

Template for Press Statement

If the media is "at your door" and you need time to assemble the facts for this initial press release statement, use "Template for Prescribed, Immediate Response to Media Inquires". Getting the facts is a priority. It is important that your organization not give in to pressure to confirm or release information before you have confirmation from your scientists, emergency operations center, etc.

The purpose of this initial press statement is to answer the basic questions: who, what, where, when. This statement should also provide whatever guidance is possible at this point, express the association and administration's concern, and detail how further information will be disseminated. If possible, the statement should give phone numbers or contacts for more information or assistance. Please remember that this template is meant only to provide you with guidance. One template will not work for every situation.

FOR IMMEDIATE RELEASE

CONTACT: (name of contact)

PHONE: (number of contact)

Date of release: (date)

Headline—Insert your primary message to the public

Dateline (your location)—Two-three sentences describing current situation

Insert quote from an official spokesperson demonstrating leadership and concern for victims.

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Insert actions being taken.

List actions that will be taken.

List information on possible reactions of public and ways citizens can help.

Insert quote from an official spokesperson providing reassurance.

List contact information, ways to get more information, and other resources.
