

Iowa Swimming Inc.	Section N	Page:	N-1
Policies & Procedures	Crisis Management Plan	Revised:	10/2015

I. Background and Purpose. The Iowa Swimming, Inc.’s (“ISI”) Crisis Management Plan is intended to: (a) allow ISI to effectively manage communications through a formal, clearly defined channel in order to mitigate a Crisis, or serious negative repercussions for ISI, or the sport of competitive swimming in general; and (b) maintain a reputation of leadership and transparency on vital issues and breaking news.

For the purpose of this Policy, a “Crisis” is critical event or point of decision which, if not handled in an appropriate and timely manner (or if not handled at all), may turn into a disaster or catastrophe. A Crisis can be manmade or natural. Manmade crises includes violence, vandalism, accidents, operator error, negligence, defective equipment, poor planning, fire, and illness such as food poisoning. Natural crises include weather, earthquakes and communicable diseases.

II. The Policy. Upon the occurrence of a Crisis, in speaking with the media and public, ISI will provide factual information and messages most beneficial to ISI and to the sport of swimming. ISI will help the media by providing factual information that enables the media to do their jobs and positions ISI as a reliable resource and leader.

In all communications, ISI will create a positive opportunity for the public image of the sport of swimming as a whole. All messages provided by ISI should be responsive and action oriented, reinforcing ISI’s position of leadership.

The following will guide the General Chair when a Crisis arises that involves ISI.

A. All Crisis involving ISI should be immediately reported to the General Chair.

B. Only the General Chair, or his or her designee, is authorized to release information to the media and to the public. All others, including ISI staff, board and committee members, should be professional and helpful to the media by connecting them with the General Chair, but will neither speak to the media, nor provide any information about the Crisis.

C. The General Chair, or his or her designee, is the designated crisis management lead person, directing and coordinating all aspects of ISI’s response including managing the messages and the media. There should also be one designated spokesperson that actually interacts with the media and other inquirers. In some cases, the lead person and the spokesman may be the same person. In others, the roles may be divided to facilitate efficient and effective handling of the situation.

D. "No comment" is never an acceptable response. If an answer is unknown or cannot be immediately answered, make note of the question, tell the inquirer you will respond at a later time. The inquirer should be told if the question cannot be answered due to a policy, such as sharing personnel information.

E. Personnel matters are to remain confidential.

F. ISI recognizes the importance of media relation to public trust. During a Crisis, maintaining effective media relationships will be particularly critical in bolstering public

Iowa Swimming Inc.	Section N	Page:	N-2
Policies & Procedures	Crisis Management Plan	Revised:	10/2015

confidence.

III. **The Process.** The following steps will be taken when the General Chair is notified of a Crisis.

A. The General Chair gathers and confirms all the information from relevant sources:

- Determine what happened, when and where
- Determine who is affected
- Determine if ISI is affected and to what extent ISI is affected
- Identify the cause
- Determine reaction to incident and possible repercussions to ISI
- Determine when there will be more information and updates available

B. The General Chair convenes an emergency meeting of the Board of Directors via conference call or, if possible, in-person.

- All Board members will be alerted by phone or email
- Depending on the situation, the General Chair will involve others as appropriate
- The General Chair may designate a Crisis Center location
- The General Chair, with the advice of the Board, determines the appropriate response to the Crisis and develops a plan and timetable keeping in mind:
 - a. What needs to be done and when it needs to be done
 - b. 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

C. The General Chair, or his or her designee, informs the appropriate interested parties of the Crisis and the appropriate response giving a description and background of the situation and the developed response by the established timetable.