

2026-2027



**CRISIS
COMMUNICATIONS
PLAN**

ARCHDIOCESE OF ST. LOUIS

Updated: July 2026



WHAT TO DO IN A CRISIS, LIFE-THREATENING SITUATION OR NATURAL DISASTER

A crisis includes, but is not limited to, weapon on-site, intruder/suspicious person, kidnapping, shooting, assault, hostage situation, murder/suicide, missing person, bomb threat, explosion, bus/school vehicle accident, serious/multi-injury accident, hazardous materials/chemicals, accident, severe weather, tornado, flood, fire, earthquake, etc.

1. Call 911. Report to authorities.

2. Call 314-792-7203 to report to the Archdiocesan Office of Risk Management.

a Submit a General Liability report form on the Risk Management page of the archdiocesan website (<https://intake.sedgwick.com/u/4365/intake>), passcode ArchSTLClaims.

b Contact Deacon Tyler McClay (tylermcclay@archstl.org) or Nichole Church (nicholechurch@archstl.org) in the Office of Risk Management for claims assistance.

3. Contact the Office of Communications.

a Brecht Mulvihill – Executive Director of Communications – 314.960.3423 – BrechtMulvihill@archstl.org

b Lisa Shea – Director of Community and Media Engagement – 314.792.7633 – LisaShea@archstl.org

c Thomas Berra – Marketing and Communications Manager – 314.792.7632 – ThomasBerra@archstl.org

REPORTING AN ALLEGATION OF SEXUAL ABUSE OF A MINOR OR VULNERABLE ADULT

Abuse includes, but is not limited to, inappropriate contact between adult and minor or vulnerable adult, child pornography, inappropriate contact between two minors, boundary violations, physical abuse, etc.

- Call the Missouri Child Abuse Hotline, 1.800.392.3738; or Missouri Adult Abuse Hotline, 1.800.392.0210.
- If a child or vulnerable adult is in immediate danger, call 911.
- Call the Office of Child and Youth Protection, at 314-792-7704, let the office know you filed a report.
 - *In case of a network crash during which time the archdiocesan phone systems are down, please report emergencies to the following staff members by cell phone:*

Name	Title	Cell Phone
Sandra Price (primary)	Director, Child & Youth Protection	314.972.4282
Ann Wier	Victim Assistance Coordinator	314.850.8318



MEDIA EVENTS

1. Call the contacts below in the Office of Communications. If you reach voicemail, be sure to leave your name, number, time of call and issue.

Name	Title	Cell Phone
Brecht Mulvihill (primary)	Executive Director Communications	314.960.3423
Lisa Shea (secondary)	Director of Community and Media Engagement	314.792.7633

2. Call other offices affected:

- ☐ Catholic Charities agency emergency: Call Nancy Tully at 314.724.8147.
- ☐ School emergency: Call your region director at the Office of Catholic Education and Formation and then call the Office of Communications.
- ☐ If counseling options are necessary, Catholic Charities of St. Louis can facilitate the needed services.

Region	Education Director	Office Phone	Cell Phone
Northern Vicariate (<i>Deanery 1 and Deanery 2</i>)	Addie Govero	314.792.7338	636.368.1003
Southern Vicariate (<i>Deanery 3 and Deanery 4</i>)	Jill Burkett	314.792.7332	573.310.9650
Western Vicariate (<i>Deanery 5 and Deanery 6</i>)	Sharon Lenger	314.792.7336	636.346.3247

Other Crisis Communication or Media Event Notes

Call **Brecht Mulvihill**, Executive Director of Communications at 314.960.3423 or **Lisa Shea**, Director of Community and Media Engagement at 314.792.7633 with any questions or requests for support. If you reach voicemail, be sure to include your name, a number where you can be reached, time of situation or event, and the issue.

If contacted by the media via phone call, please record the name of the reporter, the outlet, the subject matter, and their contact information. Then, inform the caller that a member of the archdiocesan Office of Communications will be in touch. Please do not try to answer the reporter's questions without speaking with **Brecht Mulvihill**, **Lisa Shea**, or **Thomas Berra**.

If the media arrives unannounced, please respectfully request that they move off property until they have been invited by a pastor or the Office of Communications.

ARCHDIOCESE OF ST. LOUIS MEDIA RELATIONS AND USAGE PROTOCOL

Responding to Media Inquiries

Newspaper, television, radio, and other reporters may approach or contact Archdiocese of St. Louis employees to ask questions about our organization(s) or seek our perspective on issues affecting the community, our faith, or our line of work.

These inquiries should be treated with the highest priority. If you receive such an inquiry by phone or email, please be courteous and **ask the reporter for his or her name, company name, deadline, phone number, and email address.**

After collecting this information, **please let the reporter know you are not authorized to speak on behalf of the Archdiocese (or, if applicable, your ministry) and that you will have someone call them back.**

Then **immediately contact the Archdiocese of St. Louis Office of Communications**, copying your direct supervisor and, if applicable, your ministry's designated communications specialist. **Please do not provide the reporter any additional information or respond to any questions.**

The Office of Communications will help your ministry leaders and designated communications specialist coordinate a response to the reporter. This coordination helps ensure that the information provided is accurate, up-to-date, and consistent. This protocol applies to all employees, board members, agents, and volunteers.

A Note about Soliciting Media Coverage: We welcome story ideas. Rather than directly engaging media members, however, please discuss story ideas with the Office of Communications and your designated communications specialist.

Responding to Online Activity

To ensure delivery of appropriate messaging and avoid misinformation, the Archdiocese of St. Louis and many individual ministries have designated specialists authorized to communicate with anyone who engages us through our official websites, social media, and other online sources. These specialists are also responsible for regularly monitoring online activity.

Everyone is encouraged to report to these specialists any items they see online that involve questions, comments, or issues related to the Archdiocese or its ministries. **Please do not respond directly to online comments on behalf of the Archdiocese or your ministry unless you have been authorized to do so by your supervisor and your designated social media specialist. The Office of Communications can provide additional guidance as needed: communications@archstl.org.**

Other Business Use of Social Media

Ministry communications leaders should review, approve and document any employee use of social media for business purposes beyond the ministry's official accounts. (Examples: creating a blog or social media account to promote ministry programs or objectives, including fundraising or cause advocacy.) If you wish to use social media in this way, please share with your ministry communications leader which platforms you wish to use, the audience(s) you hope to reach, and your overall objectives.

Key Contacts for Office of Communications

Brecht Mulvihill, Executive Director of Communications

314.960.3423 - BrechtMulvihill@archstl.org

Lisa Shea, Director of Community & Media Engagement

314.792.7633 - LisaShea@archstl.org