

Issue Management Comms Worksheet

How to use the worksheet:

We've put together 8 examples of press releases—4 for addressing negative issues and 4 for highlighting positive outcomes—that can be used by most organizations to address issues effectively and prevent them from escalating into crises.

Each template includes a scenario description to help you determine when it is appropriate to use. These are starting points—review each scenario and consider how your organization's unique context, tone of voice, and values can be incorporated into the example. Use these templates as a foundation to craft your own tailored releases while keeping your brand's distinct style in mind.

Enjoy!



The background is a solid teal-green color. It features several overlapping circles of varying shades of green, creating a layered, abstract effect. The word "POSITIVE" is written in a large, white, bold, sans-serif font. The letters have a slight 3D effect, with a darker green shadow visible beneath them, making it appear as if the text is floating or slightly raised from the background.

POSITIVE

2. SUSTAINABILITY ENHANCEMENT ANNOUNCEMENT

When to Use: Ideal for situations where the company's response to an issue has resulted in meaningful sustainability improvements, showing leadership and responsibility.

Headline: [Company Name] Strengthens Sustainability Practices

Opening Paragraph: [Company Name] is pleased to announce significant enhancements to our sustainability practices following public discussions on [specific issue].

Body:

- **What Sparked the Change:** Briefly mention the issue or feedback.
- **New Measures:** Describe the sustainability efforts or improvements being introduced.
- **Community Benefit:** Emphasize how these changes positively impact stakeholders.

Closing Paragraph: We are excited to lead by example and invite our community to join us in this journey.

YOUR VERSION

3. PRODUCT/SERVICE UPGRADE ANNOUNCEMENT

When to Use: Use this template when rolling out upgrades or improvements to address customer needs, demonstrating innovation and attentiveness.

Headline: [Company Name] Introduces [Upgrade] to Address Customer Needs

Opening Paragraph: We're thrilled to announce [specific upgrade or service enhancement], designed to address feedback and improve customer satisfaction.

Body:

- Customer Input: Acknowledge the role of customer feedback in shaping the upgrade.
- Details of the Upgrade: Highlight new features or benefits.
- Invitation to Engage: Encourage stakeholders to try the enhanced product/service.

Closing Paragraph: This upgrade reflects our commitment to innovation and putting our customers first.

YOUR VERSION

The background is a solid dark blue. It features several overlapping circles of varying shades of blue, creating a layered effect. The word "NEGATIVE" is written in a large, bold, white, sans-serif font, slanted upwards from left to right. The text is positioned in the upper-middle section of the image.

NEGATIVE

2. CLARIFICATION

When to Use: Use this template to address misunderstandings, misinformation, or reports that may misrepresent the facts. It's perfect for correcting narratives while maintaining a professional and constructive tone.

Headline: Clarifying Recent Reports on [Issue]

Opening Paragraph: In response to recent reports regarding [specific issue], [Company Name] would like to clarify the situation and provide accurate information to our stakeholders.

Body:

- **Misunderstanding:** Briefly address any misinformation or misconceptions.
- **Clarification:** Provide accurate details about the situation, including actions taken or steps planned.
- **Supporting Data:** Include verifiable information to back up the clarification, if applicable.

Closing Paragraph: [Company Name] remains committed to transparency and accountability. For further information, please contact [PR contact].

YOUR VERSION

3. REGULATORY COMPLIANCE UPDATE

When to Use: This template is appropriate when addressing compliance with new or existing regulations, ensuring stakeholders that the organization is proactive and responsible in meeting industry standards.

Headline: [Company Name] Addresses Compliance Concerns with New Measures

Opening Paragraph: In light of upcoming regulatory changes, [Company Name] has proactively reviewed our processes to ensure full compliance and uphold our commitment to industry standards.

Body:

- **Details of the Regulation:** Briefly explain the regulation and its implications.
- **Steps Taken:** Outline the company's approach to meeting or exceeding compliance requirements.
- **Stakeholder Reassurance:** Reiterate the company's dedication to maintaining trust and transparency.

Closing Paragraph: We are confident these steps will reinforce our position as a responsible and forward-thinking organization.

YOUR VERSION

4. SERVICE INTERRUPTION NOTIFICATION

When to Use: This template is designed for situations involving temporary disruptions in service. It's important for keeping customers informed and reassured about the resolution timeline.

Headline: [Company Name] Addresses Temporary Service Disruption

Opening Paragraph: [Company Name] would like to inform our customers and stakeholders about a temporary disruption in [specific service].

Body:

- Cause: Briefly explain the root cause of the interruption.
- Timeline for Resolution: Provide an estimated timeline for resolution.
- Customer Support: Share how affected customers can receive support or updates.

Closing Paragraph: We apologize for the inconvenience and appreciate your understanding as we work to restore services as quickly as possible.

YOUR VERSION

