



Revised 2015

Cross-Country Ski de fond Canada Media Crisis Communications Plan

I. Introduction:

Cross-Country Ski de fond Canada (CCC) has implemented a media crisis communications plan in order to help prepare staff, national volunteers, National Training Centres and Board Members to react swiftly and efficiently in the event of a crisis or emergency situation that may threaten the integrity or reputation of CCC and the National Ski Team.

Note: Crisis situations include scenarios characterized by a negative media situation or by internal organizational issues. The following protocol is designed to minimize harmful damage to CCC – both internally and externally.

II. Spokespeople:

All media requests and inquiries **MUST** be directed to media relations consultant (Chris Dornan) who will steer the request to the appropriate spokesperson and track interviews.

CCC has the following spokespeople designated to handle media queries:

Personnel/Administrative Issues Relating to the Board/CEO – Jamie Coatsworth (Board chair)

Overall CCC Strategy/Sponsors/Personnel/Funding/Administrative Issues – Davin MacIntosh (CEO)

National Ski Team – Tom Holland (High-Performance Director)

Athlete Performances – Justin Wadsworth (National Ski Team); Robin McKeever (Para-Nordic Ski Team); Louis Bouchard (National Ski Team)

Able-Bodied – Positive Drug Test/Athlete Behaviour/Team Selection/Death or Tragedy of Athlete/Coach/Official/Protest/Accidents – Tom Holland (High-Performance Director; Davin MacIntosh (CEO – where applicable); Justin Wadsworth (Head Coach – where applicable)

Para-Nordic - Positive Drug Test/Athlete Behaviour/Team Selection/Death or Tragedy of Athlete/Coach/Official/Protest/Accidents – Tom Holland (High-Performance Director; Davin MacIntosh (CEO – where applicable); Mike Edwards (Assistant High-Performance Director – Para-Nordic); Robin McKeever – (Head Coach – where applicable)

General Media Questions/Filter – Chris Dornan (media relations consultant) – Martine Zilligen (assistance with french media requests)

French Interviews (All Situations) – Martine Zilligen (Communications and Marketing Manager) to assist with directing to appropriate area

III. Steps to Activate Crisis Plan:

- Alert team leader at major events to issues, and ensure clear understanding of the situation;
- Alert COC/CPC Press Chiefs immediately (Games Time);
- Alert president of the Board of Directors;
- Identify risks in contemplation of CCC's risk management policy;
- Assemble the appropriate individuals required on crisis team to assess the situation, and implement the crisis response procedures (Team Leader, ED, Appropriate Coach, Media relations consultant);
- Create messaging as a crisis response team, and determine how the information will be shared to key parties (ie. Media release, letter, e-mail, media conference, conference call, web site);
- Designate the spokesperson(s) for the respective issue;
- Determine the priority list of individuals that need to be communicated to (ie. Board, management team, staff, stakeholders, community at large including media) **NOTE:** some situations will require complete confidentiality to protect information, and not share with the public/community;
- Review prepared communications tools amongst those activating the plan – keeping all CCC team members in the loop on all advancements at all times;
- Communicate messages by distributing to appropriate parties;
- Post-crisis: evaluate media coverage or community reaction as a team, and take appropriate actions/discuss improvements on the process for future issues. Learn from the situation/experience. Identify if additional support is needed for affected individuals/team members.

IV. Emergency Contact Information:

Name	Title	Office #	Cell #	E-mail
Jamie Coatsworth	Board chair	416-283-3507	416-464-5875	jamie.coatsworth@gmail.com
Davin MacIntosh	CEO	403-678-6791, x38	403-630-7638	dmacintosh@cccski.com
Tom Holland	Director, High-Performance	403-678-6791, x37	403-688-7120	tholland@cccski.com
Mike Edwards	Asst Director, HP Para	403-678-6791, x35	403-688-1494	medwards@cccski.com
Justin Wadsworth	Head Coach – NST	403-678-6791, x46	403-688-0738	jwadsworth@cccski.com
Robin McKeever	Head Coach – Para	403-678-4577	403-609-4901	rmckeever@cccski.com
Martine Zilligen	Manager, Comms/Admin	403-678-6791, x33	403-609-0801	mzilligen@cccski.com
Chris Dornan	Media Relations		403-620-8731	hprchris@shaw.ca