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
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**
Communications Timetable

Step #1: Threat is **POSSIBLE**

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

Step #1: Threat is **POSSIBLE**

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

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

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
Communications Timetable

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.
Communications strategies

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1. Do words have common-language meanings other than the weather-alert meaning?
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?
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