Build Trust and Credibility by Expressing:
- Empathy and caring.
- Competence and expertise.
- Honesty and openness.
- Commitment and dedication.

Top Tips:
- Don’t over-reassure.
- Acknowledge uncertainty.
- Express wishes. (“I wish I had answers.”)
- Explain the process in place to find answers.
- Acknowledge people’s fear.
- Give people things to do.
- Ask more of people (share risk).

As a Spokesperson:
- Know your organization’s policies.
- Stay within the scope of responsibilities.
- Tell the truth. Be transparent.
- Embody your agency’s identity.

CONSISTENT MESSAGES ARE VITAL.
Prepare to Answer These Questions:
• Are my family and I safe?
• What can I do to protect myself and my family?
• Who is in charge here?
• What can we expect?
• Why did this happen?
• Were you forewarned?
• Why wasn’t this prevented?
• What else can go wrong?
• When did you begin working on this?
• What does this information mean?

Stay on Message:
• “What’s important is to remember…”
• “I can’t answer that question, but I can tell you…”
• “Before I forget, I want to tell your viewers…”
• “Let me put that in perspective…”

BE FIRST. BE RIGHT. BE CREDIBLE.