

Handouts for Crisis Communication 101: How to Deliver Message Maps and Effectively Deliver Your Message (Kevin Garrahan 08/08/07)

1. Handouts of slides.
2. Principles and Techniques of Effective Media Communication (Annex 1 to World Health Organization Field Guide; originally developed as EPA's Seven Cardinal Rules for Risk Communication).
3. Non-verbal Communication Skills (Covello)
4. Blank template for constructing message maps.
5. Sample message maps on pandemic influenza (U.S. Department of Health & Human Services)
6. Sample brochure illustrating message maps for West Nile Virus (U.S. Centers for Disease Control and Prevention).
7. Communication Templates -- aka "Spinning 101" (Covello).
8. Listing of 77 Most Frequently Asked Questions by Journalists in an Emergency (Covello).
9. Summary listing of Points to Remember When Preparing and Delivering Messages (Covello).
10. Effective Risk and Crisis Communication during Water Security Emergencies (Summary Report of EPA Sponsored Message Mapping Workshops).