

## **Tips for Working with the Public & Media During a Crisis**

### *Nine Things the Media and Public Need to Know*

In a crisis situation, reporters generally ask variations of the familiar four "Ws" and an "H" (who? what? when? where? why? and how?).

The nine key questions listed below are the ones that the media and the public are most likely to ask during a crisis situation. These points are usually be addressed in statements drafted by your Corporate Communications department and will help shape your responses to the media inquiries.

1. Who are you, what is your title, and why are you here?
2. What has happened?
3. Is anyone hurt?
4. What is your greatest concern right now?
5. Is there any danger to the people or the environment?
6. Have any pollutants been spilled or released?
7. What steps are you taking to control the situation?
8. Is there any disruption to traffic or other services?
9. Who else can be contacted for information?

Beyond the crisis itself, reporters often ask about the extent and history of company operations in the area, and the frequency of emergencies.