

# CRISIS COMMUNICATION FACT SHEET GUIDELINES

The following are elements you may want to include in a fact sheet being developed as part of a crisis response. Include the '**what, when, where**' of the situation. Stay away from 'who' caused the incident, 'why' the incident occurred, and 'how' the incident occurred until investigations are complete and you are sure of the information.

All information regarding the investigations must be cleared by the FBI before release. Any fact sheet must also be cleared by the local PAO, the Incident Commander, and the local Command before release.

- What is happening
- Where (the location)
- The number of people affected, either dead or injured. Break down into number of adults and children, and gender of victims (if known).
- Current status of situation
  - Victims being treated (by whom, where, with what)
  - Situation being investigated (by whom – name all agencies working on situation)
  - Measures being put in place to prevent additional incidents (by whom)
  - What people can do to protect themselves
- Where to go for more information
  - Web sites (CDC, DoD, others)
  - Hotlines