

Rotary Club of Calgary West Crisis Communication Plan

Purpose

This communication plan is presented to lay out a comprehensive, coordinated way to deal with communications within the Club and the media for crisis events.

Methodology

Team

The Crisis Management Team for our club will be comprised of the following people:

- Club President
- President Elect
- PR Chairperson.

When a Crisis Develops

The Club President shall be the designated spokes person. If he /she is not available the responsibility shall fall to the PR Chairperson and then to the President Elect.

- Gather all the facts.
- Send out timely briefings to club members through club runner email service and telephone tree.
- Tell club members to refer inquiries to the spokesperson.
- Contact District Governor and Rotary International immediately if there is a potential for national/international media interest.
- Respond to media calls quickly.
- Be Honest and truthful, nothing but the truth.
- Do not cover up the situation or make excuses.
- Prepare statement, expressing our Club's position.
- Be sympathetic, genuine in response.
- Monitor media/web activities.