

	POLICY & PROCEDURE	POLICY NUMBER: 880
	Subject: CRISIS MANAGEMENT POLICY	REVISED DATE: 6-15-2022

A. Crisis Management Policy:

Purpose: To effectively manage communications through a formal, defined channel in order to mitigate crisis or serious negative repercussions for Arizona Swimming, Inc., or the Sport of Competitive Swimming in general, and maintain a reputation of leadership and transparency.

In speaking with the media and public Arizona Swimming will provide factual information and messages most beneficial to the organization and the sport of swimming. We will help the media by providing information that enables them to do their jobs and positions Arizona Swimming as a reliable resource and leader.

In all communications Arizona Swimming will strive to achieve a positive opportunity for the public positioning of the sport of swimming as a whole. Messages should be responsive and solution/action oriented.

B. Policy

- a. All crisis should be report to the General Chair and Operations Director.
- b. The chief spokesperson and backup spokesperson are authorized to release information to the media and public. All other staff, board and committee members should be professional, helpful and supportive but will not speak nor provide information.
- c. One person will be a designated lead person, (General Chair or their designee) If the General Chair is not available the Admin Vice Chair (or their designee) will be the designated lead person.
 - i. In speaking with the media and public Arizona Swimming will provide factual information and messages most beneficial to the organization and the sport of swimming. We will help the media by providing information that enables them to do their jobs and positions Arizona Swimming as a reliable resource and leader.

In all communications Arizona Swimming will strive to achieve a positive opportunity for the public positioning of the sport of swimming as a whole. Messages should be responsive and solution/action oriented.

UPDATES

Date	By whom	Abstract	Section	Control #
1-30-2015	USAS/BOD	USA Model Policy	All	16-003
10-20-2021	BOD		All	21-23
6-15-2022	BOD	Housekeeping	All	22-017