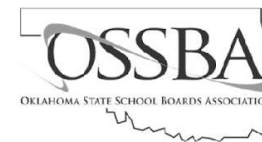


Crisis Messaging Worksheet



Key messages are the main points you want people to remember. They allow you to share your own story by focusing on the most important facts. Using the information from the Initial Crisis Detail Worksheet, identify as many as five key messages with up to three supporting points for each key message. The supporting points may be needed for more comprehensive communication.

KEY MESSAGES	SUPPORTING POINTS
Insert key message. Remember to focus on the safety and health of students and staff.	1 Insert supporting point
	2 Insert supporting point
	3 Insert supporting point
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	2 Insert supporting point
	3 Insert supporting point
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	2 Insert supporting point
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