Message Development Worksheet
Emergency Communications

First, consider the following:

PURPOSE OF MESSAGE	METHOD OF DELIVERY
Give facts/update	Social media release
Rally to action	Web release
Clarify event status	Through spokesperson
Address rumors	Radio/TV
Satisfy media requests	Other (e.g., recorded phone message)

Who is your audience?

Relationship to the event:

Demographics (age, language, education, culture):

Next, identify the six basic emergency message components:

1. Expression of empathy:

2. Clarifying facts/Call for action:

WHO	
WHAT	
WHERE	

CDC

WHEN	
WHY	
HOW	

3. What we do not know:

4. The 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