



MEDIA STAKEHOLDER GROUP ACTION STATEMENT

PREAMBLE

The Media Stakeholder Group welcomes UNISDR linking DRR efforts with climate change adaptation and the Sustainable Development Goals. That will speed up the implementation of the Sendai Framework by aligning all stakeholders' efforts and synergizing resources. Media, with its unparalleled reach and power to change minds and behavioural patterns, can further accelerate the implementation by bringing DRR stories to wide audiences. In order to fulfil this potential, media has to be accepted by governments and international agencies as a partner rather than just a messenger and become involved in the national platforms of DRR. Secondly, a wide capacity building for journalists is needed, so the media professionals acquire the skills and knowledge to cover the complex issues of climate change adaptation and disaster risk management.

MAJOR ACHIEVEMENTS AND CHALLENGES IN THE LAST TWO YEARS

ACHIEVEMENTS

1. Most media organisations in Asia-Pacific region recognise their duty to serve wide audiences (including most vulnerable groups such as women, children, persons with disabilities and elderly) before, during and after disasters. More importantly, they understand the need to be proactive and prepare people for action in the times between disasters when disaster fatigue takes over the media and national agendas.
2. Increasing number of media outlets are introducing special programmes and editorial columns on climate change and DRR issues.
3. Several media outlets are mainstreaming disaster preparedness not only in news and current affairs but in other formats such as entertainment.
4. Since 2014 the Asia – Pacific Broadcasting Union Media Summit on Climate Change and Disaster Risk Reduction is a well-established annual forum. This is a unique platform for all stakeholders to get together, learn about each other and partner for joint projects.
5. Mongolia's National Emergency Management Agency (NEMA), Asian Disaster Preparedness Centre (ADPC), UNISDR and the Thai Public Broadcasting Service (Thai PBS) partnered to build the capacity of journalists on Reporting Disaster Preparedness and Mitigation (RedMap) ahead of the Asian Ministerial Conference on Disaster Risk Reduction (AMCDRR), 2018. Through series of training over a year and a half, 80 Mongolian journalists gained technical knowledge and learned practical skills about integrating disaster preparedness and mitigation into their day to day reporting. This

pilot project has effectively changed the reporting patterns of many journalists who have participated in the training events.

CHALLENGES

1. There is a huge gap in media knowledge and expertise to cover climate change adaptation, disaster management and disaster preparedness. The “messengers” have to be educated themselves about the complex issues of climate change impacts and mitigations and DRR.
2. Not enough support to train media professionals.
3. Many Governments continue to view media as a microphone not as a partner and there are very few cases when media is an integral part of the national plans for DRR.

KEY OPPORTUNITIES IDENTIFIED

1. The Mongolian pilot training RedMap proved that multi-stakeholder partnership between government, NGOs, media outlets and UN agencies is the best mix for a meaningful engagement with media to build their capacity in reporting more on a pre-disaster situation. That is a winning formula that media stakeholder group could expand if supported financially.
2. The Asia-Pacific Broadcasting Union can develop and implement, with donor funding from the UN, multilateral, bilateral, and national government sources, a disaster –specific, region-wide training programme to enable media organisations to gain greater knowledge of climate change, disaster risk reduction and other relevant issues.
3. ABU, with the help of UNISDR and other partners, can certify media organisations for being ready for the D Day. Certification should cover such elements as Emergency Broadcast Plan, Training for emergency situations, Safety of staff, SOP for communications with emergency warning issuing agencies.
5. ABU can develop region wide repository of DRR related audio and video programmes produced by UN agencies and NGOs to be distributed to its over 100 broadcast members across the Asia – Pacific region.
6. Initiating national agreements between media organisations for cooperation during disasters. In Thailand, such talks are underway. If they succeed, during disasters Thai media outlets will not compete but will share resources and information to ultimately save lives.
7. Media can advocate for effective non-broadcast, electronic communication resources (such as mobile phone technology applications) to be developed within our national jurisdictions to enable all citizens to receive timely and accurate news and information relating to emergencies and natural disasters.
8. In addition to providing correct information and the right message at the right time, media can also create an environment for solidarity and trust among communities. This will help in augmenting the collective responsibility of all segments of society to tackle the challenges posed by any disaster.

COMMITMENTS TO IMPLEMENT THE ACTION PLAN 2018 – 2020

1. Create UNSIDR Media Advisory Group to advise and support governments and international organisations how to integrate media in national platforms and make DRR efforts known to the general public.

2. Continue to lobby governments to engage media in the development and implementation of national DRR policies and programmes, so the media, especially broadcast media, are more comprehensively prepared to inform about risk prevention and DRR.

3. Ensure that the radio and TV organisations' physical infrastructure and networks are fully integrated in the early warning disaster communication systems and plans at national and community levels.

4. Develop special communication formats and channels to serve the most vulnerable citizens in our societies, especially women, children, people with disabilities, the elderly, farmers, fishers and others in rural areas to support Early Warnings. Provide to these groups news, information, and programming tailored to their distinct media consumption needs before during and after disasters.

5. Break the "silos", in which stakeholders involved in DRR currently work to facilitate broad partnership in risk prevention and building resilient communities. Encourage a 'whole of society' approach that ensures that governments, civil society groups, research institutions, international agencies and other parties develop partnerships with media organisations to ensure that professional, accurate and cogent messages on a range of issues are available in a timely manner for public information, education, action and the broader global conversation.

6. Work with media organisations to reinforce their commitment to disseminating news and information relevant to the agenda of the Sendai framework and to stay up-to-date on the subject. Continue our work to ensure that individual organisations produce compelling, educational, and informational radio and television programmes and develop a proactive online presence to continually highlight best practices and address new and emerging issues in the areas of climate change and disaster risk reduction.

7. Enhance journalists capacity to produce quality programmes on climate change, DRR and sustainable development concepts as part of the same solution for economic growth and social cohesion.