

# Media Crisis Response

For the purpose of this document, “Crisis” refers to:

**An event or emergency associated in some way with the Church, which, beyond its control, can be expected to become public. A crisis situation presents potential for damage to individuals, or the image of the Church, and hinders their abilities to be in ministry.**

**Media Crises** most likely to be faced by the church are usually in these categories:

- Personal nature (clergy or layperson engaged in inappropriate behavior)
- Illegal or criminal behavior
- Financial impropriety
- Violent acts, demonstrations, death or serious injury
- Perceived crisis (not of true crisis proportions, but perceived as such)

## Notification Process

When clergy receives a media call, your statement should be similar to this:

“At this point, we are aware of the situation involving the church/pre-school, etc. We are very concerned about the potential impact on everyone involved and will diligently work to gather the facts and respond quickly and responsibly. I am certain you have deadlines to meet. I will have the Florida Conference Director of Connectional Relations, Gretchen Hastings, at 863-688-5563, get in touch with you.”

Your **FIRST** phone call is to Gretchen Hastings, the Director of Connectional Relations (800-282-8011 x505), to explain the situation and to inform her to expect contact from the media. (If Connectional Relations is not available, call LaNita Battles in Ministry Protection at x199.)

Your **SECOND** phone call is to your District Superintendent. Explain all that you know about the crisis and that you have referred the media to the conference Director of Connectional Relations.

The District Superintendent will inform the Bishop and/or Bishop’s assistant about the crisis event.

The Bishop, Assistant to the Bishop, or District Superintendent, if the Bishop or Assistant cannot be reached, will inform Conference Chancellor Mark Hanley.

A media crisis notification flow chart is below. Please post this chart at appropriate places in your church facility.

## Media Crisis Notification Flow Chart

