

Crisis Communications Plan for the AJGA

As an organization that conducts junior golf tournaments across North America, it is imperative that we have a system and a plan to proactively deal with any crisis that may occur during one of our events. Fortunately, over the years, the AJGA has not had to face life and death situations. However, that does not mean that in the future the staff of the AJGA will not have to deal with a “crisis” situation.

Ultimately a crisis communication plan will work to perfection when everyone knows what to do when a crisis occurs. No crisis has to be a source of extreme stress. A well-followed plan will provide security when a crisis seems overwhelming. Don't panic, stay calm and follow the plan.

AJGA Guidelines for Handling a Crisis

DO'S

1. Let Stephen Hamblin, Mark Oskarson or a single designated spokesman be the public source of all information.
2. All staff sends inquiries to one person to answer questions, without giving their own versions or opinions.
3. Set-up an information center and release all known information as quickly as possible.
4. Demonstrate concern for the situation and, more importantly, what we are doing to remedy the situation.
5. Be open and tell the full story.

DONT'S

1. Don't speculate
2. Don't minimize the problem
3. Don't let the story trickle out piece by piece
4. DON'T EVER SAY “NO COMMENT.” The public perceives that as you're trying to hide something. Say you don't have all of the information and tell the public when you will have information.
5. Don't capitalize on media attention. Don't be what the public may see as self-serving in a crisis situation.
6. Don't lay the blame on anyone!

Local Emergency Numbers:

Hospital: 727-401-3900

EMS: 911

Police/Fire: 911

Tournament Headquarters: Toscana

Tournament Director's Cell Phone: 706-326-5634