li> <li>Clarifying facts/Call for action</li> <li>Who</li> <li>What</li> <li>Where</li> <li>When</li> <li>Why</li> <li>How</li> <li>What we don't know:</li> <li>Process to get answers:</li> <li>Statement of commitment:</li> <li>Referrals:</li> <li>For more information</li> </ol>	<ul> <li>Demographics <ul> <li>(age, language,</li> <li>education, culture)</li> </ul> </li> <li>Level of outrage</li> </ul>	<ul><li>Rally to action</li><li>Clarify event status</li><li>Address rumors</li></ul>	<ul> <li>Web release</li> <li>Through spokesperson (TV or in-person appearance)</li> <li>Radio</li> <li>Other</li> </ul>
<ul> <li>2. Clarifying facts/Call for action <ul> <li>Who</li> <li>What</li> <li>What</li> <li>Where</li> <li>When</li> <li>Why</li> <li>How</li> </ul> </li> <li>3. What we don't know:</li> <li>4. Process to get answers:</li> <li>5. Statement of commitment:</li> <li>6. Referrals:</li> <li>For more information</li> </ul>	Six emergency messag	e components:	
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What   Where   When   Why   How   3.   What we don't know:   4.   Process to get answers:   5.   Statement of commitment:   6.   Referrals:   For more information	2. Clarifying facts/Cal		
<ul> <li>Where</li></ul>	Who		
When   Why   How   3.   What we don't know:   4.   Process to get answers:   5.   Statement of commitment:   6.   Referrals:   For more information	What		
Why	Where		
<ul> <li>How</li></ul>	When		
<ol> <li>What we don't know:</li> <li>Process to get answers:</li> <li>Statement of commitment:</li> <li>Referrals:</li> <li>For more information</li> </ol>	Why		
<ol> <li>Process to get answers:</li></ol>	How		
<ul> <li>5. Statement of commitment:</li> <li>6. Referrals:</li> <li>For more information</li> </ul>	3. What we don't know	7:	
6. <b>Referrals:</b>	4. <b>Process to get answ</b>	ers:	
For more information	5. Statement of comm	itment:	
	6. <b>Referrals:</b>		
Next scheduled update	For more information		
	Next scheduled updat	e	