Message Development for Communication

First, consider the following:

Audience:	Purpose of Message:	Method of delivery:
❏ Relationship to event ❏ Demographics (age, language, education, culture) ❏ Level of outrage (based on risk principles)	❏ Give facts/update ❏ Rally to action ❏ Clarify event status ❏ Address rumors ❏ Satisfy media requests	❏ Print media release ❏ Web release ❏ Through spokesperson (TV or in-person appearance) ❏ Radio ❏ 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 do not 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 Honest/open tone Applied risk communication principles Test for clarity Use simple words, short sentences	Avoid jargon Avoid judgmental phrases Avoid humor Avoid extreme speculation