



Emergency Response/Recovery Plan

Revised June 2010

Introduction

This document outlines the WGCU Public Media personnel and procedures plan in response to a hurricane or other declared natural disaster. This document will be updated on a regular basis to reflect changes in personnel or practices.

In the event of a hurricane or other declared natural disaster, WGCU-TV and WGCU/WMKO-FM will remain on the air as long as the situation allows. The station will serve as a community resource by disseminating important public safety information. WGCU-FM is designated as an official station for hurricane evacuation information for SW Florida. Because of this commitment, essential radio personnel will remain on duty providing evacuation updates and other information as long as possible.

The Broadcast Building will be open to essential personnel only.

Essential personnel may bring their cat or dog to the FM performance studio **IF** the pet is in a crate. Pets must remain in their crates and their crates must remain in the performance studio.

WGCU Public Media Emergency Plan

TABLE OF CONTENTS

1. Planning Assumptions
2. Emergency Readiness
3. Emergency Notification
4. Emergency Action
5. Recovery

PLANNING ASSUMPTIONS

1. By definition, the hurricane will be a major storm with winds over 75 mph.
2. Electricity will not be available for 72-96 hours after the storm. The Broadcast Building generator will maintain the building for 72 hours. The transmitter generator will maintain the transmitter operations for WGPU-TV and FM for 48-60 hours. It will maintain the WGPU-TV transmitter, at reduced power, and the FM transmitter at full power for 90 hours. It will maintain the WGPU-FM transmitter alone for 120 hours.
3. Police, fire, and rescue services will not be available during the storm and 8-14 hours following the storm.
4. Landline and cell telephone services will be out at times during and after the storm.
5. Gasoline will not be available for 48-72 hours after the storm.
6. Minor medical services will be required for staff and their families.
7. There will be extensive wind damage and flooding.
8. Trees and debris will block parking lots, walkways, and roadways.
9. Unauthorized people and those with criminal intent may attempt to gain access to the building.
10. Many people will rely on the evacuation announcements and other emergency information provided by the stations.
11. Authorized outside personnel may need access to the building.
12. Internet access may be unavailable.

13. The stations need to be prepared to water, feed and accommodate sleeping arrangements for up to 15 WGCU staff. Outside Media need to be prepared to water, feed and accommodate their own staff up to 16 staff per agency.
14. Non-technical areas will not be air-conditioned

EMERGENCY READINESS

1. The Director of Engineering will make certain that flashlights and drinking water are available.
2. The Division's Administrative Assistant will insure that there are sufficient non-perishable food goods on site for up to 5 days.
3. The FM Station Manager will confirm that adequate bedding supplies will be available.
4. The Division's Administrative Assistant will confirm that an accurate and up-dated Emergency Telephone list is available and distributed to all staff.
5. The General Manager in consultation with department heads will determine which personnel will be required to stay during each emergency.
6. Essential personnel will review the Emergency Broadcast Schedules provided in this Plan.
7. TV Program Director will develop an emergency program schedule.
8. Director of Development will send member/donor data files to Allegiance for off-site storage.
9. Master Control in conjunction with FM will develop a plan for issuing crawls prior to, during, and following an emergency.

EMERGENCY NOTIFICATION

A. Notification to staff during normal business hours:

- E-mail from the University (University Police or the President's office) will notify all personnel that the University will close and all non-essential personnel should leave the campus.
- Prior to leaving the campus, the Directors of each area, or their designees, will be responsible for ordering the dismissal of non-essential staff in coordination with the University directives.
- Director of Engineering will notify the TV MCR Operator(s) that an Emergency exists and that they will remain.
- The TV MCR Operator(s) will confirm that the "Emergency Readiness" procedure has been completed and be prepared to remain on site.
- Essential radio staff will prepare for emergency on-air schedule

B. Notification to staff during non-business hours:

- The University will notify the General Manager that a Hurricane Watch or Warning has been issued and will order implementation of the Emergency Operations Plan:
- The General Manager will notify all Department Directors that the University is closing, all non-essential personnel not to report to work, and to listen to local media for announcements regarding reopening.
- The WGPU/TV Master Control Operator will call the next person scheduled to work and notify him/her that implementation of the Emergency plan has been issued and he/she should report to work.
- The FM Station Manager/News Director will order essential on-air FM staff to report for duty.
- The Departmental Directors will notify the people in their respective work groups that the University is closing and that non-essential personnel should not report to work and to listen to local media for announcements regarding reopening.

EMERGENCY ACTION

A Hurricane Watch or Warning, or other emergency, has been issued and orders for the implementation of the Emergency Plan is in progress.

The TV Master Control Operator should:

- Turn the volume up and monitor the EAS receiver. Take action to broadcast EAS messages in the event the automatic feature fails.
- The Master Control Operator will continue to operate “on-air” as usual, interrupted only by the anticipated EAS messages.
- In preparation for anticipated power outages (at the Studio), turn off all non-essential Broadcast Television equipment in adjacent areas.
- Confirm standby material to allow smooth transition to the “Stand-by” Schedule, in the event of the loss of the Network Satellite signal.
- Routinely monitor the Transmitter Remote Controls and confirm the FPL power at that Site.
- If utility power is lost at the Studio Site and the Generator comes on line, turn off non-essential Television equipment in Master Control.
- If telephone lines are down at the studio, the Transmitter Remote Controls will be operated via cell phone.
- If the telephone lines fail at the Transmitter open a service ticket with Century Link contact the Director of Engineering or the Senior Broadcast Technician via cell phone. The Director of Engineering will determine if a Transmitter Site visit is necessary.
- In the event of continued power outages at the Transmitter Site beyond 48 hours contact the Director of Engineering or General Manager (to determine continued WGCU-TV broadcasting).
- If WGCU-TV has ceased broadcasting, assist WGCU-FM personnel in their efforts to continue Emergency Broadcasting.

WGCU-TV/FM

- 1) When our coverage area is in the cone of uncertainty...
 - increase the broadcast of recorded weather forecasts in rotation to four an hour (record 2 versions) including broadcast on HD 2.
 - and if the storm is set to hit from Orlando south – air the Governor’s State EOC briefings live on 90.1.
 - create hurricane web page and update continuously
 - run State EOC briefings on 30.4
 - run NOAA weather radar map on 30.4 once weather affects Florida

- 2) If there is a Hurricane Watch or Tropical Storm Warning in our listening and viewing area...

FM----

- add a noon newscast from 12:04 to 12:06 on all channels
- increase the amount of recorded weather forecasts in rotation to four an hour (record 3 versions)
- HD2 and Everglades Radio Network – place above weather updates in rotation
- record emergency announcements – shelter info, important closings (including FGCU), emergency numbers
- add a Spanish tag with emergency number
- air the State EOC briefings live on all FM channels

TV----

- broadcast the Governor’s State EOC briefings live on 30.4
- crawl shelter info, important closings and emergency numbers on all channels – FM staff provides crawl copy to TV master control personnel and place on web page

- 3) If there is a Hurricane Warning in our listening and viewing area

FM---

- hourly newscasts at all hours between :04 and :06 on all FM channels
- host schedule determined each season by News Director
- shifts - 6am–10am, 10am –2pm , 2pm –6pm, 6pm-10pm
- overnight shifts – if necessary
- possible reporter stationed at appropriate county EOC with comrex
- overnights to be decided depending on location/severity of storm, crew must stay overnight if driving will become an issue prior to landfall
- air the Governor's State EOC briefings live
- recorded weather forecasts at four an hour broadcast on all FM channels

TV----

- broadcast the State EOC briefings on 30.4
- crawl shelter information, important closings, emergency phone numbers

4) Landfall

FM ---

- Provide with wall-to-wall coverage and call-in talk on all FM channels
- suspend underwriting
- two hosts in call-in studio with a TV and laptop(s)
- production and producer handling calls
- provide news updates
- continue until storm passes, all clear given

5) East Coast Evacuation

- i. record shelter, hotel, gasoline and roadway information and increase air rotation to 3 an hour
- ii. maintain hurricane web site
- iii. be on alert for notification of contra-laning by FHP/DOT

- iv. increase recorded weather rotation to 4 an hour
- v. if we are also in danger go by Warning Level
- vi. go with host schedule in #3 :04-:06

Other issues:

No two FM essential personnel out of town at the same time during peak season – August, September, and October.

University contacts all can go through 1900 – police dispatch

Satellite phone:

Refer to directions posted in FM newsroom. Satellite phone is used only for news gathering and emergencies.

The General Manager, FM Station Manager, and WGCU Director of Engineering will coordinate the following activities:

48 hours before evacuation/ Storm

- Ensure that all computers are covered with plastic and removed from floor areas if necessary.
- Secure Radio technical areas
- Place vulnerable equipment in as safe a location as possible.
- Double Check Power Generator
- Establish in Air-Studio/Pitch Room monitoring capabilities for information from
 - Cable/Local/Satellite television.- Cable hookup is in Pitch Room
 - Internet Connection for monitoring of storm track and reception of FTP.
 - Laser Printer
 - Extra Paper
 - Extra Toner Cartridges
 - Fax Machine

Supply list:

- Fully stocked first aid kit
- 10 – 15 5 gallon water bottles in performance studio
- Disposable Cups
- Disposable Plates
- Disposable Utensils
- Non-perishable food items
- Can opener
- 30 rolls of toilet paper.
- 50 large Trash Bags
- 1 flashlight per person
- Sufficient batteries sizes AAA-D
- Wireless Emergency Scanner
- Battery Powered Portable Radio
- 1 axe

- 1 shovel
- 1 push broom
- 1 Fire Extinguisher
- 1 Bucket
- 1 Mop
- 5 rolls of gaffer tape
- 4-5 multi- outlet surge protectors

RECOVERY

As soon as possible after the event:

1. The University will determine the degree of damage and recommend what repairs (if any) are necessary prior to the return of non-essential personnel.
2. Building and Transmitter Sites will be assessed for damage. This information will be routed to the University.
3. The Director of Engineering will coordinate the orderly restoration of television and radio services based on this assessment.
4. At this point, all non-essential personnel may return to work.
5. If Broadcast Operations have been continuous no other action is necessary.