

Tool kit for Health/Communication Managers and Staff involved in daily communication activities

Resource: **Template for preparing a press release with media**

Objective:

The objective of this template is to support the preparation of a press release with media after a health emergency crisis. By filling in the template you will have the opportunity of defining and limiting adequately the message to deliver, identify core information to deliver and fine-tune the organizational point of view. After filling in, share it with the rest of the team, allowing them to clearly understand the organization point of view and official message.

Template for preparing a press release with media

1. Expression of empathy (e.g., communicating that you understand that people are hurt, confused, anxious, frightened):

2. Clarifying facts (Fill in only VERIFIED facts; skip it if not certain):

Who _____

What (Action) _____

Where _____

When _____

Why _____

How _____

3. What we don't know (related to the main relevant facts):

4. Process to get answers (next steps):

5. Statement of commitment (do not promise what can't be achievable):

6. Referrals (If possible, skip if not yet ready):

For more information _____

Next scheduled update _____



After filling in the template above it's time to clearly think about the message to deliver and thus it's important to be aware of some relevant tips:

Do	Don't
Positive action steps	Avoid jargon
Honest/open tone	Avoid judgmental phrases
Say "we" not "I"	Avoid humor
Careful with early promises (can you do it?)	Avoid extreme speculation
	Avoid statements that shift the blame to someone else

Delivered: _____ Time: _____ Date: _____

