

# **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

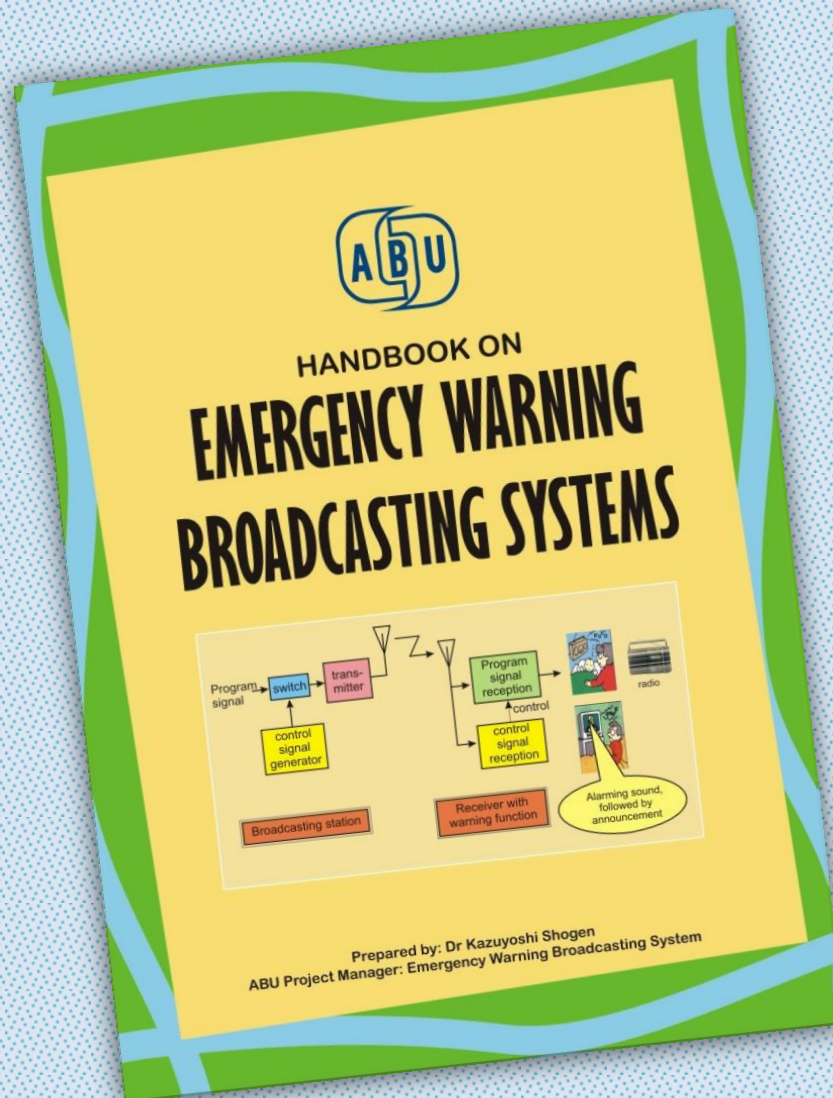
- The 2004 Indian ocean Tsunami was a wake up call
- In the aftermath the importance of broadcasting and broadcasters were identified
- Distributed portable FM receivers to affected countries through ABU members



# 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)



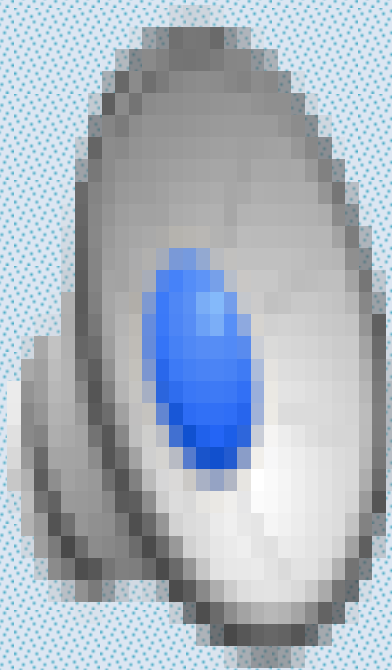
# ABU's Radio-in-a-Box (RiB)



# 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:**

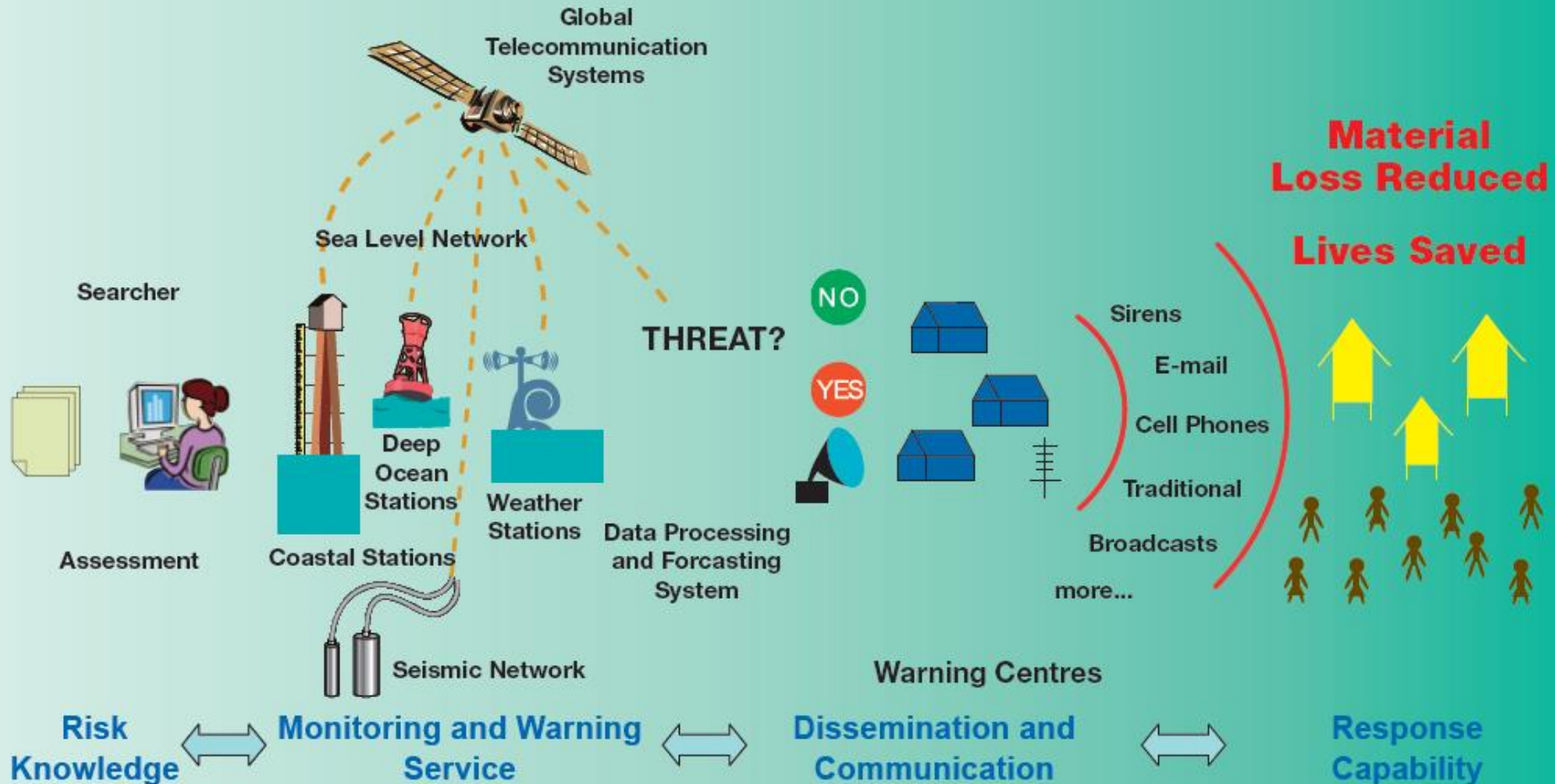
1.5 million people affected.

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...



# 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, ..)

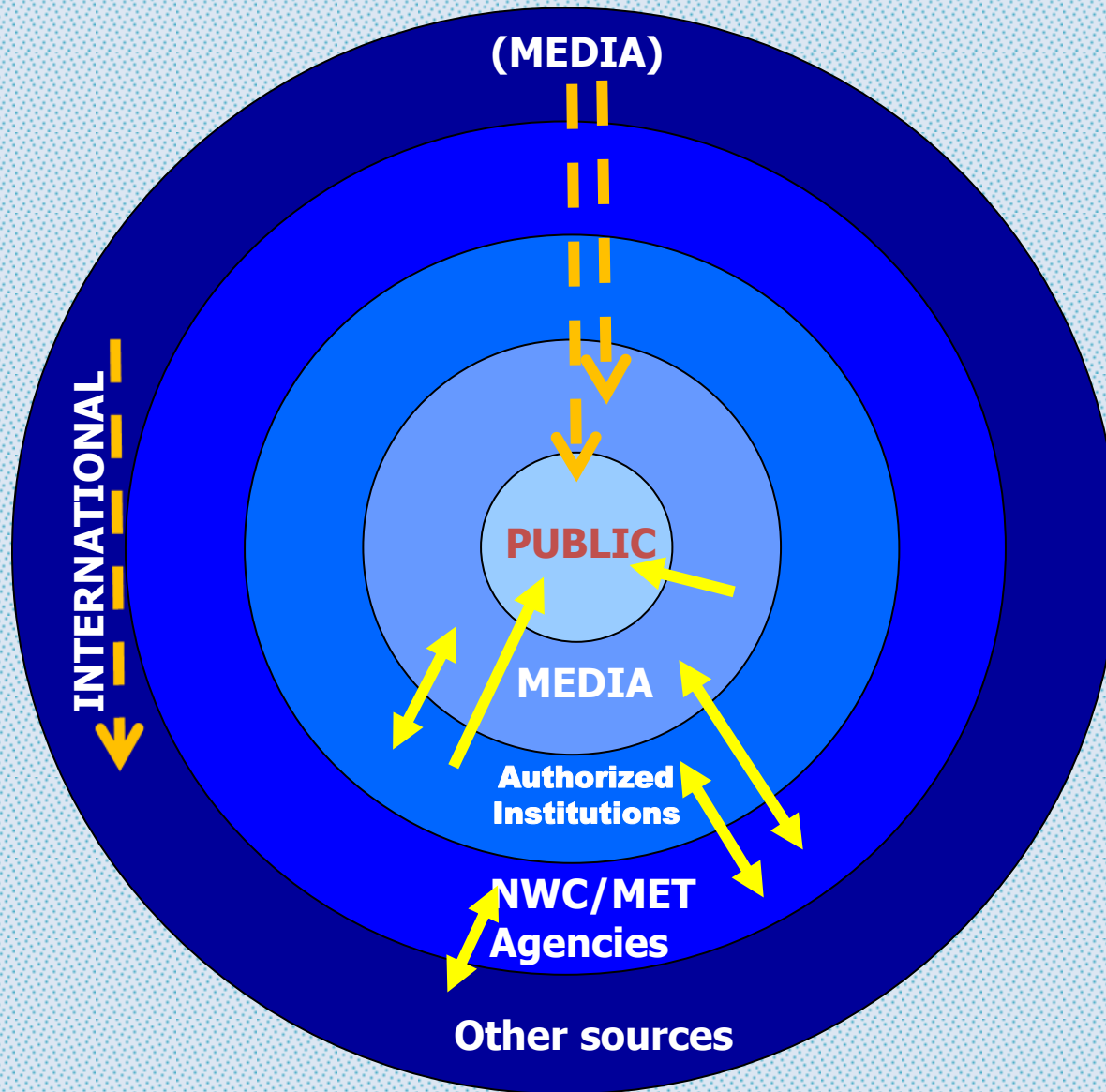
## **(3) After the disaster = Support recovery**

- 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**