



Media Statement Template

INTRODUCTION

A media statement is a written or spoken communication to provide information, react to a crisis, or answer media questions. The goal is to provide key details in a focused, concise manner to influence how the crisis is reported.

Use this template to prepare your media statement.

WHEN TO USE

A media statement is best used when:

- Responding to breaking news/a crisis
- Media sends your organization a question or requests a response
- Providing short, factual updates after a holding statement or news release

KEY CONSIDERATIONS

When building your media statement, consider the following:

- Keep the media statement clear and concise
- Maintain a calm, empathetic tone
- Focus on your key messages

HOLDING STATEMENT VS. MEDIA STATEMENT

A media statement and holding statement will have a lot of the same information, but are used for different purposes.

A Holding Statement is a pre-drafted communication, proactively used at the start of a crisis to hold media inquiries. For more details, refer to the [Holding Statements Template](#) document.

Use a holding statement to hold the media until you gather enough information to release a media statement.

A Media Statement is more detailed than a holding statement and will provide the latest information about a crisis. It's usually used after a holding statement when your organization is better prepared to respond. A media statement will address the latest questions that have arisen in the crisis and may include a quote from your spokesperson.

EXAMPLE

UPDATED: [Squamish RCMP confirm Sea to Sky Gondola cable cut—Squamish Chief](#).



TEMPLATE

Media Statement

Use the template below to draft your media statement:

FOR IMMEDIATE RELEASE

[Your Organization Name]

[Date]

On **[date]**, our organization became aware of **[briefly describe the situation]**.

We have **[insert what your organization has done to address the crisis so far]**. Our primary focus is the safety and well-being of our visitors, staff and community.

We are working with **[authorities/partners]** to **[insert next steps]**.

For now, we recommend **[any relevant information for visitors: alternative routes, shelter in place, change travel plans, etc.]**.

We appreciate the public's understanding and will continue to provide updates as more information becomes available through **[list appropriate channels]**.

Optional Quote: **[include a quote from a senior leader or the spokesperson of your organization]**

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Media Contact

Contact Name

Job Title

Contact Email

Contact Phone