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# Disaster Preparedness: Are You Ready for the Worst?

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# Disaster Preparedness *Lessons and Considerations*

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## Considerations

- **Personnel**

Establish Employee Check In List Held Outside of Area  
Toll Free # and Email Address for Employee Check In  
Individual Responsibility for Check In



## Lessons

- **Personnel**

People were scattered not knowing others whereabouts

Intermittent communications caused undue fear



## Considerations

- **Emergency Power**

Generator Should Run Entire Facility

Fuel Supply Should Be Enough For At Least 5 Days

Always Have Agreement With Generator Maintenance Company For Support After Disaster

Have A Fuel Delivery Company On Standby



## Lessons

- **Emergency Power**

Working on generators during a disaster is a recipe for disaster

Fuel supply can be sparse

Know your generator maintenance company



## Considerations

- **Damage Assessment**

Damage Assessment Needs To Be Completed ASAP

Is The Facility Livable?

What Equipment Will Be Required?

What Vendor Assistance Will You Need?



## Lessons

- **Damage Assessment**

Prolonging action costs money

Keep an updated inventory



## Considerations

- **Security**

This Needs To Be Arranged Prior To The Disaster

These Personnel Should Arrive Immediately Upon A Known Event



## Lessons

- **Security**

Keep it in the family

Locate local law enforcement who live close to your facilities



## Considerations

- **Teams And Supply Lines**

Prior To Disaster Everyone Should Know What Is Expected Of Them

A Command Post With Proper Communications Should Be Setup Outside The Disaster Area

This Facility Will Become The Organization Point For Food, Water, Medical, Fuel And Equipment Supply Lines



## Lessons

- **Teams And Supply Lines**

There was lack of action due to people remaining home not knowing what to do OR what could be done



## Considerations

- **Teams And Supply Lines**

Your Staff Should Be Organized Into Teams. You Do Not Want Everyone At The Disaster Site

People Will Tire And Relief Teams Will Be Required



## Lessons

- **Teams And Supply Lines**

This is where having one person in charge to delegate really paid off.



## Considerations

- **Communications**

Cell Phones And PTT Will Be Intermittent

Revitalize Your Old Radio Systems: 450MHz

Create A Relationship With Local Communications Company With 450MHz Trunking Systems

Satellite Phones For Key Personnel (limited use)



## Considerations

- **Communications**

Gather All Means Of Communication You Can. Some Will Work In Some Areas And Not In Others. (Hot Spots)

Internet Proved Robust During Katrina And Rita



## Lessons

- **Communications**

Cell phones felt useless

Be sure to enable text features on employees cell phones and instruct them how to use it

Use whatever you have: FRS, GMRS, CB...



## Considerations

- **General Services Will Not Be There**

FEDEX, UPS, DHL All Stop Delivering To Disaster Areas

Banks, Restaurants, Stores All Closed

No Credit Or Debit Cards (Communications Out)

Cash Is King

Airport May Be Shutdown or Commandeered



## Lessons

- **General Services Will Not Be There**

Don't wait for help



## Considerations

- **Questions To Ask Yourself**

Where Are You Going To Go When The Studio Is No Longer Functioning?

Where Will You Broadcast From When Your Tower Is Out Of Commission?

Are All Of Your Personnel OK?



## Lessons

- **Questions To Ask Yourself**

Make evacuation and return plans

Build redundancy for broadcast sites



## Considerations

- **Questions To Ask Yourself**

Who Will Be Your Damage Assessment Team?

Who Will Be In Charge Of Which Supply Chains?



## Lessons

- **Questions To Ask Yourself**

Designate someone to be in charge before the disaster hits



## Considerations

- **Broadcasters Become A Public Service In Times Of Need**

We Allow City, State And Federal Officials To Get Their Word Out

A True Broadcasters Should Be To Remain “ON THE AIR”

In A Disaster, “LOCAL BROADCASTERS” Shine



## Lessons

- **Broadcasters Become A Public Service In Times Of Need**

The public remembers us in the future giving greater viewership, listenership and support



## Considerations

- **You Can Never Be Too Prepared**
- **There Is No Such Thing As Overkill**

Thank You

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Thanks to: Rick Barber and Robert Carroll

# DISASTER RECOVERY FOR THE PTV INTERCONNECTION SYSTEM

## *Practices and Plans*

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# What To Protect

- Staff
- Support functions
- Services and Content



# The Plan

- Technology and Operations (T&O) BCP in place since mid 90s but expanding
- Corporate-wide Business Continuity Planning in progress



# How and What

- Procedures Manual
  - Interdepartmental review and updates
- Regular drills
- Technical Services
  - Services and content



# Staff Protection

- Shelter-in-Place Plans
- Evacuation Plans
- Communication Plans
  - Internal and external



# Service Protection

- Media Operations Center (MOC) to Network Operations Center (NOC)
  - SONET Ring
  - Microwave back up
  - Dual fiber entry to NOC
- Satellite protection plan



# Service Protection

- Mild weather outage (rain)
  - Uplink Diversity site in Va.
  - Hot Standby
  - Automated satellite monitoring and switching



# Service Protection

- Severe weather or planned outages
  - Nebraska contracted to provide uplinking
    - Schedule X on Channel 511
  - Other Regional uplinks
    - Pre-planning and coordination required



# NGIS DRS GOALS

- Restore multiple program services
- Restore to multiple transponders
- Create an Back up Interconnection Archive
- Minimal restoration time and effort
- Remote management



# DRS DESIGN

- PBS Network Operating Center (NOC) architecture
- 4 Channels + 1 failover + HD
- Archive of files originating at NOC
- Non-Real-Time to be added



# DRS Timeline

- RFP issued
- NET (Nebraska) selected
- Detailed DRS planning underway
- Expected completion late 2007



# Traffic Services

- Planning in progress
- Protection for Broadview and PODs
- Remote access and management
- Seamless station access
- Site TBD



# Questions



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