

**ROTARY INTERNATIONAL
DISTRICT 5280
CRISIS PLAN
District Policy – As of March 2, 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 5280 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, but not necessarily. Such youth programs may 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 5280 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 5280. 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 District Governor-Elect
 - b. 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. District Senior Assistant Governor for Risk Management
5. The District General Counsel.
6. The District Senior Assistant Governor Public Image/Public Relations.
7. The District Senior Assistant Governor for Communications.
8. 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:

9. The Assistant Governor if the incident reported happens in a distant community where local presence is important.
10. The chair of the committee responsible for the activity where the incident originated, if applicable.
11. 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 and other media 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 designate, even if in doubt of the urgency or importance of the matter, and inform him/her about the nature of the inquiry. 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, including social media such as Facebook, Twitter, etc, 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 5280 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.

2019-20 D5280 Crisis Management Team and Contact Information			
District Governor	Melody St. John	323-459-6148	melodyrchollywood@gmail.com
DG-Elect	Bette Hall	805-320-4656	betterhrsolutions@gmail.com
Immediate Past DG	Joe Vasquez	310-717-2189	Joevasquez5280@gmail.com
Youth Protection Officer	Kevin MacDonald	562-972-1277	kpmacdonald46@gmail.com
General Counsel	Scot Clifford	626-449-1882	scot@luch.com
Senior Assistant Governor Risk Management	Kevin MacDonald	562-97201277	Kpmacdonald46@gmail.com
Senior Assistant Governor Communi	Geoff Maleman	310-645-2295	gmaleman@aol.com
Senior Assistant Governor Public Image/Public Relations	Geoff Maleman	310-645-2295	gmaleman@aol.com
Rotary International Contact Information			
RI Director Zone 26 and 27	Johrita Solari		rid@zone2627.org
Supervisor Club & District Support	Jim Damato	847-866-3405	james.damato@rotary.org
Associate Officer Club & District Support	Sophie Dangerfield	847-424-5220	sophie.dangerfield@rotary.org
Risk Manager	Julita Brzozowska	847-424-5394	insurance@rotary.org
Assistant Risk Manager	Carol Dietz	847-424-5245	insurance@rotary.org
General Manager & Chief Communications Officer	David Alexander	847-866-3245 847-866-3237	david.alexander@rotary.org
Manager Youth Programs	Adam Doty	847-866-3404	adam.doty@rotary.org
Rotary Insurance Broker	A.J. Gallagher Co.	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
CLUB

COMPLETE AND MAKE AVAILABLE TO

	Name	Phone #
Club President	_____	_____
Public Image Chair	_____	_____
Assistant Governor	_____	_____
Newspaper Editor	_____	_____
Media Contacts	_____	_____
	_____	_____
	_____	_____
	_____	_____
Law Enforcement	_____	_____
District Attorney	_____	_____