



Crisis Communications

Crisis communication refers to the specific management of communication processes and messaging during a crisis or emergency situation. At the Museum of Transology, we understand that crisis communication is a critical aspect of managing our organization's response to unexpected negative events or emergencies that may intend to harm our institution, staff, or the public we serve.

Types of anti-trans crisis or situation may the MoT require a crisis communications strategy for:

1. **Physical Violence**
Hate crimes, assault or threats of violence targeting trans, non-binary and intersex individuals involved with the MoT or members of the public who are in attendance at an MoT event..
2. **Verbal Harassment**
Incidents of transphobic hate speech, slurs or aggressive confrontations directed at trans, non-binary and intersex individuals involved with the MoT or members of the public who are in attendance at an MoT event or exhibition.
3. **Negative media campaigns/backlash**
Negative, sensationalized or biased media coverage of the MoT's activities, perpetuating harmless stereotypes and fuelling transphobic sentiment.
4. **Negative heritage sector campaign**
A conservative coalition of heritage and cultural organizations coordinating a campaign against the recognition and inclusion of transgender heritage, objects and experiences in museums, arguing it 'erases' or 'distorts' traditional narratives.
5. **Online harassment and cyberbullying (public facing)**
Hateful groups or individuals leaving comments, messages, threats targeting the MoT or its supporters on social media platforms, forums, websites or online events that our wider trans, non-binary and intersex public can see.
6. **Online harassment and cyberbullying (private)**
Hateful groups or individuals sending private messages, emails and other forms of closed communications to the MoT or MoT team members.
7. **Targeted disinformation campaigns**

A targeted campaign against the MoT mission and values, spreading rumours, falsehoods, misrepresenting facts and biased information aiming to incite fear or discrimination against us.

8. Doxxing
The malicious act of revealing private or identifying information about group members online, putting them at risk for harassment, discrimination or violence.
9. Vandalism and property damage (e.g. Lethaby Gallery or Bishopsgate)
Deliberate damage to the groups property, resources or venue such as graffiti, broken windows or destruction of materials or archive materials.
10. Event disruption
Protests, boycotts or interference aimed at disrupting MoT events, meetings, public programs.

The Museum of Transology policy is not to engage with transphobia in any capacity, whether this be in-person, online or our own social media platforms. Unfortunately due to the unpredictable nature of interactions there may be some instances where engaging in unavoidable.

Responding to Transphobic Attacks General Guidelines

The following guidance was informed by Global Action for Trans Equality (GATE) Crisis Communications 'Turning the Tide: A ToolKit to Combat Anti-Gender Extremism' (2025)

While our immediate reactions may be driven by strong emotions, it is essential to prioritize our proactive goals and values as a project dedicated to preserving, creating and celebrating transgender material culture.

1. PAUSE
When faced with an attack, it's natural to experience raw, volatile, and emotional reactions. It's important to share these feelings with your team and loved ones, but take a moment to pause before responding publicly. In most cases, external responses can wait several hours or even days, allowing your body and mind time to process any trauma response triggered by the incident.
2. ASSESS
Determining whether, how, where, when and to whom to respond is critically important and requires an assessment of key audiences (internal and external) and communication channels.
Whether - not all crises need, warrant or necessitate a response, risk assess this on a case-by-case basis.
How - online/in-person
Where - public/private communication, which communication channel

When - scale the urgency, is an immediate response needed or can response in a day/a week/a month.

Who - We have identified the MoT key audiences as:

- Object Donors
- MoT core team
- MoT volunteers
- Our funders & supports (National Heritage Lottery Fund, Bishopsgate Institute, CSM etc)
- trans, non-binary and intersex community
- Wider society

3. CONSIDER

Some audiences require a more considered response than others.

The aim is to tailor our communications to specific audience segments for optimal responses.

Public statements are not the only way in respond, and they are often not the most strategic way.

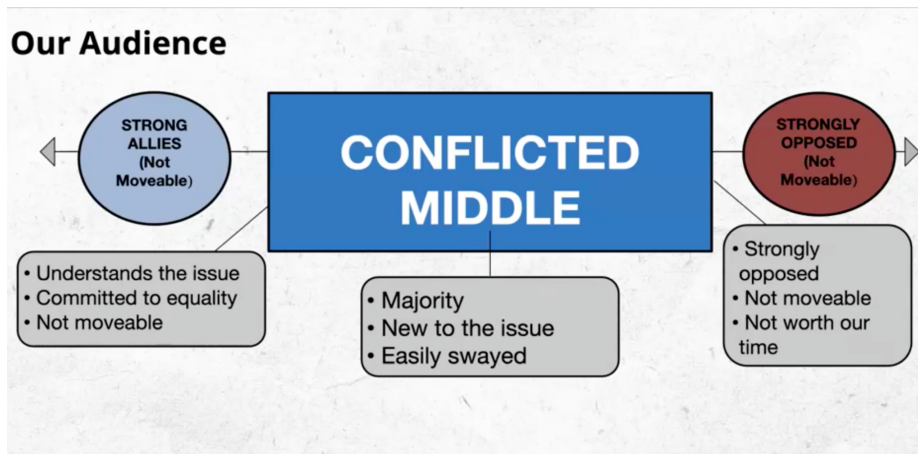
4. REMEMBER

When responding to bad actors in crisis communication situations, the bad actors are not our audience. Our focus is everyone else who are 'strong allies' who hold conflicting opinions on the topic of trans, non-binary and intersex inclusion.

MoT crisis communications **is not** for the 'strongly opposed' who are hateful and not moveable in their opposition to our mission.

MoT crisis communication **is** for the 'strong allies' to demonstrate our unequivocal stance on the right and necessity for trans, non-binary and intersex inclusion in heritage narratives in the past, present and future.

MoT crisis communication **is** for the 'Conflicted Middle' whom are conflicted on issues of equality and may generally want to do the right thing, but fear-mongering and a lack of familiarity with trans, non-binary and intersex people leave them easily persuaded by oppositional rhetoric.



5. CONNECT & CONCLUDE

While it may be tempting to lash out in anger or name-call, such reactions are (unfortunately) mostly counterproductive and limit the effectiveness of our response to those in the 'Conflicted Middle' for whom this reply is actually too.

When the comment, question or outburst is asked in bad faith, answer it for the person who might be genuinely confused about what a gender affirmative stance on healthcare, schooling/sex education, sports means for themselves and their loved ones.

Engaging in factual debates with individuals who hold deeply entrenched anti-transgender views is unlikely to be a productive or effective strategy, as their opinions are often rooted in immutable beliefs rather than a willingness to consider evidence or alternative perspectives.

When we respond, prioritise the MoT mission statement, values and vision. Repeat, repeat, repeat. Message discipline is essential.

Crisis Communication Case Studies

Case Study 1:

Transphobic Comment: "The Museum of Transology is nothing more than a propaganda machine, pushing a dangerous agenda that threatens our society's moral fabric. By glorifying mental illness and encouraging the mutilation of healthy bodies, this museum is contributing to the destruction of traditional values and putting our children at risk. It's time for real museums to stand up against this pseudo-scientific nonsense and protect the integrity of our cultural institutions."

Crisis Communication Response:

The Museum of Transology is dedicated to preserving and sharing transgender history and culture, we are committed to promoting understanding, respect, and inclusion. We recognize

that transgender identities are a valid and natural part of human diversity, supported by scientific evidence and the consensus of medical and scientific professionals.

Case Study 2:

Transphobic Comment: "I can't believe my tax dollars are being wasted on a 'transgender museum.' These people are just confused and need help, not validation. What's next, a museum for pedophiles? This is a slippery slope that will only lead to the normalization of all kinds of deviant behavior. I urge the government to cut funding for this so-called museum and invest in real education that upholds our traditional gender roles and family values."

Crisis Communication Response:

The Museum of Transology is dedicated to preserving and sharing transgender history and culture. Our museum is a vital educational resource that provides accurate, research-based information about transgender history, culture, and experiences. We are committed to fostering understanding and respect for all individuals, regardless of their gender identity. We are proud to serve as a platform for transgender voices and stories, and we will continue to work towards building a society where all individuals can live authentically and with dignity.

Case Study 3:

Transphobic Comment/Question: During a public event at the Museum of Transology, an attendee stands up and says, "I don't understand why we need a whole museum dedicated to this transgender nonsense. These people are just mentally ill and need therapy, not encouragement. How can you justify promoting this lifestyle to children and impressionable young people? It's irresponsible and goes against basic biology."

Crisis Communication Response: "Thank you for your question. I understand that transgender identities may be a new or unfamiliar concept for some people. However, I want to clarify that being transgender is not a mental illness or a 'lifestyle choice.' It is a deeply personal and innate aspect of a person's identity, which has been recognized and validated by medical and science professionals worldwide. Our museum's role is to provide an archive of community donated objects of the trans experience and to share the rich history and cultural contributions of transgender individuals. "

Case Study 4:

Transphobic Comment/Question: During a Q&A session at the Museum of Transology, an attendee asks, "I'm deeply concerned about the safety and privacy of women in single-sex spaces like bathrooms, changing rooms, and shelters. How can you support the idea of allowing men who claim to be women to access these spaces? Isn't this just a way for predatory men to infiltrate women's spaces and put them at risk? Why should women's hard-fought rights be sacrificed for the sake of a small minority?"

Crisis Communication Response: "Thank you for raising this concern. I think we have a shared concern about the safety of people in public washrooms. Research has consistently shown that allowing transgender people to access facilities that align with their gender identity does not increase safety risks or incidents of violence. In fact, forcing trans people, including transgender women to use washrooms that do not align, puts them at a significantly higher risk of harassment, assault, and discrimination. The fight for women's rights and the fight for transgender rights are not in opposition – they are both part of the larger struggle for gender equality and justice."