Message Template 3–1. Message Development for Emergency Communication

First, consider the following:

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

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 ....