Message Template 3–1. Message Development for Emergency Communication

First, consider the following:

<table>
<thead>
<tr>
<th>Audience</th>
<th>Purpose of Message</th>
<th>Method of Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Relationship to event</td>
<td>• Give facts/update</td>
<td>• Print media release</td>
</tr>
<tr>
<td>• Demographics (age, language, education, culture)</td>
<td>• Rally to action</td>
<td>• Web release</td>
</tr>
<tr>
<td>• Level of outrage (based on risk principles)</td>
<td>• Clarify event status</td>
<td>• Through spokesperson (TV or in-person appearance)</td>
</tr>
<tr>
<td></td>
<td>• Address rumors</td>
<td>• Radio</td>
</tr>
<tr>
<td></td>
<td>• Satisfy media requests</td>
<td>• Other (e.g., recorded phone message)</td>
</tr>
</tbody>
</table>

Six emergency message components:

1. **Expression of empathy**

2. **Clarifying facts/Call for action**
   - Who
   - 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
   - Next scheduled update