

# TERRORIST ACTION PLAN



With the U.S. threat level at high (*orange*) the Department of Homeland Security cautions that American's should not relax their awareness that national and local targets remain at risk. Especially in light of recent terrorist cell activity uncovered in Denver and New York.

We have mentioned it many times in the past few years, but it warrants reminding; make sure all personnel is trained how to respond no matter what day of the week, or holiday ...even during vacations. When the listeners DEPEND on US, we MUST be prepared to make the ultimate commitment. No excuses, no exceptions, from GM to Janitor.

**VITAL:** Reaffirm the acceptability of all cluster formats joining your newstalk station for "breaking" coverage.

Make sure everyone, especially part-time personnel who may be staffing your stations, are fully aware of all aspects of your TERRORIST RESPONSE coverage and how to respond. Do not assume! Call a general staff meeting to review your Threat ActionPLAN:

- Does everyone know what to do first?
- How to get the correct networks on the air.
- How to connect your cluster operations.
- Who should be called first, second, etc.
- Especially in times of high sensitivity, everyone must be poised to air bulletins without notice, therefore, if a board operator needs a "break" they should be relieved, even if the break is anticipated to be only a couple minutes, the primary monitoring location must be staffed at all times.
- Monitoring cable TV news networks offers a tremendous assistance in anticipating breaking information.

## WHAT TO DO FIRST

- Go immediately to your primary network for breaking coverage.
- Cluster stations should join your newstalk operation.
- Call the news director and program director so they can activate your cluster notification plan.
- Start recording all programming for promotional cuts.
- **STAY** with the national coverage as long as it is a threat, or loss of life remains immanent!
- In the event network wall-to-wall coverage for two hours or more, do not return to "soft" programming, such as, home repair, gardening, etc. It is recommended that these programs be replaced with local talk.
- Be careful returning to "delayed" network or syndicated programming that may be out dated or obvious by lack of coverage, or mention of the breaking situation.

## Questions:

- What is your city doing?
- How will travelers through your city be affected?
- How will your listeners traveling to other cities be affected?
- Are area hospitals taking extra precautions? How, What?

## Security issues:

- Water treatment plants.
- Nuclear power plants.
- Large shopping venues.
- Schools, Universities, etc.
- Events in your area, like sports.

Are there “key” national targets in your region? What are they doing?

Have you talked to relatives and friends in the major national target zones (NY, Washington, etc)? What are they feeling, saying...

## INTERVIEW AND NEWS SOURCES

Local/State University resources  
Local Congressmen  
Local Senators  
Terrorism experts  
Chemical/Biological experts  
Local military or ex-military officials  
Military History professors  
Local Mosque spokesperson  
Government/Political professors  
International affairs experts  
Hazardous materials experts  
Middle Eastern Studies professors  
ROTC Instructors  
Veterans of Desert Storm, Afghanistan, or Iraq

Local families of service men/women  
Arab League Representatives  
Jewish Community Representatives  
Local airport/airline officials  
General aviation officials  
Military recruiting offices  
Hotels – stranded travelers  
National Guard/State Police  
Local emergency management agencies  
Federal and State buildings access  
Local schools – business as usual  
Psychologist, grief counselors  
Water treatment plants, terrorist contamination  
Nuclear plant specialist, imminent threats

These readiness suggestions are only the tip of the iceberg; ask your staff for additional concerns. Think-out-of-the-box on behalf of your listener and ask as many questions as you can think of. **You may help save someone's life!**

**BE PREPARED ...BE SAFE!**

*James R. Glass*  
McVAY MEDIA  
Alliance Advisor



**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
J-GLOSS