

# Message Map Template

## General Information

Author	Revision Date	ID
Phone 1	Phone 2	Email

## Planning the Message: Information about the Emergency

What is the Purpose of the Message?

Initial Event Message	Give Facts
Clarify Event Status	Rally to Action
Holding Message	Address Rumors
Warning Message	Satisfy Media Requests

Scenario: When You are Most Likely to Use This Message?

<u>Weather</u>	<u>Biological</u>	<u>Man-Made</u>	<u>Terrorist</u>
Ice/Snow/Cold	Accident	Hazmat	Active Threat
Heat Wave	Water Emergency	Multi-Casualty Incident	Terrorism
Tornado	Infectious Disease	Wildfires	
Hurricane	Contagious Disease	Other	
Flooding	Arbovirus		

What Response Activity is Related to the Message?

Evacuation	Road Closures	Where to Get Help
Shelter-in-Place	Rescue Operations	Where/When to Get Information
Mass Sheltering	Utility-Service-Infrastructure Damage	Volunteer/Donations
Medical Surge	Other	
Power Outage		

## Target Audience/Stakeholder Information

It is vital to get your message out to the right people in the right way. By identifying and constructing audience-specific messages, your messages will be more effective.

Consider...

1. Who will be affected?
2. Who might perceive they are affected?
3. Who will be involved or collaborate with you?
4. Who will be upset if not involved/informed?
5. Who was involved before with a similar issue?

## What is the Primary Target Audience (s)?

<u>Internal</u>	<u>External</u>	<u>Other</u>
ICS staff	General Public	Neighboring Communities
Response Partners	Victims / Their Families	National Media
Local Government	Those Most at Risk	Neighbors of Victims
First Responders	Worried Well	State/Federal Agencies
VIPs	Business	Other
	Media	

## What are the Critical Information Needs of Your Target Audience?

Explain the situation/response	Steps to take to protect themselves/families
Confirm knowledge of the incident	Steps to take to help the response
Scope of the incident	Where to go for help/information?
State actions being taken	Who is responsible?
State actions for the public to take	How are you helping ?
First: what, where, when. Don't answer who, why, how until you are sure. Don't speculate!	Risks/benefits of Public Safety/Health actions?

## Spokesperson Information

Choose a Spokesperson to deliver the message. Characteristics of an effective spokesperson include:		
<ul style="list-style-type: none"> <li>empathetic</li> <li>trustworthy</li> <li>trained</li> <li>credible</li> </ul>	<ul style="list-style-type: none"> <li>knowledgeable</li> <li>committed/dedicated</li> <li>good communicator</li> <li>willing to practice the message</li> </ul>	<ul style="list-style-type: none"> <li>honest/open</li> <li>flexible</li> <li>works well under pressure</li> <li>understands limits of authority</li> </ul>

## Spokesperson Department (For a press conference you may want multiple speakers/departments)

EMD	Town Council Member	Community PIO
Selectboard Member	Fire Chief/Designee	DPW
Mayor	Police Chief/Designee	Board of Health Member/Staff
Town Administrator	Other	
<b>Name</b>	<b>Primary Phone 1</b>	
<b>Email</b>	<b>Primary Phone 2</b>	
<b>Back-up Name</b>	<b>Back-up Phone 1</b>	
<b>Email</b>	<b>Back-up Phone 2</b>	

# Message Map Template

## Target Audience

**GUIDANCE:** Key messages must answer the key concern. Check key concerns below.

What happened?	What does this information mean?
How are you helping?	Property/infrastructure damage?
What actions can I take to keep safe?	Where to go for help/information?
What can we expect?	Who is responsible?
Why did this happen?	What actions are being taken/recommended?
Why wasn't it prevented?	What are the risks/benefits of public health/safety actions?
What else can go wrong?	Other

**3 Key Messages Guidance:** These are the 3 main points that answer the concern/question. Together the 3 key messages should take roughly 27 words and be as simple as possible. Each of the 3 key messages must stand on its own, without the other two messages, or supporting information. The most important messages are given first and third, with the lowest priority message in the middle.

Key Message #1

Key Message #2

Key Message #3

**Supporting Message Guidance:** Write three supporting messages using the same format as for the key messages. These are used to add detail, fact and proof of your key message. Use graphics and/or cite third parties if this improves the message.

Support Message 1-1

Support Message 2-1

Support Message 3-1

Support Message 1-2

Support Message 2-2

Support Message 3-2

Support Message 1-3

Support Message 2-3

Support Message 3-3

## Evaluate the Message Map

The message map...

Suggests positive action steps? Solution oriented?	Avoids jargon
Projects an honest/open tone?	Avoids acronyms
Projects a positive tone? Avoids negatives.	Avoids judgmental phrases
Follows the 27/9/3 rule (concise)?	Avoids speculation
Includes appropriate language/grade level (6)	Avoids promises
Uses simple words	Avoids humor
Uses short sentences.	Includes <b>Only Verified</b> information
Says "We", not "I"	

## Departmental Review

Fire Department	DPW
Police Department	Board of Health
Mayor/Town Administrator	EMD
School Department	Other

## Get Release Approvals

The Message is Approved by:		Incident Commander (IC)	Public Information Officer (PIO)
IC Signature			Date
PIO Signature			Date

## Choose Communication Channels

- Use channels that best target the priority stakeholders
- Use multiple channels
- Use social media

Media Release	Instagram	Television
Press Conference	Twitter	Reverse 911 Messages
Media Interview	Webpage	211 Messages
Public Meeting	Radio	Hotline Scripts
Facebook	\	#

Notes