**CRISIS COMMUNICATIONS MANAGEMENT PLAN**

***(Event Name)***

**A CRISIS DURING THE AIR NATION** ***(Resort Name)* COULD BE DEFINED AS, BUT IS NOT LIMITED TO, THE FOLLOWING:**

* Serious accident or fatality involving competitor or spectator/staff/volunteer

-or-

* Incident/altercation among spectators

-or-

* Unrelated incident at  *(name resort)* between  *(date)*

**DIRECTIONS TO ALL EVENT STAFF & VOLUNTEERS – IF YOU SEE A POTENTIAL CRISIS SITUATION:**

1. Call patrol     ,
2. If competition related: Immediately call  *(Event Director name)* – phone or by radio on channel 1 and ask her to switch to channel 4.
3. If not competition related: Immediately call .
4. DO NOT TOUCH AN INJURED PERSON – Await professional medical assistance.
5. Help to stabilize the situation/control the crowd.
6. DO NOT COMMENT ON THE SITUATION TO MEDIA OR PUBLIC. Direct all inquiries to  *(Event Director name*). Contact her/ him by phone at or by radio on channel 1 and ask her to switch to channel 4.

**IMPORTANT NOTE:**

The Event Director & Event Communications Coordinator will meet (with the RCMP where required) to formulate the Official Public Statement to be distributed through the Event office located in . The Official Public Statement will then be distributed to all key parties. If a press conference is needed, it will be hosted in  (area used for team Captains meeting).

All staff and volunteers are asked to forward media requests for information and interviews to the Event office. Do not comment on the situation.

All members of the team involved in the Crisis Management process must keep a personal ‘log’ of conversations/radio or telephone calls/notifications/actions taken in the event of an emergency.

**CRISIS COMMUNICATIONS CALL SHEET**

**In the event of a crisis, Crisis Management Team members go immediately to the Event office in      .**

|  |  |  |  |
| --- | --- | --- | --- |
| **RESPONSE TEAM** | **Role** | **CELL #** | **EMAIL** |
| **CRISIS MANAGEMENT TEAM (CMT)** |
|  | Event Director |  |  |
|  | Chief of Competition |  |  |
|  | Event Communication Coordinator |  |  |
|  | Resort Communication Lead |  |  |
| **KEY CONTACTS** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| RCMP |  | 911 |  |
| Fire Department  |  | 911 |  |

**SPOKESPERSONS:**

RCMP RESPONSE TEAM

Event Director

Chief of Competition

Event Communication Coord.

Resort Communication Lead

The spokespersons will not answer media questions until the Official Public Statement has been drafted and the facts as known are compiled.  *(LOC name*) Spokesperson will meet in the event office for statement run-through with the team prior to press conference or interviews.

Medical/rescue personnel are asked not to speak publicly about the incident during the emergency situation but to forward all media requests to the Media Centre.

All staff and volunteers are asked to forward media requests for information and interviews to the Event office. Do not comment on the situation.

**MEDIA CONFERENCE:**

The CMT will determine the need for a media conference briefing. If necessary, the briefing will be held at the located in the Hilton.

An RCMP and/or Municipal spokesperson will speak if the situation/incident warrants.

**MEDIA INTERVIEWS:**

In the event of an emergency/crisis, all media interviews are to be coordinated through **.** This applies both during and after the incident, and pertains to all information regarding an incident.

**ON-HILL RESPONSE PROCEDURE:**

|  |  |  |
| --- | --- | --- |
| **Response Procedure** | **Who** | **Location** |
| Analyze situation and call lead event managers via phone or radio. Ask event managers to switch to a secure channel before alerting them to the emergency.  |  | On Course |
| If incident involves an injury alert patrol / event doctor that course is clear and they are clear to enter  |  | On Course |
| Secure accident site. Keep spectators/media away. |  | On Course |
| Provide announcers/stage emcee with initial statement. |  | On Course |
| Any decisions regarding suspension of the event, diversions, transport of injured party, or other competitor safety precautions will be made at this time. (consult with patrol / event doctor at this point as needed) |  | On Course  |
| Transport of injured party off scene (if required) |  | On Course  |
| Crisis Management Team (CMT) gather at Event Office. | CMT | Event Office |
| CMT to make act with RCMP if incident under investigation. |  | Event Office |
| Release official statement to media present at event. |  | Media Centre |
| Event Communications on *standby* to reflect situation: Website, VIP Centre, Media Centre, Event Office. |  | Event Office |
| Set up News Conference Room, if necessary. |  | Media Centre |
| Media Centre to take journalists’ messages and return after statement is released. |  | Media Centre |
| Gather facts from accident scene, including when formal (RCMP or otherwise) investigative procedures will be completed. Communicate details to CMT. |  | On Course |
| Contact clinic:- Check status of injured athlete, liaise with team coach.-If not athlete, check status of injured spectator/volunteer etc.-If member of public, work with mountain stakeholders to consult with family members. |  | Event Office |
| Prepare news release. |  | Media Centre |
| Approve statement with (LOC Senior Exectuive). |  | Event Office |
| Appoint spokesperson. | CMT | Event Office |
| Liaise with RCMP/Municipality to coordinate statements/spokespersons. |  | Event Office |
| Rehearse statements. | Spokespersons | Event Office |
| Announce to Media Centre news conference set for (time), if applicable. |  | Media Centre |
| Distribute statement to Media Centre. |  | Media Centre |
| Distribute statement to Mountain Staff/Event Officials etc. |  | COP |
| Hold News Conference (if necessary).  | CMT | Media Centre |
| Distribute release at news conference. |  | Media Centre |
| Give release to race announcer to inform public of situation. |  | On Course |
| Media Centre/ WB to email release to all media. |  | Media Centre |
| Video tape accident site for post incident review. | Videographer | On Course |
| Gather any tape of incident from Official TV Crew. |  |  |
| CMT members to accompany any media to the site. | All |  |
| Monitor Media. Prepare/Send updated Releases/Evaluate/Correct |  | Ongoing |

**PATIENT INFORMATION:**

No specific information regarding a treatment or medical condition of a patient to be distributed (i.e. name and other personal details). General information about number of patients and potential injuries may be provided once the information has been fact checked by the CMT.