

Figure 5: Key considerations when making announcements for an office block. See caveat at 5.1.4

# MAKING ANNOUNCEMENTS

## RESPONDING TO A TERRORIST ATTACK

KEY CONSIDERATIONS AS TO **WHEN TO SAY IT**.  
**WHAT TO SAY** AND **HOW TO SAY IT** WHEN MAKING ANNOUNCEMENTS.

### WHEN



MAKE ANNOUNCEMENT AS SOON AS AN ATTACK IS DETECTED.



IMMEDIATELY **REPEAT** KEY CONTENT.



PROVIDE **FREQUENT** UPDATES AND NEW INFORMATION EVERY 60 SECONDS.



OVERRIDE AUTOMATED MESSAGES, WHEN APPLICABLE.



KEEP MAKING ANNOUNCEMENTS UNTIL TOLD OTHERWISE BY THE POLICE.

### HOW



ANNOUNCE THE **SPECIFIC** LOCATION AND **GENERAL** DESCRIPTION OF ATTACKERS.



STATE POLICE HAVE BEEN CALLED (EVEN AFTER THEY HAVE ARRIVED).



SAY WHAT TO DO - EVACUATE IF YOU CAN, HIDE IF YOU CANNOT.

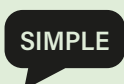


TELL PEOPLE **SPECIFICALLY** WHERE TO AVOID - NOT WHERE TO GO.



PROVIDE REGULAR UPDATES ON LOCKDOWN STATUS.

### WHAT



BE **CONCISE** AND **AUTHORITATIVE** - NO WAFFLE. USE EASILY UNDERSTANDABLE WORDS.



LOCATIONS MUST BE CLEAR AND EASILY IDENTIFIABLE.



SOUNDS CONFIDENT AND **REASSURING**.