

## Unit Crisis Communication Plan

In the event of a crisis, the Grand Canyon Council of Scouting America is committed to ensuring effective communication with all key stakeholders, including parents, volunteers, and the media. Our crisis communication plan is designed to provide a clear and decisive course of action to manage various situations, from policy challenges to natural disasters. The first few minutes and hours of a crisis are crucial, and our dedicated crisis team, including the Scout Executive, Marketing Director, and other key personnel, is prepared to assess the situation, determine the appropriate messaging, and communicate promptly and effectively.

In all crisis communication situations, The Scout Executive is the sole spokesman for Scouting. Unit leaders must not speak to the media in a crisis event.

Name	Title	Email	Phone
Andy Price	Scout Executive	<a href="mailto:andy.price@grandcanyonbsa.org">andy.price@grandcanyonbsa.org</a>	602.469.5322
Greg Harmon	Director of Support Services	<a href="mailto:gregory.harmon@grandcanyonbsa.org">gregory.harmon@grandcanyonbsa.org</a>	540.529.5985
Collin Reed	Marketing Director	<a href="mailto:collin.reed@grandcanyonbsa.org">collin.reed@grandcanyonbsa.org</a>	480.296.4250
Grand Canyon Council Dave Alexander Scout Service Center			602.955.7747

## Issues that require immediate contact with GCC representatives:

- Any serious accident, loss of life, or sexual misconduct must be raised to the Scout Executive, Andy Price, immediately. If he cannot be contacted, directly call Greg Harmon, Amanda Foster, Collin Reed, then the council home office in that order. No delays should occur in contacting the council staff and must be done immediately. Reference the [Youth Protection Incident Report](#) for further details.
- [Incident Reporting Requirements](#) – Detailed instructions on which report to log and each time frame in which it will be submitted. **Some require 24-hour reporting while others require 72-hour reporting.** It is required for volunteers to read, fully understand, and confirm that they comprehend the document and agree to follow its guidelines.
  - [Incident Report](#)
  - [Near Miss Report](#)
  - [Youth Protection Incident Report](#)

## Positive Publicity Opportunities

Local media will often cover ‘good news’ stories about Scouts and Scouting. Be aware, however, that sometimes media will introduce questions about ‘controversial’ topics unrelated to a Scout’s Eagle Project, trip to Philmont, or Pinewood Derby.

- If a reporter attempts to talk about Scouting beyond your local story, make it known that you are available to share the good news of Scouting and what is going on at that event but that you are not qualified or authorized to speak on behalf of Grand Canyon Council or Scouting America.
- For any request of an official statement, reference the council-approved communications platforms: [grandcanyonbsa.org](http://grandcanyonbsa.org) or [gcc.marketing@grandcanyonbsa.org](mailto:gcc.marketing@grandcanyonbsa.org).

