“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.
### Overview of Training

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Media training for media organisations only</th>
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</thead>
<tbody>
<tr>
<td><strong>15 November</strong></td>
<td></td>
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<tr>
<td>Schedule:</td>
<td>November 15-16</td>
</tr>
<tr>
<td>Theme to be addressed:</td>
<td>Covering disasters from a DRR perspective</td>
</tr>
<tr>
<td>Organizers:</td>
<td>Lead: UNISDR/ ECHO/UNRIC Co-Lead: Thomson Reuters</td>
</tr>
<tr>
<td>Background:</td>
<td>Train 10 media from European print and TV outlets on how to cover disasters from a DRR perspective: &quot;Towards a new approach to disasters from consequences to causes&quot; 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</td>
</tr>
<tr>
<td>Session Objectives:</td>
<td>Improve media knowledge on disaster risk reduction</td>
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<thead>
<tr>
<th>Session 2</th>
<th>Interactive session between media organisations and disaster risk reduction representatives</th>
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<tbody>
<tr>
<td><strong>16 November 2010</strong></td>
<td></td>
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<tr>
<td>Schedule:</td>
<td>November 16, 2010</td>
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<td>Theme to be addressed:</td>
<td>How to better interact with media organizations to promote disaster risk reduction stories</td>
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<td>Organizers:</td>
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<td>Background:</td>
<td>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&quot; 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 They will have also the possibility to interact directly with their national media counterparts</td>
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</table>
Session Objectives: Improve the media relations between national DRR representatives and national media

National Platform Participants

<table>
<thead>
<tr>
<th>Country</th>
<th>Participant Name</th>
<th>Email Contact</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
### Media Participants

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</tr>
</thead>
<tbody>
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</tr>
<tr>
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</tr>
</tbody>
</table>
## 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>0845</td>
<td>Meeting at UNRIC</td>
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</table>
| 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 |
| 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
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

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**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
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

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