Basic Elements of a Spokesperson Statement

# PURPOSE

*Spokesperson statements are based on the messages developed using the* Message Mapping Template *(See* Tools and Templates: Before an Event *) or* Single Overriding Communication Objective (SOCO) Worksheet *(See* Tools and Templates: Before an Event *). Developing statements with these message outlines can help to keep communication consistent.*

# DIRECTIONS

*Review your messages and essential information for the advisory. Follow the outline provided and adapt to the specific advisory. Work with other organizations that will provide spokespeople to develop their statements. Use this outline to develop a statement for press conferences, briefings, or other public communication. Fill in information in brackets.*

..................................................................................................................................................................

My name is [name], and I am the [position title] of [organization]. [Describe role].

This is an evolving situation, and I want to provide as much information as possible. As of now, I can confirm:

* At approximately [time], a [brief description of reason for drinking water advisory, area affected].
* At this point,
  + We know that [a main broke, positive coliform tests, there are no associated illnesses, etc.].
  + We do not know [number of illnesses, specific contaminant, etc.].
* We have a [system, plan, procedure] in place for this type of situation. [Describe actions].
* [Primacy agency, health department, etc.] are assisting by [actions].
* The situation is [under, not yet under] control, and we are working with [local, state, federal] authorities to [actions].
* We are asking the public to [actions and advice: boil water, throw out ice, location of alternative water].
* We will continue to gather information and release it to you as soon as possible. I will be back to you [specific date, time] with an update.
* We appreciate everyone’s patience as we work to correct [situation].