



United Nations
International Strategy for Disaster Reduction



EUROPEAN COMMISSION



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“Towards a new approach to disasters from consequences to causes” Covering disasters from a disaster risk reduction perspective

National media organizations play an important role in promoting national disaster risk reduction (DRR) policies and programmes. To do so, however, they need to know what disaster risk reduction is about and to have established contacts with key DRR professionals who can provide them with accurate and timely information. At the same time, National Platform representatives need to be trained on how to better promote disaster risk reduction issues through the media at the national level.

In response to these needs, the United Nations International Strategy for Disaster Reduction (UNISDR), together with the support of the Thomson Reuters Foundation, the United Nations Regional Information Centre Brussels (UNRIC) and the European Commission’s Directorate General Humanitarian Aid and Civil Protection, will organize a media training from 15 to 16 November 2010 in Brussels.

The training will include two main sessions:

A first session on 15 November 2010 for media organizations only:

- To learn more about disaster risk reduction issues and how to report “differently” about disasters.

A second session on 16 November 2010 for National Platform representatives and media organisations:

- To explore better ways to interact and promote disaster risk reduction stories.

The training will take place in Brussels, Belgium at the UNRIC offices, Rue de la Loi 155, 1040 Brussels.

Participants of the two sessions will have the possibility to interact and exchange their experiences and expertise during the workshop. The media representatives will additionally have the opportunity to attend a joint briefing event on 15 November at 11 am on “The benefits of disaster risk reduction to reduce climate change impacts” with Margareta Wahlstrom, UN Special Representative of the Secretary-General for Disaster Risk Reduction and Kristalina Georgieva, EU Commissioner, International Cooperation Humanitarian Aid and Crisis Response in the lead-up to the upcoming climate change negotiations at the United Nations Climate Change Conference COP 16 in Cancun, Mexico.



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Overview of Training

Session 1 15 November	<u>Media training for media organisations only</u>
Schedule:	November 15-16
Theme to be addressed:	Covering disasters from a DRR perspective
Organizers:	Lead: UNISDR/ ECHO/UNRIC Co-Lead: Thomson Reuters
Background:	<p>Train 10 media from European print and TV outlets on how to cover disasters from a DRR perspective: "Towards a new approach to disasters from consequences to causes"</p> <p>The training will include a two-day training for media representatives. Based on the new manual to be released by ISDR in May 2011, media will participate in a series of practical exercises to better profile DRR issues in the news. Participants will also have access to a press conference on "The benefits of disaster risk reduction to reduce climate change impacts" before the climate change conference in Cancun. They will have also the opportunity to interact with their national DRR counterparts on 16 November 2010 during the second day session</p>
Session Objectives:	Improve media knowledge on disaster risk reduction
Session 2 16 November 2010	<u>Interactive session between media organisations and disaster risk reduction representatives</u>
Schedule:	November 16, 2010
Theme to be addressed:	How to better interact with media organizations to promote disaster risk reduction stories
Organizers:	Lead: UNISDR/ECHO/UNRIC Co-Lead: Thomson Reuters
Background:	<p>Train DRR national representatives from National Platforms for Disaster Risk Reduction on how to better interact with media organisations "Towards a new approach to disasters from consequences to causes"</p> <p>DRR representatives will participate in a series of practical exercises that will help them understand how the media works and can promote their national policies, programmes and activities</p> <p>They will have also the possibility to interact directly with their national media counterparts</p>



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Session Objectives:	Improve the media relations between national DRR representatives and national media
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National Platform Participants

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Agenda for UNISDR journalism training, Brussels, 15-16 November 2010

Monday 15 November

Venue: United Nations Regional Information Centre (UNRIC)
Residence Palace, Bloc C2, 8th floor, Rue de la Loi 155, 1040 Brussels

0845 Meeting at UNRIC

0900 Welcome and introductions
Introduction of trainer, ISDR staff
Journalist introductions
Is there any such thing as a natural disaster?
Why are you here? The aims of the training
Outline of schedule
Journalists' wants and needs
Any questions?

**1000 Speaker: Brigitte Leoni, Head of Communications,
United Nations International Strategy for Disaster Reduction**
What is disaster risk reduction? The main things you need to know
UNISDR: Who we are, what we do and why we do it
Hazards and disasters: What is the difference?
What turns a hazard into a disaster?
The process approach

Questions

Venue : European Commission, Berlaymont Building,
9th floor, Room No S9, Rondpoint Schuman, Rue de Loi 200, 1040 Brussels

1100 Joint Briefing Event
"The benefits of disaster risk reduction to reduce climate change impacts"
with Margareta Wahlstrom, UN Special Representative of the Secretary
General for Disaster Risk Reduction and Kristalina Georgieva, EU
Commissioner, International Cooperation Humanitarian Aid and Crisis
Response

Venue : United Nations Regional Information Centre (UNRIC)
Residence Palace, Bloc C2, 8th floor, Rue de la Loi 155, 1040 Brussels



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- 1200** **Lunch break**
- 1330** Disasters: your experiences and your countries
Most common types of hazards and disasters
- 1500** DRR – what the UN is doing
DRR – how do the media fit in?
What makes news?
Is DRR news?
What is the best kind of DRR stories?
- 1600** **Break**
- 1615** What can I report now?
The last mile
Covering disasters from a different angle
Myths and clichés
The aftermath: learning from events, holding to account
- 1700 - 1730** News standards and values
Questions and discussion
Review of today, preview of tomorrow’s training
Learning points

Tuesday 16 November

Venue : United Nations Regional Information Centre (UNRIC)
Residence Palace, Bloc C2, 8th floor, Rue de la Loi 155, 1040 Brussels

Session with National Platform (NP) representatives

- 0900** Introductions
Getting to know and working with media organizations
- 1000** How do you maintain media relations at national level?
- 1045** **Break**
- 1100** How to improve media relations at national level
Individual brainstorming on cooperation
- 1300** **Lunch**



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| 1400 | Feedback
Helping each other: Round table |
| 1500 | New standards and recommendations |
| 1600 | End of session with DRR representatives
Review
Did we meet the aims
Learning points
Evaluation forms |
| 1700 | Close and hand in of evaluation forms |

For more information please contact:

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