

# Role of Media in Disaster Management and Reduction

Disaster Risk Reduction Media Society  
(DRRM)

# Introduction

- ▶ Forges a direct link between the public and any organizations including government, non-government organizations and agencies
- ▶ Plays a very important role in disseminating vital information to the public through various medium
- ▶ Right to information

# Media in Disaster Management and Reduction

- ▶ **Information Dissemination:** Crucial role in disseminating timely and accurate information
- ▶ **Raising Awareness:** Helps raise awareness about potential risks, preparedness measures
- ▶ **Emergency Alerts:** Channels serve as a vital platform for broadcasting emergency alerts

- ▶ **Public Education:** Campaigns educate the public on disaster preparedness, response, and recovery strategies
- ▶ **Facilitating Coordination:** Facilitates coordination among various stakeholders involved in disaster management, including government agencies, NGOs, first responders, and the public, enabling efficient resource allocation and collaborative efforts.
- ▶ **Crisis Communication:** Provides channels for authorities to communicate with the public during crises, addressing concerns, providing updates, and clarifying misinformation to maintain public trust and confidence.
- ▶ **Increase international donations:** Trigger donations from the international community subsequent to the occurrence of national disasters

- ▶ **Resource Mobilization:** Coverages disasters which can mobilize public support and resources, including donations, volunteers, and humanitarian aid
- ▶ **Monitoring and Reporting:** Media outlets monitor disaster events, report on unfolding situations, and highlight areas in need of assistance
- ▶ **Advocacy and Accountability:** Media scrutiny and investigative reporting hold authorities accountable for their disaster response actions
- ▶ **Psychosocial Support:** Media provides a platform for sharing stories of resilience, solidarity, and community support during and after disasters

# IMPACT OF MEDIA

- ▶ The media provides instantaneous information and are considered to be trusted sources specially at the local level
- ▶ The network's continuous and factual coverage of incidents and post-disaster events can aid decision making and response immediately after a disaster, thereby saving lives and property
- ▶ The media is an invaluable asset in times of a disaster by disseminating information about public safety, giving useful details on areas such as impassable roadways and downed utility lines etc
- ▶ Other important public health concerns are usually addressed by issuing water safety advisories and providing information about sites where medical help is available for the public.

# Media and Stakeholders

- ▶ Media foster still- closer linkages with the hazard-mitigation community and shares their vast information-gathering and transmission resources, when appropriate and available, with disaster-mitigation organizations
- ▶ Disaster journalism, a specialized journalism, can improve the supply of information about the nature of disaster and its management and reduction
- ▶ Consider establishing a technological "**information-exchange**" mechanism (could be online portal), so that those centrally involved--relief agencies and major networks--can constantly cross-check the significance and usefulness of what is available

# Conclusion:

- ▶ Provide all media equal, quick and effective access to crisis information
- ▶ Use technology to fairly distribute information
- ▶ Specialized training and exercises for journalist from media agencies on various issues related to natural and manmade disasters and crisis information dissemination
- ▶ Work together to support mutual interests and, more important, to serve the world community by tangibly reducing the risks of natural and manmade hazards

THANK YOU!