

## INTERNATIONAL ERRA CONFERENCE: April, 19-21, 2010

### “CONVERTING ADVERSITY INTO OPPORTUNITY: LEARNING FROM EXPERIENCES IN RECONSTRUCTION AND REHABILITATION FOR REBUILDING LIVES AND COMMUNITIES AFTER DISASTERS”

#### Indicative Themes for Sessions on: “Role of Media in Post Disaster Rescue, Relief and Rehabilitation”

**Coordinator/Moderator** – Shazia Haris, Advisor Media ERRA

**Probable Speakers (Later):**

Thematic Areas	Notes To Speakers	Session Guiding Questions	Outputs from the Conference
<p>Session: 1 hour and 30 minute; presentation of papers by 4 resource persons and overview by Advisor Media.</p> <p><b><u>Sub Themes:</u></b></p> <p><b>Reporting Disasters - Ethics, Role and Responsibility of Media</b></p>	<ul style="list-style-type: none"> <li>• Media plays a vital role in reporting disasters. However, it’s role and responsibility remains debatable at the same time. While importance of media cannot be denied, there is a pressing need to identify effective ways to enhance partnership between media and disaster management authorities.</li> <li>• The speakers are expected to highlight the role and responsibility of media while covering a disaster, and discuss who decides the ethics and responsible media coverage i.e.</li> </ul>	<ul style="list-style-type: none"> <li>• Research indicates that at times, media and disaster managers are in conflict for what should and should not be covered. However, media’s role in disaster management and communicating important information to both affectees and Government cannot be questioned. This session will explore the following questions:-             <ul style="list-style-type: none"> <li>➤ What is the role of media in covering a disaster?</li> </ul> </li> </ul>	<p>While media remains an important tool for information dissemination, and a power to mold opinions, international experiences shared in handling media after disaster need to be highlighted to bring harmony in disaster management efforts.</p> <p>Highlighting the role of media with specific reference to 2005 earthquake the session is expected to bring forth:</p>

<p><b>Media as a Friend or a Foe</b></p> <p><b>Challenges and Lessons Learnt from Effective Media Handling</b></p> <p><b>What Disaster Managers Need to Understand: Media Needs and Governmental Response</b></p>	<p>what media should cover and present to viewers/readers.</p> <ul style="list-style-type: none"> <li>• International studies indicate that Media and Disaster Management seem to differ on various issues. Speakers are expected to explore the relationship between Media and Disaster Managers to suggest a way forward for better communication and partnership to help communities.</li> <li>• Realizing the power of media and communication, the topic invites views on case studies, methodologies and experiences of handling media during and after disaster. The focus is on sharing experiences and knowledge that can help handle media effective, in future.</li> <li>• The topic aims at identifying main issues media persons face while communicating with disaster managers or covering a disaster. The emphasis is on identifying differences in approach and</li> </ul>	<ul style="list-style-type: none"> <li>➤ How to develop meaningful relationship between media and those handling disaster for effective management?</li> <li>➤ How media can be taken on board for benefit of affectees by understanding its demands?</li> <li>➤ How can sharing case-studies/research/international media handling experiences help understand the role of media in disaster management?</li> <li>➤ What lessons can be drawn both by media and disasters managers from the experience of managing disasters such as 2005 earthquake of Pakistan?</li> </ul>	<ul style="list-style-type: none"> <li>• ERRA's initiatives and efforts intended to incorporate media and information sharing with a view to ensuring: <ul style="list-style-type: none"> <li>➤ Accountability and effectiveness of strategy implementation.</li> <li>➤ Media's role as independent observer of ERRA's performance</li> <li>➤ Sharing experiences at international level for effective media handling for future disaster management</li> <li>➤ Understanding media expectations from disaster managers thus enhance understanding of media, which having</li> </ul> </li> </ul>
---	---	---	--

	communication between media and disaster managers, media terminology and expectations of media from authorities after a disaster.		academic and practical utility for those working in the field of disaster management.
<b>The session will be followed by a 15 minute Q&amp;A session.</b>	<b>For all the sessions speakers are to incorporate ERRA approaches with that of their work or their experiences handling media. This is expected to form the basis of shared international practices to generate knowledge and lessons for replication and institutionalization</b>		
<b>Key Recommendations/best practices, for the session, will be captured and shared at the end of the conference with the participants.</b>			