

Crisis Communication Plan Summary
Cohutta Springs Youth Camp

Crisis Communication Team

Please contact the following individuals as indicated below. The assembly of the entire team will be determined dependent on the uniqueness of the situation.

| Name | Cell |
|---|--------------|
| Krista Hunt, <i>chair</i> Associate Director | 423-890-1239 |
| Jace Coston, <i>vice chair</i> Program Director/Asst. Director | 540-767-3580 |
| Tucker Coston Boys Village Director/Asst. Director | 540-876-9023 |
| Jordan Arellano Girls Village Director/Asst. Director | 931-908-1357 |

Team Con't.

Kristiana Wrate, *nurse (RN)*
Breck Lang, *waterfront director/asst. director*
Lauren Erhard, *head wrangler*

Designated spokesperson

In the event of a crisis the *Camp Director* will be the designated spokesperson to address the press, staff, parents, and all other with interest pertaining to the situation. In the absence of the camp director, the *Associate Director* will assume responsibility and address all parties as needed.

All staff are urged that if approached by anyone from the media or other publics that have questions in relation to an event. Please assist in getting in contact with the camp director or associate director to have all questions answered. Only the camp director and associate director are to give the official comment or word on an event.

Crises to be Aware of...

- Missing camper
- Building Fire/Wild Fire
- Dangerous Person—Instructor
- Bad Weather
- Off-campus Accident
- Activity related Death
- Drowning
- Staff Injury
- Medical—food poisoning, flu/cold, head lice
- Bed Bugs

Communication Procedure

Depending on the type and dynamics of the crisis, it will fall under one of two categories.

Controlled—is restricted to an activity area or cabin, does not effect the function of camp.

- First, contact the camp nurse and notify him/her of the situation
- Camp Director should be made aware of the situation immediately following the nurse
- Staff and campers who have witnessed the event should be reminded that the situation should not be discussed till official statement made by director.
- Village Director will be notified about the event and campers involved or effected. Village Director will then notify and update the counselor.

Camp Wide—impedes the daily running of camp staff and/or campers

- The Camp Director should be notified and radio immediately and if needed, the nurses.
- Dependent on the type of crisis, an “all-call” radio call will be made by Camp Director to call a code in connection to the situation.
- All available staff will respond accordingly as stated in *Emergency Procedures* as stated in staff manual.

In either situation, notification of parents will be made be camp nurse or Camp Director.

Rules for talking to the Media

- “No comment” is still a comment—silence is the strongest killer.
- Be friendly and assist them as best as you can.
- Direct them to the *Camp Director* or *Associate Director*.
- Never speculate when talking to anyone from the media.
- If you do not know the answer, simply say, “I do not know, but I would be more than happy to find someone who can answer your question”. Rather direct them in the direction of someone who can.
- Do not allow any media in any of the cabins or allow them to speak to campers.

Media Contact(s)

News Channel 12—Chattanooga

Bill Mitchell, News Anchor

1-800-753-0012

Times Free Press—Chattanooga

Alision Greber, Editor

(423) 757-6408

WSB-TV 2 Atlanta

Rachel Stockman, News Reporter— rachel.stockman@wsbtv.com

John Bachman, News Anchor— john.bachman@wsbtv.com

Cohutta Springs Youth Camp—Boiler Plate

Cohutta Springs Youth Camp has served the community at large for over 30 years. Hosting over a thousand campers a summer along with a staff of committed Christian young adults. The Georgia-Cumberland Conference of Seventh-day Adventist along with the Southern Union of Seventh-day Adventist support Cohutta financially and administratively.