

# What Reporters are Likely to Ask Questions Relating to a Crisis



In addition to your name, title, qualifications and relationship to the crisis, reporters are most likely to ask the following questions during a crisis:

What happened?  
When did it happen?  
Where did it happen?  
How did it happen?  
Were people injured or killed?  
Who are they and what is their condition?  
Are they receiving treatment or help? Where?  
Will they survive? Can we talk to them?  
Are other people (employees, neighbors) at risk?  
What caused this? (Why?)  
Whose fault is it? Is it *your* fault?  
Was anyone negligent? Who?  
What else can go wrong?  
What are you doing about it?  
Is the danger over?  
Will your operations be affected? How?  
What was the damage to facilities and equipment? Cost?  
When will it be restored?  
Who responded (public safety, health, regulatory agencies)?  
Has this happened before? When? Where?  
Could it happen again?  
Did you warn people about the risk? When?  
Why didn't you prevent it?  
Was there any warning?  
Would you (work/live/eat/drink/buy/use) (there/that)?  
Any long-term damage to your facilities community/environment?  
What are you not telling us?  
Who is responsible for this?  
Could it have been worse? How? How bad?  
Will you or someone else investigate? What will be the focus of the investigation?