<table>
<thead>
<tr>
<th>Basic Templates</th>
<th>Key Templates</th>
<th>Advanced Templates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>R3</strong> (Rule of 3)</td>
<td><strong>IDK</strong> <em>(I Don't Know)</em></td>
<td><strong>KDG</strong> <em>(Know, Do, Go)</em></td>
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<tr>
<td>Used when responding to any high stress or emotionally charged question.</td>
<td>Use when you don’t know, can’t answer, or aren’t the best source. <strong>Steps:</strong></td>
<td>Use to give upset people a greater sense of control.</td>
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</table>
| **Recommendation:** Provide no more than three messages, ideas, or points at a time. | • Repeat the question (without negatives)  
• Say “My ability to answer is limited by…”  
• or “I don’t know”  
• Say why you can’t answer  
• Provide a follow up with a deadline  
• Bridge to what you can say | **(Know Message)** Share what is most important for people to know.  
**(Do Message)** Share what is most important for people to do.  
**(Go Message)** Share where people should go for credible information. |
| **P/R** *(Primacy/Recency)* | **FA** *(False Allegation)* | **TBC** *(Trust, Benefits, Control)* |
| Used when responding to any high stress or emotionally charged question. **Recommendation:** Provide the most important items or points first and last. | Use when responding to a hostile question, false allegation, or criticism. **Steps:** | Use when responding to questions or concerns indicating high perceived risks or outrage. |
| | • Repeat paraphrase question without repeating the negative; repeat underlying value or concern, or use more neutral language  
• Indicate the issue is important  
• Indicate what you have done, are doing, or will do to address the issue | • *(Trust Message)** Listening to messages communicating listening, caring, or transparency.  
• *(Benefit Message)** Messages communicating listening, caring, or transparency.  
• *(Control Message)** Messages that give people things to do or give them a sense of control. |
| **G/WI** *(Guarantee/What If)* | **AGL-4** *(Average Grade Level Minus Four)* | **KDD** *(Know, Do, Do)* |
| Used when asked a “what if” question or to guarantee an event or outcome. **Steps:** | Use when responding to any high stress or emotionally charged question. **Recommendation:** Be brief and concise in your first response; no more than 27 words, 9 seconds, 3 messages. | Use to give upset people a greater sense of control. |
| • Indicate that the question is about the future  
• Indicate that the past and the present help predict the future  
• Bridge to “what if” known facts, processes or actions | | **(Know Message)** Share what is most important for people to know.  
**(Do Message)** Share what you are doing to address the concern.  
**(Go Message)** Share where people can do to address the concern. |
| **AAF** *(Acknowledgement, Action, Follow-up)* | **IN=3P** *(One Negative Equals Three Positives)* | **VCD** *(Voice, Choice, Do)* |
| Used when breaking bad news or stating a negative. **Recommendation:** Balance one bad news or negative message with at least three or more positive, constructive, or solution-oriented messages. **Steps:** | Use when responding to any stress or emotionally charged question. **Recommendation:** Provide information at four or more grade levels below the average grade level of the audience. | Use to give upset people a greater sense of control. |
| | Provide information at four or more grade levels below the average grade level of the audience. **Steps:** | • *(Voice Message)** Messages communicating listening, dialogue, or participation.  
• *(Choice Message)** Messages communicating options, alternatives, or available choices.  
• *(Do Message)** Messages that give people things to do, increase feelings of hope, etc. |
| **Y/N** *(Yes/No Template)* | **KDK** *(Know/Don’t Know)* | **CAP** *(Caring, Action, Perspective)* |
| Use when asked a yes/no question that cannot be answered yes or no. **Steps:** | Use when there is high uncertainty. **Steps:** | Use to give upset people a greater sense of control. |
| • Indicate you have been asked yes/no question  
• Indicate it would be difficult to answer the question yes or no  
• Indicate why it would be difficult to answer the question yes or no  
• Respond to the underlying concern | • State what you know  
• State what you don’t know  
• State what you are doing to achieve greater certainty or knowledge | • *(Caring Message)** Communicates listening, caring, empathy, and compassion.  
• *(Action Message)** Actions you are taking to address the concern.  
• *(Perspective Message)** Helps put the concern in perspective. |
| **C/S** *(Caring/Sharing)* | **C/O** *(Compassion, Optimism)* | **Reference** |
| Use when responding to a question or statement containing incorrect information. **Steps:** | Use when you encourage appropriate attitudes, beliefs, or behaviors. **Steps:** | **Dr. Vincent Covello, Director**  
**www.centerforriskcommunication.com**  
**Maga Design, Visual Strategists**  
**www.magadesign.com**  
© 2014 | • *(Authority Message)** Appeal to authority-those perceived as high in credibility  
• *(Logic Message)** Appeal to logic if x, then y.  
• *(Action Message)** Appeal to an emotion (anger, fear, joy, empathy, surprise, grief, hope, etc.).