Role of Media
importance of coordination
About the ABU

• International, not for profit, organisation of broadcasters and related entities in the Asia-Pacific region

• 265 members in over 63 countries

• Members include Public/National broadcasters, Private/Commercial broadcasters, headend operators, manufacturers, system integrators, regulators and others...
so what are we dealing with...
ABU’s activities in the DRR front

• The 2004 Indian ocean Tsunami was a wake up call

• In the aftermath the importance of broadcasting and broadcasters were identified

• Distributed portable FM receivers to affected countries through ABU members
EW and DRR related initiatives

• Emergency Warning Broadcasting Systems (EWBS) technology was the focus of discussions

• NHK-Japan and other leading broadcasters supported the project

• The development of the Radio-in-a-Box (RiB) system, initiated with support of UNESCO

• RiB is a transportable FM radio station that can be easily and quickly deployed in affected areas

• Setting up of the EWBS Study Group – to study on EWBS technologies and implementation
EWBS Project report

Published in 2009 and updated yearly
ABU’s Radio-in-a-Box (RiB)

Designed and developed by ABU since 2005
ABU’s Radio-in-a-Box (RiB)
ABU’s Radio-in-a-Box (RiB)
EW and DRR related initiatives

- The first DRR Media initiative 2010-2012
- A technology roadshow and content roadshow went round 6 countries
- What we learned was that there is a huge gap in communication within the stakeholders
- Second DRR Media initiative is mainly on ‘working together’ and coordinated SOPs
so we realised that its everybody’s business...
Disasters Continue to Devastate the Region
Costing thousands of lives and billions of dollars in damage.....

In 2013 alone:

- **Typhoon Haiyan – the Philippines:**
  Over 6,000 people killed, 16 million affected.

- **Cyclone Phailin - India:**
  13 million people affected.

- **Cyclone Mahasen – Bangladesh:**
  1.5 million people affected.

In almost all cases it is the broadcast media that survive and are most effective.
• Just like we are not prepared so are the systems we build for our use
End-to-End Early Warning

In a nutshell...

- Searcher
- Assessment
- Coastal Stations
- Deep Ocean Stations
- Global Telecommunication Systems
- Sea Level Network
- Weather Stations
- Data Processing and Forecasting System
- Seismic Network
- Warning Centres
- Dissemination and Communication
- Response Capability

THREAT?

Material Loss Reduced
Lives Saved

Risk Knowledge ↔ Monitoring and Warning Service ↔ Dissemination and Communication ↔ Response Capability

NO

YES

Sirens
E-mail
Cell Phones
Traditional
Broadcasts more...

End-to-End Warning Systems

Upstream

• Detection, verification, threat evaluation, tsunami and other forecasts, warning dissemination

Downstream

• Delivery of public safety message.
• Initiate national counter-measures
• Prepare and implement standardised reaction
Media’s Role – the 4 stages

(1) Before the disaster = **Reduce damages**
   - Broadcast warnings immediately
   - Call for quick evacuation

(2) During the disaster = **Support rescue operations**
   - Report where and how severe the damage is (Tsunami, Typhoon, Hurricane, Fires ..)
   - Well being information
   - Lifeline broadcasting (Traffic, Communication, Water, Gas, Electricity, Medical treatment, ..)

(3) After the disaster = **Support recovery**
   - Provide necessary information for the victims
   - Long-term support for the recovery of the society

(4) Non-disaster time = **Build safe society**
   - Broadcast news and programs about hazard mitigation
Official Warning to the Public

Public must understand:

– How will they be warned
– How to react and respond
– Where to go (evacuation zones, routes & Safe zones)
Media (Radio and Television)

Convey Official Warnings (National & Local)

- Wide Accessibility
- Speed
- 24/7
- Accurate and reliable
- Live Updates
- Skilled Human Resource
- Established Infrastructure
- Established Broadcasting SOP
- Experienced in rapid Breaking News

*but also*....

Convey un-official warnings
How do Public react

• End Receiver of Warnings
• Convey Official and Unofficial Warnings
• To minimize their confusion, they must be educated to understand:
  – Official Warnings (how will they be warned)
  – Natural Warnings (what to look out for)
  – Where and What to do
    • Evacuation zones
    • Routes & Safe zones
  – How to respond if evacuation zones are not defined
For any early warning system to succeed, several components are necessary:

- **Technology** to detect and monitor the hazard;
- **Communication systems** to alert the public;
- **Local leaders** trained to make the right decisions;
- A **public** that is educated to react appropriately to warnings; and
- **Response protocols** — such as evacuation plans — prepared and rehearsed well in advance of the threat.

All these elements must work well, both individually and in harmony.

Failure in any one of these elements can mean failure of the whole early warning system.
Despite Progress in Building Resilience, Critical Gaps Remain in Early Warning

Critical gaps include:

• Reaching the most vulnerable people and remote communities at “the last mile” with timely warnings.

• Educating communities and local authorities on the changing and more intensive hazards, including those related to climate change.

• Testing and updating Standard Operating Procedures and contingency plans. Evacuation exercises are a high priority.

• Ensuring adequate monitoring and warning services in countries with high risk and low domestic capacity.

=> Need to scale up and share initial initiatives, good practices and innovations.
Thank you