

# Message Development for Emergency Communication

First, consider the following:

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

## Six Basic 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 \_\_\_\_\_

## Finally, check your message for the following:

Positive action steps	Avoid jargon
Honest/open tone	Avoid judgmental phrases
Applied risk communication principles	Avoid humor
Test for clarity	Avoid extreme speculation
Use simple words, short sentences	