

Be Ready Before Disaster Strikes: Disaster Planning for Radio & TV Broadcasters

Disasters don't wait for a convenient time. Whether it's a power outage, system failure or natural event, having a solid recovery plan can make all the difference for your radio & television broadcaster clients.



Laurie McKenzie, program manager of Amwins Program Underwriter's Radio & TV Broadcasters program, offers key recommendations to help your clients create a **solid disaster recovery plan that helps minimize off-air time and loss of revenue.**



Plan ahead

Have a regularly reviewed and rehearsed disaster recovery plan



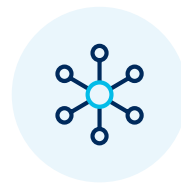
Power up

Test emergency power systems regularly on both primary and off-site locations



Update servers

Ensure backup data is up to date and available off-site



Stay connected

Set up signal paths using diverse technologies to both primary and backup transmitter sites



Don't go dark

Have alternative methods to deliver emergency programming if primary systems fail



Keep secure

Uphold security protocols to prevent unauthorized access during vulnerable times