

System Outage Preparedness

Disasters can happen at any time. From natural disasters like floods, hurricanes, and tornadoes to other emergencies like a fire or a cyberattack, disasters can impact your stations and technology infrastructure and cause a system outage. Advanced preparation can minimize the impacts of an unfortunate event.

Check out these tips to help your stations prepare in case of an outage.



Rely on the Marketron Reports you already use.

- Pull Active Copy and Inventory Detail reports in Marketron Traffic weekly.
- Run weekly Aging reports in Marketron Traffic to manage accounting practices.
- Frequently run the Spot Times report in Marketron NXT to capture spot details.
- You can print these reports, or you can save them as PDFs to a thumb drive or a cloud drive.



Stay Updated on Marketron Release Information.

- Release highlights and full release notes are emailed before every release. If you are not receiving these emails, reach out to your Marketron customer success manager.



Establish a Phone Tree

so information can be spread quickly and efficiently. You can download phone tree templates for free from certain [websites](#).

- All essential employees can communicate easily.
- Plan for corporate communication channels to be unavailable.



Run Disaster Outage Drills

- Practice makes perfect in any disaster situation, much like a fire drill.



Have Plans for Disaster Recovery

In addition to disaster preparedness with your IT team.

- Back up your systems frequently.
- Have procedures in place to recover vital information that affects your daily workflow.



During the Recovery Process, Work with Your Production Team

or if you use an outside production platform, their team. Production should have information on cart numbers, spots, copy detail, etc.

- Manage spot and copy detail. If you need to place commercials manually in the event of an outage, this information should be up to date.