



# Crisis Communication In Theatre

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## Intro

Navigating internal crisis can be daunting for any company to do, but is especially so for theatres that often operate without a large communication team.

It is time to shed light on recent and relevant crises happening in theatres all across America, and how the Situational Crisis Communication Theory has and can further help theatres navigate crisis.

## Goals

- Address current crises in theatre
- Analyze and apply the Situational Crisis Communication Theory to see where things could improve
- Find simple solutions to the question at hand

## Method

Qualitative Research  
Crisis in the last 5 years  
Internal, preventable crisis



Figure 1.1 Theatre companies used in the research

## Results

- 3 out of 4 theatres applied SCCT in response to a crisis
- Common connections between theatres: Race, gender, and position in the company
- SCCT was most successful when 3rd party management was brought in

## Conclusion

- The SCCT can be an effective tool for theatres when put into proper hands
- As a field we should encourage the hiring of communications professionals in executive positions
- Hopefully, future research can be done on a national scale to create guidelines for internal communication practices within theatre companies

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