

STREET USE PERMIT APPLICATION

EVENT INFORMATION

Name of Event: Madison Marathon

Event Organizer/Sponsor: Madison Festivals, Inc.

Is Organizer/Sponsor a 501(c)3 non-profit agency?

X ☐ Yes ☐ No

MANDATORY: State Sales Tax Exemption Number:

ES#: 022952

OPTIONAL: Federal Tax Exempt Number:

Address: 5976 Executive Dr. Suite B

City/State/Zip: Fitchburg, WI 53719

Primary Contact: Ryan Richards

Work Phone: 608-209-6958

Email: richards@racedayeventsllc.com

Phone During Event: 608-209-6958

Website: www.madisonmarathon.org

FAX: 608-276-9780

Secondary Contact: Erin Dougherty

Work Phone: 608-310-7291

Email: erin@madisonfestivals.com

Phone During Event: 920-420-7137

Annual Event?

X ☐ Yes ☐ No

Charitable Event?

X ☐ Yes ☐ No

If Yes, Name of charity to receive donations: Various charities, volunteers pick charities

Estimated Attendance: 15,000

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification? (not allowed after 11 p.m.):

X ☐ Yes ☐ No

Hours: 6:00 am to 2:00 pm

EVENT CATEGORY

X ☐ Run/Walk

☐ Music/Concert

☐ Festival

☐ Rally

☐ Parking (i.e., bagging meters)

☐ Other: _____

LOCATION REQUESTED

X ☐ Capitol Square (note specific blocks below)

☐ State St. Mall/800 State Street

☐ 30 on the Square (aka top of 100 block of State Street)

☐ Other (specific blocks/streets requested below)

Street Names and Block Numbers: Map Attached

EVENT DATE(S)/SCHEDULE

Date(s) of Event: 11/11-11/13 set-up and take down

Event Start and End Times: 11/13 7:00 am – 2:00 pm

Rain Date (if any): NA

Set-Up Start Time: 11/12 8:00 am

Take-Down Start Time and End Times: 11/13 2 pm - 7 pm

TAKE-DOWN TIME: START TO STREETS REOPENED

Will sponsor apply for temporary class B license to serve or sell beer/wine for this event?

X ☐ Yes ☐ No

If class B license is denied, will the event(s) occur?

X ☐ Yes ☐ No

RRR

By initialing, I/we waive the 21-day decision requirement.

APPLICATION SIGNATURE

BY SIGNING THIS APPLICATION, THE "EVENT ORGANIZER/SPONSOR" LISTED ABOVE AGREES TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

Applicant Signature

Date

9/19/16

2016 Madison Marathon Event Schedule

Thursday, November 10

- NO PARKING signs are placed by City Parking and confirmed by Madison Police
- Course is marked

Saturday, November 12

- 8:00am – the 100 block of Wisconsin Ave. is closed for set up
- 8:00am - the 200 block of MLK is closed for set-up
- 8:00 am – the 100 block of E. Washington is closed for set-up
- 3:00 pm – Start and finish line set up begins on Mifflin St., Pinckney St. and East Main St., portable restrooms delivered to the Square and to course locations

Sunday, November 13

- 2:00 am – Course set-up begins
- 5:00 am – Intellasound arrives to set-up start line sound system
- 5:00 am – Timing company arrives to set-up start line
- 5:30 am – Water is delivered to start line
- 6:15 am – Race announcements begin
- 6:50 am - 7:10 am Wheelchairs, marathon, half marathon start. Merchandise, food and beverage sales begin
- 6:45 am to 1:30 pm – Ongoing race management
- 9:00 am – Volunteers/vendors begin course pick-up
 - Coolers
 - Water Bottles
 - NO PARKING signs
- 1:00 pm – Last runner crosses finish line, amplification ends, merchandise, food and beverage sales end
- 6:00 pm – Course is checked, tear-down is finished

Site Map – Attached

Safety and Security Plan

Officers from the Madison Police Department, Madison Fire Department, UW Police Department will be stationed in the race command center and on the courses to oversee race progress. Private security will oversee security at the start/finish lines. Additional staff will include Madison Marathon senior staff and the communications coordinator.

Security

- 1 Madison police motorcycle escort will lead the full marathon runners.
- Madison police officers will be posted throughout the course.
- UW police officers will be posted throughout the campus and Arboretum sections of the course.
- 6-8 Maple Bluff police officers will be posted along that section of the course.
- Madison Marathon course marshals and volunteers will also be posted throughout the course.
- Private security personnel will be present at the start and finish lines to maintain crowd control.

Safety

- UW Health physicians supported by additional professionals will staff the finish line medical aid tent.
- UW Sports Medicine professionals will be mobile in 5 sectors throughout the course.
- 3 UW Sports Medicine professionals on bicycles will be present to reach runners on the course.
- Maple Bluff EMT will be traveling that section of the course on golf carts to aid runners.
- Madison Fire Department paramedics on bikes will be present to aid participants on the course.
- Madison Fire Department paramedics will staff a chase vehicle to reach injured runners.

- Town of Madison paramedics will be present at the finish line to aid participants.
- Madison Marathon bike escorts will be available on the course to aid runners.
- Madison Festivals has a crisis communications plan to handle shelter for severe weather and runner emergencies

Recycling Plan

Madison Marathon will utilize City of Madison receptacles for recycling during the event, November 13, 2016. Receptacles will be placed along the start and finish line streets along with trash cans. Madison Marathon volunteers will be responsible to change out the bags as they fill and carry full bags to recycling dumpsters set out near the finish line. These dumpsters will be clearly labeled as recycling dumpsters and will be provided by Pellitteri Waste Systems. The Madison Marathon uses recyclable containers when at all possible.

Notification Schedule

Downtown businesses have been notified with the help of Madison Central Business Improvement. Madison Festivals will continue to work with BID to maintain communication with downtown merchants/restaurants.

Area residents will be notified of race weekend street closures starting in October via newspaper and radio ads. Neighborhood associations through which the course travels will be notified via written correspondence as soon as possible.

Arboretum residents will be notified via written correspondence starting in October.

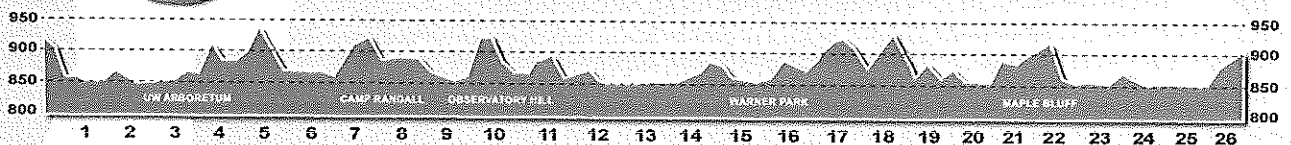
MADISON MARATHON

LAKE MENDOTA

LAKE MONONA

- 1** MILE MARKER
- +** AID STATION
- 1** FLUID STATION
- FULL ROUTE

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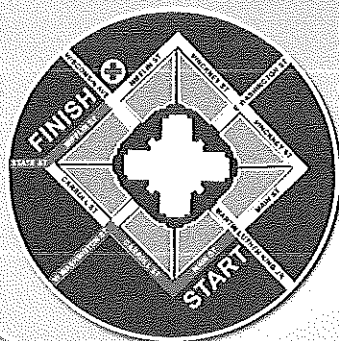
MADISON HALF MARATHON

DANE COUNTY
REGIONAL
AIRPORT

MAPLE BLUFF
COUNTRY CLUB

Bridges
Golf Course

LAKE
MENDOTA



UNIVERSITY OF WISCONSIN

UNIVERSITY AVE

W JOHNSON ST

CAMP
RANDALL

REGENT ST

KOHL
CENTER

PROUDFIT ST

SHORE DR

BASSITT

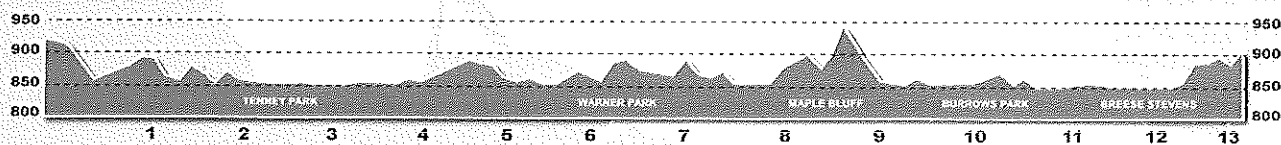
DROOM ST

JOHN MOLEN DR

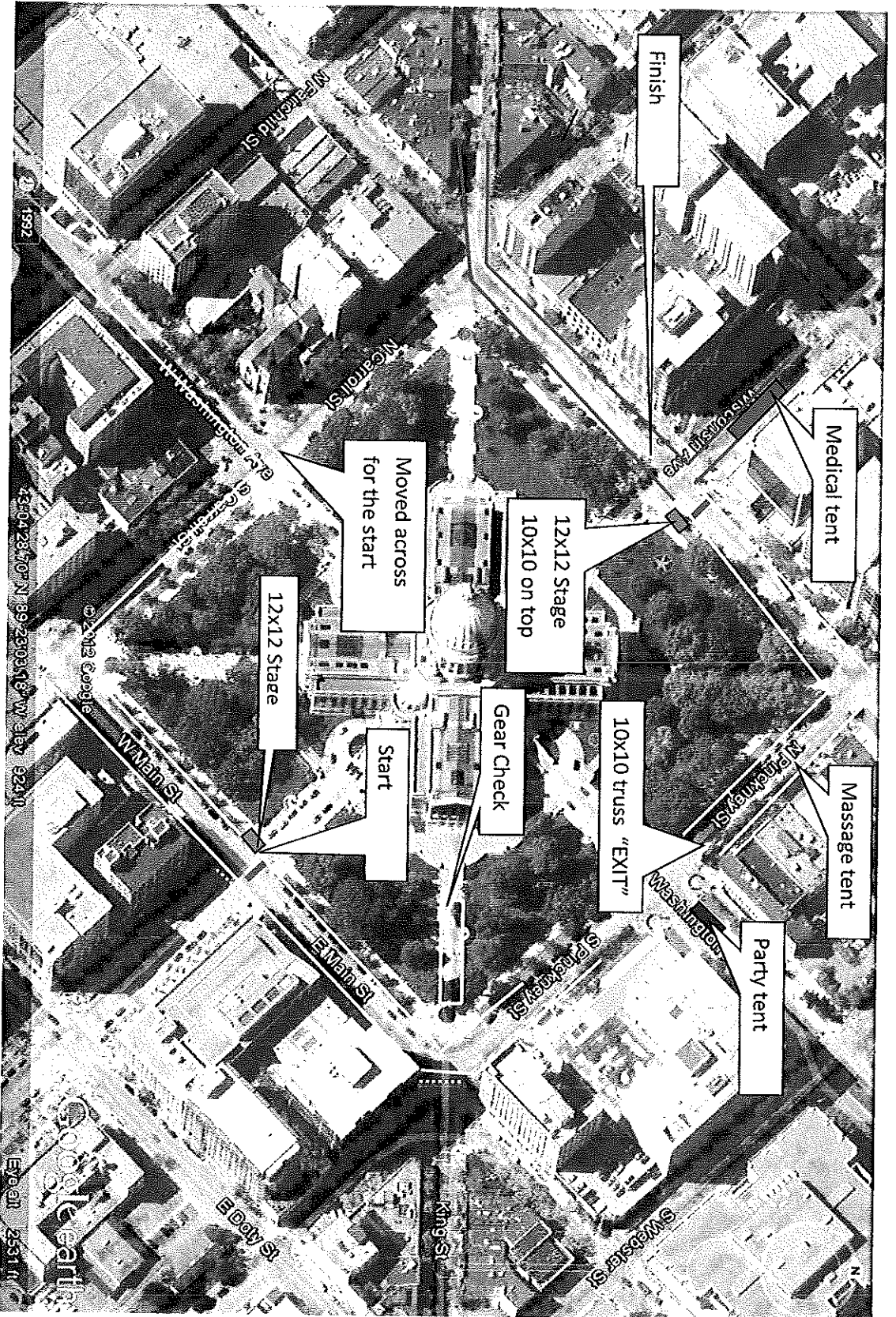
LAKE
MONONA

- ① MILE MARKER
- ⊕ AID STATION
- 💧 FLUID STATION
- HALF ROUTE

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Sunday Races



2016 Fall Madison Marathon – No Parking Madison Marathon

For Saturday/Sunday- Meters/Signs

Starting Saturday at 7:00 am

100 Block MLK

200 Block MLK

100 Block E. Washington

100 Block Wisconsin

The Square – meters

For Sunday Morning

Race Starts at 7:00 am parking needs to be clear by then

Start line is on Capitol Square at MLK and Main St.

West Washington – no parking north side between Fairchild and Park St. meters and signs

Vilas St. - no parking on either side between Park St. and Mills St.

S. Mills St – no parking either side between Vilas and Wingra Dr.

Manitou Way – No parking either side between Seminole Hwy. and Nakoma Rd.

Monroe St. – no Parking on South side between Regent St. and Nakoma Rd. meters and signs

Breese Terrace – no Parking on Camp Randall side between Monroe St. and University Ave.

E. Gorham – No Parking on North side Between Broom and Baldwin

E. Johnson – No Parking between N. Baldwin and Fordem

Sherman Ave. /N. Sherman Ave. – No Parking on West side between N. Thornton and Northport Dr.

Forster – No parking between Troy Dr. and Woodward Dr.

Troy Dr. – No Parking between Northport and Green Ave

Marcy Rd – No Parking between Troy Dr. and Woodward Dr.

Morningstar – No Parking both sides between Marcy Rd. and address 706 Morningstar (turnaround)

Green Ave. – No Parking between Troy and Beilfuss on East Side

Green Ave – No Parking both sides between Meadow Ridge and Pine View Dr.

Beilfuss – No Parking between Green and Heffernan on north side

Heffernan – No Parking between Beilfuss and Sauthoff on west side

Sauthoff – No Parking between Heffernan and Meadow Valley on north side

Meadow Valley – No Parking between Sauthoff and Pine View Lane on east side

Pine View Lane – No Parking between Meadow Valley and Brown Lane on north side

Brown Lane – No Parking between Pine View Lane and Meadow Ridge on east side

Meadow Ridge – No Parking between Brown Lane and Green Ave. on south side

Harper Dr. – No Parking between Green Ave. and Woodward Dr. on west side

Woodward Dr – No Parking between Harper and Sheridan on north side

Warner Dr. – No Parking either side between Sherman and Old Shore Dr.

Old Shore – No Parking either side between Warner Dr. and Bayside

Bayside Dr. – No parking either side between Old Shore and Lakewood Blvd.

Dayton St. – No parking between Thornton and Dickinson on east side

Dickinson – No parking between Dayton and Mifflin on north side

Mifflin St. – No parking between Dickinson and Webster on northwest side

Webster – No Parking on Capitol Side between E. Washington and Dayton St.

Dayton St. – No Parking on Capitol Side between Webster and State St.

No Parking on Half Course

Bedford – No parking on north side between W. Washington and Dayton St.

Dayton St. – No Parking on east side of street Between Bedford and Broom

Broom St. – No Parking on north side between Dayton and Gorham St.

2016 Fall Madison Marathon - Full

Start on Capitol Square on Main St.
Right on Carroll (whole road)
Left on W. Washington (whole road on right side of median)
Right on Vilas St. across Park St.
Left on Mills runners (on right side of street)
Right on Arboretum Dr.
Right on Seminole Hwy (runners on right side in coned lane)
Right on Manitou Way (runners on right side of median)
Right at Nakoma Rd (runners on right side in coned lane)
Veer right on Monroe St. (runners on right side of road coned lane)
Left on Breese Terrace – (stadium side)
Left on University Ave. (Westbound traffic is not allowed on University Ave.)
Right on Walnut St. Stay on east side of road.
Right on Observatory (running with traffic on south side of street)
Right on Charter (runners on east side of road)
Left on Campus Dr. Merge left onto Gorham (runners on left against traffic)
Merge onto Gorham (runners on left side of road against traffic)
Left on Fordem Ave. (runners on left side of road against traffic)
Merge onto Sherman St. (on left side against traffic)
Left into Warner Park
Left onto Northport Dr (in left side lane coned lane)
Left onto Troy Dr. (using right turn lane)
Troy Dr. veers right and becomes Green Ave (runners on right in coned lane)
Left on Beilfuss Dr. runners stay right
Beilfuss becomes Heffernan Dr.
Right on Sauthoff Rd. (runners against traffic in coned lane)
Left on Meadow Valley Dr
Left on Pine View Lane (with traffic in coned lane)
Left on Brown Lane
Right on Meadow Ridge
Right on Green Ave which becomes Troy Dr.
Right on Harper Dr. (runners on right in coned lane)
Left on Woodward. (runners on left against traffic)
Left on Forster
Right onto path into Warner Park
Through Warner Park past shelter and onto Sheridan
Right on Sheridan to Woodward
Left on Woodward which becomes Farwell Dr.
Right on Farwell Dr.
Right on Lakewood Dr. (whole road)
Right on Cambridge Rd. (on right side)
Right on Bayside (whole road)
Left on Old Shore (whole road)
Right on Warner Dr. (whole road)
Right on Sherman Ave (coned lane on right side)
Left on N. Thornton Ave. use bike path and road as necessary
Right on Dayton St.
Left on Dickinson
Right on Mifflin St. (runners on left side in coned lane)
Right on Webster (runners cross and run on left in coned lane)
Left on Dayton St. (runners on left in coned lane)
Left on State St.
Left on Mifflin St. finish at crosswalk just before Wisconsin St.

All locations are approximate				7:00 start			
Mile	Location	First Runner	Last Runner	Mile	Location	First Runn	Last Runner
1	On W. Washington at Brittingham park	7:05	7:15	1	Dayton St. And Broom	7:15	7:25
2	In Arboretum	7:10	7:30	2	E. Gorham and Blount	7:20	7:40
3	In Arboretum	7:15	7:45	3	Johnson and Yahara River	7:25	7:55
4	In Arboretum	7:20	8:00	4	Sherman and Commercial	7:30	7:15
5	Manitou Way at Tumalo Trail	7:25	8:15	5	Sherman and Almo	7:35	8:30
6	On Monroe near Arbor Dr.	7:30	8:30	6	Warner Park entrance	7:40	8:45
7	On Monroe at Harrison St	7:35	8:45	7	Marcy Rd	7:45	9:00
8	On University Ave near Breese Terrace	7:40	9:00	8	Woodward at Warner Park	7:50	9:15
9	Observatory Dr. And Elm St.	7:45	9:15	9	Farwell	7:55	9:30
10	University Ave. and Park St.	7:50	9:30	10	Lakewood	8:00	9:45
11	Gorham and Hancock	7:55	9:45	11	Tenney Park Path	8:05	10:00
12	Gorham and Baldwin	8:00	10:00	12	E. Mifflin	8:10	10:15
13	Fordein just south of Sherman	8:05	10:15	13	State St.	8:15	10:30
14	Sherman and Logan	8:10	10:30	2015 Average finishing time was 2:07:24			
15	Warner Park Entrance	8:15	10:45	Slowest official finisher was 4:39:03			
16	Troy Dr. and Northport	8:20	11:00	2187 Finishers			
17	Green Ave	8:25	11:15				
18	Meadow Valley	8:30	11:30				
19	Harper Rd.	8:35	11:45				
20	Woodward at Warner Park on trail	8:40	12:00				
21	Sheridan Dr.	8:45	12:15				
22	Farwell Dr. and Butternut	8:50	12:30				
23	Cambridge Rd.	8:55	12:45				
24	Tenney Path	9:00	1:00				
25	E. Mifflin	9:05	1:15				
26	State and Dayton	9:10	1:30				
2015 Average finishing time 4:17:33							
Slowest official finisher 6:02:40							
978 finishers							

Emergency Action Plan And Protocol

Updated for the 2016 Event Season

This outline will serve as a guideline for Madison Festivals, Inc. to handle emergency situations on race day.

EMS Command Post

The EMS Command Post (CP) will be in the Fire Command located at 314 W. Dayton St. The room will contain representatives of the event, City of Madison Police, UW Police, 911 Dispatch and City of Madison Fire. Communication will be handled within each department with communications flowing freely between groups as necessary. The event will communicate via radio with repeater network with cell phones as back-up.

Emergency Management Committee (EMC) and the Command Post (CP) will include the designated representative from Madison Festivals (i.e. Board Chair, President), Event/Race Director, Course Director, Operations Director, and Marketing Director. The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel, medical director or emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency. This meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official Marathon position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

Race Command - all people in direct radio communications

Ryan Richards – Race Director

Ryan Griessmeyer – Course Director

Brodie Birkel – Media Liason

Rob Buethling – Announcer

John Mckinley – Medical Liason

Dr. David Bernhardt – Medical Director

HAM Radio Operators located in Medical tent at on course

Race staff at the Start

Race Staff at the Finish

Each Aid station

18 located approximately every 1.5 miles on course

4 Run Sag vehicles

Communications to spectators will be made via loudspeaker announcements located the Start line and at the finish line.

Hospital Transports

The primary hospital for transports is UW Hospital located at 600 Highland Ave. Other hospitals include Meriter, located at 202 S. Park St. and St. Mary's, located at 700 S. Park St. These hospitals will be used by choice of patient and/or in the case of less severe injuries. Madison Fire and EMS is the primary transporter for the event.

Medical Tent

The race medical tent will be located on the 100 block of Wisconsin Ave. The medical tent is designed to triage and to treat minor injuries. The tent is located near the finish but allows for

access for medical transports to local hospitals. Dr. David Berhardt is the Medical Director for the event.

What Event Day Emergencies Can Occur?

Issues that can be faced on the day of an event are:

- Severe or Extreme Weather Conditions – extreme low/high temperatures, lightning, tornados, snow
- Emergency course changes (in case of on-course fires, vehicular accidents, overnight storms or flooding)
- Accident along the course involving runner(s)
- Runner death
- Lost Child(ren)

Due to any other unforeseen emergencies that could occur on race day, we will communicate directly with emergency personnel and their respective agencies to develop the appropriate response(s) (or rely on them to enact their own public safety response plan).

Starting Line Announcements:

For weather: “Attention runners, our weather forecasters from (media partner) have informed us that (weather condition) is in our area. Because the safety and wellbeing of our runners, spectators, volunteers and safety workers along the course are foremost in our minds, we are delaying the start of the race for X minutes. Please seek shelter immediately.” (update conditions at the end of the delay period and announce an additional delay, cancellation, or scheduled start)

For emergency course changes: “Attention runners. The _____ Police Department has informed us that because of (flooding, water main break, tree down, fire, wires down, etc.) there will be a slight course change at mile _____ of the Marathon. If you are running to that mile, be aware that extra safety personnel and markers will be on hand to direct you along the detour. Your safety and wellbeing are our main concern, so please be aware of the changes.”

For any other delay: “Attention runners. Because of _____, the start of the Madison Marathon will be delayed _____ minutes. We plan to start the race at XX:XX A.M. (as soon as the situation is corrected). We will keep you updated on the start time, but please, stay near the starting line.”

Emergencies During Event:

Weather Related:

If dangerous weather conditions occur during the race or temperatures become too dangerous, the Race Director, in consultation with the EMC, Medical Director, and CP will make the decision on whether to continue the event. Runners will be notified on course by event personnel, police, and through the event flag system. (The procedures will be provided on the event website, in participant information, and announced to runners on race day).

The Emergency Management Committee (EMC) makes the final call regarding weather matters. Weather information will be relayed to the Media by the Marketing Director or the Race Director; and will be the only spokespeople for any media questions.

The Race Officials in and out of the Command Center will continuously monitor weather reports including active radar starting 2 hours prior to the race start and continuously throughout the day. Weather updates will be broadcast on the primary race operations radio channel at a minimum of every 30 minutes prior to the race start. After race start, weather updates will be broadcast whenever any weather condition of concern is detected. Threshold for lightening is 10 miles.

Inclement Weather

If the potential exists for hazardous weather the Race Director will inform all race staff and the race announcer. Announcements will be made periodically and on a schedule to keep spectators and participants informed.

The Race Director will decide on the start of the event 20 minutes prior to published start time. If conditions prohibit the start of the race on time appropriate delays will occur until safe to do so. If conditions do not allow the race to start on time, the race will be shortened and or cancelled.

If inclement weather occurs after the race has started, athletes and volunteers are on their own to seek shelter. Weather issues will be communicated via radio to list below telling people what to do. Potential shelters are schools and churches along the route, park shelters, bridge over passes, parking structures in the city of Madison and on the UW Campus.

Communication plan for broadcasting weather issues Russ Larson will be in the race command center. Russ will be monitoring weather radar and reports via internet weather websites. Russ will also be in direct communication with 911 dispatch regarding anything they are hearing regarding dangerous weather.

Should inclement weather be forecasted/threatening the race, Race Command will be in contact with Ryan Richards, Race Director to inform of situation. Based on information received, threat of weather, location of weather, and direction of travel for weather, a

decision regarding the race will be made. If race needs to be stopped or shortened or changed, Ryan Richards, Race Director will make that decision. Communications to Dane County Sheriff, Madison Police, and other parties will be made through Dane County Communications. Decisions regarding the race will be communicated to race staff, aid stations, and volunteers on course via the race radios. All communications will use cell phones as back-ups and hard lines as a back up to that where possible.

Lost Child Plan:

Any child that is separated from their parents, near the race site, will be brought to the finish line announcer stand. The announcer will request that the parents (by name) will come to the Finish Line Announcer's Stand. It will also be announced over race radio. Staff member MUST stay with child until reunited with parents. If parents approach regarding their child missing, an all call will go out over radio with description of child. This will also be communicated through event command so Police are aware of the situation. Announcer will also ask for people to look for child and bring them to the announcer tower. Likewise as Police are approached regarding missing child, it should be communicated to race command so it can be broadcast to Event Staff.

Medical Emergencies on Course or at Finish Line:

On course the following personnel will be available to help runners:

12 groups of 2 (24 total) for bike escorts

They will monitor runners and be with the first and last runners as well as leap frogging the course in between the first and last place. They will be in radio contact with the command center race official and will have minor first aid things – band-aids, Vaseline, etc.

3 groups of 2 Bike Medics

These will be from MFD. They will be in contact with MFD dispatch through MFD radios

4 Sag carts

Monitor runners and get them to a centralized place for pick-up. They will be in radio contact with command center race officials.

2 Sag vans

Monitor runners and bring them back to the finish line if they are unable to complete the race. These vans will be GPS tracked and dispatched by the HAM radio operators. They will be in contact with all aid stations via the HAM network.

If there is serious injury along the course, CALL 911 IMMEDIATELY!

Time is of the essence and radio or phone relays back to the Medical Director only delay treatment. Only call 911 for serious injury, not sprains or scrapes.

Volunteer athletic trainers from UW Sports Medicine will be stationed at aid and water stops along the event route will treat minor injuries (treatment will include administering Band-Aids, wrapping sprains, providing Vaseline, etc.). This will provide more immediate treatment and will allow for providing a higher level of care for more serious injuries at the finish line Medical Tent.

The event personnel, athletic trainers, and EMTs at the finish line WILL NOT treat spectators. If there is a traumatic incident involving spectators, the CP will be notified and decide on the appropriate action and care to be administered.

Injuries: If someone is seriously injured during the race, the Race Director, Board President, or event spokesperson should contact the emergency contact person and or family as soon as possible. Staff should use an incident report form to collect information about the situation immediately.

Medical personnel: If someone is injured and needs to be transported to the medical tent or hospital, course volunteers should attempt to obtain the race number and/or name of the participant/patient. The bib number is the easiest and most expedient way to identify the person regardless of condition. Pass any information regarding participants along to the event Medical liason, who will pass it along to event staff. It is important to keep track of runners who do not finish the race, in case family members are looking for them at the finish line.

Emergency Route Changes: Police in that particular jurisdiction will make all final decisions regarding any route changes after consultation with Race Director. The Race Director will communicate this information to the EMC and CP.

Media Management

First, identify the problem. **DO NOT speculate** on what the issue may be, before the facts are known.

Second, **DO NOT** make any statement to runners, media, or others. The Emergency Management Committee (EMC) and the Command Post (CP) will include the Event/Race Director, Course Director, Operations Director, and Marketing Director. The EMC can be expanded to include the jurisdictional police department, jurisdictional fire department, communications personnel, medical director or emergency health personnel, and event volunteer coordinator, depending on the nature of the emergency. Any meeting will be convened as quickly as possible. All decision makers need to know what is going on, and what the official event position or response should be, before making any statements publicly. Any/All statements will be generated from this meeting.

Third, be honest. The object is to relay accurate information while keeping the message simple, proactive and as positive as possible.

Fourth, name **ONE** person who is the official spokesperson of the event (ex: Event/Race Director, Operations Director or Marketing Director). All follow-up media requests will be directed and coordinated through the Marketing Director. This is done to maintain consistency in the message communicated from the event.

Fifth, any request for information, regardless of source, will be handled through the Marketing Director, whom then will schedule a response from the spokesperson. If it is a major event crisis, a news conference will then be scheduled.

Sixth, follow up on a regular basis with updated information as long as the situation is unresolved. For example, delays as the start should be announced every five minutes, with brief explanations on what is being done to rectify the situation.

No general announcement is needed to the public at the start-finish area, but the media may hear about an on-course problem and ask for a clarification or reaction. If you are asked for a comment **BEFORE** the information is in, and **BEFORE** you have had a staff meeting, say that “an official statement will be forthcoming”, then:

1. Assess the situation. Is it a health emergency? Is it a traffic emergency? What is the appropriate response that will cover the facts while still putting the event in the best position possible?
2. Compose an official statement. This is what will be given to the media, with **NO** deviation from the talking points. **DO NOT** interject opinions.
3. If there are several requests for reaction, call a news conference. Contact media on site, plus contact local news outlets on the media contact list and inform them of a news conference to release an official statement. If it is appropriate to have other officials in addition to the event spokesperson, have those persons available at the news conference (i.e. If it is a traffic issue, have a police spokesperson there). **Note: If the emergency is medical in nature, there is little that can be disclosed due to HIPA laws.**
4. Keep the situation information flowing! If there are updates, let the media know. Keeping information from the disseminating sources only leads to speculation and false information.

ANY official crisis statement made by the event should be posted on the event website as quickly as possible.