



### **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.**

