

Internal Employee Communication

Broadcast leaders must maintain regular communication with their employees, partners and clients about the care they are taking with their community's health and their business' response to COVID-19.

The National Association of Broadcasters (NAB) is working to provide useful insights and ongoing recommendations about how to manage the response to COVID-19. One best practice NAB has identified is clear, compassionate and comprehensive communications with your station employees.

Some stations have decided to forgo the typical townhall in favor of video and/or email communications to staff. No matter the type of communication, it is important to give them the ability to raise concerns and ask questions. Here are five topics to discuss with your leadership team as you develop your communication to staff:

- What concerns do our employees have?
- What questions are they asking?
- Who can answer those questions?
- How can we equip our managers to address concerns?
- How can we show we are concerned about our employees, their families and our greater community?

Your response team can anticipate questions your staff may have

Your own internal HR team may have produced an advisory with a statement of your company's concerns and your plan to protect your employees and community. If you have not drafted one yet, we recommend your team look at the Society for Human Resource Management (SHRM) website, which has this suggested memo (look for the permission to use link).

<https://www.shrm.org/resourcesandtools/tools-and-samples/hr-forms/pages/memo-coronavirus-and-flu-prevention.aspx>

Another resource is a document like the one below from Intel outlining the concerns and decisions that may need to be made by your business.

<https://www.intel.com/content/dam/www/public/us/en/supplier/supplier-communication-coronavirus.pdf>

NAB is monitoring how broadcasters are communicating to their audiences and will continue to provide updates as needed.