Message Development Worksheet

Step 1: Determine Audience, Message Purpose, and Delivery Method by checking each that applies:

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

Step 2: Construct message using 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_____

Step 3: Check your message for the following:

Does your message use…	Yes	No
positive action steps?		
an honest/open tone?		
risk communication principles?		
simple words, short sentences?		
Does your message avoid…		
jargon?		
judgmental phrases?		
humor?		
extreme speculation?		