08 Media PR

Variables legend:  
[INCIDENT\_NAME], [SEVERITY], [START\_TIME], [CURRENT\_STATUS], [IMPACT\_SUMMARY], [AFFECTED\_SYSTEMS],  
[CUSTOMERS\_AFFECTED], [ROOT\_CAUSE\_STATUS], [ETA], [NEXT\_UPDATE\_TIME], [IC\_NAME], [CONTACT],  
[LEGAL\_NOTICE], [LINK\_STATUS\_PAGE], [JURISDICTION], [$IMPACT], [TICKET\_ID], [RUNBOOK\_LINK]

## Templates

### Media – Holding Statement

“We’re aware of an issue affecting [service]. Our teams are working to resolve it as a top priority. We’ll share updates as we have more information.”

### Media – Post-incident Statement

“On [date], [Company] experienced [incident]. The issue is resolved. No [or: some] customer data were impacted. We’re implementing measures to prevent recurrence. For details: [postmortem link].”