



ARCHDIOCESE
OF ST. LOUIS



CATHOLIC
COMMUNICATORS
COLLECTIVE *#ArchSTL*

RESPONDING TO A CRISIS:

*HOW PRIORITIZING INTERNAL AUDIENCES AND SIMPLIFYING
YOUR MESSAGE CAN HELP YOU WEATHER THE STORM*

What is a crisis?



ARCHDIOCESE
OF ST. LOUIS



What is a crisis?



ARCHDIOCESE
OF ST. LOUIS



- 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.

What is a crisis?



ARCHDIOCESE
OF ST. LOUIS



- 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.
- To put it differently, a crisis is anything that impedes your ability to perform the basic functions of your or your coworker's roles.

What first?

The first step should always be practical.



ARCHDIOCESE
OF ST. LOUIS



- Is anyone hurt?
- Is anyone in danger?
- Do we need to call 911?
- Is the pastor or principal aware?
- If not, are they available?

What first?

The first step should always be practical.



ARCHDIOCESE
OF ST. LOUIS



- Is anyone hurt?
- Is anyone in danger?
- Do we need to call 911?
- Is the pastor or principal aware?
- If not, are they available?

We'll talk through how to respond to a crisis from a communications perspective, but this should almost always come after the situation is under control.

Now what?

We start by considering and prioritizing our audiences.



ARCHDIOCESE
OF ST. LOUIS



- Who was directly impacted?
- Are minor children involved whose parents need to be notified?
- Who might be impacted in the near future?
- And what about our larger audiences?

Now what?

We start by considering and prioritizing our audiences.



ARCHDIOCESE
OF ST. LOUIS



For instance:

- A small group of students
- One classroom
- One grade level
- One school
- One parish community
- Our neighbors and the wider community
- The media

REMEMBER:

Your best public relations strategy is effective internal communications.

If your concentric audiences have all of the information you can share,
it becomes harder for the media to highlight controversy.

1. What is our topline message, i.e. what information do we know we can share with our concentric audiences?

Creating a Communications Plan



ARCHDIOCESE
OF ST. LOUIS



1. What is our topline message, i.e. what information do we know we can share with our concentric audiences?
2. Who are our audiences and how have we prioritized them?

Creating a Communications Plan



ARCHDIOCESE
OF ST. LOUIS



1. What is our topline message, i.e. what information do we know we can share with our concentric audiences?
2. Who are our audiences and how have we prioritized them?
3. Do we have the ability to reach these audiences effectively? What are our non-email communications options?

Creating a Communications Plan



ARCHDIOCESE
OF ST. LOUIS



1. What is our topline message, i.e. what information do we know we can share with our concentric audiences?
2. Who are our audiences and how have we prioritized them?
3. Do we have the ability to reach these audiences effectively? What are our non-email communications options?
4. Is follow-up necessary? Do we need to have difference phases of communications?

Creating a Communications Plan



ARCHDIOCESE
OF ST. LOUIS



- 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.
- 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 immediately contact the Archdiocese of St. Louis Office of Communications, copying your direct supervisor and, if applicable, your ministry's designated communications specialist.
- 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.

If you are contacted by media



ARCHDIOCESE
OF ST. LOUIS



Key contacts and resources

We're here to support you all:



ARCHDIOCESE
OF ST. LOUIS



- The office of communications
 - Brecht Mulvihill, Executive Director of Communications
 - Lisa Shea, Director of Community and Media Engagement
 - Thomas Berra, Marketing and Communications Manager

Key contacts and resources

We're here to support you all:



ARCHDIOCESE
OF ST. LOUIS



- The office of communications
 - Brecht Mulvihill, Executive Director of Communications
 - Lisa Shea, Director of Community and Media Engagement
 - Thomas Berra, Marketing and Communications Manager
- Legal and Risk Management
 - Tom Buckley, General Counsel
 - Deacon Tyler McClay, Director of Risk Management

Key contacts and resources

We're here to support you all:



ARCHDIOCESE
OF ST. LOUIS



CATHOLIC
COMMUNICATORS
COLLECTIVE #ArchSTL

- The office of communications
 - Brecht Mulvihill, Executive Director of Communications
 - Lisa Shea, Director of Community and Media Engagement
 - Thomas Berra, Marketing and Communications Manager
- Legal and Risk Management
 - Tom Buckley, General Counsel
 - Deacon Tyler McClay, Director of Risk Management
- Office of Child and Youth Protection
 - Sandra Price, Director

Key contacts and resources

We're here to support you all:



ARCHDIOCESE
OF ST. LOUIS



- The office of communications
 - Brecht Mulvihill, Executive Director of Communications
 - Lisa Shea, Director of Community and Media Engagement
 - Thomas Berra, Marketing and Communications Manager
- Legal and Risk Management
 - Tom Buckley, General Counsel
 - Deacon Tyler McClay, Director of Risk Management
- Office of Child and Youth Protection
 - Sandra Price, Director
- Vicariate Leadership
- Regional Education Directors
- Human Resources
- Office of the Vicar for Clergy



ARCHDIOCESE
OF ST. LOUIS



CATHOLIC
COMMUNICATORS
COLLECTIVE *#ArchSTL*

QUESTIONS?