

## Anticipated Questions and Answers Worksheet

Use these worksheets to write anticipated questions about a specific event; then develop appropriate answers for the public and sound bites for the media.

**Step 1:** Review the following list of questions commonly asked by the media. The spokesperson should have answers to these questions prepared and change/update as necessary throughout the duration of the crisis:

Questions Commonly Asked by Media in a Crisis (Covello, 1995)
• What is your (spokesperson's) name and title?
• What effect will it have on production and employment?
• What happened? (Examples: How many people were injured or killed? How much property damage occurred?)
• What safety measures were taken?
• When did it happen?
• Who is to blame?
• Where did it happen?
• Do you accept responsibility?
• What do you do there?
• Has this ever happened before?
• Who was involved?
• What do you have to say to the victims?
• Why did it happen? What was the cause?
• Is there danger now?
• What are you going to do about it?
• Will there be inconvenience to the public?
• Was anyone hurt or killed? What are their names?
• How much will it cost the organization?
• How much damage was caused?
• When will we find out more?

**Step 2:** Using the Answer Development Model below, draft answers for the public and sound bites for the news media in the space provided below the model. Then go back and check your draft answers against the model. Don't forget that sound bites for the news media should be 8 seconds or less and framed for television, radio or print media.

<b>Answer Development Model</b>	
<b>In your answer/sound bite, you should...</b>	<b>By...</b>
1. Express <b>empathy and caring</b> in your first statement	<ul style="list-style-type: none"> <li>• Using a personal story</li> <li>• Using the pronoun "I"</li> <li>• Transitioning to the conclusion</li> </ul>
2. State a <b>conclusion</b> (key message)	<ul style="list-style-type: none"> <li>• Limiting the number of words (5-20)</li> <li>• Using positive words</li> <li>• Setting it apart with introductory words, pauses, inflections, etc.</li> </ul>
3. <b>Support</b> the conclusion	<ul style="list-style-type: none"> <li>• At least two facts</li> <li>• An analogy</li> <li>• A personal story</li> <li>• A credible 3rd party</li> </ul>
4. <b>Repeat</b> the conclusion	<ul style="list-style-type: none"> <li>• Using exactly the same words as the first time</li> </ul>
5. Include <b>future action(s)</b> to be taken	<ul style="list-style-type: none"> <li>• Listing specific next steps</li> <li>• Providing more information about               <ul style="list-style-type: none"> <li>– Contacts</li> <li>– Important phone numbers</li> </ul> </li> </ul>

**Question:**

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**Response for Public:**

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**Sound bite for Media:**

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**Question:**

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**Response for Public:**

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**Sound bite for Media:**

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**Question:**

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**Response for Public:**

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**Response for Public:**

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**Sound bite for Media:**

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**Sound bite for Media:**

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