

Crisis Comms Statement

Media & Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Drafts a careful crisis communications statement plus holding lines, tone guidance and dos and donts. Use this to respond to a controversy or backlash with a measured public statement. For interview prep on a sensitive topic use Interview Talking Points.

Purpose of this tool & output

Draft careful damage-control copy

How the output is used

Use the drafted statement for careful damage-control copy in a reputational or controversy situation.

Important cautions

AI-generated draft; legal/PR review strongly advised before publishing.

Companion documents

- Press Release & PR Copy
- Media Pitch / EPK Builder
- Social Announcement Pack
- Interview Talking Points

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.