

## Planning for Disruptions

*There is still time for your station to prepare for incidents of COVID-19 in your community.*

Many broadcasters have sophisticated emergency response plans for disasters, man-made or natural. The unique nature of the new coronavirus requires new thinking and preparation. The National Association of Broadcasters (NAB) believes there are opportunities to create or adapt plans to evaluate the decisions that must be made at a group and local level. Below are four key business contingency and continuity concepts for your consideration.

**Assess** – What are the vulnerabilities and potential risks to our business from the coronavirus? What are the health risks to our employees and partners?

**Prepare** – What steps can we take to prevent damage and protect our business from the coronavirus? What are healthcare precautions for our employees? Do we have the right supplies on hand?

**Respond** – What steps should be taken immediately to help our people and our business? Is there the possibility of staff self-isolation and/or working remotely?

**Recover** – What will we do to fully restore and reconstitute our business and help our employees physically and emotionally recover?

As your station management discusses the coronavirus, consider each of these steps and evaluate your current business situation, how it could evolve and who will lead the efforts across departments to help with preparation, response and recovery.

Building a broadcast business contingency and continuity plan is significantly different from other industries. Often the contingency plans involve the restoration of the broadcast facility and transmission so that we can continue to serve our communities. These are appropriate plans for many crises, but in this case, the threat is not directly to the business infrastructure but the people and communities we serve.

Like all crises, this will come to an end at some future date. These four steps can help broadcast leaders understand the fundamental business decisions that need to be made while serving your communities and safeguarding your employees.