

## **Seal Beach Initial Talking Points**

- Our deepest sympathy to all the families affected by yesterday's shooting
- Our thoughts and prayers are with you
- We are a close-knit community and have never experienced a devastating incident such as this
- It has literally touched every person in our town
- Our police handled the situation with tremendous professionalism and apprehended the suspect within moments of the incident
- We are a strong and resilient community
- We must now come together to help one another come to grips with this shattering experience
- Our focus now is on supporting the families and friends of the victims, those most affected by the tragedy

## **Communications Goals**

- Coach city leadership through the immediate aftermath
- Reinforce positive PD response, first responder messages
- Protect, enhance Seal Beach's reputation
- Create sense in city, region and nation that city handled crisis appropriately
- Reaffirm community cohesion, city's small-town spirit