

## Identifying Trusted Sources of Information

*Broadcasters should identify trusted sources of information from local, national and global resources so they can fully and accurately describe the evolving COVID-19 situation in their communities.*

Local media will play a key role in helping prepare for and respond to any health emergency associated with the coronavirus. Given broadcasters' trusted position in the community, your coverage will be important if the situation in your market evolves into a significant healthcare crisis. The National Association of Broadcasters (NAB) is helping broadcasters access trusted sources to make sure you can confidently and clearly communicate vital information.

NAB has researched several ways to create connections with trusted sources of information your audience may need.

### **National and Global Sources**

You can depend on your network and news partners to bring you the latest national and global developments. Your national network of on-air doctors and related experts will be valuable contributors to your local news coverage.

Your team can also directly monitor and get updates from the Centers for Disease Control (CDC) at <https://www.cdc.gov/coronavirus/2019-ncov/>.

The CDC also has many newsletters, including *Emerging Infectious Diseases: Viruses*. Sign up to receive this newsletter here: <https://www.cdc.gov/other/emailupdates/index.html>

World Health Organization:  
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>

### **Local Sources**

Your team can build or strengthen relationships with local health providers. A checklist of sources to connect with includes:

State health department:  
<https://www.cdc.gov/publichealthgateway/healthdirectories/healthdepartments.html>

State medical association:  
<https://www.emedevents.com/medical-resources/state-medical-societies>

Local health departments:  
<https://www.naccho.org/membership/lhd-directory>

Local hospitals  
Local schools and universities with medical staff

**Remote Access**

What should you ask each local source? Ask how your station will be able to interview, monitor and share any press conferences your sources may hold without your station having staff in attendance. Being able to listen in and record presentations without having to travel or expose people to crowds could become an important way to cover local responses.