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**Towards a «Global Network of media for
disaster risk reduction»**

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Current context

- **Media are essential ISDR partners to implement the Hyogo Framework for Action which provides the Framework to address DRR issues at the community level**
- **Working with media is part of the ISDR advocacy core function**
- **Building a “Disaster Risk Reduction Movement” cannot be done without the active participation of media**
- **Setting up Networks is the best way to reach more people at the same time with the same approach**

Media and Disaster Risk Reduction

Media plays three important roles in raising the profile of disaster risk reduction among different audiences

- ✓ **An information role before, during and after disasters**
- ✓ **An active role in the early warning chain before and during disasters**
- ✓ **An educational role before and after disasters**

What can media do?

- They can investigate on potential disaster risk and alert people about the dangers they face before disasters
- They can raise awareness about the issue and question the performance of decision makers
- They can inform people about the importance of mitigation and preparedness before disasters
- They can inform people during disasters and avoid people panicking
- They can help educate populations on their risks and vulnerabilities
- They can contribute to a shift from a culture of reaction to a culture of action and safety

Why a media network?

- Recent disasters have generated an interest and a demand from the public at large for more info on DRR
- Disasters are in the daily news. 375 disasters occurred in 2007. An average of 200 millions have been affected every year by disasters caused by natural hazards in the past decade
- The current trends show that people's vulnerability to disasters is increasing due to two main reasons: climate change and the mega cities phenomenon. Nearly 3 billion people live in coastal area. 13 of the 15 largest cities in the world are located by the sea.

Proposed Goal and Objectives for the Global Media Network

Goal

- **Contribute to the growing global effort to reduce the impact of disasters, and build disaster resilient communities.**

Objectives

- **Create a partnership where disaster communication professionals and media organizations can dialogue and be committed to work together in order to promote a new approach in disaster news coverage**
- **Find concrete and innovative ways to make disaster risk reduction a newsworthy issue and a catchy news/feature story**

Proposed Structure

- **The advisory group of the Global Media Network based in Geneva will first establish the network and provide general guidance on how to increase DRR coverage in printed, televised and radio media**
- **Will create similar regional and local network based on the same approach and structure with regional coordinators**
- **Will engage more individuals, institutions, universities to participate in it**

Expected results

- **Increase the quality and the quantity of DRR coverage**
- **Win the media's full and effective support to build a culture of safety**
- **Convince journalists to cover a “prevention angle” everytime they cover a “ disaster story”**
- **Develop new partnerships, ideas and formats to boost DRR coverage**
- **Show a real added-value**

How can we work with your network?

Sensitizing media on DRR gender issues

- **Organising media workshops on the issue**
- **Working with targetted women magazines, TV programmes and radio to boost a gender approach in disaster risk reduction issues**
- **Informing and educating women about the role they can play in disaster risk reduction**
- **Develop specific programmes tailored to women audiences**

Thank you