



Disaster & Crisis Communications

Managing the Flow of Information in a Crisis Situation – Be Prepared

Contact Info: Council Office: 991 Postal Road, Allentown PA 18109. Contact: Don Sachs, Marketing Director, office phone: (610) 465-8572, cell: (610) 737-0424, e-mail: dsachs@minsitrails.com

Managing Crisis Communication

- Managing crisis communications is critically important to any organization, and the Minsi Trails Council is no exception.
- While individual Scout units should promote their own positive press, it's the Council's responsibility to manage all communications during a crisis.

What is a Crisis

- A crisis is any event or occurrence that could negatively impact Scouting, the Council or its members, or our programs. Examples could include: accident or death of a volunteer, staff or member; improper activity of a volunteer, staff, or member; issues concerning national Scout policies; or any other occurrence that could result in the potential for negative press.

What to Do

1. The Scout Executive is the only authorized spokesperson in a crisis event.
2. **Refer** any media inquiries to the Council office. Here's how:
 - Do not say "no comment" or a similar phrase. We want to work with the press to be responsive to their requests and we want to do so through our spokesperson who is thoroughly versed on responding to Scouting issues.
 - Say that you would "like to refer them to the person who can respond to their request".
 - Give them the name and phone number for **Craig Poland, Scout Executive** for the Minsi Trails Council, and office phone **(610) 465-8554** or (if night or weekend) cell **(484) 597-0247**.
 - You do not want to put yourself in a position of speaking for Scouting or the Council.
3. **Remember** ... there is no such thing as "off the record". Anything you say may be "fair game" for the press to use or quote, so don't say it. The best course of action is always to refer the press inquiry to the Council.
4. **Call Craig Poland** immediately to report any media contact that could result in negative press. This will provide the necessary information to begin to formulate a response before the Council office is even contacted by the media.

In addition, if you become aware of any action or event that could result in the potential for negative press, be sure you contact Craig Poland and advise him of the occurrence. Following these simple action steps will help to ensure that you and the Council respond appropriately to the media.

For more information, please contact Don Sachs, Marketing Director Minsi Trails Council.