

**ROTARY INTERNATIONAL
DISTRICT 5300
CRISIS PLAN
District Policy – Approved January 6, 2018**

Introduction

Tragedy and crisis can strike at any time. Events such as a violent crime, a traffic accident, a youth protection issue or a simple case of bad judgment; natural disasters such as hurricanes, earthquakes and floods; or events caused by an action or inaction of a Rotarian or non-Rotarian may lead to a situation that will place a Rotary club officer or board member, an entire club, the District Governor or other Rotarians in a situation that requires their utmost and immediate attention.

When such an event occurs, it is important to have a plan in place that can be followed to ensure that the matter is handled with the utmost care, being sure that those involved in the incident are kept safe, that communication with those who need to know is completed quickly and professionally, and that other action is taken swiftly and professionally when needed.

Additionally, in our internet-driven information age, written and video content can be transmitted in a matter of seconds, which makes it important that when a crisis erupts, our Rotary district responds with a clear message, presented honestly and in a timely manner.

What Constitutes a Crisis?

A “crisis” for the purposes of implementing the Rotary District 5300 crisis plan is an unanticipated, unusual event or occurrence arising out of, or closely related to, a Rotary Club project, event, or program that results in, or is likely to result in, physical or psychological harm, serious injury, or death to a participant, or that is or can be detrimental to the public image of Rotary. Examples include a death or injury stemming either from natural disasters impacting a Rotary project, event, or program (such as fire, flood or earthquake) or human caused (such as accidental or intentional mass casualty event). A “crisis” can include suspected illegal activities where the victim or suspected perpetrator is a Rotarian, a Rotary club, or the District; or other event that involves a Rotarian, a Rotary club, or the District that impacts persons or property in a substantial, negative manner.

These events may involve youth involved in Rotary functions and activities, such as RYLA students, Interactors, RYE students, and REGL participants, but not necessarily. Such youth programs have carefully designed youth protection plans that take precedence over this plan and that are to be followed prior to implementing this plan.

Purpose of this Policy

In the event of a “crisis” it is imperative to operate pursuant to established guidelines to ensure the communication of accurate, timely, and consistent information to Rotarians and the public, and to provide for the immediate care and protection of all individuals involved in the situation, as well as their families.

It is always the policy of District 5300 to deliver the highest level of transparency and cooperation consistent with applicable law and government policy.

Policy and Parameters

1. The District Governor currently in office is the only officer of Rotary International in the District. As such, he or she is the main contact between the District and RI and between the District and the Club, event or activity manager of the Rotary activity involved when a crisis occurs.
2. The District Governor holds final responsibility for Crisis Management in District 5300. In the absence of the District Governor, or in the case of his or her inability to act, then, the following individuals, in the order listed, shall hold final responsibility:
 - a. The Vice Governor
 - b. The District Governor-Elect
 - c. The Immediate Past District Governor
3. The District Governor will annually appoint a Crisis Management Team as part of the District Leadership Team to provide support and guidance as needed.
4. Only the District Governor or his/her designate as set forth in paragraph 2, above, will activate the Crisis Management Team, or individual members of the team, when required.
5. An individual Rotary club's president or designee will represent an individual club if the incident requires, as requested by the District Governor.

Crisis Management Team

A Crisis Management Team will be appointed by the District Governor each year, and will consist of:

1. The District Governor as Chair.
2. The District Governor-Elect will serve as the Assistant to the District Governor.
3. District Youth Protection Officer.
4. An attorney at law who is familiar with local law and can give immediate advice as to confidentiality, potential legal action and liability. It may be helpful to appoint an attorney on each side of the district, one each from Nevada and California.
5. The District Public Image Chair.
6. The District Communications Chair.
7. A district Spokesperson who serves as liaison to the media, who may or may not be the District Communications or Public Image Chair.

In addition, others may be asked to serve on the Crisis Management Team for a specific incident as required and determined by the District Governor:

8. The Assistant Governor if the incident reported happens in a distant community where local presence is important.
9. The chair of the committee responsible for the activity where the incident originated, if applicable.
10. Others at the request of the District Governor.

If a Crisis Develops

1. The Rotary club president or other Rotarian who becomes aware of a crisis situation shall immediately contact and consult with the District Governor. If the District Governor is not available, the next person on the list of designated individuals with final responsibility for that year is contacted in the order listed. All youth program staff shall follow the detailed reporting procedures of their individual program.
2. The District Governor or designee determines the need to consult the crisis management team, and decides if the team or certain members of the team should be activated. The District Governor has sole discretion as to which members of the team, if any, should be activated.
3. In situations requiring law enforcement or other emergency service involvement, the Crisis Management Team will cooperate with law enforcement in all respects and follow the direction of responsible law enforcement and emergency officials.
4. The District Governor will contact Rotary International and the RI Director.
5. The District Governor will confirm that law enforcement has been contacted, if applicable and not already involved.
6. The District Governor will designate a Rotary incident spokesperson. This should be someone who is on top of the issue, communicates well, and is comfortable interacting with the media.
7. The District Governor will ask presidents and assistant governors to communicate appropriate and approved information to affected clubs, and instruct all Rotary club members to refer press inquiries to the spokesperson.
8. The District Governor may communicate with Assistant Governors, District Leadership Team members, clubs and/or individual Rotarians if needed.
9. The District Governor will direct the Spokesperson to prepare a statement that accurately states the facts, expresses Rotary's position, and conveys the appropriate tone (sympathy, apology, commitment, etc.) and develop key messages to help the spokesperson convey Rotary's position consistently and accurately. The spokesperson will update the statement as needed.
10. The District Governor will seek further assistance from RI regarding media inquiries as needed.

If the Media Contacts You First

If a Rotary club president, event or activity chair or some other Rotarian is contacted by the media, please keep the following guidelines in mind:

1. Follow the protocols set out above. Do not issue a statement or make any comment to the media other than referring them to the appropriate Rotary spokesperson.
2. Immediately contact the District Governor or designee, even if in doubt of the urgency or importance of the matter. Let those responsible make the decisions as to urgency and importance.
3. Immediately refer any media contact to the District Governor, or in an on-going situation, designated District Spokesperson. If you need time to confirm or determine the District Governor or Spokesperson's contact information, tell the reporter you will call back promptly.

4. Respond to all media inquiries promptly, but unless specifically authorized to communicate with the media, they should be referred to the designated Rotary spokesperson. Ignoring media can contribute to unnecessary speculation, but it is the responsibility of the District Spokesperson to communicate the facts and positions of Rotary to the media. If you are not the District Spokesperson, relay the contact information to the Spokesperson.
5. The District Governor and/or Spokesperson will be completely honest and truthful, will not say anything he/she is unsure of and will not cover up or make excuses.
6. The District Governor or Spokesperson will represent Rotary. When they speak, they ARE Rotary. No personal observations or speculations will be issued.
7. Monitor the media's local coverage of the issue for accuracy and tone. If Rotary is misrepresented, let the Spokesperson know who will convey the concern to the District Governor for action, if needed.
8. Remember that nothing said to the media is "off the record".

A Final Word

Remember: Clubs, district committees and individuals are *NOT* to handle any crisis alone! District 5300 and Rotary International have first responders who can relieve you of the worry of facing the media when your attention is needed dealing with the actual crisis. The District Governor may decide what is the most appropriate course of action. Contact your DG as soon as a crisis develops.

2017-18 Crisis Management Team and Contact Information

District Governor	Doug McDonald	C 530-632-6536	dougmcdonald49@gmail.com
DG-Elect	Tina Spencer-Mulhern	C 775-690-9430	tinarotary5300@gmail.com
Vice Governor	Joe Zarachoff	B 775-376-5002	joez@tdrotary.com
Immediate Past DG	John Sullivan	C 209-304-4536	jasd5300@gmail.com
District Admin Chair	Wyn Spiller	C 530-913-6470	wyn.spiller@gmail.com
Youth Protection Officer	Larry Allen	C 530-524-8710	larryallen@sierracounty.ws
Legal Adviser (Nevada)	Bret Meich	C 775-762-2281	bret.meich@gmail.com
Legal Adviser (Calif.)			
Public Image Chair	Randy Rascati	C 775-313-8969	randy.rascati@gmail.com
Communications Chair	Dave Zybert	C 775-232-6736	dzybert@gmail.com
Spokesperson	Roberta Pickett	C 916-765-8071	pickettcoaching@gmail.com

Rotary International Contact Information

RI Director	John Matthews	C 206-755-3349	jcmatthews15@gmail.com
Club & District Support	Jim Damato	B 847-866-3405	james.damato@rotary.org
Club & District Support	Sophie Dangerfield	B 847-424-5220	sophie.dangerfield@rotary.org
Risk Manager	Julita Brzozowska	B 847-424-5394	insurance@rotary.org
Assistant Risk Manager	Carol Dietz	B 847-424-5245	insurance@rotary.org
Chief Communications Ofcr	David Alexander	B 847-866-3245 or 847-866-3237	david.alexander@rotary.org
Youth Programs Mgr	Adam Doty	B 847-866-3404	adam.doty@rotary.org
Rotary Insurance Broker	A.J. Gallagher Co.	B 833-376-8279	rotary@ajg.com
Insurance and Risk Management Website		https://insight.ajg.com	Username: rotary@ajg.com Password: rotarian1

Club Crisis Management Contact List

COMPLETE AND MAKE AVAILABLE TO CLUB

Club President	_____	_____
Public Image Chair	_____	_____
Assistant Governor	_____	_____
Newspaper Editor	_____	_____
TV/Radio Contacts	_____	_____
	_____	_____
Law Enforcement	_____	_____
District Attorney	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____