



Sample News Release

An [event] at [location] involving [whom] occurred today at [time].

[Provide available information, including the known number of casualties and any other pertinent information.]

The incident is under investigation. More information is forthcoming. [You could provide a definitive time for the next news conference if you would like, but it is not necessary.]

Collateral Materials

Informational brochures or fact sheets about the company or the area where the crisis took place are helpful in informing reporters or anyone else seeking information about the company.

In some cases, it might be necessary to create materials that explain technical systems or in-house procedures. If you explain how a technical system or in-house procedure works and point out where a breakdown occurred, there is less chance of a reporter interpreting the situation erroneously.

Always do what you can to make a complicated issue as simple as possible for reporters. If the crisis was caused by a piece of equipment, consider bringing in a similar piece of equipment to show reporters. At the very least provide a schematic or drawing. If you provide a visual, it could prevent the reporters from seeking one out on their own.