



CRISIS PLAN 2026

FOX CITIES MARATHON CRISIS PLAN

Table of Contents

Emergency Telephone Numbers	2
Crisis Management Procedures	3
▪ 1 st to Respond Emergency Protocol	4-9
▪ FCM Volunteer Emergency Protocol	10
▪ FCM Volunteer Emergency Checklist	11
On-site Emergency Situation Analysis	12
Types of Emergencies (in alphabetical order)	13-19
▪ Accident with Death	
▪ Accident with Injuries/Medical	
▪ Assault/sexual Assault	
▪ Explosives/Threat	
▪ Fire	
▪ Gas Leak	
▪ Injury with Weapon	
▪ Power Outage	
▪ Theft	
▪ Traffic Accident	
▪ Vandalism	
▪ Weather (thunderstorms, tornadoes)	
Lost Child Protocol	19
Incident Report Form.....	20-21
Contact Sheet	22
Media	23-24
▪ Security Media Reference	
▪ What to Know About Media	
▪ Media Do's and Don'ts	
Safety & Security Measures.....	25

EMERGENCY TELEPHONE NUMBERS

Emergency Police/Fire/Medical/Sheriff or State Patrol	911
FCM Command Center	920-886-6470

Weather News Report WBAY Channel 2	920-432-3331
------------------------------------	--------------

Neenah Police Department	Non-emergency	920-886-6000
Neenah Fire Department	Non-emergency	920-886-6200
Menasha Police Department	Non-emergency	920-967-3500
Menasha Fire Department	Non-emergency	920-886-6200
Appleton Police Department	Non-emergency	920-832-5500
Appleton Fire Department	Non-emergency	920-832-5810
Fox Valley Metro Police Department (Kimberly & Combined Locks)	Non-emergency	920-788-7505
Kimberly Fire Department	Non-emergency	920-788-7500
Fox Crossing Police Department	Non-emergency	920-720-7109
Fox Crossing Fire Department	Non-emergency	920-720-7125

Wisconsin State Police	Non-emergency	920-929-3700
Outagamie County	Non-emergency	920-832-5605
Winnebago County	Non-emergency	920-727-2888
Calumet County	Non-emergency	920-849-2335

CRISIS MANAGEMENT PROCEDURES

1. Volunteer takes action necessary to create a safe environment, notifies authorities as needed, and contacts Fox Cities Marathon Command Center.
2. Call **911 if emergency** or FCM Command Center **(920) 886-6470** or **(920) 886-6471**
3. Command Center Liason **Captain Tom Van Sambeek** in Command Center determines which Fox Cities Marathon Representatives will follow up to assure the correct action has been taken (see Site Supervisor Emergency Protocol).
4. Command Center Liason **Captain Tom Van Sambeek** (Neenah PD) will contact FCM Representatives as needed:
 - Race Director (**Julie Johnson**) (920) 716-4283
 - Community First Credit Union Chief of Staff (**Amanda Secor**) (920) 427-8465
 - Community First Credit Union President/CEO (**Cathie Tierney**) (920) 841-2220
 - Medical Director (**Dr. David Hirschi**) (208) 404-7675
 - On-course Medical/Ambulance (**Andrew Olson**) (920) 284-3605
 - Red Shoes PR Representative (**Danielle León**) (920) 878-0864
5. FCM Representatives arrive on scene. Team obtains facts, conducts “On-site Situation Emergency Analysis.”
6. Complete Incident Report Form where necessary. Located in back of Operations Binders.
7. Team takes any needed further action.
8. Determine if other staff should be contacted/on-site and media procedure.
9. Alert all parties to route media to **Danielle León**, Red Shoes PR; they provide a simple statement to security and appropriate departments on procedures for responding to any incident inquiries.

Follow-up Procedures (Post Event):

1. Team meets at Community First Credit Union offices or on-site at Riverside Park, Neenah:
 - 1575 Dresang Way, Neenah, WI
 - Riverside Park – Park Pavilion, Neenah
2. Team presents facts. Team develops strategy and key messages.
3. Formulate basic media strategy and designate appropriate spokesperson.
 - **Cathie Tierney, Amanda Secor, Julie Johnson** draft internal fact statement, as they are known at that time.
 - Red Shoes (**Danielle León**) Develop and distribute external statements as necessary for communication. For each piece, note date and time.
4. Consider existing and realistic internal communications.
5. Monitor situation. Update FCM staff with internal and external statements as necessary. Determine next internal meeting time and place if needed.

COMMUNITY FIRST FOX CITIES MARATHON PRESENTED BY
MIRON CONSTRUCTION
1st TO RESPOND EMERGENCY PROTOCOLS

Injury or Death of a Participant or Spectator on Race Day

All accidents or incidents including injury or death shall be handled according to the following protocol:

1. Immediate notification of the Emergency Service/Police shall be made by telephoning “911”. The Marathon Representative/Volunteer discovering the incident should stay with the injured person and create as safe an environment as possible.
2. Through the FCM’s Command Center notification should be given for medical assistance from the closest Medical Team Member, if possible and reasonable under the circumstances. If not, the person responding to the incident shall exercise reasonable efforts to offer first aid and/or other appropriate assistance. Marathon volunteers shall always defer to authorized Medical Emergency Personnel.
3. Command Center Liason **Captain Tom Van Sambeek** notifies appropriate FCM Representatives.
4. In the event of an accident or injury situation, after care has been rendered, FCM Representatives should attempt to obtain statements from all witnesses; at a minimum obtain name, addresses and telephone numbers of witnesses.
5. The FCM Medical Director **Dr. Hirschi** and Medical Team are headquartered at the Riverside Park Finish Line Pavilion, Neenah on race day. At no time should any Fox Cities Marathon volunteer talk to the media, members of the public, runners or other volunteers about any emergency incident.
6. Any communications required with the media shall be made jointly by **Dr. Hirschi, Cathie Tierney, Amanda Secor, or Andrew Olson**. Other FCM Volunteers are not authorized to talk to the media, members of the public, participants or other volunteers about any emergency incident. Marathon personnel should not discuss incidents among themselves, their family members or other volunteers except on a “need to know” basis.
7. Volunteers shall give their name, address and telephone number so that appropriate investigators may follow up. Incident Report Forms are completed where necessary by FCM Representatives.

PROPERTY DAMAGE

All accidents or incidents involving property damage only shall be handled according to the following protocol:

1. In the event of property damage and personal injuries, the protocol above dealing with injuries must be followed first and injured persons cared for before attention be given to damaged property. Volunteers shall always allow emergency personnel to take control of the situation. Then this protocol should be followed.
2. In the event of property damage only, police shall be notified by **Captain Tom Van Sambeek** (through the FCM Volunteer). The Volunteer shall stay with the damaged property until a police officer arrives and assist the police officer in making an official report.
3. The Volunteer shall report to the Command Center the extent of any damage to property, describing it in detail and taking names, addresses and telephone numbers of any witnesses to the damage.
4. A full report shall be made by the FCM Command Center and FCM Representatives, forwarding the report to the FCM office, attention: **Amanda Secor**
5. **Amanda Secor** shall consult with **Cathie Tierney** to determine that appropriate insurance company notification is made on a timely basis.
6. Damaged property shall be removed only after Police Department officials have concluded their investigation and approved the removal. (i.g. automobile towed or pushed out of a public street.)
7. Volunteers shall give their name, address and telephone number so that appropriate insurance investigators may follow up on property damage investigations. Incident Report Forms are completed where necessary by FCM Representatives.
8. The protocol on Page 4 dealing with personal injuries shall apply to property damage with respect to any communications with the press.

Other Incidents

1. In the event of eminent danger to participants, volunteers, or spectators immediate notification of the Emergency Service/Police shall be made by the FCM Volunteer first noticing the incident by telephoning “911”.
2. In the event the police have been notified, the Volunteer shall stay at the sight until the police arrive and assist in making an official report.
3. The Volunteer shall report to **Captain Tom Van Sambeek** at the Command Center the incident, describing it in detail and taking names, addresses, and telephone numbers of any witnesses.
4. **Captain Tom Van Sambeek** in the Command Center shall take action to correct the situation and/or notify appropriate FCM Representatives responsible for that area.
5. When appropriate, a full report shall be made by the Volunteer with the assistance of appropriate FCM Representatives.
6. **Amanda Secor** will assure that appropriate follow up action is taken including timely notification of the insurance company if appropriate
7. Volunteers shall give their name, address and telephone number so that appropriate follow actions can be taken. Incident Report Forms shall be completed where necessary with the assistance of appropriate FCM Representatives.

The protocol on Page 4 dealing with personal injuries shall apply other incidents with respect to any communications with the media.

Inclement Weather on Race Day

Inclement weather on Race Day shall be handled according to the following protocol:

1. **Dr. Hirschi, Andrew Olson, Captain Tom Van Sambeek Law Enforcement Liaisons, Julie Johnson, Cathie Tierney, and Amanda Secor** will be in communication with local and national weather sources regarding potential inclement weather prior to the start of and during the Fox Cities Marathon.
2. The following text message will be delivered to all on-course volunteers in the event of a course closure: “Due to hazardous course conditions the Fox Cities Full, Half and Relay Marathon is cancelled. Please go to the nearest water station or relay exchange for transportation to the finish line.”
3. If an impending weather situation is apparent, the above mentioned shall make a determination whether to delay or postpone the race based on information obtained from the National Weather Service. The specific criteria used to delay or postpone the race shall be:
 - **Lightning** - If you can hear it, clear it. Resume in 30 minutes after the last lightning.
 - **Heat/Humidity** – Based on the Wet Bulb Globe Temperature (WBGT) – which is a calculation based on heat and humidity, also known as the heat stress index – set forth by the American College of Sports Medicine, the following readings will determine the level of caution the race will be run under:
 - **Black Flag –WBGT above 82F**
 - Extreme – Event cancelled/extreme & dangerous conditions
 - **Red Flag – WBGT 73-82F**
 - High – Potentially dangerous conditions
 - **Yellow Flag – WBGT 65-73F**
 - Moderate – Less than ideal conditions
 - **Green Flag – WBGT below 65F**
 - Low – Good conditions
 - **Cold**-The race will be cancelled if the temperature is < 0 degrees F.
 - **Snow/Ice**-The race will be cancelled if the roads are icy and traction is deemed unsafe.

Additional information used to decide shall include, but not be limited to:

- What time did the weather report come in?
 - What areas are affected?
 - How long will these areas be affected?
 - Is there a risk of potential danger to Fox Cities Marathon participants, spectators, or volunteers?
4. Based on information from the National Weather Service, if it is determined there is risk of potential danger to Fox Cities Marathon participants, spectators or volunteers, the start of the race will be delayed until it is deemed safe to start the race or cancelled in extreme situations.

At the Start Line:

5. If the start of the race is delayed, announcements will be made continuously. The start area will be evacuated and all participants, spectators and volunteers will be advised to seek shelter inside the building on Midway Road (enter by Planetarium doors, adjacent to start line).
6. Periodic updates will be provided to participants on the weather condition.

7. Once it is determined safe to start the race, area assessments will be conducted to ensure safety prior to race start. These assessments will include: assessing the course to ensure it is free from debris, assessing the finish area, contacting local police.

Along the Course:

8. If the start of the race has been delayed, **Captain Tom Van Sambeek** is responsible for contacting Volunteer Coordinators of Aid Stations and Medical Stations regarding any decisions to delay the start of the race via one message to cell phones and followed up with a phone call.
9. Should a severe weather condition occur on the course: all volunteers, spectators and participants are encouraged to seek shelter in an adjacent building or in a vehicle. On-Course Volunteer Coordinators need to report the current status of the protection and road conditions to **Captain Tom Van Sambeek**.
 - 72-passenger busses will be deployed on the course to pick up race participants (the actual deployment of the busses will be dependent on at what point the race was cancelled, i.e. sending busses to pick up participants throughout the course – early cancellation – or specific miles – later cancellation)
10. Severe weather will be monitored and communicated in two categories:
 - A. Watch (Race officials will be aware of the situation and will closely monitor the projected path and intensity of the possible weather-related issues).
 - B. Warning (Race officials will officially close the course)
Closing of the race course includes the following steps to be taken:
 - Finish Line clock will be turned off
 - Finish Line announcer will discontinue announcing race finishers (the PA system may continue to be used to notify participants and spectators in the vicinity of recommended actions and instructions)
 - All Water and Aid Stations on the race course will be closed
 - No Law Enforcement (police) and FCM intersection volunteers will be present on the race course
 - Race participants will not be able to finish with an “official” race time
 - Race participants will assume all future health and safety risks once the race course is closed

At the Finish Line:

11. In the event the start of the race is delayed, **Captain Tom Van Sambeek** shall notify Finish Line leaders, who will take the appropriate action.
12. Should a severe weather condition occur at the finish area; all volunteers, spectators and participants will be encouraged to seek shelter in the Riverside Park Pavilion or on shuttle buses that will take volunteers, spectators and participants to the Neenah/Menasha YMCA.
13. **Captain Tom Van Sambeek** will keep the Finish Line leaders apprised of the current status.

General:

14. If an evacuation of the Fox Cities Marathon course is imminent, the proper authorities will be notified to help with the evacuation. An assessment will be made to determine if there were any weather-related injuries or deaths. Local authorities and the FCM Race Operations Committee will determine clean-up efforts jointly.
15. The safety of the volunteers as well as participants and spectators is of primary importance. The volunteers need to take shelter in their vehicles, Fox Cities Marathon buses, or nearby homes in the event of dangerous conditions.

16. Any communications required with the media shall be made jointly by the **Dr. Hirschi, Cathie Tierney, Amanda Secor, or Andrew Olson** with assistance from **Red Shoes (Danielle León)**. Other FCM Volunteers are not authorized to talk to the press, members of the public, participants or other volunteers about any emergency incident. Marathon personnel should not discuss incidents among themselves, their family members or other volunteers except on a “need to know” basis.
17. Volunteers shall give their name, address and telephone number so that appropriate investigators may follow up.
18. Any requests for interviews of statements from investigators or insurance personnel shall be referred to **Cathie Tierney** or **Amanda Secor**.

Volunteer Emergency Protocol

1. FCM Volunteer determines if the situation poses an immediate medical safety hazard to self, volunteers, spectators or participants.
2. FCM Volunteer determines if a medical emergency situation is present. If yes, call 911. If unsure, call command center at **(920) 886-6470** or **(920) 886-6471**.
3. FCM Volunteer takes appropriate action to stabilize or correct the situation while waiting for emergency personnel.
4. FCM Representatives obtain facts regarding situation and names and number of witnesses.
5. FCM Volunteer stays involved until relieved by emergency personnel. Incident report form completed when necessary, with assistance of FCM Representatives.
6. The FCM Representatives determine the next steps based on information from security and witness.
7. FCM Representatives analyze:
 - Life Threatening – Call 911
 - Non-Life Threatening – Call FCM Command Center at **(920) 886-6470** or **(920) 886-6471**

Volunteer Emergency Checklist
(Summary of Page 10)

- Immediate Safety Hazard?
- Call 911 or FCM Command Center?
- Create a safe environment
- Stabilize/Correct situation if possible
- Assist FCM Representatives or emergency personnel as needed
- **Do not talk to the Media!**

ON-SITE EMERGENCY SITUATION ANALYSIS

Conducted by Fox Cities Marathon Representatives at each incident

1. What occurred?
2. Where in marathon?
 - Block?
 - Tent?
 - House/Apartment address?
 - Inside/Outside?
3. Who is involved?
 - Sponsor?
 - Spectator?
 - Volunteer?
 - Child or adult?
 - Get names of all of the above.
4. Are all persons accounted for?
5. Number of spectators?
 - Where are they?
6. Have emergency vehicles been called?
7. Injuries/Deaths
 - Number of injuries?
 - Weapons?
 - Number of deaths?
 - Have victims been taken to hospital? Which hospital?
 - Who are victims - Sponsor, Spectator, Runner, Volunteer, Media, Child or Adult?
 - Have families been contacted? By whom? When?
8. Determine other areas within the Fox Cities Marathon course area that are connected with emergency.
 - Does entire area need to be evacuated?
 - Is everyone in a safe area now? If not, evacuate immediate area.
9. Media
 - Determine FCM Representative spokesperson (same person for duration of crisis)
 - Call and get media on-site (if they are not already)
 - Coordinate how/when FCM Representative spokesperson can be reached by media (**Amanda Secor or Cathie Tierney only**)
 - Determine time/location for media updates
 - Determine what areas are safe for media to photograph, if any.
10. Departmental
 - Draft and distribute simple statement for departments/managers to use in case of media phone inquiries, spectator inquiries. Determine distribution system.
 - Draft statement for FCM Representative responsible for communicating with staff, volunteers, media, public and officials. Determine distribution system.

TYPES OF EMERGENCIES

1. Crisis/emergencies that MAY require Fox Cities Marathon comment:
 - Accidents with Injuries
 - Medical (heart attack, fall)
 - Traffic Accident
 - Vandalism
 - Severe Weather (including extreme conditions)
2. Crisis/emergencies that DO require comment:
 - Accident Resulting in Death
 - Accident with Injury/Medical
 - Assault/ Sexual Assault
 - Explosives/Threat
 - Fire
 - Gas Leak
 - Injury with weapon
 - Power Outage
 - Protest
 - Theft

ACCIDENT RESULTING IN DEATH

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. Where did this happen?
6. How did this happen?
7. Was he/she taken to the hospital?
 - Which hospital?
 - When?
8. How many other people were hurt?
 - How seriously?
 - Were they taken to the hospital?
 - Which one?
 - When?
 - Were they staff, runners, spectators, volunteers?
9. Is the area safe?
10. Is an evacuation necessary?
11. Have names been released?
12. Have relatives been notified?
13. Are there more specifics?
14. How soon were the Fox Cities Marathon Medical Director and emergency personnel notified?
15. Is this the first such incident at the marathon?

ACCIDENT WITH INJURY/MEDICAL

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. Where in the Fox Cities Marathon course did this happen?
6. How many people were hurt?
7. How seriously?
8. Were they taken to the hospital?
9. Which hospital?
10. When?
11. Was anyone killed? (See accident with death)
12. How did this happen?
13. Have names been released?
14. Were these participants? Staff? Volunteers? Sponsors? Spectators?
15. What is the condition of the victim(s)?
16. How soon were Fox Cities Marathon and emergency personnel notified?
17. Have victim(s) families been notified?
18. Is this the first such incident at the marathon?

ASSAULT/SEXUAL ASSAULT

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. Were there witnesses?
6. Is the assailant caught?
7. What security precautions has Fox Cities Marathon put into place for streets, neighborhoods?
8. Do police have any information on the suspect?
9. How soon were Fox Cities Marathon and emergency personnel notified?
10. What is the victim's condition?
 - Was she/he taken to the hospital?
 - Which one?
 - When?
11. Is this the first such incident at the marathon?
12. How does security monitor the area/parking lot?
13. Does Fox Cities Marathon use cameras, sound detectors, security checks, other?
14. What precautions will Fox Cities Marathon take in the future?
15. Was the victim/assailant a participant, spectator, staff, volunteer?

EXPLOSIVES/THREAT

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. When did the call come in?
6. What did the caller say?
7. Who checked the area?
8. Are police searching for the caller?
9. Was Fox Cities Marathon evacuated? Why not?
10. When were authorities notified?
11. How and when were the Fox Cities Marathon officials alerted?
12. When did authorities arrive?
13. Was anything found?
14. Is the area safe?
15. How soon were Fox Cities Marathon officials and emergency personnel notified?
16. Is this the first such incident at the marathon?

FIRE

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. Was anyone hurt?
6. How many people?
7. How seriously?
8. Pinpoint location of fire.
9. How did it start?
10. When did it start?
11. Is the fire under control? How quickly was it under control?
12. What part of the Fox Cities Marathon course was involved?
13. Names of those involved?
14. When did emergency personnel arrive—Fox Cities Marathon security, city, fire, ambulance, other?
15. Was any part of the area evacuated?
16. For how long?
17. Was the evacuation smooth?
18. Is the fire under control? How quickly was it under control?
19. What is the extent of the damage?
20. Estimate when the area is usable.
21. How soon were Fox Cities Marathon and emergency personnel notified?
22. What steps are being taken to ensure this doesn't happen again?
23. Is this the first such incident at the marathon?

GAS LEAK

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. How was the leak detected?
6. How was it caused?
7. How many people were hurt?
 - How seriously?
 - Were they taken to the hospital?
 - Which one?
 - When?
 - Were these staff, runners, spectators, volunteers?
8. Have families been notified?
9. Does the area need to be evacuated?
10. Is the gas company on the scene?
11. Is it safe now?
12. When is the marathon course expected to reopen?
13. What are symptoms associating with inhaling gas?
14. What are potential health hazards?
15. What is the Fox Cities Marathon's evacuation policy in such cases?
16. How soon were Fox Cities Marathon and emergency personnel notified?
17. Is this the first such incident at the marathon?

INJURY INVOLVING WEAPONS

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. How many people were involved?
6. What weapons were involved? How many?
7. Was anyone hurt?
8. How many?
9. How seriously?
10. How did injuries happen?
11. What is/are the victim's condition?
12. Were they taken to the hospital?
 - Which one?
 - When?
13. Was anyone killed?
14. Was the assailant caught/arrested?
15. How soon were Fox Cities Marathon and emergency personnel notified?

16. Was the area totally/partially evacuated?
 - For how long?
 - Is it safe now?
 - When will it be safe?
17. Is this the first such incident?

POWER OUTAGE

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. Was anyone hurt?
 - What is/are the victim's condition?
 - Were they taken to the hospital?
 - Which one?
 - When?
 - How many people?
6. Pinpoint location of power outage.
7. How did it start? When did it start?
8. Is it a Fox Cities Marathon issue or a City issue?
9. What part of the marathon is affected?
 - Is the marathon affected?
 - Will the marathon continue?
10. When were the police notified?
11. Are power crews on-site now?
12. What is the extent of the damage?
13. Estimate when the power will return?
14. What steps are being taken to ensure this doesn't happen again?
15. Is this the first such incident at the marathon?

THEFT

DETERMINE

1. What happened?
2. What time?
3. Where?
4. Inside/Outside?
5. What was taken?
6. How much?
7. Were there monitoring devices in place?
8. Do we know if the suspect left the Fox Cities Marathon?
9. Has there been an arrest?
10. How soon were Fox Cities Marathon and emergency personnel notified?
11. Was anyone hurt?
12. Have they been assisted? Taken to the hospital?
13. Was a firearm/weapon involved?
14. Is this the first such incident at Fox Cities Marathon?

TRAFFIC ACCIDENT

DETERMINE

1. What happened?
2. What time?
3. Where in the Fox Cities Marathon course did this happen?
4. At which intersection?
5. How many people were hurt?
6. How seriously?
7. Were they taken to the hospital?
8. Which one?
9. When?
10. Was anyone killed? (see accident with death)
11. How did this happen?
12. Have names been released?
13. Were they runners? Staff? Spectators? Volunteers?
14. What is the condition of the victim(s)?
15. How soon were Fox Cities Marathon and emergency personnel notified?
16. Have victim(s) families been notified?
17. Is this the first such incident at the marathon?

VANDALISM

DETERMINE

1. What area of Fox Cities Marathon course, capitol was vandalized?
2. Where specifically?
3. What happened?
4. What time did this happen (overnight, etc.)?
5. Inside/Outside?
6. Type of damage
7. Estimated cost of damage
8. When was this discovered?
9. Is this legal in the confines of the marathon?
10. How soon were Fox Cities Marathon and emergency personnel notified?
11. What steps are being taken to ensure this doesn't happen again?
12. What are the clean-up efforts? If any?
13. Is this the first such incident at the marathon?

WEATHER (TORNADO/THUNDER STORMS, EXTREME CONDITIONS)

DETERMINE

1. Repeat the current weather forecast from Doppler radar.
2. What time did this come in?
3. What areas are affected?
4. How and when were the Fox Cities Marathon runners, spectators, volunteers alerted?
5. Was Fox Cities Marathon area evacuated?
 - Why?
 - Why not?
 - Where were they evacuated?
 - When were they evacuated?
6. When were authorities notified to help with evacuation?
7. When did authorities arrive?
8. Is the area safe now?
9. What areas were damaged?
10. Are clean-up efforts underway?
11. Will the marathon re-open?
 - Estimated day/time
12. Are _____ insured for this type of weather?
13. Was anyone hurt? (See accident with injury)
14. Was anyone killed? (See accident with death)
15. Is this the first such incident at the Fox Cities Marathon?

LOST CHILD/PARTICIPANT PROTOCOL

1. Use FCM Command Center to inform all parties of a lost child/participant.
2. Indicate where the child/participant was last seen. Be as specific as possible.
3. If possible, give a physical description of the child/participant: name, gender, age, race, and description of clothing, anything else that would be helpful.
4. If possible, obtain a photo of the child.
5. Once the child is found he/she will be taken to the main information booth.
6. TELL THE PARENTS/FAMILY/FRIENDS TO STAY AT THE COMMAND CENTER!!
7. If the parent is lost, have the child also remain at the FCM Command Center. Follow the same child/participant procedures.



INCIDENT REPORT

Date: _____ Time: _____ AM PM

Location: _____

Persons Involved: (list additional on separate sheet)

1) Name: _____ 2) Name: _____

Address: _____ Address: _____

City: _____ City: _____

Zip Code: _____ Phone: (____) _____ Zip Code: _____ Phone: (____) _____

Age: _____ Other: _____ Age: _____ Other: _____

Type of Incident: Accident | Assault | Bomb Threat | Fire | Gas Leak | Injury with Weapon |

Power Outage | Theft | Traffic Accident | Vandalism | Weather | Lost Child

Description of Incident: _____

Was 911 called? Yes No Was the Involved Injured? Yes No (if yes, complete the injury section)

Witnesses: (List additional on separate sheet)

1) Name: _____ Phone: (____) _____

2) Name: _____ Phone: (____) _____

3) Name: _____ Phone: (____) _____

Description of Injury: _____

Was First Aid Given? Yes No By: _____

Describe aid given (in detail): _____

Transported: Home | Hospital | Finish Area | Stayed on site | Other: _____

Follow-Up by Office: _____

CONTACT SHEET

Fox Cities Marathon and Media Phone Numbers

<u>NAME/TITLE</u>	<u>CELLULAR</u>	<u>OFFICE</u>
Danielle León Red Shoes PR Representative	920-878-0864	N/A
Julie Johnson Race Director	920-716-4283	920/830-7200 x.5107
Amanda Secor CFCU Chief of Staff	920-427-8465	920-830-7200
Cathie Tierney CFCU President	920-841-2220	920-830-7200

MEDIA

TELEVISION

(5) WFRV-TV	Desk: 800-236-5550
(2) WBAY-TV	Desk: 920-438-3264
(26) NBC 26-TV	Desk: 920-494-2626
(11) FOX-TV	Desk: 920-494-8711
(1) Spectrum News	Desk: 414-277-4100

NEWSPAPERS

The Post Crescent Main number:	920-933-1000
-----------------------------------	--------------

RADIO

(1150) WHBY-AM	Studio Line: 920-734-9226	Business Line: 920-831-5647
----------------	---------------------------	-----------------------------

Media

WHO SHOULD THE MEDIA CONTACT?

Fox Cities Marathon PR Agency – Red Shoes PR

Danielle León Red Shoes PR Representative 920-878-0864

Cathie Tierney, Community First Credit Union President/CEO (920) 841-2220

Amanda Secor, Community First Credit Union Chief of Staff (920) 427-8465

Julie Johnson, Race Director (920) 716-4283

All inquiries made by the media should be directed to Red Shoes PR who will work with the above mentioned FCM Media Spokespersons. FCM Volunteers are NOT to give any information, talk to or provide statements, or comment on emergency or non-emergency situations regarding any aspect of the FCM. If a FCM Volunteer is approached or questioned by a member of the media, they are to refer them to the FCM Media Spokespersons.

MEDIA DO'S AND DON'TS FOR FCM VOLUNTEERS/REPRESENTATIVES

DO be polite in all of your dealings with the media; treat them with the same courtesy you extend to runners, volunteers, and spectators.

DO ask the reporter or photographer for his or her name, the name of the media organization they work for, and the nature of the inquiry.

DON'T volunteer information to media representatives or feel pressured to respond to questions. Always remember to refer media to the Public Relations Agency (Red Shoes) or a FCM spokesperson.

DO offer to locate Red Shoes or a FCM spokesperson who can speak with the reporter or photographer.

DO ask the reporter or photographer to wait for the FCM spokesperson at the Marathon Command Center or, if safety is an issue, escort the reporter or photographer to another pre-determined waiting area.

DON'T forcibly try to prevent the media from doing its job—asking questions and taking pictures/video/recording. Do not touch a photographer's camera or try to cover the camera lens. If a situation is extremely sensitive, escort the media outside the building and inform those present that Fox Cities Marathon policy does not allow media inside the area during crisis situations. Again, offer to locate the FCM spokesperson.

DO respond to the media by saying something similar to: “Danielle, who handles publicity for the Fox Cities Marathon, would be happy to help you. I’ll contact her for you if you would please give me your name, the news organization you’re with, and what you need.”

WHAT TO KNOW ABOUT THE MEDIA

Who is the media?

The media is groups of print, radio and electronic news gathering organizations. They gather information and present it to their readers, listeners or viewers. It is very competitive and each media outlet wants to get the information to the public before the other. Although aggressive, most reporters are not hostile and do not have a hidden agenda.

How can the media help the Community First Fox Cities Marathon?

The media is an obvious and attainable means of communicating and this provides Fox Cities Marathon with the opportunity to show the public what it is. The media is interested in the marathon as a human interest, peek at what participants, volunteer, and spectators are doing on the weekend, etc. story.

Although a crisis situation appears to be a time when the media is not wanted, it can actually be a very positive opportunity for Fox Cities Marathon to portray its image as a caring entity within the community.

How do the media respond so quickly?

Most media outlets have police radio scanners; as soon as the police are called to the scene of a crime, news organizations are aware of the situation, have the location of the incident, and the basic information as to the nature of the incident—at the same time police do.

The general public has a fascination with the media and often will call news organization with potential stories. A witness to a crime, or even someone who received poor service, is likely to contact a newspaper or television station to tell their story before reporting it.

New organizations have “crews” of reporters and/or photographers who are on the streets in search of news stories. The number of crews available and accessible as well as the location of those crews determines how quickly the media arrives on the scene. For example, if a photographer calls in sick, the station has fewer cameras to send out. On weekends, sports often get the first nod for camera use.

What do the media know?

That depends on where the information came from initially. Typically, a photographer or news crew that responds to a “spot news” or crime scene has minimal information and needs to gather the information in a timely manner so that the correct information is presented to the public. For the Fox Cities Marathon, the media is familiar with the event through media kits and news releases, as well as their own experiences at the marathon as a runner or spectator.

Why can't Fox Cities Marathon volunteers talk to the media?

It is very important that Fox Cities Marathon staff assess a situation and determine what media response, if any, is appropriate. In addition, that response must be clearly thought out and clearly presented so that there is no room for error on the part of the media. Legal issues also need to be assessed before information is disseminated.

What if the media becomes overzealous?

If the volunteer (the first people the media will come in contact with at Fox Cities Marathon) are polite and firm, it is doubtful that any photographer would be belligerent. However, if the camera is on and a microphone put in a volunteer's face, the volunteer should remain calm and state that information will be made available as soon as possible. Then, escort them to the Marathon Command Center and contact a FCM spokesman to deal with any and all media questions and concerns.

Safety & Security Information

At the Community First Fox Cities Marathon presented by Miron Construction, the safety of our participants, volunteers and spectators is of utmost importance. Therefore, Community First Fox Cities Marathon presented by Miron Construction will be utilizing the “If You See Something, Say Something” program from the Department of Homeland Security (DHS).

“If You See Something, Say Something” is a simple and effective program to raise public awareness of indicators of terrorism and terrorism related crime, and to emphasize the importance of reporting suspicious activity to proper local law enforcement authorities.

All those in attendance at the Community First Fox Cities Marathon presented by Miron Construction are encouraged to be vigilant in reporting suspicious behavior and situations (e.g., an unattended backpack in a public place or someone trying to break into a restricted area).

If suspicious activity is suspected, attendees are encouraged to call (920) 886-6470, (920) 886-6471. This special event law enforcement phone number will be posted throughout the event areas (e.g. Sunday Start Line, Sunday Finish Line and along the Sunday route) for attendees to call to report suspicious activity. **This number will be made available all day Sunday. Remember the easiest and fastest way to report an emergency is to dial 911.**

Factors such as race, ethnicity, national origin, or religious affiliation alone are not suspicious. For that reason, the public should only report suspicious behavior and situations (e.g., an unattended backpack in a public place or someone trying to break into a restricted area) rather than beliefs, thoughts, ideas, expressions, associations, or speech unrelated to terrorism or criminal activity.