

Response Management Teams for Broadcasters

Broadcasters are often on the front line of community crises and can apply their experiences to address some of the response management team efforts that may be needed.

When a community has an emergency, local broadcasters are often right alongside first responders. This responsiveness has helped many broadcasters develop a team culture and management capable of handling crises. The National Association of Broadcasters (NAB) has reviewed COVID-19 response management techniques to help broadcasters build response management teams to guide their business during high-stakes, high-cadence and high-stress events.

NAB recommends broadcasters consider forming a response team to address issues related to the coronavirus. These teams may already exist and have likely addressed threats such as mass casualties, natural disasters, terrorism or cyber-attacks. Preparation for any of those serious issues can help a team address some of the potential disruptions from the coronavirus. This team can meet to address a set of specific coronavirus questions:

- What is our current assessment of the coronavirus in our market/markets?
- What could happen next with this threat, based on what information?
- How long could this disruption last? Intensity? Impact?
- What are our top employee welfare issues and how can we keep our team safe?
- What does our coronavirus response management plan suggest as the priority action steps for this situation?
- What business continuity issues should we be addressing?
- What corporate/division/regional coordination is needed?
- What partners (including NAB) should be notified and coordinated with?
- Who is monitoring the latest WHO, CDC and OSHA advisories?
- What litigation and liability concerns do we need guidance on?

If a station does not have a coronavirus response management team, one can be set using these questions as a guide:

- Who should lead our coronavirus response team on this issue?
- Who else needs to be included? Which departments?
- How often do they need to meet?
- What information do they need moving forward?
- What resources do they need?
- What authority will they have to act?
- Who will they report to and how?

Building a coronavirus response management team signals your station's commitment to working together to overcome any threat to your staff, business and community.