

Training Workshop
Role of Media in Preparedness for Effective Response
27th June 2018



ASIAN DISASTER PREPAREDNESS CENTER (ADPC)

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Introduction

In the wake of any disaster, timely and credible information plays pivotal role for an informed response. Since the media forges a direct link between the public and responders, play a very important role in disseminating vital information. Disaster risk communication or disaster reporting by print and electronic media at various stages provides disaster managers with necessary information for better preparedness and timely response. To help the media fulfill these roles, effective working relationships between the media and responders plays a pivotal role. Experience shows that regular interactions with the media before a disaster strikes, aids the effective flow of information and lays the groundwork for effective working relationships in the aftermath of a disaster. Awareness through media continues to be one of the most important component.

Keeping in view the significance of media and in continuation to government's policy on media engagement, National Disaster Management Authority (NDMA) and National Humanitarian Network (NHN) with support of Asian Disaster Preparedness Centre (ADPC) are making an endeavor to intrigue opportunity for the media, government and local civil society to work together to support mutual interests. In this context a media workshop to discuss "Partnership with Media" was organized on 27th June 2018 at Islamabad. The initiative was implemented under the program titled "Strengthening Emergency Response Capacity of Local Humanitarian Actors in Asia". The project is being implemented through Asian Preparedness Partnership (APP) and Pakistan Resilience Partnership (PRP) formed at country level and being funded by Bill and Melinda Gates Foundation (BMGF).

Workshop Objectives

The workshop was organized to achieve the following objectives:-

- Clarify media perceptions regarding roles/functions of disaster management authorities at national, provincial and district level.
- To develop formal or informal institutional partnerships amongst all stakeholders.
- Enhancing internal resource mobilization mechanism in the country for local disaster preparedness in response.
- Streamline/develop an understanding regarding role of/expectations from the media in disasters and consequent impact on public awareness/perception.
- Highlight current gaps of communication in the media reporting in disaster-prone areas.

Participants

Media persons from all nation & provincial electronic and print media houses were invited through PRP media focal person. Other than media persons, government officials from various department, representatives from local NGOs, private sector, academia and UN/INGOs responsible for media

management were also invited for the workshop. List of participants is attached at Annex "A". Following is the summary of individuals who attended the Workshop:-

Departments/Organizations	Participants		
	Male	Female	Total
Media	35	3	38
Government	7	1	8
NGOs	2	3	5
Private Sector	-	1	1
Academia	2	-	2
UN/INGOs	5	2	7
Total	51	10	61

Workshop Schedule/Activities

Following schedule was followed:-

Time	Activity	Responsibility
09:30 - 10:00	Registration	NHN
10:00 - 10:15	Inaugural session	NHN
10:15 - 10:30	Workshop objectives & proceedings	Sana Zulfiqar
10:30 - 10:45	Group photo and light refreshment	NHN
10:45 - 11:45	Session 1: Understanding DM system & developing partnerships Moderator - Brig. ® Sajid Naeem, ADPC Panelists and topics · Brig. Mukhtar - DM system and roles & responsibilities of authorities · Mr. Muhammad Idress Mahsood - Investing on preparedness and developing institutional partnerships for long term mitigation	NHN
11:45 - 12:45	Session 2: Role of media in creating awareness and facilitating institutions by resource mobilization (emphasis on resource mobilization options) Moderator - Brig. ® Sajid Naeem, ADPC Panelists and topics · Ms. Raheela Saad - Role of media in creating awareness · Mr. Irfan Mufti - Facilitating institutions by resource mobilization (emphasis on resource mobilization options)	NHN
12:45 - 13:45	Session 3: Gaps in the disaster reporting and ethics of objective reporting Moderator - Brig. ® Sajid Naeem, ADPC Panelists and topics · Mr. Asim Raza - Gaps in the disaster reporting & Ethics of objective reporting	
13:45 - 13:50	Vote of thanks	ADPC
13:50 - 14:10	Closing remarks by Lt. Gen Omar Mahmood Hayat, NDMA Chairman	NHN
14:10 onwards	Lunch	NHN

Facilitators/Resource Persons and Specialization

Based on the agenda, following resource persons were engaged:-

- Brigadier Mukhtar Ahmad, Member NDMA
- Mr. Muhammad Idress Mahsud, Member NDMA

- Ms. Raheela Saad, Member NDMA
- Mr. Irfan Mufti, Journalist & Member CEC, NHN
- Mr. Asim Raza, Journalist & TV Anchor

Logistical Arrangements

Logistical arrangements for the workshop were done by NHN. The preparation for the workshop, request for funding support from SPO, invitation to resource persons/ facilitators and participants was undertaken by NHN team.

Proceedings of the Workshop

- **Inaugural Session**

The proceedings of the workshop commenced with the recitation of Holy Quran followed by the welcome remarks by Mr. Amad Ahmad, Chairperson NHN and Mr. Sajid Naeem, Country Manager ADPC. They welcomed the participants and thanked NDMA and Information Department for their whole hearted support NHN in organizing and conducting this important workshop. Brig. Mukhtar Ahmad, Member NDMA, the chief guest for opening ceremony in his opening remarks thanked NHN and ADPC for organizing the workshop. He emphasized on the role media during all phases of disaster management. He also urged the participants to avail this opportunity to enhance their knowledge and every one can contribute to make the country more resilient.

The objectives and proceedings of the workshop were covered by Ms. Sana Zulfiqar. She explained to the participants the purpose of the training and the expected outputs. She also gave a rundown of the scheduled activities.

- **Sessions.** The workshop consisted of three sessions. Themes for session 1 & 2 was covered by two panelists each, whereas for third session one panelist covered the topic followed by question & answer Mr. Sajid Naeem moderated all the sessions.

- **Session 1: Understanding DM system & developing partnerships.** The topic was covered by Brig. Mukhtar Ahmed and Mr. Muhammad Idress Mahsood.

Brig. Mukhtar Ahmad explained the existing disaster management system in Pakistan and enlightened the participants regarding existing disaster management structure at national, provincial and district level. He also elucidated the roles and responsibilities of disaster management authorities. He elaborated the country's hazard profile and impact of climate change being faced by Pakistan and also discussed the steps taken by NDMA with regards to various activities of DRM cycle.

Mr. Muhammad Idress Mahsood during his presentation talked about the background of how disaster risk management was handled before National Disaster Management Act 2010. He also

gave an overview of the existing frameworks and National Disaster Management Plan and explained the funds available to undertake the preparedness activities and how can these be utilized by all stakeholders. He also explicated the role media can play in implementation of disaster risk reduction interventions

- **Session 2: Role of media in creating awareness and facilitating institutions by resource mobilization (emphasis on resource mobilization options).** The topic was covered by Ms. Raheela Saad and Mr. Irfan Mufti.

Ms. Raheela Saad during her presentation elaborated the role of media during all phases of disaster management and the role media can play in sensitizing the public with regards to mitigation measures to build safer Pakistan. She also highlighted the importance of media SOP's and guidelines for reporting on disasters and urged all the media houses to work on formulation such SOPs and guidelines in consultation with NDMA.

Mr. Irfan Mufti during his presentation explained as to how media can facilitate the disaster management institutions by resource mobilization. He also talked about the expectations of institutions from media and how media can achieve the desired results to support the institutions.

- **Session 3: Gaps in the disaster reporting and ethics of objective reporting.** The topic was covered by Mr. Asim Raza.

Mr. Asim Raza in his presentation focused on critical issues relating to disaster reporting in Pakistan. This was an interactive session as the participants discussed in details their experiences of reporting and feedback from their readers. He discussed in depth about significance, principles and ethics of disaster reporting, reporter's tone, choice of words and audience expectations of the report and reporter. During the discussion participants shared their experiences of reporting such as small accidents and incidents they come across while reporting.

- **Closing Ceremony and Certificates Distribution.** Lieutenant General Omer Mahmood Hayat, Hilal-i-Imtiaz (Military), Chairman NDMA graced the occasion as chief guest. Mr. Sajid Naeem thanked the participants for their participation & their valuable contribution during the training. He also thanked NDMA and NHN for their assistance in organizing and conducting this important event. Speaking at the occasion, Lieutenant General Omer Mahmood Hayat thanked NHN for conducting this important event and appreciated the level & interest of participants. He also thanked ADPC for their support for the event. At the end, Chairman NDMA distributed the certificates amongst the participants.

Picture Gallery



Inaugural session of the workshop



Session 1 - Presentations by the Panelists



Session 1 - Questions & Answers



Session 2 - Presentations by the Panelists



Session 3 - Presentations by the Panelists



Session 2 and 3 - Questions & Answers



Certificate Distribution by Chairman NDMA



Closing Remarks by the Chief Guest Lieutenant General Omer Mahmood Hayat



Participants Group Photo

Participants List

Ser	Name of Participant	Gender	Designation	Organization/Department	E-mail	Phone
Media (38)						
1.	Nosheen Naqvi	Female	Producer	ARY News	nosheennaqvee@gmail.com	-
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Government (8)						
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Private Sector (1)						
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UN/INGOs (7)						
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