

## **Audience Identification**

### **Media:**

- Be first: Provide a statement that your agency is aware of the problem/event/occurrence and is involved in the response.
- Be right: Start monitoring media for misinformation that must be corrected.
- Be credible: Tell the media when and where to get updates from your agency.
- Give facts. Don't speculate. Ensure partners are saying the same thing.

### **The public:**

- Trigger your public information toll-free number operation now if you anticipate that the public will seek reassurance or information directly from your organization. (You may adjust hours of operation and number of call managers as needed.)
- Use your initial media statement as your first message to the public.
- Ensure that your statement expresses empathy and acknowledges public concern about the uncertainty.
- Give the pre-cleared facts you have and refer the public to other information sites as appropriate.
- Remind people that your agency has a process in place to mitigate the crisis.
- Start public call-monitoring to catch trends or rumors now.