



Disaster & Crisis Communications

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

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Managing Crisis Communication

- Managing crisis communications is critically important to any organization, and 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 about a potential crisis situation.

What is a Crisis

- A crisis is any event or occurrence that could negatively impact Scouting, the Council, its members, or programs. Examples could include: accident or death of a volunteer, staff, or youth member; improper activity of a volunteer, staff, or youth 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 about a crisis situation.
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.
 - Tell the press that you would "like to refer them to the person who can best respond to their request."
 - Give them the name and phone number for **Craig Poland, Scout Executive** for Minsi Trails, 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 for an appropriate response before the Council office is 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 four action steps will help to ensure that you and the Council responds appropriately to the media.

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