

GEORGIA SOCCER
EMERGENCY ACTION PLAN-EVENT INCIDENT COMMUNICATIONS
 Approved January 20, 2015

Preparation

Personnel	Action Taken for Assignment(s)
Identify appropriate spokespeople for the event	
Event Manager	All events
Ga. Soccer Exec. Dir.	State level events, notification list
On-site Public Relations Director (Optional)	All events
Contact local emergency, law enforcement and medical spokespeople	Advise them of your event so they can prepare resources.
Determine code word(s) to be used for reporting incidents	Example: Event Manager-EM, Medical-M, Public Relations-PR, Security-S, Field Marshals-FM, Evacuation Wardens-EW
Draft statement/directions for Event Manager to communicate to all staff/volunteers.	The pre-event meeting regarding “no communication to media” in the event of an incident. Review HIPPA.

Medical Incident Reporting Procedure

Situation	Action Taken
Athlete/Coach/Spectator Incident	
Venue Manager/Field Marshall calls (using code word)	Notify; Medical Staff (M), Event Manager (EM)
EM, calls	911, Hospital Contact, Police Contact
M, EM, PR Converge on-site	Determination as to how/what happened; Medical response time Preliminary Statement; example: “A coach/player/spectator became ill or was injured today and was treated/transported to the hospital (name)”. “No other information is available at this time”. Review HIPPA. NEVER GIVE OUT THE NAME OF A MINOR CHILD!
Once athlete/coach/spectator has been taken to the hospital	Direct all questions to supervising medical staff
Stay in contact with medical staff/law enforcement throughout incident.	Pass along information as it becomes available. Time information just before newscasts to control information

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Spectator/Coach/Player Incident Reporting Procedure

Situation	Action Taken
Incident Occurs	
Venue Manager/Field Marshall calls (using code word)	Security (S) Event Manager (EM) Medical Staff (M) if needed
Event Manager (EM), calls	Police Hospital Contact if needed
S, EM, PR Converge on-site	All determine: How/what incident happened Response time of Police Issue Preliminary statement – EM/PR. Example; “Today we had an incident at our event and the police were called to handle the situation”. “The perpetrator was arrested and transported to jail”.
Once Spectator/Coach/Player has been taken to police station	Direct all questions to police department spokesperson
Stay in contact with law enforcement throughout incident.	Pass along information as it becomes available. Time information just before newscasts to control information

Additional Presentation Tips

Situation	Action Taken
Only one person talks to media – usually Event Manager is spokesperson	This point must be reinforced by Event Manager down to volunteers and vendors.
Avoid press conferences or interviews.	You control the event and the information released. The press will trick you into giving more than you can allow.
Absolutely No Staff or Volunteer Talks To Anyone Without Approval From EM thru PR Director	No exceptions.
PR Director crafts every statement to media	Expresses CONSISTANT information being released.
ONE person is the spokesperson – period.	Event Manager