

The Holding Statement

Communications & Media

What you can say truthfully in the first thirty minutes.

Four things it must contain, and what it must not.

Contains

Acknowledgement that something has happened

Concern for those affected, stated plainly

The action under way right now

When the next update will come

Excludes

Speculation about cause

Blame directed at anyone

Numbers that are not yet confirmed

Claims about scale you cannot support

Promises the organisation cannot keep

Educational reference. Admissions of liability can carry legal and insurance consequences. Express concern, and take advice before