

Ozark Swimming Crisis Communication Plan

1. Crisis Communication Team:
 - a. 1st Team
 - i. General Chair
 - ii. USA Swimming Legal Counsel
 - iii. USA Swimming (Club Development Representative and if needed Director of Communications & PR)
 - b. Back-Ups:
 - i. Administrative Vice Chair
 - ii. USA Swimming Back-up Legal Counsel
 - c. Situational-General Chair may include other individuals/specialists as appropriate for the given situation
2. Stakeholders to be notified:
 - a. Board of Directors – contact emails and phone numbers through OKS website
 - b. Clubs – contact emails and phone numbers through OKS website
 - c. Coaches – contact emails through OKS website
 - d. OSI Membership – use OSI website
 - e. Media/Public – contact local newspaper and television networks as appropriate
3. Process:
 - a. General Chair gathers and confirms all the information from relevant sources
 - i. Determine what happened, when, and where
 - ii. Determine who is affected
 - iii. Identify the cause
 - iv. Determine reaction to the incident and possible repercussions
 - v. Determine when there will be more information/update
 - vi. General Chair convenes Crisis Communication Team via conference call. The team will be alerted by phone call to the home number and cell number.
 - b. Team determines the appropriate response to the crisis and develops plan and timetable
 - i. Determine what needs to be done and when it needs to be done
 - ii. 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
 - iii. Spokesperson makes any necessary statements to news media, membership, or others as appropriate.
 - iv. Team monitors situation and reacts accordingly.
4. Spokespersons informs appropriate stakeholders of the situation and response
 - a. Description/background of the situation and the response are communicated to stakeholders by established timetable
 - b. Stakeholders are given contact information for the Spokesperson as well as other contact information that may apply in the situation
 - c. Spokesperson makes any necessary public statements to news media, direct meetings of the membership, or others as appropriate.