**ESF-15 Annex – Emergency Public Information**

**Message Map Templates**

**TOPIC:** Active Shooter Threat

**Stakeholder:** General Public

**Question:** What should I know about the threat?

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| ***Key Message 1*** | ***Key Message 2*** | ***Key Message 3*** |
| *Safety is the top priority* | *Law enforcement is responding appropriately* | *Actions you should take* |

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| ***Supporting Fact 1-1*** | ***Supporting Fact 2-1*** | ***Supporting Fact 3-1*** |
| *Our first priority is safety of the [students/public] at [the location of the threat].* | *Authorities are investigating the rumor/threat.* | *Stay home; don’t go to the scene.* |
| ***Supporting Fact 1-2*** | ***Supporting Fact 2-2*** | ***Supporting Fact 3-3*** |
| *We have systems in place for this kind of situation (e.g., school resource officers, response plans)* | *Law enforcement officers are coordinating with the [school/business] to investigate* | *Turn to reliable sources for additional information. [Name some sources.]* |
| ***Supporting Fact 1-3*** | ***Supporting Fact 2-3*** | ***Supporting Fact 3-3*** |
| *We are providing support to the [school/business] as needed.* | *We will share more information as it becomes available* | *Help stop the spread of unverified rumors.* |

**ESF-15 Annex – Emergency Public Information**

**Message Map Templates**

**TOPIC:** Active Shooter Incident

**Stakeholder:** General Public

**Question:** What should I know about the incident?

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| ***Key Message 1*** | ***Key Message 2*** | ***Key Message 3*** |
| *If you are not at the site, please stay away.* | *Staging areas near the site* | *Status of shooter/victims (if known)* |

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| ***Supporting Fact 1-1*** | ***Supporting Fact 2-1*** | ***Supporting Fact 3-1*** |
| *The location is on lockdown. You will not be allowed on site to check on your loved ones/property.* | *Families concerned about their loved ones may gather at [nearby location].* | *If authorized, indicate whether or not there are victims. Avoid specifics, as the situation is still fluid.* |
| ***Supporting Fact 1-2*** | ***Supporting Fact 2-2*** | ***Supporting Fact 3-3*** |
| *Law enforcement is responding.* | *Media may set up at [location]* | *If authorized, indicate whether shooter is still active/in custody.* |
| ***Supporting Fact 1-3*** | ***Supporting Fact 2-3*** | ***Supporting Fact 3-3*** |
| *The site is an active crime scene. We cannot provide details at this time but will do so as soon as possible.* | *The staging locations are set up for your protection and safety. Please follow instructions.* | *More information will be released as it becomes available.* |