



United Nations
International Strategy for Disaster Reduction

Invitation to UNISDR media training, Tunis, October 2011

The UNISDR secretariat in collaboration with the Tunisian HFA focal point institution the Ministère of Agriculture and Environnement is organising media training for up to 15 disaster risk reduction national representatives.

The two-day training is co-financed by ECHO and will be held in Tunis on October 6 and 7. This is part of our efforts to raise awareness about how disaster risk reduction can save lives and protect livelihoods of communities and of nations from the impact of disasters. We would like to invite you to send a representative.

The aim of the intensive two-day forum is to help representatives to improve their interaction with the media, who are a vital partner for us in getting our message across to the people who need it. This will include lively, informal sessions, group debates, practical exercises that will make you think hard, and may also include a session of discussion and exercises with journalists.

The training follows a series of similar sessions around the world for government officials, as well as training for journalists to help them understand the key issues in disaster risk reduction, how to find good stories, and how to establish contacts with key DRR professionals who can provide them with accurate and timely information.

DRR representatives will participate in discussions and a series of practical exercises, designed and facilitated by an experienced journalist with knowledge of disaster risk reduction, that will help them understand how media works and can promote their national policies, programmes and activities. They may also the possibility to interact directly with national media.

Outline Agenda

Day One

- 0900 Introductions - Getting to know and working with media organizations
- 1045 Break
- 1100 What is your message?
Whose message is it?
- 1300 Lunch
- 1400 How will you sell your message to the media?
Practical exercises in developing a story idea and promoting it
- 1530 Break
- 1545 Group discussion
- 1630 Day review; preview of day two
- 1700 Close

Day Two

- 0900 Review and feedback
- 0930 How do you maintain and improve media relations at national level?
Individual brainstorming on cooperation
- 1045 Break
- 1100 Group work
- 1300 Lunch
- 1400 Helping each other: Round table discussion with journalists (to be confirmed)
Presentation of individual story ideas
- 1530 Break
- 1545 Questions and answers
- 1630 New standards and recommendations
- 1700 Closing discussion, evaluation forms, Close