

# Potomac Valley Swimming Crisis Management Plan

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

**Crisis Communication Team:** General Chair; Legal Counsel; USA Swimming

**Back Ups:** Administrative Vice Chair; Finance Vice Chair

**Process:**

## **1. General Chair gathers and confirms all the information from relevant sources**

Determine what happened, when and where  
Determine who is affected  
Identify Cause  
Determine reaction to incident and possible repercussions  
Determine when there will be more information/update

## **2. Convene Crises Communication Team or notify by phone**

Team Determines appropriate response to crisis and develops plan and timetable  
Determine what needs to be done and when needs to be done  
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  
Determine whether to take a proactive or a reactive approach  
Spokesperson makes any necessary statements to news media, membership or others as appropriate.

## **3. Notify the following Stakeholders:**

Board of Directors – by email or phone  
Clubs – by email, phone or PVS website  
Coaches –by email, phone or PVS website  
PVS Membership – use PVS website  
Media/Public – contact local newspaper and television networks

## **2019 PVS Board Members**

General Chair – Tim Husson – tim.husson@gmail.com – (301) 325-8684  
Administrative Vice Chair – Jack Neill – jjneill@gmail.com – (703) 223-2702  
Finance Vice Chair – Ellen Colket - eacolket@gmail.com – (301) 606-0807