

DO YOU HAVE A PLAN?

CRISIS COMMUNICATION CHECKLIST

Terry
WILHITE



"Nothing leads people to church quicker than a crisis. During times of uncertainty, it is beneficial to have a communications plan. Will you be ready in case you get such a call? Or are you ready to call the local newspaper, radio or television station and make yourself available as a resource? People are looking to you for a message of personal peace and hope."

-Terry Wilhite

Here is my checklist of basics for times of uncertainty and crisis.

In times of uncertainty and pain, speak with a voice of calm and reassurance, pointing to the Lord's unfailing love throughout Scripture.

Viewers will listen to someone who is human like they are, yet has a good grasp of Scripture and can relate to them authentically in love.

**Speak with a
voice of calm
and reassurance.**

Ask: What's important to say right now? How would you communicate if you were talking to a child who has fallen and bloodied his knee?

Although it's more difficult to do this through a camera lens, with your words, your listeners want to be picked up, held tightly and hugged by what you say.

**Make it relate
to what's
happening now.**

There is no room for personal opinion or editorials. Scripture is our script.

It's best to put these scriptural nuggets of truth into your own words and speak them from the heart.

**Stick to
the script.
Be brief.**

Remember, your job is to answer the question: “What can you offer me to cope with my personal situation?”

Terms like salvation, redemption, justification and propitiation will mean nothing to most of your viewers. Put Bible terms into everyday language. Have a descriptive phrase line or two ready and memorized for each term.

**Make it
personal.**

Be ready for the tough questions, but don't get bogged down into a theological debate.

Get the subject back onto what it is you want to talk about, the fact that one can have peace and joy through a personal relationship with Jesus Christ in the midst of crisis.

**Offer hope
and peace.**

Terry Wilhite's Communication Mantra

● COMMUNICATION HAPPENS WHEN
UNDERSTANDING TAKES PLACE

● UNDERSTANDING TAKES PLACE
WHEN THERE IS A RELATIONSHIP

● RELATIONSHIPS FORM WHEN
THERE IS COMMON GROUND

Let's Connect

WEBSITE

terrywilhite.com

E-MAIL

writeme@terrywilhite.com

FACEBOOK

Terry Wilhite