



**IF YOU ASSUME TOMORROW WILL BE JUST ANOTHER DAY ...YOU WILL BE LEFT IN THE DUST, WONDERING WHAT HAPPENED!**

Since 9-11, on-air emergency planning is as important as a rate card. When a crisis strikes it is not the time to ask what to do, but **JUST DO IT!** Before your audience can depend on you, you **MUST** plan how **YOU** will react. Creating a series of **CRISIS' FILES** will be your guide to leading the market when your listeners need you the most.

The **CRISIS FILE** is a quick reference of how to respond to a variety of emergencies. Each page lists the order of contact for each event. Thus, removing "what should we do" time wasting guessing when minutes count. Contained in a "RED" binder, posted it in the main cluster studio or newsroom, but always in an area that is staffed 24/7.

**CLUSTER CONTACTS**

First, know how to react as a cluster. **PAGE ONE** of the **CRISIS FILE** should contain the office extension, home phone, cell phone, pager, email info, and probable vacation contacts; especially if not in the same building:



- *GM*
- *ND*
- *PD*
- *Call-In Staff*
- *Cluster Personnel*
- *News Network Contacts*
- *Chief Engineer*
- *Other corporate stations*

In the event your situation involves other markets, knowing how to contact sister stations will be invaluable:

- *ND*
- *PD*
- *Studio Direct Numbers*

**STAFF INVOLVEMENT**

Prepare response guidelines so your words during an emotional period do not come back to haunt you:

- *Conviction*
- *Arrest*
- *DUI*
- *Suicide*
- *Indecent Exposure*
- *Personnel Affair*

**LOCAL CONTACTS, ALL DISTRICTS**

- *Police*
- *Fire*
- *County Health Departments*
- *Center for Disease Control*
- *Hospital Emergency Rooms*
- *EMS*
- *Schools*
- *Government*
- *Prosecutors*
- *Roads & Highways*



Cross reference of what their drives see:

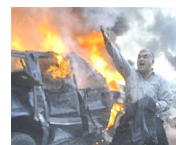
- *Transit*
- *Taxi*
- *Delivery Services, FedEX*

**GOVERNMENT CONTACTS**

- *City*
- *County*
- *State/Regional*
- *Federal*

**UTILITIES, ALL DISTRICTS**

- *Gas*
- *Water*
- *Sewer*
- *Electric*



**CRISIS FILES**

Think-out-of-the-box as you prepare the contents of each of the categories. For example, for Airline crash, include the airport fire tower, control tower, fire stations near airport, airport EMS, rental car service desks, FAA, major airlines, general aviation spokesman, etc ...for **all** airports in your region. Bring depth and detail to each category.

- Airline Crash, Commercial
- Airline Crash, Private
- Amber Alert
- Amusement Park Accident
- Arrest, Company Personnel
- Assignment/Death, World
- Assignment/Death, Local
- Assignment/Death, National
- Beach Emergency
- Bioterrorism
- Blizzard
- Bomb Threat
- Bridge Collapse
- Building Takeover, Public
- Building Takeover, School
- Death, Fireman
- Death, Local Celebrity
- Death, Police Officer
- Death, School
- Death, State
- Death, Suicide
- Drowning
- Earthquake
- Economic
- Epidemic
- Evacuation Plans
- Explosion
- Fire, Hotel
- Fire, Public Building
- Fire, School
- Fires, Forest
- Fires, Wild
- Flood
- High Speed Chase
- Hostage Situation
- Hurricane
- Kidnapping
- Nuclear Accident
- Pandemic
- Power Outage, Mass
- Road Closure
- School Emergency
- Space Emergency
- Spill, Chemical
- Spill, Oil
- Spill, Tanker
- Spill, Toxic Waste
- Terrorist Attack, Local
- Terrorist Attack, National
- Terrorist Attack, World
- Tornado
- Traffic Accident, Major
- Train Wreck
- Tsunami
- Volcanic Eruptions
- War, Declared
- War, Not Declared
- Water/Sewage Problems
- Weather, Drought
- Weather, Extreme Cold
- Weather, Extreme Heat
- Weather, Severe Warnings



Precious minutes during breaking news are not the time to decide how to respond, but **REACT!** While your competition goes to the phone book, you will be on the air.

*James R. Glass*  
**GLASS MEDIA**



**Success Comes From...**  
**The Courage to Create**  
**The Confidence to Commit**  
**The Cooperation to Complete**  
JRGLASS

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