

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 the cause
Determine the reaction to the incident and possible repercussions
Determine when there will be more information/updates

2. Convene Crisis Communication Team or notify by phone

Team determines an appropriate response to the crisis and develops a plan and timetable
Determine what needs to be done and when it 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 the 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

2022-2023 PVS Board Members

General Chair – Tim Husson – GeneralChair@pvswim.org – (301) 325-8684
Administrative Vice Chair – Cherlynn Venit – Admin@pvswim.org – (301) 828-6994
Finance Vice Chair – JD Foster – Finance@pvswim.org - 703-751-2529