

Media Crisis Communications Plan



I. Introduction

Nordiq Canada 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 Nordiq Canada and its programs, along with 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 Nordiq Canada – 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.

Nordiq Canada has the following spokespersons designated to handle media queries:

- Personnel/Administrative Issues Relating to the Board/Executive Director – Jen Tomlinson (President)
- **Overall Nordiq Canada Strategy/Sponsors/Personnel/Funding/Administrative Issues etc.** – Shane Pearsall (Chief Executive Officer), Megan Begley (Director, Operations and Strategic Development)
- **National Ski Team** – Joel Jacques (Acting High Performance Manager, Olympic); Kate Boyd (Acting High Performance Manager, Paralympic)
- **Athlete Performances** – Erik Braten (National Ski Team); Robin McKeever (Para-Nordic Ski Team)
- **Olympic – Positive Drug Test/Athlete Behaviour/Team Selection/Death or Tragedy of Athlete/Coach/Official/Protest/Accidents** – Joel Jacques (Acting High Performance Manager, Olympic); Shane Pearsall (Chief Executive Officer); Erik Braten (Head Coach – where applicable)
- **Para-Nordic - Positive Drug Test/Athlete Behaviour/Team Selection/Death or Tragedy of Athlete/Coach/Official/Protest/Accidents** – Kate Boyd (Acting High Performance Manager, Paralympic); Shane Pearsall (Chief Executive Officer); Robin McKeever – (Head Coach – where applicable)
- **General Media Questions/Filter** – Chris Dornan (media relations advisor)

III. Steps to Activate Crisis Plan

- Alert team leader at major events to issues, and ensure clear understanding of the situation;
- Alert CEO and president of the Board of Directors;
- Identify risks in contemplation of Nordiq Canada’s risk management policy;
- Assemble the appropriate individuals required on crisis team to assess the situation, and implement the crisis response procedures (Team Leader, CEO, HPM, appropriate coach, media relations advisor);
- Create messaging as a crisis response team, and determine how the information will be shared to key parties (e.g., 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 Nordiq Canada 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	Email
Chris Dornan	Media Relations Advisor		403-620-8731	hprchris@shaw.ca
Jen Tomlinson	Board Chair		613-297-2471	boardchair@nordiqcanada.ca
Shane Pearsall	CEO	403-678-6791 x38	403-703-2010	spearsall@nordiqcanada.ca
Joel Jaques	Acting High Performance Manager, Olympic Stream		403-609-1412	jjaques@nordiqcanada.ca

Kate Boyd	Acting High Performance Manager, Paralympic Stream	403-678-6791 x43	613-857-7139	kboyd@nordiqcanada.ca
Erik Braten	Head Coach, Olympic Stream		587-722-2026	ebraten@nordiqcanada.ca
Robin McKeever	Head Coach, Paralympic Stream		403-609-4901	rmckeever@nordiqcanada.ca
Eva Bloudoff	Marketing Coordinator	403-678-6791 x33	647-444-2349	ebloudoff@nordiqcanada.ca
Megan Begley	Director, Operations and Strategic Planning	403-678-6791 x45	403-679-9925	mbegley@nordiqcanada.ca