# Media / Communications – CEO Comms Briefing Template

**Purpose:**  
To equip the CEO (or designated spokesperson) with structured talking points, key facts, and messaging guidance for media interviews, public statements, or executive briefings during a crisis event.

## When to Use

* A media interview has been requested or scheduled
* The CEO will be issuing a formal external update (e.g. video, press conference)
* Stakeholders or government have requested executive-level comment

## Template Structure

**1. Opening Acknowledgement**

**Suggested line:**  
"We are aware of the situation currently affecting [brief description of issue]. We take this extremely seriously."

**2. What Happened (Factual Summary)**

* What is confirmed so far (time, system/service affected)
* How it was detected
* When teams began response actions

**3. Current Status**

* Whether the incident is ongoing or contained
* Any public-facing impacts still active
* Confidence in technical and operational response

**4. What We're Doing About It**

* Specific actions underway (containment, investigation, coordination)
* Engagement with authorities, insurers, and partners if relevant
* Assurance to customers and community

**5. What Happens Next**

* Timeline for further updates (if any)
* Contact or help channels available to the public or partners

**6. Key Messages (Tone & Positioning)**

* Safety and transparency are our top priorities
* We are coordinating across all teams and external stakeholders
* No further speculative comment until investigation concludes

## Delivery Tips for CEO or Spokesperson

* Speak calmly and with confidence — do not appear evasive
* Avoid unnecessary technical detail; focus on leadership and responsibility
* If asked about blame, defer to facts: "We're focused on resolution right now."
* If asked about cause, clarify if it’s under investigation: "We’re still confirming root cause."
* Keep responses short and structured

## Attachments (Optional)

* Approved talking points (editable version)
* Fact Sheet (brief, 1-page technical summary)
* Media Contacts List / Q&A Brief

**Owner:** Media Lead in coordination with CEO Office  
**Reference:** MED-03  
**Version:** 1.0  
**Approved by:** Executive Communications and Legal Team