

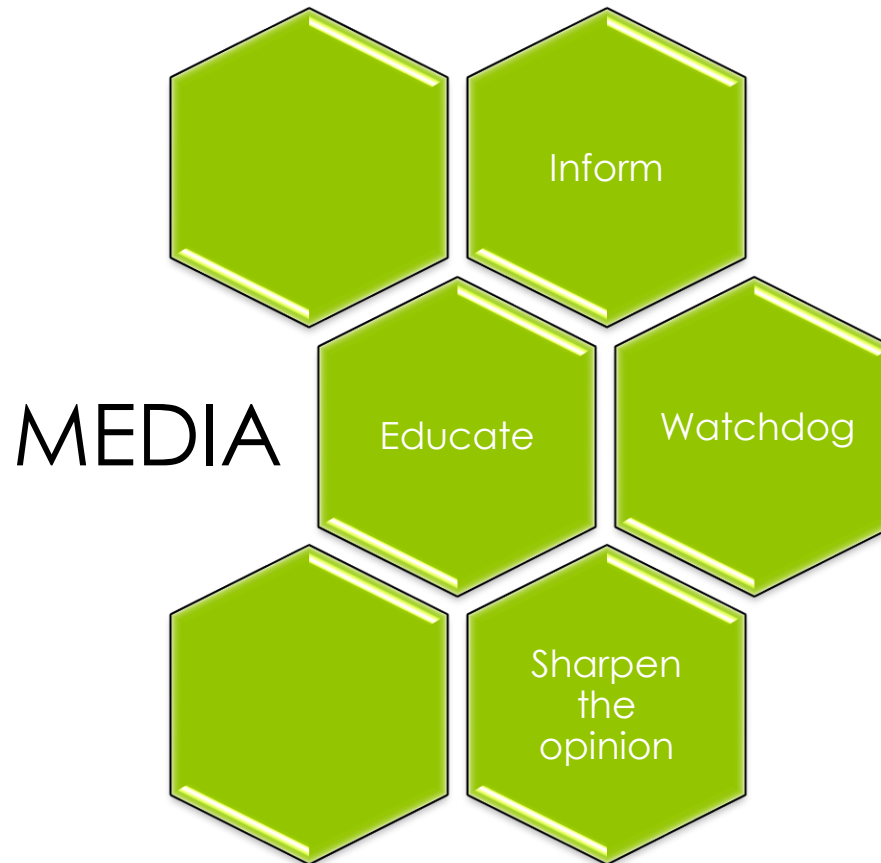


Role of Media in Disasters

**By Ms. Raheela Saad
Member NDMA**



What is Media!





Mass Media!

- Mass media consists of the various means by which information reaches large numbers of people, such as television, radio, movies, newspapers, and the Internet.



Media in Disaster Setting

**Right Information at
Right Time**



Media in Pakistan

After the formulation of Pakistan Electronic Media Regulatory Authority (PEMRA) in 2002, Pakistani private media industry has emerged as the most powerful tool of information sharing in the wake of strengthening democracy as well as society at large

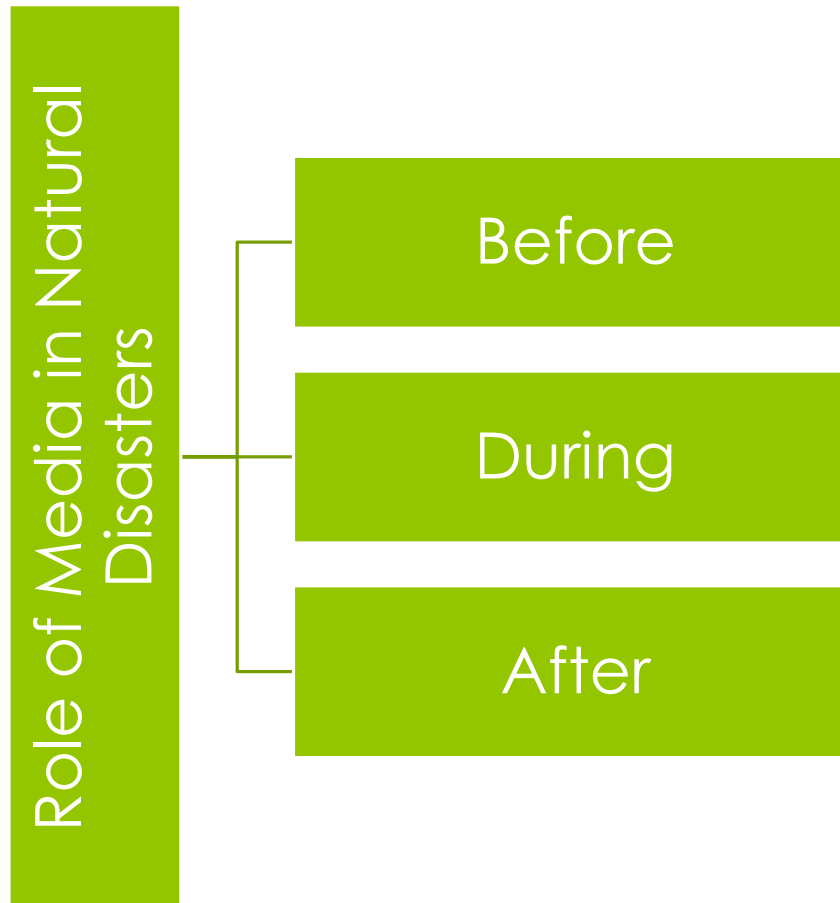


Media in Pakistan

- News and Current Affair Channels
- Entertainment Channels
- Sports Channels
- Cooking Channels
- Print
- Radio (Private and State owned FM Channels)
- Magazines
- Social Media Interfaces



Role of Media in Disasters



Role of Media Before Disasters

**Analysis
of risk
sources
and
patterns**

**Public
informati
on**

**Early
Warning**

**Prepared
ness
informati
on**



Role of Media Before Disasters

- Be pro-active. Write about disasters and their potential threats before they happen
- Investigate the extent to which DRR/M measures have been undertaken
- Conduct interviews with disaster managers and encourage debates on DRR/M issue.
- Report on the vulnerable segments of the society and how they are affected through disasters through powerful personal stories
- Provide practical and useful information on health precautions



Role of Media During Disasters

Advise the public on actions to be taken

Inform the public with timely and factual information

Update on actions taken by stakeholders

Facilitate

Broadcast information regarding affected groups



Role of Media During Disasters

- Report accurately and compassionately after verifying the news from competent authorities
- Use multiple sources of information to verify the facts and figures
- Choose words carefully. Avoid speculation. Stay calm and don't express or create panic
- Avoid sharing information on personal accounts on social media without editorial cross check, in order to ensure that only news, information, pictures, video are shared that are allowed to be broadcasted
- Provide real time information
- Strictly follow safety protocols and never risk your life



Role of Media After Disasters

**Communicate
Rehabilitation
Plans**

**Identify Gaps In
Rehabilitation
And
Reconstruction
Initiatives**

**Share
Precautionary
Information
Regarding
Future Threats**



Role of Media After Disasters

- Inform the public about the causes that trigger disasters along with sharing verified facts and information
- Question the lack of early warning systems and their significance.
- Question the lack of urban planning and building resilience and why it is important.
- Investigate the economic, social and cultural impacts of a disaster
- Engage experts in dialogue who could draw lessons
- Follow up on the long-term effects of disasters with current affairs programmes and media dialogue.
- Keep the topic alive by including DRR issues in cultural and social events covered by media (e.g. children's programmes, current affairs programmes, talk shows, soap operas, etc.).



Media SOP's for Reporting on Disasters – Editors

- Have an internal policy about who covers disasters
- Have an internal contingency plan to cope with disasters
- Have a plan to alert and issue early warning messages
- Assign one reporter to cover DRR/M; the same reporter can also cover climate change
- Allow time and space to investigate the causes of a disaster
- Invest in DRR knowledge by sending reporters to DRR media training or on disaster field trips
- Understand the role you can play in policy change
- Organize private meetings at the higher level with national disaster managers
- Organize awareness programmes to sensitize and educate vulnerable people



Media SOP's for Reporting on Disasters – Reporters

- Develop private contacts with disaster experts before disasters happen; know who they are, their exact specialty and have regular contact with them.
- Have a contact list for experts in urban risks, early warning systems, climate change, gender, environmental and development issues to enrich the disaster story
- Have contacts with national and local meteorological departments, disaster managers, ministers and ministries involved in disaster reduction, civil protection or civil defence



Media SOP's for Reporting on Disasters – Reporters

- Maintain updated lists of experts for every type of hazard likely to happen in your country
- Keep updated statistics on previous events in your region
- Become familiar with the most disaster-prone zones and vulnerable areas
- Keep a track record of past disasters and lessons learned.
- Get familiar with the main prevention and mitigation measures taken by your authorities so that you are ready when disasters strike
- Know the factors that can make a disaster worse
- Base your information only on sound scientific knowledge
- Invest in DRR knowledge to dig out stories later on
- Listen to communities and what they have to say



Guidelines for Reporting on Disasters

- It is the responsibility of electronic and print media reporter to seek and provide accurate information to the public. Reporters should be accountable for their actions
- Electronic media reporters should sensitize the public on the significance of preparedness by producing programs, documentaries, dramas, and songs on disasters and their impacts.
- Electronic media can play a vital role in providing early warnings to the public but care should be taken while transmission of the early warning. Message should be phrased clearly and confirmed through the reliable sources to avoid false reports and unnecessary panic.



Guidelines for Reporting on Disasters

- In the wake of disasters, electronic media reporters should prepare themselves with background knowledge of the disaster at hand and should critically examine the information which they have received from official sources.
- Electronic media reporters should sensitize the public on the significance of preparedness by producing programs, documentaries, dramas, and songs on disasters and their impacts.
- Reporters should confirm that the information being provided is accurate through multiple sources.
- Reporter should treat disaster affectees with respect and never compromise on human dignity.



Guidelines for Reporting on Disasters

- Women reporters who are now engaged in reporting should highlight the issues related to the women protection and health specifically
- Reporters should highlight the actions being taken by government to save the lives of people in an affected area and also identify gaps
- Media should also expand its role as a watchdog in monitoring and handling of humanitarian assistance in the post disaster phase and transparency and accountability in the use of funds for rehabilitation and reconstruction efforts.
- While reporting on the reconstruction phase, media should highlight the need for integration of risk reduction measures in reconstruction projects to ensure that the infrastructure is safer from future disasters



**“Media is a Power;
Use it to Save LIVES”**

Thank You!