

Creating and Presenting Trusted Content for Your Audiences

Broadcasters can help their communities by continuing to create and organize trusted content for their communities on air, online and on social media.

Broadcasters are the most trusted source of news and information in our communities – credibility that has been built through years of dedicated service. As the COVID-19 pandemic continues to present many challenges for our communities, this role in providing trusted and updated local coverage takes on even more importance. Below are some of the best ways to inform and reassure the community during any crisis related to the coronavirus.

Emphasize your focus on facts and verified information throughout your coverage of this crisis. Some stations have emphasized a #FactsNotFear position in their coverage.

Organize your information and stories on your website so people can find reliable information easily. It may be appropriate to build a coronavirus section and simple navigation to it. Many broadcasters are highlighting their coverage on their websites.

While many on-air personalities may be involved in coverage, given the complexity of the issue it may be helpful to establish one person as taking a leading role. Ideally, this person is someone who has healthcare coverage experience and has worked with healthcare providers so they can be a confident and credible source of information.

Consider how you can identify trusted doctors and other healthcare professionals who can be available to your team to help answer questions and address new issues as they arise. These experts can be ideal for answering audience questions.

Tune up your school closing notification system as a possible resource for your audience if local schools, religious institutions and businesses are impacted.

Identify what information the federal and state governments offer that you could repurpose with attribution and/or link to. Ask if state and county health authorities can provide documents for your station to post to your website. For example, this information and graphic may be useful to share with audiences: <https://www.cdc.gov/coronavirus/2019-ncov/about/symptoms.html>

Hold a staff or editorial meeting to review the ways your community can prepare: <https://www.cdc.gov/coronavirus/2019-ncov/php/preparing-communities.html>

These steps can build on broadcasters' long history of public service with a renewed focus on making our credible and valuable information available to our audiences.