

## NC SWIMMING CRISIS MANAGEMENT PLAN

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This policy shall be implemented when any incident requires communication with the public on the behalf of North Carolina Swimming. Only the individuals listed in this policy and acting within the scope and procedure below are authorized to make any statements. All others individuals shall refer the media to the General Chair.

### 1. Crisis Communication Team

- 1<sup>st</sup> Team:
  - Information Officer and spokesperson (*Public Relations Chair*),
  - General Chair
  - Legal Counsel
  - USA Swimming
- Back-ups:
  - Information Officer and spokesperson
  - Administrative Vice-Chair / Senior Chair / Age Group Chair
  - *Back up* Legal Counsel
- Situational – *Information Officer may include other individuals/specialists as appropriate for given situation*

### 2. Stakeholders:

- Board of Directors – emails and phone numbers are in Information Officer's possession
- Clubs – contact emails and phone numbers through registrar/websiteCoaches – network emails through registrar; use web site as well
- NCS Membership – use NCS website
- Media/Public – contact local newspaper and television networks as appropriate

### 3. Process

- Information Officer gathers and confirms all the information from relevant sources (Depending on situation, Information Officer will involve others as appropriate)
  - a. Determine what happened, when and where
  - b. Determine who is affected
  - c. Identify cause
  - d. Determine reaction to incident and possible repercussions
  - e. Determine when there will be more information/update

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- f. Information Officer convenes Crisis Communication Team via conference. Team will be alerted by phone call to home number, work number, cell number, all of which are in possession of Information Officer
- Team determines appropriate response to crisis and develops plan and timetable
  - a. Determine what needs to be done and when it needs to be done
  - b. Determine what to say, who will say it, to whom it will be said, when it will be said, and by what means it will be said, as well as determining whether to take a proactive or reactive approach
- Information Officer informs appropriate stakeholders of situation and response
  - a. Description/background of situation and the response are communicated to stakeholders by established timetable
  - b. Stakeholders are given contact information for Information Officer as well as other contact information that may apply in the situation
- Spokesperson, under direction of Information Officer, makes any necessary public statements to news media, direct meetings of membership, or others as appropriate
- Team monitors situation and reacts accordingly

#### **4. Maintenance of Crisis Team List**

- Following Fall HOD, the Executive Administrator shall verify the contact information of the Crisis team members including the availability of legal council.
- The contact list will be updated and distributed to the Crisis Team members.