**The Rose Theater**

**Crisis Communications Plan**

**Staff Summary**

In case of crisis:

* Strive to be proactive rather than reactive, and don’t panic. Take the time necessary to think through the situation thoroughly before acting. Make sure people are safe and call a supervisor as immediately as possible.
* Immediately contact Julie and provide her with the complete information. Julie will contact Kori and Matt.
* All staff is responsible for rumor control; be discreet. Information will be communicated on a need-to-know basis, even among staff. Respond only with approved messages to approved parties determined by Julie or Kori. Do not call, text or converse about the crisis with anyone. People will be updated as needed.

Dealing with the media:

* Julie or Kori are the official spokespersons for The Rose Theater. In their absence, Matt will assume the responsibilities of the spokesperson.
* No other staff member may speak with the media about a crisis situation at any time.
* If the media comes to the building, do not allow them to go beyond the lobby or speak to students or staff for any reason. Immediately notify Julie if any members of the media call or arrive at the Theater.

Dealing with parents:

* If a crisis requires immediate action, (such as a lock-down), Kori will coordinate the effort to communicate with parents and/or schools, who will be notified via Facebook and local media (TV and radio).
* The Rose Theater staff marketing staff will make phone calls and/or email parents when possible, (education staff will make call as well as they are available). Kori will notify box office staff (and/or education staff) for instructions on how to participate in this communication.

Dealing with other interested parties, including school partners or other community organizations:

* Julie will determine which situations warrant contacting outside parties and will notify box office staff for instructions on how to participate in this communication, if necessary.

# STAFF

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