



United Nations
International Strategy for Disaster Reduction



“Towards a new approach to disasters from consequences to causes” Covering disasters from a disaster risk reduction perspective

National media organizations play an important role in promoting national disaster risk reduction (DRR) policies and programmes. To do so, however, they need to know what disaster risk reduction is about and to have established contacts with key DRR professionals who can provide them with accurate and timely information. At the same time, National Platform representatives need to be trained on how to better promote disaster risk reduction issues through the media at the national level.

In response to these needs, the United Nations International Strategy for Disaster Reduction (UNISDR), together with the support of the Thomson Reuters Foundation and the European Commission’s Directorate General Humanitarian Aid and Civil Protection, is organizing a two-day media training from 8 to 9 May 2011 in Geneva, Switzerland during the Global Platform on Disaster Risk Reduction (9 to 13 May 2011) to train 20 media representatives and 20 national platform representatives from Africa and Middle East Countries.

The training will include two main sessions:

A first session on 8 May 2011 for media organizations only:

- To learn more about disaster risk reduction issues and how to report “differently” about disasters.

A second session on 9 May 2011 for National Platform representatives and media organisations:

- To explore better ways to interact and promote disaster risk reduction stories.

The training will take place in Geneva at the Conference center of the Global platform on Disaster Risk Reduction.

Participants of the two sessions will have the possibility to interact and exchange their experiences and expertise during the workshop. The media representatives will additionally have the opportunity to attend the Third Global Platform on Disaster Risk Reduction from 10 to 13 May 2011.

Journalists who will be attending the training will be asked to write at least two stories about the Global Platform on disaster risk reduction.



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Overview of Training

Session 1 Sunday 8 May 2011	<u>Media training for media organisations only</u>
Schedule:	May 8, 2011
Theme to be addressed:	Covering disasters from a DRR perspective
Organizers:	Lead: UNISDR/ ECHO Co-Lead: Thomson Reuters
Background:	<p>Train 20 media from African and Middle East print and TV outlets on how to cover disasters from a DRR perspective: "Towards a new approach to disasters from consequences to causes"</p> <p>The training will include a Two-day training for media representatives. Based on the new manual to be released by ISDR in May 2011, media will participate in a series of practical exercises to better profile DRR issues in the news.</p> <p>They will have also the opportunity to interact with their national DRR counterparts on 9 May 2011 during the second day session</p>
Session Objectives:	Improve media knowledge on disaster risk reduction
Session 2 9 May 2011	<u>Interactive session between media organisations and disaster risk reduction representatives</u>
Schedule:	May 9, 2011
Theme to be addressed:	How to better interact with media organizations to promote disaster risk reduction stories
Organizers:	Lead: UNISDR/ECHO Co-Lead: Thomson Reuters
Background:	<p>Train DRR national representatives from National Platforms for Disaster Risk Reduction on how to better interact with media organisations "Towards a new approach to disasters from consequences to causes"</p> <p>DRR representatives will participate in a series of practical exercises that will help them understand how the media works and can promote their national policies, programmes and activities</p> <p>They will have also the possibility to interact directly with their national media counterparts</p>
Session Objectives:	Improve the media relations between national DRR representatives and national media



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Agenda for UNISDR journalism training, Geneva, 8-9 May 2011

Sunday 8 May 2011

**Venue: International Conference Centre Geneva, 17 Rue Verambe, Genève
(close to the palais des NATIONS)**

Room 14 level 2

MEETING POINT: 8.30 AM

0900

Welcome and introductions

Introduction of trainer, ISDR staff
Journalist introductions
Why are you here? The aims of the training
Outline of schedule
Journalists' wants and needs
Any questions?

1000

**Speaker: Brigitte Leoni, Head of Communications,
United Nations International Strategy for Disaster Reduction**

Is there any such thing as a natural disaster?
What is disaster risk reduction? The main things you need to know
UNISDR: Who we are, what we do and why we do it
Hazards and disasters: What is the difference?
What turns a hazard into a disaster?
The process approach

1100

Questions

1200

Lunch break

1330

Disasters: your experiences and your countries
Most Common types of hazards and disasters

1500

DRR – what the UN is doing
DRR – how do the media fit in?
What makes news?
Is DRR news?
What is the best kind of DRR stories?



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- 1600** **Break**
- 1615** What can I report now?
The last mile
Covering disasters from a different angle
Myths and clichés
The aftermath: learning from events, holding to account
- 1700 - 1730** News standards and values
Questions and discussion
Review of today, preview of tomorrow's training
Learning points

Monday 9 May 2011

Venue : International Conference Centre Geneva Room 14 level 2

Session with National Platform (NP) representatives

- 0900** Introductions
Getting to know and working with media organizations
- 1000** How do you maintain media relations at national level?
- 1045** **Break**
- 1100** How to improve media relations at national level
Individual brainstorming on cooperation

Session with media organizations only

- 9.30** Presentation of the Global platform programme
- 10.30** Presentation of the Global Assessment Report on Disaster Risk reduction
- 12-15-13.30** Press conference The world Reconstruction Conference Venue: Swiss press club
A light lunch will be served



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Session with National Platform (NP) and media organizations

- 1300** **Lunch (for NP representatives)**
- 1400** **Feedback**
Helping each other: Round table
- 1500** **New standards and recommendations**
- 1600** **End of session with DRR representatives**
Review
Did we meet the aims
Learning points
Evaluation forms
- 1700** **Close and hand in of evaluation forms**

For more information please contact:

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