Create a station disaster plan now
Create a station disaster plan now

Dallas Patient Has Tested Positive For Ebola, CDC Confirms

Create a station disaster plan now
Create a station disaster plan now

Inside the organization, expect events like these to go beyond the news department.
When external requests arrive – and they will – be strategic.

Make sure personnel roles are clear
Make sure personnel roles are clear
Make sure personnel roles are clear

Make sure personnel roles are clear
Focus your digital and radio reporting
Shift from immediate coverage to medium-range

Shift from immediate coverage to medium-range
Think local, regional, and national.
Build a digital archive

Stay calm
Don’t be afraid to experiment
Don’t forget the essentials