

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

2023-2024 PVS Board Members

- General Chair – Cheryl Lynn Venit – GeneralChair@pvs swim.org – (301) 254-3179
- Administrative Vice Chair – Trish Buswell – Admin@pvs swim.org – (703) 822-3479
- Finance Vice Chair – Ellen Colket – Finance@pvs swim.org - (301) 606-0807