

# Crisis Communication



# Crisis (defined)

An event that has the potential to damage or shape your reputation in a way other than desired

# Reputation (defined)

What you do...

How well you do it...

How well you communicate it...



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## Warrant issued for treasurer who bilked church

By Yadira Betances ybetances@eagletribune.com  
LAWRENCE — The former treasurer of the Seventh Day Adventist Church is being sought by Lawrence police for stealing \$106,570 from the church at 54 Salem St.

Police have issued a warrant for Raiffeisen Regalado, 41, for larceny and embezzlement.

Church pastor Domingo Francisco told investigating officer Det. Kevin T. Nigohosian the church contacted the police in 2008 but no charges were filed then because Regalado made an agreement with church officials to pay back the money.

"I tried to talk to him as Christians and he promised to pay it all," Francisco said yesterday. "When he didn't, we had to find other means."

John Romero said police are trying to locate Regalado, whose known address was 46 Cypress Ave., Methuen.

"It's worse than stealing from a church," Romero said. "Use this money was given by members of the church."

# Phases of Crisis

- Pre Crisis Phase
- Initial Phase
- Crisis Maintenance Phase
- Crisis Resolution Phase
- Evaluation Phase

# Pre Crisis Phase

- Dont wait for the event to make your case
- Assessment
- Have a solid communication plan in place
- Crisis Team and Crisis Plan
- Accepted by all

# How to Respond

- Know who is in charge
- Develop the message
- Identify the audiences
- Talking Points
- Express Empathy
- Identify Action Steps



# When the media calls

- Alternatives to “No Comment”
- We’ve just learned about it and are trying to get more information
- I’m not the authority, let me get xx to call you back
- We’re preparing a statement, can I get back to you with that?

# What the media will ask first

- What happened?
- Who is in charge?
- Are the victims being helped?
- Why did this happen?
- Why wasn't it prevented from happening?
- What are you going to do about it?

# Common Mistakes

- Allowing the media to talk to employees/ students
- Lack of media strategy
- Missing the “window of opportunity”
- No clearly assigned roles
- Limiting communication due to litigation fears
- No (or untested) crisis plan