



HOW TO WRITE AN IMPACTFUL MEDIA OR PUBLIC STATEMENT

by
Agent99



2x Winner: Boutique PR Consultancy of the Year
National PRIA Golden Target Awards 2019
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Introduction

Many businesses are now in a situation where they're required to write a media or public statement, as part of their own crisis communications plan. Their store might be closing, or their service is unavailable as a result of COVID-19 and they need to release a clear statement to their audience.

Unlike a full press release, a statement is a simple and factual piece of information that tells the audience of everything they need to know, until you know more yourself.

If you're in this situation and have minimal experience, here are our handy tips:



1. Keep it short and sharp

We recommend keeping it to 3-4 sentences maximum. The reason is two-fold: If you're pitching the statement to media or responding to calls reactively, it's likely that they will include it if it's short and snappy.

It will also ensure that they don't omit the main message. It will bode well with your audience, as they will have a clear idea of your current situation and next steps.



2. Ensure it has 1-2 key messages

Before you craft your statement, formulate 1-2 key messages that **MUST** be communicated to your audience. These are the 'non-negotiables' and give your audience an idea about the full picture.

If you'd like to communicate further points or include quotes from additional spokespeople, this is more suited to a long form press release.



3. Make sure it has depth

Any journalist or consumer can tell when a statement has been crafted for the broad masses, but lacks any reassurance or substance.

People should not be left confused about your current stance. Make sure you keep your audience top of mind as they are your main priority.



4. Keep it light and positive

Avoid the use of jargon or technical terms in statements, unless necessary.

People want to connect with your brand emotionally, and providing them with a positive and uplifting statement, despite the current situation, can have a deep impact.





5. Ensure it discusses next steps

If you don't provide a clear course of action, people are left to fill in the gaps, which is often the worst-case scenario.

Use definite words, like 'you can' or 'you must avoid', so they're not left scratching their head.



6. If needed, consult legal

Lastly, if you're unsure about any item discussed in the statement, run this by your legal team for sign-off.

You don't want to get into any hot water or cause further confusion during this time.

In summary

By providing simple and factual information, you're providing your audience an update of everything they need to know, until you know more yourself.

This will provide your audience some clarity and confirmation of your current status until there is an update. It's vital to be timely and direct in order to maintain trust with your audience during such an uncertain time. Trust can lead to loyalty, so when your business or service resumes, your customers will stay by your side.



Inside Agent99

Agent99 PR was inspired by the character '99' in the 60s TV series Get Smart. Clever, sassy and outcomes driven, she always achieved the best results for 'Agent86'. This is our brand story and an analogy of how we like to work with our partners.

Agent99's core values are to go above and beyond for our clients and offer strategic, creative and unpredictable solutions that deliver outstanding results.



Meet Sharon Zeev Poole

Agent99 finds its success from the combined skills and experience headed by its Founder and Agency Director, Sharon Zeev Poole.

Having worked internationally on high profile brands such as Warner Bros. Pictures and Starbucks Coffee, Sharon leads her team by drawing on over two decades of experience in the industry underpinned by creative strategy, bold ideas and cut-through campaigns.

Working closely with all clients on brand strategy, integration and issues management, Sharon and her staff bring heart and soul into everything they do.



Contact Sharon

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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