

Resources

More detailed sources of information exist:

Media Security and Reliability Council

- www.mediasecurity.org
- www.fcc.gov/MSRC

Guides

- [Emergency Management Guide for Business and Industry](#)
(www.fema.gov/pdf/library/bizindst.pdf)
- [Talking About Disasters: Guide for Standard Messages](#)
(www.disastereducation.org/guide.htm)
- [EAS Handbooks](#) (www.fcc.gov/eb/eas)
- [America's Missing: Broadcast Emergency Response](#)
(www.missingkids.com/en_us/documents/AmberGuide.pdf)

Local Practices

- [Smart Practices](#)
(www.fema.gov/preparedness/smartpractices.shm)
- [State and Local EAS Plans](#)
(www.fcc.gov/eb/eas/plans.htm)



GOVERNMENT RESOURCES

Federal Communications Commission

www.fcc.gov/MSRC

www.fcc.gov/homeland

Department of Homeland Security

www.dhs.gov

www.fema.gov

National Weather Service

www.nws.noaa.gov



Media Security

How to Prepare For Emergencies



A Readiness Guide for Local Media.

STEPS YOU CAN TAKE TODAY

Planning. Coordination. Readiness.

There are steps you can take today to prepare for emergency situations.

The Media Security and Reliability Council is an industry-led federal advisory committee created by the Federal Communications Commission.

MSRC has developed a series of best practices that form a basic framework for what media companies - including broadcast television, radio, cable television, and satellite - can do in preparation for emergencies.

A list of more detailed best practices developed by MSRC is available at www.mediasecurity.org and www.fcc.gov/MSRC.



Getting the Message Out to People

- Develop a coordinated plan among media, local, state, and federal officials, including public safety and emergency management personnel.
- Create, review and update procedures to ensure emergency communications are conveyed to the public. Test and rehearse these procedures on a regular basis.
- Take into account the communications needs of all constituencies, including the disabled and non-English speakers.
- Periodically test your EAS procedures and equipment.
- Share your organization's best practices with other companies and markets.

Strengthen Security

- Ensure that appropriate security measures are in place at key facilities, including security personnel and/or video surveillance.
- Conduct a vulnerability assessment and take appropriate measures to prevent loss of service and to expedite rapid recovery.
- Develop a disaster recovery plan. Review, update and practice it regularly.
- Make provisions for backup power at key facilities. Employ diverse power grid sources wherever feasible.
- Arrange for redundant signal paths and backup signal feeds.
- Plan for alternative telecommunications capabilities to stay in touch with personnel.
- Partner with other organizations in your market to assess shared vulnerabilities and establish redundant interconnections.

Develop and Share An Emergency Contact List:

- Key personnel in your organization.
- Broadcast and cable contacts in your market.
- Local, state and federal government.
- Emergency management officials.
- Law enforcement and health officials.

