

# Annexe 4

# CRISIS CABINETS



**Adoratrices**

Esclavas del Santísimo Sacramento y de la Caridad

**ADORERS'  
GENERAL  
PLAN OF  
COMMUNICATION**

# Crisis Cabinets

An important aspect of external communication is communication in times of crisis. All institutions, including religious congregations, may have to deal with extraordinary situations where seriousness is often the main factor.

These situations usually have the common factor that they are sudden and come as a surprise.

Institutional crises usually cause the institution to lose its balance and to act in a disorderly and often communicatively wrong way.

The reaction time is usually very short. It is therefore essential to have a well-structured crisis office.

In this context, it is necessary to plan the people who will make up the crisis communication team and to establish the role that each of them will play.

The crisis team should meet when the first signs of a problem are detected and establish the protocols to be followed.

In crisis communication it is essential to follow some general guidelines::

- Remain calm and convey serenity.
- Start reporting proactively.
- Clear, simple and truthful messages.
- Maintain a constant flow of information in your media and the media.
- Seek the support of opinion leaders.
- All information should be endorsed by legal counsel.

The Crisis Communication Team should be composed of a group of people who centralise and manage decisions and communication from the moment the crisis occurs until it is resolved.

The first decision of the crisis committee is to appoint a person to act as a spokesperson to channel all the information. We will analyse the characteristics of this profile later on. On occasion, another member of the crisis cabinet may be given a voice to give more weight to the statements. In this case, it should be for the major superior (general or provincial) to speak.

If the crisis has a general significance, the crisis committee should be formed::

- Superior General (co-ordinator).
- General Councillor.
- The person who is the spokesperson.
- Legal adviser.
- Expert persons (sisters or laypersons) The advisable number is 2.
- Member of the General Communications Team.

The spokesperson can be one of the participants in the committee or an external person. The experts and legal counsel should be chosen and appointed by the General Council with the presentation of this Communication Plan.

The crisis committee can request reports and data from external persons who do not necessarily have to have all the information. What is mandatory is that all members of the crisis cabinet have access to all information.

Persons from outside the congregation will sign a privacy document when they are summoned.

If the crisis affects a Province::

- Provincial Superior (coordinator).
- Consejera provincial.
- Provincial Councillor.
- Legal advisor
- Spokesperson appointed by the Provincial Superior.
- Member of the provincial communications team
- Expert persons.

Since everything that happens in a province transcends to the general institutional image, one of the expert persons should be a member of the General Communication Team. This person will be in charge of transmitting to the Superior General if it is necessary to activate the General crisis committee.

If the crisis affects a project, school or other apostolic work, the crisis committee should be formed:

- Local superior or person is responsible for the project.
- Provincial Councillor appointed by the Provincial.
- Spokesperson appointed by the local superior.
- Legal advisor.

- Expert persons.

As everything that happens in a province is reflected in the general institutional image, one of the experts should be a member of the General Communication Team. This person will be responsible for informing the Superior General if it is necessary to activate the General crisis committee.

The spokesperson should take into account several issues that are important for this work:

- He/she should use clear and concise language, avoid rhetoric and deviations.
- Avoid using set phrases and classic repetitive phrases or catchphrases.
- Convey simple ideas.
- Use adjectives and adverbs tactfully.
- Use examples regularly.
- Say the most important things at the beginning and be very concise.
- Keep serenity and calmness.
- Speak naturally, without rushing, but do not speak at too slow a speed.
- Prevent possible unforeseen events in advance.
- You must be able to answer any question.
- You must not lie or hesitate.
- You must be able to apologise clearly and directly if necessary.

After the crisis, it is mandatory to evaluate what has happened and to check whether the work has been effective. After the crisis, it is mandatory to evaluate what has happened and to check whether the work has been effective. It will be important to be able to correct the crisis plan if deemed necessary after the experience gained.

**ADORERS'  
GENERAL  
PLAN OF  
COMMUNICATION**

April 2021



**Adoratrici**

Esclavas del Santísimo Sacramento y de la Caridad

Vía Alessandro Torlonia, nº 6 00161 ROMA  
secretaria.g@adoratrici.com (+39) 0644 23 7028