Media's role

in getting the message out and raising awareness on disaster reduction, before disaster strikes.

At the Roundtable, senior journalists, relief officials, and scientists explored the involvement of the media in disaster mitigation and practical means for improving relationships among the media, disaster relief and scientific communities

Timely

Reliable

Accurate

Effective

Sensitive

Cost-effective means of saving lives, reducing property damage, and increasing public understanding.

Skills

Media
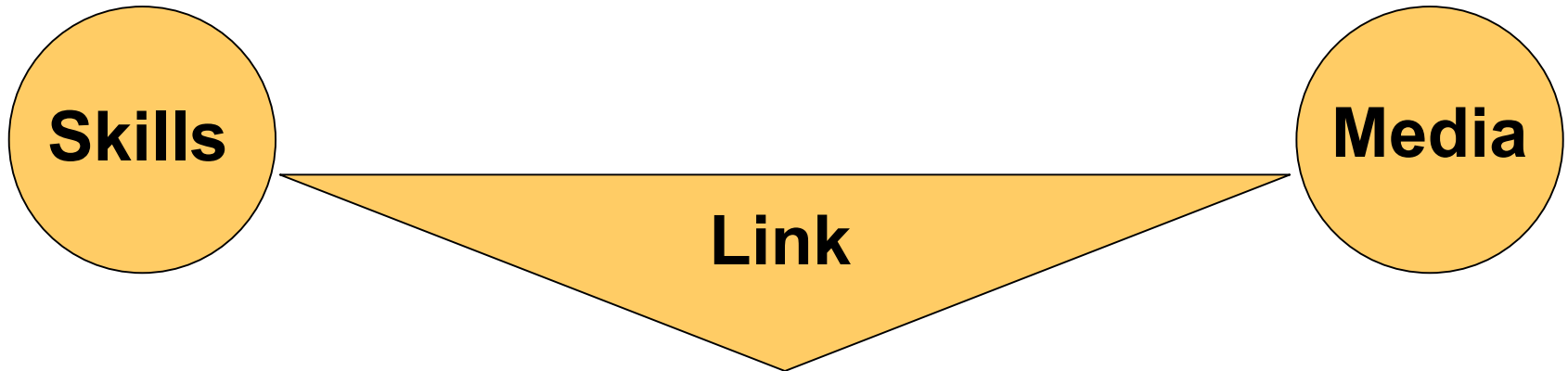
Link

Communications technologies link to

Scientists – Public Disaster Mitigation Officials

Education – Disaster Preparedness, tracking

Alert authorities and warn people

Collect information, supplies resources

Coordinate rescue and relief

Motivate public, political, institutional response

As new technologies have significantly growth, vulnerability has also increased

to ensure proper and adequate link between the media and local communities

Media contributes to save lives and to do that, it requires better understanding of their social role to mitigate the impact of any type of disaster.

20 Communities

Early warning (EW) information system
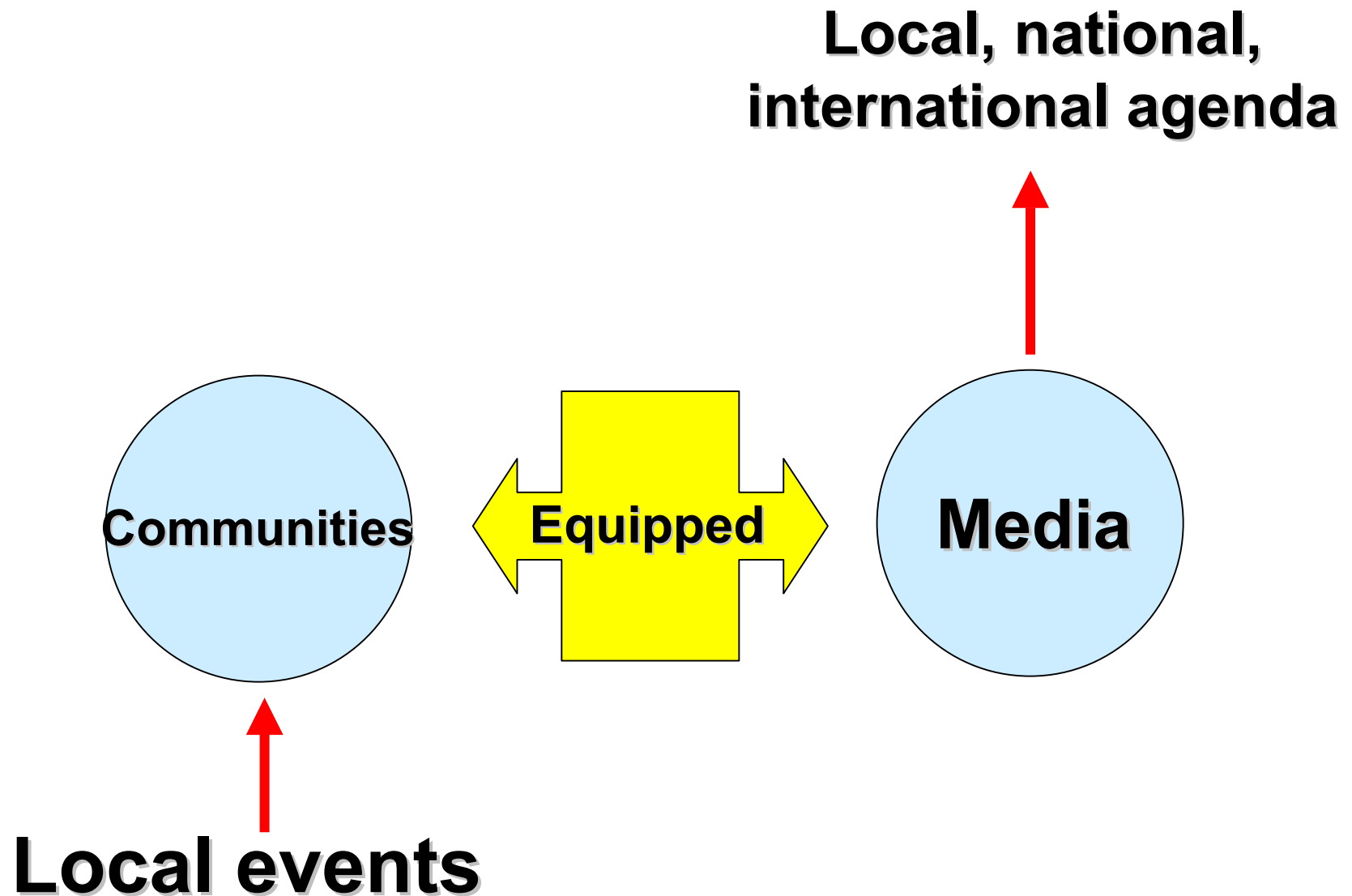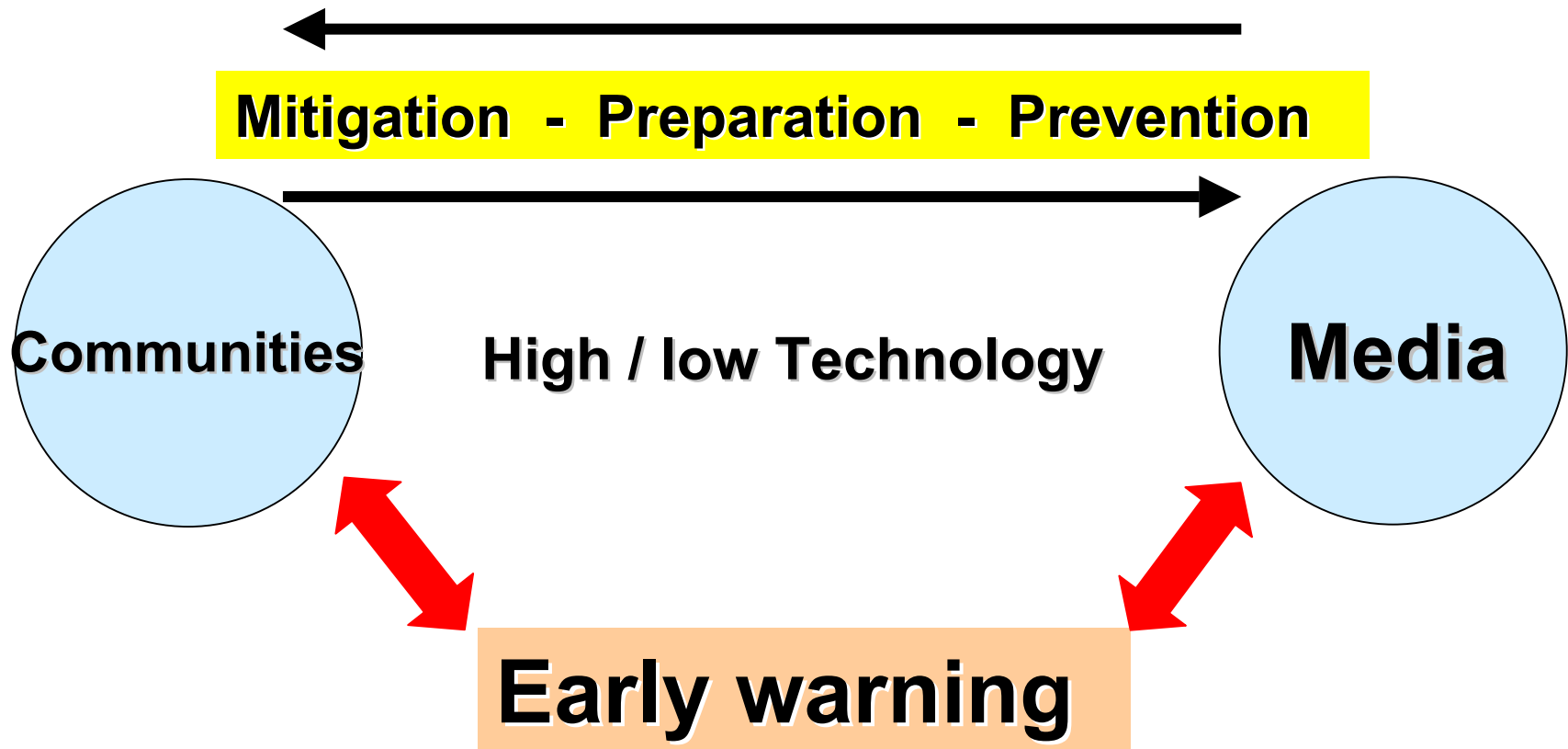
HF radios
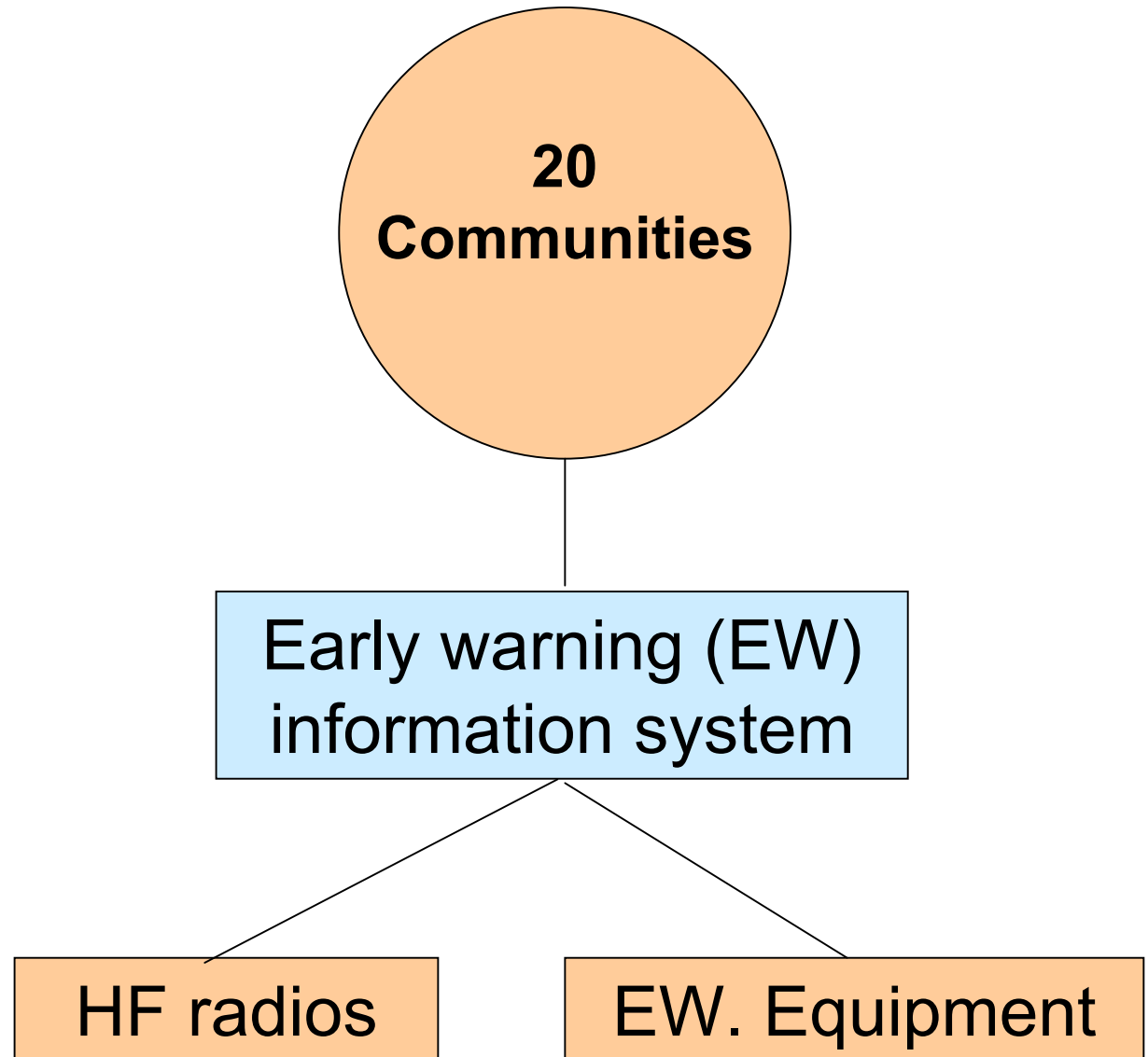
EW. Equipment

By getting used to utilize the radios, communities have been **able to inform** about different things: weather conditions, activities at the community, meeting reports, informs **about local emergencies**, etc

Thanks to the radio equipment and networking, **media has more accessibility of relevant information at local level** and by disseminating it, allows in to the agenda of the public opinion issues that could help to save lives at some point in time

**Local, national,
international agenda**

Communities ⬅ **Equipped** ➡ **Media**

Local events

Mitigation - Preparation - Prevention

Communities

High / low Technology

Media

Early warning

Mass media **capacities** to mobilize people: financially, physically, socially, and emotionally

Requires be more proactive to **avoid human suffering**

But also, from disaster related agencies, to also be proactive to **advocate issues** when people are at risk.

The question then is how to make risk reduction an important issue into the mass media agenda?

Qualifications of been:

**Spectacular
Unexpected
Extraordinary**

While at the same time, **millions of people** are in serious danger of a particular hazard, thousand of people **die everyday of AIDS**, or are **dying for starvation** are no longer frontline of the news.

At some point in time, it seems that it was decided that **human suffering requires to be spectacular, unexpected, extraordinary to grasp the attention** of local, national authorities, mass media, and civil society.

1. Media's social responsibility point of view

2. New technologies, others sources information

helps to **advocate** for the need to address risk reduction issues in a more global context.

University program on Disaster Information Management addressed to teachers of the faculty of Communication. As a result of it, three universities participated and the year after, a number of selected teachers organized with the Red Cross had similar training addressed to journalist.

it is also the role of organizations such as the Red Cross to promote initiatives that **enroll not only the education sector but also the media** as key actors to contribute on disaster risk reduction

By doing so, **involving** the educational and media on disaster reduction, there could be high probabilities that **public opinion will increase** their interest on risk reduction matters.

an audio soap opera has been produced with the **involvement of different organizations** with interest on disaster reduction initiatives, with the aim to offer to the media high quality audio program **designed to educate the public about what can be done in disaster reduction**

Same audio material helps to use on **different community sectors, such as schools, sports clubs, business in general…**

for better understanding of the measures and actions that communities should need to consider for disaster reduction.

In conclusion:

1. knowledge and understanding of the matter.

2. willingness for networking.

3. participation of the most vulnerable one's is in place

Save lives!