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

Top Tips:
- Consistent messages are vital.
- 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.
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.