

Crisis Communication Plan



**Prepared by Jazzy Innis
Written on October 10, 2023**

TABLE OF CONTENTS

TABLE OF CONTENTS.....	2
INTRODUCTION.....	3
ACKNOWLEDGMENTS.....	4
REHEARSAL DATES.....	5
PURPOSE AND OBJECTIVES.....	6
LIST OF KEY PUBLICS.....	7
NOTIFYING PUBLICS.....	8
CRISIS INVENTORY.....	9
CRISIS COMM TEAM.....	12
CRISIS DIRECTORY & MEDIA SPOKESPERSON	13
EMERGENCY PERSONNEL & LOCAL OFFICIALS.....	14
KEY MEDIA.....	15
RELATED ORGANIZATIONS.....	16
CRISIS CONTROL CENTER.....	17
EQUIPMENT & SUPPLIES.....	18
PRE-GATHERED INFORMATION.....	19
SKELETAL NEWS RELEASE.....	23
TALKING POINTS & KEY MESSAGES.....	24
WEBSITE & SOCIAL MEDIA.....	26
TRICK QUESTIONS.....	27
PRODROMES.....	28
RELATED URLs.....	29
EVALUATION FORMS.....	30
REFERENCES.....	32

INTRODUCTION

WHY IS THIS IMPORTANT?

OUR MISSION FOR G.R.I.T. VOLLEYBALL CAMPS IS TO PROVIDE A SAFE AND INCLUSIVE PLACE FOR YOUNG ATHLETES TO DEVELOP THEIR SKILLS AND LOVE FOR THE GAME OF VOLLEYBALL. DEVELOPING A CRISIS COMMUNICATIONS PLAN IS IMPORTANT BECAUSE AN EFFECTIVE PLAN IS INSTRUMENTAL IN UPHOLDING ACCOUNTABILITY AND TRANSPARENCY WHEN ADDRESSING ANY ISSUES THAT MAY ARISE. WE MUST MAINTAIN THE TRUST OF THE ATHLETES, THEIR PARENTS, ALUMNI, STAFF, AND THE BERRY COLLEGE COMMUNITY. THIS COMMUNICATIONS PLAN WOULD PLAY A ROLE IN ENSURING LEGAL AND REGULATORY COMPLIANCE AND MITIGATING LEGAL REPERCUSSIONS, IN ADDITION, THERE WOULD BE A CONSISTENT PLAN FOR ISSUES LIKE INJURY, CONFLICT WITH COACHES, AND WEATHER CHALLENGES. THE ORGANIZATION MUST BE COMMITTED TO BEING THE FIRST AND BEST SOURCE OF INFORMATION (HEATH, 2006). THIS PLAN WOULD PREPARE G.R.I.T. FOR ANY UNFORESEEN CHALLENGES.

WHAT IF THE PLAN IS NOT FOLLOWED?

IF THE CRISIS COMMUNICATIONS PLAN FOR G.R.I.T. VOLLEYBALL IS NOT FOLLOWED, IT CAN HAVE SIGNIFICANT NEGATIVE CONSEQUENCES. THIS INCLUDES LOSING THE TRUST AND RESPECT OF THE FAMILIES WE SERVE. IN ADDITION, NOT FOLLOWING THIS PLAN COULD LEAD TO LEGAL REPERCUSSIONS. IF THEY FAIL TO COMPLY WITH LEGAL REQUIREMENTS AND MISHANDLE SENSITIVE INFORMATION, LEGAL ACTION CAN BE TAKEN. IF THE PLAN IS NOT FOLLOWED, A CRISIS CAN ESCALATE AND CAUSE MORE HARM TO THE CAMP'S IMAGE. FURTHERMORE, NOT ADHERING TO THE CRISIS COMMUNICATION PLAN COULD SEVERELY HURT G.R.I.T. VOLLEYBALL'S IMAGE AND REPUTATION SO THIS PLAN MUST BE IMPLEMENTED AND USED CONSISTENTLY.

HAS SOMETHING LIKE THIS HAPPENED BEFORE?

YES, THESE CRISES HAPPEN QUITE FREQUENTLY AMONG COLLEGE SPORTS SUMMER CAMPS AS AT LEAST ONE CAMPER TENDS TO WITHSTAND INJURY OVER THE COURSE OF A FEW DAYS. ADDITIONALLY, WE SAW THE HEALTH IMPACTS OF THE COVID-19 PANDEMIC BACK IN 2020-2021 AND HOW IMPORTANT EFFECTIVE COMMUNICATION IS.

ACKNOWLEDGMENTS

By signing this statement, I verify that I have read this crisis communication plan and am prepared to put it into effect:

Caitlyn Moriarty
Director of G.R.I.T. Volleyball

(Signature)

(Date)

REHEARSAL DATES

Companies must prepare by evaluating their crisis plan, team, tools, and all the resources they have in place (Zemke, 2021). This crisis communications plan will be tested once a year during the month of April, and evaluated then every 3 weeks during camp season to ensure issues are being handled consistently and with the client's best interest in mind.

Additionally, before working their first camp, each staff member must be fully trained on the plan and procedure for if a camper sustains a severe injury. This training will be done by Caitlyn Moriarty and Rachel Ford.

Initial Test Date: April 1, 2024

First Evaluation: June 22, 2024

Second Evaluation: July 13, 2024

Third Evaluation: August 3, 2024

PURPOSE

G.R.I.T. Volleyball's purpose is to serve our community and provide a safe and inclusive place for individuals to train. Our mission is to help these athletes grow in their volleyball skills but also deepen their love for the game. We hope to bring smiles and joy to each child who attends a camp. We want them to leave feeling empowered and confident. We stand for authenticity, growth, and professionalism. To achieve these goals it is necessary to have a crisis communication plan. This plan allows us to uphold our reputation of receiving only positive reviews. This plan will provide us with the framework to respond swiftly and honestly. With this plan, employees and staff will be prepared and trained to handle different issues consistently. This crisis communications plan must be implemented.

OBJECTIVES

A nonprofit crisis communication plan has a clear list of steps to follow in case of an unexpected event. The plan should include how to communicate with stakeholders and how to prevent another crisis (Haupt, 2021).

Our crisis communication plan will:

- Inform the director of G.R.I.T. Volleyball any issues that may have arose.
- Swift and well-planned responses were made to any crisis or emergency, including incidents of misconduct.
- Clear and consistent messaging to maintain transparency.
- Tackle negative publicity effectively.
- Apologize and take ownership.
- All communication is consistent with laws, regulations, and insurance guidelines. Including requirements for reporting incidents of misconduct.
- Key personnel and employees are trained and prepared to communicate during a crisis. This includes media training, rehearsal dates, and evaluations.

KEY PUBLICS

Listed below are the key publics of G.R.I.T. Volleyball. It is up to Caitlyn Moriarty to determine if the crisis is severe enough or needs to be shared with certain key publics.

Enabling Publics

- Caitlyn Moriarty (Director of G.R.I.T. Volleyball)
- K&K Insurance Group
- Camps & Conferences (housing)
- Stephen Briggs (President of Berry College)
- Angel Mason (Berry College Athletic Director)
- Shane West (Berry College Assistant Athletic Director)

Functional Publics

- Coaches
 - Berry Volleyball assistant coaches
 - Alumni
 - Current Berry Volleyball Players
 - Reputable outside coaches
- Athletic Trainers
- Campers
- Parents

Normative Publics

- Shorter volleyball camps
- other Berry College athletics camps

Diffused Publics

- Berry community
- Rome community
- Media

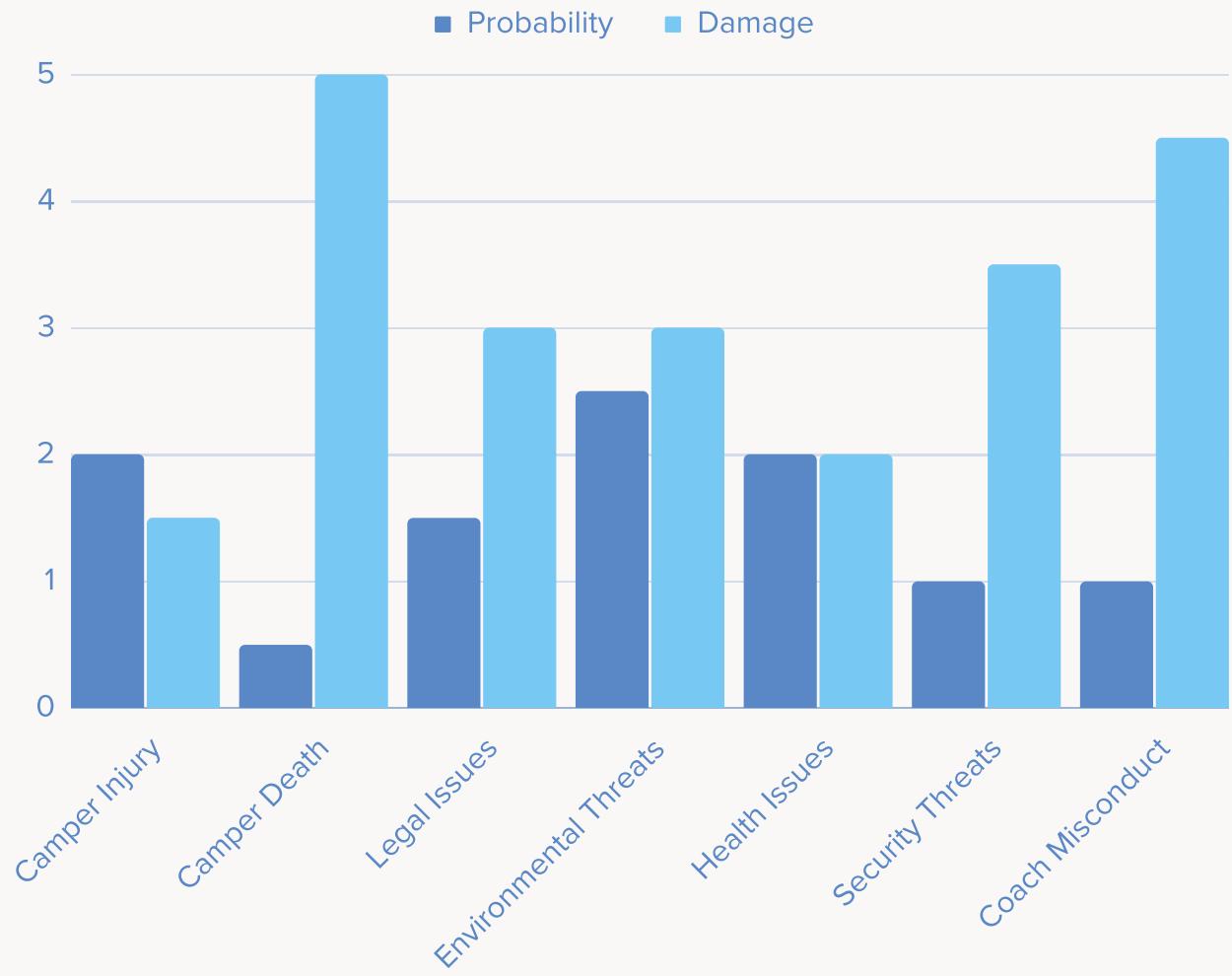
NOTIFYING PUBLICS

The key publics will be notified using their respective method below. Caitlyn Moriarty is responsible for communicating with each key public as she is the spokesperson and sole representative of G.R.I.T. Volleyball.

Key Public	Method of Contact
K&K Insurance Group	Email/phone call
Camps & Conferences	email/phone call
Coaches	In-person/text/call
Athletic Trainers	text/call/email
Campers	minors (sent to parents/guardians)
Parents	Email/phone call
Media	Press release
Rome community	Press release
Berry community	Press release

CRISIS INVENTORY

POSSIBLE CRISES FOR G.R.I.T.VB



The possibility and damage of a number of different crises must be taken into account during the creation of this plan. For G.R.I.T. Volleyball, the most common crisis appears to be weather-related issues and injury. According to Dawn Comstock, Ph.D. injury epidemiologist, on a given day for every 1,000 kids competing, just over one will be injured. Volleyball athletes are more prone to ankle injuries and while most campers are young and playing for many hours of the day, someone might likely get hurt. The bigger issue is if the parent/guardian of the child decides to take legal actions of some sort. G.R.I.T. Volleyball does have good insurance but a clear plan must be written. Camper death is unlikely but if this were to occur there must be a clear protocol and course of action.

Additionally, we saw with the pandemic that illness can travel quickly. Other illnesses like food poisoning are also probable since we are providing them meals. Our coaching staff is known for receiving all positive reviews, it is something that we pride ourselves on. It is also a crisis that has more potential to damage the reputation and public image of G.R.I.T. Volleyball.

Likelihood

Severe camper injury is not common but still, a possibility that needs to be prepared for. Campers can sustain severe injury if they have a history of health issues, faulty equipment, or several other warning signs. These signs are common and can lead to severe injury. It is more common for campers to roll an ankle or endure a more minor injury.

Possible Warning Signs

- Minor tears or faults in equipment
- Extreme weather conditions
 - *National Weather Service* advises extreme caution when the heat index reaches 90°F.
 - If the temperature goes below 20°F.
- Camper complaining about persistent pain or discomfort.
- Significant changes in the camper's mood or effort level.
 - Camper who was previously super involved is not reluctant to participate.
- Unexplained bruises, swelling, or other physical signs of potential injury.
- Noticeable changes in the camper's mobility
 - Limping, difficulty moving certain body parts
- Parents expressing concerns about their child's well-being or reporting injuries during camp.
- Reports of incidents where a camper narrowly avoided a severe injury which could signal potential hazards.

Damage

If a camper gets hurt and the crisis is handled poorly, several negative consequences could occur and damage the reputation of G.R.I.T. Volleyball. If a camper sustains a severe injury and is not taken seriously or cared for, further injury could occur.

Poor crisis management can lead to a loss of trust in the camp community such as campers, and their parents. Trust is an extremely important piece of this business as it directly involves minors. In addition, inadequate response or negligence may lead to legal repercussions. This could include lawsuits or fines. This would overall hurt G.R.I.T. Volleyball's image and ability to attract future families in the summers to come. Parents would be apprehensive to send their child to G.R.I.T. Volleyball camp and in a business that is so competitive, there are many other options for them to turn to. This all leads to bad press and the loss of business.

It is extremely important that G.R.I.T. Volleyball follows the steps written out in this plan and practices them to prepare for possible crises.

CRISIS COMMUNICATIONS TEAM

Individuals responsible for communicating	Communication with/to	Method of Communication
Caitlyn Moriarty	G.R.I.T Volleyball staff	in-person, phone, email
Rachel Ford	Media	press release
	Government and legal officials	email, phone
	Parents/guardians	phone, email

CRISIS DIRECTORY

Caitlyn Moriarty

cmoriarty@berry.edu

703.589.4367

G.R.I.T Volleyball Camps

2277 Martha Berry Hwy NW, Mt, Berry GA 30149

Chris Kozelle

ckozelle@berry.edu

706.236.1716

Director of Public Relations (on behalf of Berry)

2277 Martha Berry Hwy NW, Mt, Berry GA 30149

MEDIA SPOKESPERSON

The media spokesperson for a severe crisis regarding injury would be the president of G.R.I.T. Volleyball, Caitlyn Moriarty. Moriarty is in charge of all communication, and plans, and runs all of G.R.I.T. Volleyball's camps. During a time of crisis, the public must hear directly from her. She will speak on behalf of herself and all G.R.I.T. Volleyball hired coaches. Moriarty is known for being extremely well-spoken, and empathetic, as she is a mother of two herself, and will be ready to honesty and appropriately address the public both verbally and in written format.

EMERGENCY PERSONNEL & LOCAL OFFICIALS

Berry College Gatehouse and Campus Police

706.236.2262

Rome Police Department

706.238.5111

Atrium Health Floyd Emergency Medical Services

706.509.3820

Atrium Health Floyd Medical Center ER

304 Turner McCall Blvd

Rome, GA 30165

706.509.5000

AdventHealth Redmond ER

501 Redmond Rd

Rome, GA 30165

706.291.0291

Harbin Clinic

550 Redmond Rd

Rome, GA 30165

888.427.2461

KEY MEDIA

WRGA News

Ethan Garrett
News Reporter
706.291.9496 ext 108

Rome News-Tribune

Adam Carey
305 East Sixth Avenue
Rome, GA 30161
Acarey@rn-t.com

Coosa Valley News

510 Avenue A
Rome, GA 30165
news@coosavalleynews.com
706.234.0081

SPOKESPERSONS FOR RELATED ORGANIZATIONS

Shorter Volleyball Camps

Naomi Posada Sullivan
Head Volleyball Coach
315 Shorter Ave
Rome, GA 30165
706.233.7624
nposada@shorter.edu

Oglethorpe Volleyball Camps

Olivia Tidmore
Head Volleyball Coach
4484 Peachtree Rd NE
Brookhaven, GA 30319
404.364.8480
otidmore@oglethorpe.edu

Emory Volleyball Camps

Bri Jones
Head Volleyball Coach
Emory University Volleyball
201 Dowman Dr
Atlanta, GA 30322
404.734.4996
bjjones5@emory.edu

CRISIS CONTROL CENTER

The first control center for crisis communication should be in the Cage Center presidential suite located at 2277 Martha Berry Hwy NW, Mt. Berry GA 30149. If this area is not available during this time, the crisis communication team can meet in Cage Center classroom number 206, located on the second floor. Shane West, facilities manager of Berry College Police Department should be the first person of contact to open the Cage Center doors.

Shane West, Facilities Manager
706.236.7798

Berry College Police Department
706.236.2262

EQUIPMENT & SUPPLIES

The following list features the necessary equipment and supplies needed for the crisis management team to effectively handle this crisis. These items should be kept within the Cage Center facility either in the volleyball Locke room, closet or in the sports medicine training room. Caitlyn Moriarty, Rachel Ford, and JT Oates are the team members in charge of gathering the list of equipment and supplies.

- computers
- crutches
- first-aid kits
- AED
- splints, towels, and all other sports injury-related treatment
- printers
- telephones and/or cell phones
- contact list and media directories
- press release templates
- media press kits
- crisis communications plan
- telephone directories
- chargers for technology

PRE-GATHERED INFORMATION

G.R.I.T. Volleyball Camps cater to thousands of children each year to help them grow their volleyball skills as well as deepen their love for the game. Camps and clinics will be held at The Cage Athletic and Recreation Center at Berry College in Rome, Georgia. For our larger camps, we will also utilize Richards Gym, Ford Gym, the MAC Gym, and the Beach Volleyball Courts all located on Berry's campus.

Their camps and clinics are run under the direction of the Berry College Volleyball coaching staff. They will be assisted by current and former Viking Volleyball players, as well as select trusted club directors and other college coaches. 6:1 Camper to Coach Ratio. Camps throughout the summer vary in size. Some camps may have 20 campers while larger camps have around 270 campers. G.R.I.T. Volleyball has about 75 employees total for the summer. The smallest camp will have 2 working while the largest camp will have around 40.

Licensed collegiate trainers are on duty at all times to attend to any illness or injuries. In the case of an emergency, local medical professionals will be contacted. In the world of athletics, injuries are inevitable. Our licensed collegiate trainers are prompt in helping injured campers. G.R.I.T. does not have a history of needing to relocate campers to a hospital but this plan is in place in case further steps need to be taken.

Socials:

Instagram: @berryvolleyball

website: berryvbcamps.com

CAITLYN MORIARTY

Director, G.R.I.T. Volleyball Camps

Head Coach Indoor and Beach Volleyball, Berry College

Caitlyn Moriarty was named head volleyball coach at Berry College in February 2016 after serving as Berry's assistant coach from 2012-2015. She has accumulated a head coaching career record of 168-36, including an 83-9 record in the Southern Athletic Association (SAA).

Contact:

Phone: 706 368-6367

Email: cmoriarty@berry.edu



G.R.I.T. Volleyball Camps has campers and guardians sign a waiver before they are able to participate in physical activity.

GRIT Volleyball Camps and Clinics at Berry College

Waiver of Liability

Name of Camper (s): _____

Applying for acceptance of my child to the GRIT Volleyball camp or clinic, I, intending to be legally bound hereby for myself, my heirs, executors, and administrators, waive and release any and all rights and claims for damages I may have against the GRIT Volleyball camp or clinic, Berry College, Inc., their representatives, agents or assigns for all damages and injuries which may be sustained by me or my child in association with this camp/clinic. Also, I hereby authorize the director of GRIT Volleyball camps and clinics to act for me according to her best judgment in any emergency requiring medical attention. My child has had a recent physical examination and is physically able to participate in athletic activities, including volleyball.

I further understand that GRIT Volleyball retains the right to use photographs of campers taken at camp for future GRIT Volleyball Camp Promotion.

Parent or Guardian Signature Date _____

Emergency Contact: _____ Phone: _____

Health Insurance Carrier: _____

Policy Number: _____

List any known allergies: _____

Berry College
Waiver of Liability, Assumption of Risks, and Indemnification Agreement

In consideration of Berry College allowing the use of a portion of its property or facilities for the purpose of attending GRIT Volleyball occurring during the following dates, March 1, 2019- July 21, 2019, I _____ (guest or camper) hereby agree to waive and release any and all claims which I or my family may now or hereafter have against Berry College, Inc., its representatives, agents, employees or assigns for any injury, illness, or damage which I suffer, unless proven such claim occurred based solely upon the gross negligence of Berry College, Inc., while on Berry property or attending a camp or activity at Berry. This includes all activities related to the camp or activity including any transportation related to the activity. I and my family agree to fully and completely indemnify and hold harmless Berry College, its representatives, agents or assigns from any claim, action, cause of action, or suit including litigation expenses and attorney fees due to any injury or damage which may have occurred on or arising out of or in connection with my use of said premises. I, for myself and/or my minor child (if applicable and signatures appear below), acknowledge and understand this means I knowingly and voluntarily assume any and all risks, both known and unknown, appurtenant to the use of said premises for the camp or activity, wherever on Berry's campus they may occur, and at all times I am present on said premises.

If this waiver/Agreement is signed by a parent or guardian below, you hereby acknowledge that this waiver and indemnity shall be binding upon you, any other parents or legal guardians of said minor child, and the minor child to the fullest extent permitted under the law.

Date Signed _____

Signature of Guest

Name of Guest

Signature of Guardian or Parent if guest is under 18

Name of Guardian or Parent

Address _____

Phone _____ Cell Phone _____

SKELETAL NEWS RELEASE

FOR IMMEDIATE RELEASE

[Date]

Contact:

MOUNT BERRY, Ga. – Grit Volleyball Summer Camps regrets to announce that one of our campers sustained a severe injury during their time at camp on _____ (date). Our thoughts and concerns are with the camper and their family during this challenging time.

The safety and well-being of our campers are our top priorities, and we are actively working with medical professionals and local authorities to ensure the best possible care and support for the injured camper. The camper's family has been informed, and we are providing them with all necessary assistance.

Grit Volleyball Summer Camps is conducting a thorough internal investigation to understand the circumstances surrounding the incident. We are committed to reviewing and enhancing our safety protocols to prevent similar incidents in the future.

The entire Grit Volleyball Summer Camps community is rallying together to support the injured camper and their family. We appreciate the understanding of our campers, their families, and the community during this difficult time.

For further updates, we will provide timely and transparent communication on our website. Our focus remains on the well-being of the injured camper, respecting their privacy, and ensuring that every measure is taken to prevent such incidents in the future. Updates can be expected on our website by _____ (date).

###

TALKING POINTS

Our panelist has to be prepared to address the media. The media should not be seen as a liability throughout a crisis but as a way to have open and honest communication. Media training will be completed before the onset of any crisis. Crisis spokespersons will be trained during the first rehearsal date and then will practice on each of the following dates. Our spokesperson will communicate with concern, compassion, and empathy (Seeger, 2006).

1. Emphasize that the camper's well-being is a top priority
2. Express genuine concern and sympathy for the injured camper and their family
3. Acknowledge the gravity of the situation and the impact it has on all involved.
4. Communicate that GRIT is working with medical professionals and local authorities to ensure the injured camper receives the best possible care.
5. Provide updates on the camper's condition and respect their privacy.
6. Acknowledge an investigation will be done, and safety protocols will be reviewed and enhanced to prevent similar incidents.

KEY MESSAGES

In communicating, it can be helpful to use a theoretical framework to help in developing those key messages. W. Timothy Coombs developed the Situational Crisis Communication Theory that suggests that the effectiveness of crisis communication depends on the type and nature of the crisis in addition to how the organization executes its responses. This framework suggests there should be different communication strategies based on the type of crisis (Coombs & Holladay, 2015).

SCCT suggests that if the injury is seen as preventable then the organization needs to employ these strategies:

- Taking steps to correct the action and prevent reoccurrences.
- Emphasize commitment to safety
- Take responsibility if determined to be at fault

These suggestions should help in managing the public's perception of the crisis.

If G.R.I.T Volleyball is responsible for the incident through either faulty equipment, slippery surfaces, or playing through extreme weather conditions (beach volleyball):

- Express concern and a basic update
- Explain how this happened with transparency and responsibility
- Address the review of safety protocols
- Open to questions

If G.R.I.T Volleyball is not held responsible for this injury:

- Express concern and a basic update
- Explain that this was not our doing
- Reiterate support for the camper and family

WEBSITE & SOCIAL MEDIA

In the case of camper injury, it makes more sense for G.R.I.T. Volleyball to update their audiences through their website and email. G.R.I.T. Volleyball does not have its own Instagram or Facebook account and posts content through @BerryVolleyball. A rapid and quick response on their website will go a long way as that is most likely the medium people will gravitate to. A few keys in our messaging should be: We are the primary source of information in this crisis, provide content such as public statements, updates, and media contacts, demonstrate their commitment to transparency, and lastly, mitigate the risk of rumors and speculation (Carpenter, 2020).

First, adding a display alt bar or pop-up would help the information and updates become user-friendly and easily accessible. The news release will be on this page as well as updates on the incident itself (Teson, 2020).

MOCK-UPS

"Dear Camp Community, We want to inform you about an incident involving the injury of a camper during a recent volleyball activity. Our primary concern is the well-being of our participants, and we are providing this update to keep you informed."

"Safety is our top priority. We are conducting a thorough review of our safety procedures to ensure they are as effective as possible. Any necessary adjustments will be implemented promptly."

"We are working closely with medical professionals and cooperating fully with investigations. The camper's family is receiving our full support, and we respect their privacy during this time."

"For any concerns or inquiries, please contact our helpline at [Provide Contact Details]. We are here to address your questions and provide support."

TRICK QUESTIONS

Spokespersons must be equipped to handle difficult or probing inquiries. In answering these questions, the spokesperson must remain consistent in their messaging with expression of empathy (Nolden, 2022). Here are a few examples along with some suggested responses to help prepare you.

Q: "Can you guarantee that such an incident will never happen again?"

A: "While we cannot guarantee absolute prevention of all incidents, we are committed to learning from this experience. We will take all necessary steps to enhance our safety measures and minimize any potential risks moving forward."

Q: Are you trying to shift blame onto the injured camper or their family?"

A: "Not at all. We take full responsibility for the safety of our participants. Our priority is to support the injured camper and their family. Any insinuation otherwise is not accurate and doesn't align with our values."

Q: "Why did it take so long for you to inform the public about the incident?"

A: "We understand the importance of timely communication. Our focus initially was on providing immediate medical attention and ensuring the well-being of the injured camper. We are now committed to keeping the public informed and will strive for more timely updates in the future."

Q: "Are you trying to downplay the severity of the injury?"

A: "We take any injury seriously, and our primary concern is the well-being of the injured individual. We are providing updates based on the information available to us and are fully cooperating with medical professionals to ensure the best possible care."

LIST OF PRODRAMES

It is crucial to be aware of warning signs and take action to prevent crises before they happen. Being proactive in creating risk-reducing policies is an important step in planning for a crisis (Harro-Loit, 2011). On the first day, these warning signs should be communicated to both staff and campers to ensure a safe environment where everyone looks out for one another.

- **Equipment Malfunction**

- If there is a visible tear in the net, a loose screw on the pole, etc.

- **Weather conditions**

- Is it too hot, too cold, or is there a storm brewing?

- **Running Low on Medical Supplies**

- Do we know where the AED is?
- Do we have enough supplies to treat several injuries?

- **Internal miscommunications or lack of training**

- Has everyone on our staff been thoroughly trained?
- Is their communication up to standards?
- Are we taking campers seriously when they report a minor injury?

- **Camper medical history information**

- Do we know which campers have a history of medical issues?
- Do campers that need inhalers have them with them?

RELATED URLs

Regis Volleyball Camps: Policies & Procedures

<http://www.regisvolleyballcamps.com/camp-policies.html>

- Their liability statement can be used as a reference as they state they do not cover the medical care of minors involved in their camps.
- They also state and have guardians sign to authorize emergency treatment in case a parent, legal guardian, or emergency contact cannot be reached to obtain permission.

Oregon State University-Office of Youth Safety & Compliance. Crisis Communications

<https://youth.oregonstate.edu/policy-resource/crisis-communications>

- Organizations should have printed hard copies of all participants' emergency contacts easily accessible at all times.
- When enrolling or signing up, parents and guardians must be informed of how they will be notified in the event of an emergency.
- Before the start of the program, staff should receive training on how to initiate emergency response procedures. This is particularly important if regular communication methods are unavailable, such as no cell phone service or internet access.

American Camp Association-Camp Crisis Management: Responding to New Challenges

<https://www.acacamps.org/article/camping-magazine/camp-crisis-management-responding-new-challenges>

- When crafting a response, it's important to protect the people.
- Determine the factors that would classify a situation as a crisis. These "triggers" would serve as scenarios for training the staff.

Handling crisis communications on your website

<https://blog.tbhcreative.com/how-to-handle-crisis-communication-on-website/#:~:text=There%20are%20many%20factors%20to,latest%20news%20from%20your%20company.>

- Create website alerts, this allows people to be easily updated.
- Have contact information readily available

EVALUATION FORMS

Following the crisis experienced by G.R.I.T. volleyball, a thorough evaluation process will be conducted to determine the efficacy of the measures taken, identify areas that need improvement, and prevent a similar crisis in the future. J. Grunig emphasizes the benefits of communicating through a two-way symmetrical model that includes telling the truth, and all parties involved understanding the viewpoints of each other (Grunig, 1984). This evaluation must be carried out promptly to ensure that corrective action can be taken promptly. Surveys will be sent out and conversations with key publics will be held.

The following questions will be answered using this likert scale:

1 2 3 4 5

Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree

QUANITATIVE QUESTIONS

Communications:

1. The measures taken by G.R.I.T. Volleyball ensure camper safety effectively.
2. The communication provided by G.R.I.T. Volleyball regarding the incident is clear and satisfactory.
3. The response of G.R.I.T. Volleyball to the injury was swift and appropriate.
4. The camp's communication with the injured camper's family during and after the incident is effective.

Investigation/Prevention:

1. The camp's internal investigation into the incident is transparent and thorough.
2. G.R.I.T. stated their commitment to revisit their safety protocols.
3. I have confidence in G.R.I.T. Volleyball's commitment to preventing similar incidents in the future.
4. G.R.I.T. Volleyball handled the coordination and collaboration with medical professionals and local authorities well.

Care for injured camper:

- 1.I am satisfied with the support provided by G.R.I.T. Volleyball to the injured camper and their family.
- 2.G.R.I.T. Volleyball respected the privacy of the camper.

Immediate Care:

- 1.G.R.I.T. Volleyball was quick to step in and care for the injured camper.
- 2.G.R.I.T. Volleyball seemed prepared and confident throughout their steps in helping this camper.
- 3.Based on their handling of this incident, I would recommend G.R.I.T. Volleyball Summer Camps to others.

QUALITATIVE QUESTIONS:

Our crisis communications team will ask the following questions after everyone involved has had the chance to process the situation. Their answers will be taken into consideration when we make changes to our crisis management plan.

For the family/guardian of the injured camper:

- 1.How would you describe the level of support and communication you received from G.R.I.T. Volleyball during and after the incident?
- 2.In your opinion, did G.R.I.T. Volleyball demonstrate empathy and understanding towards your family during this challenging time?
- 3.Were you satisfied with the information provided by the camp regarding your camper's well-being and the steps taken to address the situation?
- 4.To what extent do you believe that G.R.I.T. Volleyball took appropriate and timely actions in response to the injury sustained by your camper?

For internal publics:

- 1.In your opinion, how well did G.R.I.T. Volleyball uphold its commitment to prioritize camper safety, and what improvements, if any, do you suggest for future crisis management within the organization?
- 2.How confident are you in the thoroughness and transparency of the investigation done by G.R.I.T. Volleyball surrounding the incident?
- 3.How well do you believe the internal communication within G.R.I.T. Volleyball during this incident was effective?

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