



Quick Sheet: What To Do When A Crisis Occurs

Contact a Core Team Member

Immediately contact either of these members of the Core Team, Barb Sholis, Executive Assistant to the Bishop or Kay Panovec, Director of Communications, to advise the conference of the crisis.

Rev. Linda Middelberg, Executive Assistant to the Bishop	lmiddelberg@wocumc.org	614-917-7244 (c) 614-844-6200 x213 (w)
Mrs. Kay Panovec, Director of Communications	kpanovec@wocumc.org	615-804-8843 (c) 614-844-6200 x229 (w)

The Core Team member you contacted will contact other members of the Core Team as appropriate and assess the level of the crisis and whether the Crisis Communications Team needs to be activated.

Conference Management of a Crisis:

If a pastor is involved, at fault or potentially liable for the crisis, or the situation has the potential for legal liability for the conference, the Crisis Team will be activated and primary communications and leadership for managing the crisis will be at the conference level.

The Conference Crisis Communications Team will work with the superintendent of the district involved and local church pastor to gather information about the crisis. A conference level person will become the spokesperson and all communications will be managed by and come from the Crisis Communication Team.

The local church and district offices will be advised on how to handle media inquiries to direct them to the conference office.

Church or District Management of a Crisis:

If it is determined by the Core Team that this is a local church crisis best handled by the district office and local church, the Crisis Team will not be activated.

In the case of the crisis being managed on the district and local level, the Director of Communications is available to assist in managing communications efforts in the following way:

- a. Working with the pastor to assess the situation, develop initial statements, train staff on how to handle media contacts
- b. Develop talking points for the spokesperson and coaching the spokesperson on talking with the media
- c. Prepare communications to congregations or constituents concerning the crisis