

Effective Media Communications

reaching the general public and the most vulnerable

Important strategies in communication

- Clear
- Concise
- Consistent

- How clear, how brief may depend on the situation but consistency should remain

Communications strategies

1. Communications Timetable

Varies with disaster type

2. Communications Philosophy

3. Unambiguous Language

4. Unambiguous Message Format

Communications Framework

Allow sufficient time for
MENTAL preparation



As well as
PHYSICAL preparation

Communications Framework

1. Schedule for the public...
...not the government



Communications Framework

1. Schedule for residents...
...not the government
2. NO information leads to confusion



Communications Framework

1. Schedule for residents...
...not the government
2. NO information leads to confusion
3. Increase confidence
with a reliable schedule



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Communications Timetable

Step #1: Threat is **POSSIBLE**

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Step #2: Threat is an **INCREASING POSSIBILITY**

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Step #1: Threat is **POSSIBLE**

Step #2: Threat is an **INCREASING POSSIBILITY**

Step #3: Threat is **LIKELY IF NO CHANGES**

Step #4: Threat is **LIKELY** to occur

Step #5: Threat is **IMMINENT**

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Communications Philosophy

1. *How to begin discussion of threat.*
2. *How to raise awareness without alarm.*
3. *How to end hopeful period.*
4. *How to give tangible guidance.*
5. *How to lead by example.*

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Unambiguous Language

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Unambiguous Language

1. Do words have common-language meanings other than the weather-alert meaning?
2. Can there be confusion caused by using the same alert words for various weather types?
3. How do you distinguish an average threat from an extreme event beyond anyone's experience?

Example: Alert Language

* Key words have common-language meaning which is different from weather-alert meaning.

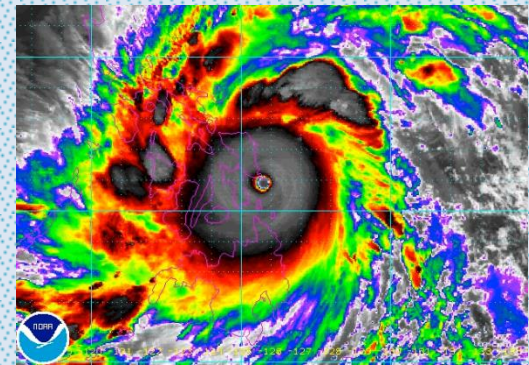
WARNING
WATCH
ADVISORY

TROPICAL STORM
TROPICAL CYCLONE
“MAJOR” HURRICANE

Example: “**WARNING**” has no intrinsic sense of urgency.

Example: Philippines – Yolanda/Haiyan

Was “SIGNAL NUMBER 4”
not enough?



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Unambiguous Communications Delivery System

- **The format depends a lot on the medium used**
- **TV messages with pictures**
- **Radio messages without any supporting pictures**
- **SMS messages**
- **Social media etc...**

Sample audio clip





Thank you