



Community  
Radio Fund  
of Canada



## EMERGENCY PREPAREDNESS WORK DONE AT 99.3 COUNTY FM FALL 2019 - SUMMER 2020

Special thanks to *The Community Radio Fund of Canada (CRFC)*

- Created an enlarged emergency response team at the station
- Build a new Emergency Readiness set of procedures and manual for all volunteers & staff
- Launched a communication program including:
  - Heavy radio advertising promoting how radio can assist as the "go to" medium in times of emergency
  - Press Releases and Grapevine Radio Talk Shows focused on Emergency Preparedness
  - Inclusion on the PEC Chamber of Commerce Red Map & other local magazines
- Launched Phase 1 of our Emergency Readiness Survey to help educate the public. Posted results [www.993countyfm.ca](http://www.993countyfm.ca)
- Phase two of Emergency Readiness Survey launched Aug 22/20
- Public speaking in Cherry Valley and in Wellington, open to go to other groups by virtual meeting as requested
- Complete review of our current transmission system for backup and recovery
- Reviewed Emergency Services available through The County, discussions with The Fire Chief in terms of how we can best communicate, engage, and assist in times of emergency
- Acquired a new Back Up Transmitter! CFRC assisted with half of the funds for a new backup transmitter, this combined with the incredible generosity of two volunteers enabled us to better reinforce our critical systems
- Acquired a Ham Radio Set to allow licensed Ham Operators to work out of the radio station in times of emergency
- Thorough review of our internal technical support systems
- Mock Emergency Drills turned real via the wind storm in November and Covid 19

### COVID-19

- All news and many of the announcers had to be equipped and trained to be able to work from home
- Internally the station had to limit access to an absolute minimum number of people.
- All guests had to switch to remote interviews
- All production and admin had to figure out how to keep the station operating long term while still delivering on our mission to the community

TAKE THE SURVEY AND LEARN MORE  
ABOUT HOW TO PROTECT YOUR FAMILY  
AT [993COUNTYFM.CA](http://993COUNTYFM.CA)