

## Station Leadership Crisis Communications

*COVID-19 presents unique challenges to broadcasters' commitment to serving their communities and their leadership as a local business.*

For broadcasters to be able to support their communities during a crisis, they need to exercise strong internal leadership so stations can support their teams and continue serving their audiences.

The National Association of Broadcasters (NAB) has identified three critical factors that reinforce trust – a **comprehensive** crisis plan, a sense of **compassion** for your team and community and a continued **commitment** to serving audiences and partners.

- Have regular station meetings with all key stakeholders about ongoing responses to this potential crisis. Use guidance from your corporate leaders and information provided by NAB to define the conversation stations may want to have with their staffs.
- Outline the local and company-wide resources that could support your station's team during extended coverage situations. This could include a statement from your CEO.
- Forward any medical guidance provided by official government authorities that can speak to prevention and protection. Be prepared to direct people to resources to answer additional questions.
- Explain what emergency plans, preparations and supplies your station is investing in to help your team do their jobs and stay safe. Be ready to share the current plans and roles.
- Keep your employees informed about any potential decisions about on-site or remote work. Share who needs to report to work and how others could work remotely.
- Point to a section on your station's website that has updated information about the company's position on relevant issues, including travel, sick leave and the process for reporting if someone on staff or their family is asked to self-isolate.
- Welcome the staff's concerns and answer their questions. Indicate that you have company resources ready to help with other questions going forward.
- Outline what future advisories will be issued and how your staff can make sure they are up to speed as the situation changes.

Each station should make local evaluations of these ideas, which NAB hopes can serve as a valuable leadership guide for vital internal communications