Community Service – Being a Caring Station

Broadcasters are community service leaders, using the power of our platforms and trusted connections with our audiences to keep them safe and informed.

While each market is unique, the National Association of Broadcasters (NAB) has identified some public service best practices and ideas to help your station demonstrate your commitment to your communities.

- Use the public service resources NAB is providing to stations to help inform your audience about COVID-19.

- Show you are seeking out and listening to expert voices when responding to COVID-19. Broadcasters can show a focus on fact-based recommendations from trusted sources.

- Tell your audience how you are following the advice of medical professionals with matters of good hygiene in order to protect the public. Share that you are encouraging your own employees to stay home if needed and/or self-isolate if asked by medical authorities. Both of these explanations may be necessary if on-air staff cannot report for work and you are short on on-air staff.

- If you provide our team with masks and other infection protections, let the audience know your station didn’t deprive others, such as local medical providers, of these resources and that they are the right masks worn the right way given broadcasters’ high risk of exposure.

- Broadcasters can provide resources to the community beyond broadcasts and websites. For example, is your station donating airtime to responsible health organizations to allow them to share what they are doing to help with the local needs and concerns?

- Show how thoughtful broadcasters are in covering people who are ill and in treatment. Your station can share the steps you are taking to be respectful of people’s privacy while still getting the word out to your audience about the latest developments.

- Remind your audience that your website and apps are places where people can get constantly updated and trustworthy information.

- Broadcasters can explain how we plan to help the most vulnerable in our communities. Does your station know how you can help get food and supplies those in need in your region?

These extra measures of community compassion can confirm your commitment to service to your audience.