



Gravitazz Institute

For disaster reduction and emergency management

Training Outline:

Disaster Risk Reduction Information Systems: Managing Media Relations, Public Awareness and Communication for Emergency Preparedness and Response

Disaster Managers have the challenge of focusing on their work and often neglecting the role of the media. Media practitioners often report on disasters with very little or background or experience in the field. This often leads to distorted reporting. This training focuses mainly on how to be proactive and manage DRR communications, as well as relations with the media. It also enables media practitioners to understand disasters better and how to report on them by working with experts in the field.

Target Audience: This training is meant for practitioners, decision and policy makers working in emergency and disaster management, volunteers and staff working with organizations tasked with communications and external relations. This includes individuals working with government institutions, NGOs the UN, intergovernmental bodies and the private sector. Students and young professionals who would like to increase their knowledge in the field are also welcome.

Duration: 3 days

Language: English

PLEASE NOTE:

This course can be customized for your institution upon request.

About this Course

This course will cover the importance of media relations in emergencies as well as the coordination and capacity building mechanisms in media relations (e.g. working committees, media trainings, social media). It will also give insight to participants on how best to incorporate the ubiquitous presence of media to the advantage of the disaster team; how to give an effective interview; how and where to establish a media center; and the importance of sensing what will make the strongest visual or textual impact.

Expected Outcomes

The aim of the course is to bridge the gap between disaster managers and media officials before, during and after disasters. It also aims at identifying key issues in establishing good coordination and efficient flow of information from government and other stakeholders sources for media during emergencies.

Proposed Content

NOTE: *This content is subject to change and can be customized for your institution upon request.*

Session 1: Introduction

- Positive Role of the Media
- Negative Role of the Media
- Local versus National Media
- Effect of the News Media

Session 2: Principles and techniques of effective communication

- Importance of the News Media
- Techniques for Dealing with the News Media

Session 3: Social Media - Asset, Threat or Distraction during a Crisis?

- What is social media
- Impact of social media in emergency situations
- Use of social media before, during and after disasters
- Advantages of using social media

Session 4

- Preparing for interviews.
- First practice interviews
- Review practice interviews. What worked? What can be improved?
- Fine tune messages, seek interview opportunities, get organizational support
- Second practice interviews and critiques. Lessons learned
- Working with the media

Session 5

- Principles of information provision
- Preparing media briefs
- Sample news release template
- Potential media communication outlets
- Factors to consider for reaching the target effectively
- Evaluating messages and performance
- Evaluation of media coverage

Session 6

- Media communication competencies
- Personal and professional characteristics of designated lead spokespersons
- Pitfalls of dealing with media in emergencies
- Ethical issues involved in media reporting during emergencies
- Measures that can sustain media interests before and after disasters

Training fee

The **course fee of \$800 per participant** covers the course tuition, training materials, two break refreshments, lunch, and study visits. A **discount of \$150** will be applied should an organization decide to cover venue and catering costs for the 3 days of the trainings.

All participants will additionally cater for their travel expenses, accommodation, visa application, insurance, and other personal expenses. Accommodation and shuttle services can be arranged upon request. Gravitazz will also provide invitation letters for the trainings should it be necessary.

Payment Information

Payment should be transferred to Gravitazz Institute bank account (See details below) 15 days before commencement of training. Please send proof of payment to info@gravitazzcontinental.com

Account Holder: GRAVITAZZ CONSULTING PTY LTD

Bank: FIRST NATIONAL BANK (FNB)

Account Number: 62598532862

Branch Name: GREENSTONE

Branch Code: 201510

* **Swift Code** (for international payments): FIRZAJJ