**District 5050 Crisis Management Plan October 1, 2020**

1. **Purpose**

The purpose of a Crisis Management Plan is to provide guidance and support to Rotary Leaders in District 5050 in the event of a crisis to ensure that the District is prepared to:

1. Provide for the immediate care and protection of individuals and property, and
2. Ensure the communication of accurate, timely, and consistent information to Rotarians and the general public in a manner that delivers the highest level of transparency and cooperation consistent with applicable law and government policy.
3. **Definition of a Crisis**

A ‘crisis’ is described as an unanticipated, unusual event or occurrence arising out of, or closely related to, misconduct by a Rotarian, 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; significant financial loss; or that is or can be detrimental to the public image of Rotary.

1. Examples include, but are not limited to, an injury or death stemming from natural disasters impacting a Rotarian, Rotary project, event or program such as fire, flood, or earthquake; or human caused such as accidental or intentional single or mass casualty event.
2. A ‘crisis’ can include suspected illegal activities where the victim or alleged 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 event.
3. Events giving rise to a ‘crisis’ may, but need not, involve youth involved in Rotary functions and activities, such as RYLA and YAIL participants, Interactors, and Rotary Youth Exchange Students. The youth protection plans applicable to these programs take precedence over this plan and must be followed before implementing this plan, although simultaneous notification of the ‘crisis’ to the District Governor is required. The District Governor will then inform the District and if necessary, depending on the severity of the crisis, will inform and engage with Rotary International.
4. **Media**

Media includes, but is not limited to, the following:

1. Traditional print media such as newspapers
2. Broadcast media such as radio, television and streaming
3. Online sources such as social media and bloggers. This may include an untrained citizen journalist who captures an event through photographs, video, or recordings capable of putting online visual, audio, and text from the site of a crisis.
4. **Role Of The District Governor**
5. As the only officer of Rotary International in the District, the District Governor shall be the main contact between the District and Rotary International and between the District and Clubs.
6. The District Governor shall be solely responsible for crisis management in District 5050. In the absence of the District Governor, or in the case of her or his inability to act, the following individuals, in the order listed, will be designates and shall hold final responsibility:

1) Vice Governor

2) District Governor Elect

3) Immediate Past District Governor

1. The District Governor shall annually appoint a Crisis Management Team.
2. Only the District Governor, or her or his designate, has the authority to activate the Crisis Management Team or individual members of the team when a crisis occurs.
3. **Crisis Management Team**

The mandatory Crisis Management Team members will be:

a. District Governor as Chair

b. District Governor Elect as Assistant to the District Governor

c. District Youth Protection Officer from the country in which the crisis occurred

d. District Communications Chair

e. Licensed attorney in active practice who is familiar with law in the country where the crisis occurred and is able to give immediate advice regarding confidentiality, potential legal action and liability.

Additional Crisis Management Team members at the discretion of the District Governor:

a. Assistant Governor from the area in which the crisis occurred

b. President of the Rotary club which was principally involved in the event or activity giving rise to the crisis.

c. Chair of the committee responsible for the activity or event giving rise to the crisis.

d. District Insurance Representative to advise on any action relating to liability and mitigation

d. Others at the request of the District Governor

The District Governor is the spokesperson and shall act as the liaison to the media unless s/he delegates the role of liaison to another person, such as an expert of the situation. The spokesperson will be supported by a Media Team comprised of members from the Communications Committee who are responsible for all forms of District media platforms.

1. **Crisis Management Team Education**
   1. All member of the Crisis Management Team should be familiar with the most recent editions of Rotary International’s Media Crisis Handbook, 515-EN-(507) and the Rotary Youth Protection Guide, 775-EN-(2).
   2. All members of the Crisis Management Team should be familiar with all relevant District’s

policies, including the Youth Protection Policy.

1. **Documentation**
   1. The person reporting an incident shall keep a written record of the incident and send it to the

District Governor.

* 1. The District Governor shall keep a record of the incident and communication with all

parties including the Crisis Management Team, Rotary International, media, and others who are or may be involved in the incident.

1. **Notification**
   1. A Rotary Club President who becomes aware of a crisis situation, shall immediately contact and consult with the District Governor. Any Rotarian who becomes aware of a crisis situation should immediately contact the District Governor and the president of her or his club. If the District Governor is not available, those on the list of delegates (4b) shall be contacted in order.
   2. Rotarians leading youth programs shall follow the detailed reporting procedures of their individual program before contacting the District Governor, although every effort should be made to simultaneously notify the District Governor.
   3. The District Governor will contact Rotary International and the district’s Rotary International Director as necessary.
   4. The District Governor will confirm that law enforcement has been contacted, if applicable and not already involved.
   5. Where law enforcement or other emergency services are involved, the Crisis Management Team will cooperate with law enforcement in all respects and follow the direction of responsible law enforcement and emergency officials.
   6. The District Governor will notify members of the Crisis Management Team that she or he has chosen to activate the team in response to a crisis.
   7. The District Governor will update the Rotary International Secretariat and the Zone 28/32 Rotary International Director with the progress of the crisis and will notify them immediately of any significant changes in the crisis situation and media involvement.
   8. Any Rotarian contacted by the media shall immediately notify the District Governor.
2. **Communications Management**
   1. The District Governor is the spokesperson on behalf of the District however he or she may designate that role to the District Communications Chair or another Rotarian with specific expertise. There shall be only one spokesperson as the voice of the District in any interaction with the media.
   2. The contact information for the Media Team should be provided to anyone reasonably anticipated to be contacted by the media, including electronic and social media. That information should be accompanied by instructions to refer all inquiries to the Media Team in a cooperative and transparent manner that avoids a response limited to ‘No comment.’
   3. Any Rotarian contacted by the media shall refer the inquiring media representative to the District Governor who will contact the appropriate member of the Media Team, with comment to the media. If time is needed to confirm the contact information for the District Governor or the Media Team, the media representative should be told that a Rotary representative will respond promptly.
   4. The District Governor may communicate with Assistant Governors, the District Board, clubs, and/or individual Rotarians, as required.
   5. The District Governor may ask Club Presidents and Assistant Governors to communicate appropriate and approved information to affected clubs.
   6. The District Governor will instruct all Rotary club members to direct media inquiries to the District Governor.
   7. The District Governor will prepare a statement for use with and by the Media Team in responding to inquiries. The statement should accurately state the facts, express Rotary’s position, convey the appropriate tone and develop key messages to help the District Governor convey Rotary’s position accurately and consistently.
      1. Before use, the statement should be reviewed by Rotary International Public Image and Media Relations staff
      2. The District Governor will ensure that the statement is updated as needed.
3. Media Monitoring Plan

In the event of a crisis, the Crisis Management Team shall prepare and implement a Media Monitoring Plan which monitors the accuracy and tone of media coverage to ensure that Rotary is not misrepresented.

1. Future Crisis Management

Once the crisis has ended, the Crisis Management Team should assess the handling of the crisis and recommend changes in procedure to improve the handling of future crises.