

Training Workshop Disaster Reporting 29th May 2019



ASIAN DISASTER PREPAREDNESS CENTER (ADPC)

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Introduction

In the wake of any disaster, timely and credible information plays pivotal role for an informed response. Since the media forges a direct link between the public and responders, play a very important role in disseminating vital information. Disaster reporting by print and electronic media at various stages provides disaster managers with necessary information for better preparedness and timely response but also empowers hazard-prone communities to hold public and private entities accountable. To help the media fulfill these roles, effective working relationships between the media and responders plays a pivotal role. Experience shows that regular interactions with the media before a disaster strikes, aids the effective flow of information and lays the groundwork for effective working relationships in the aftermath of a disaster. Awareness through media continues to be one of the most important component yet the local media give a very lukewarm response and consequently the general public is often the least informed and involved in preparedness for response.

Keeping in view the significance of media and in continuation to government's policy on media engagement, National Disaster Management Authority (NDMA) and National Humanitarian Network (NHN) with support of Asian Disaster Preparedness Centre (ADPC) are making an endeavor to intrigue opportunity for the media, government and local civil society to work together to support mutual interests. In this context a media workshop to discuss "Disaster Reporting" is being organized on 29th May 2019 at Islamabad. The initiative is being implemented under the program titled "Strengthening Emergency Response Capacity of Local Humanitarian Actors in Asia". The project is being implemented through Asian Preparedness Partnership (APP) and Pakistan Resilience Partnership (PRP) formed at country level and being funded by Bill and Melinda Gates Foundation (BMGF).

Workshop Objectives

The workshop was organized to achieve the following objectives:-

- Clarify media perceptions regarding roles/functions of disaster management authorities at national, provincial and district level.
- To highlight the disaster risk reduction measures taken at country to mitigate the effects of disaster.
- To develop formal or informal institutional partnerships amongst all stakeholders.
- Streamline/develop an understanding regarding role of/expectations from the media in disasters and consequent impact on public awareness/perception.
- Highlight current gaps of communication in the media reporting in disaster-prone areas.

Participants

Media persons from all nation & provincial electronic and print media houses were invited through PRP media focal person. Other than media persons, government officials from various department,

representatives from local NGOs, private sector and academia responsible for media management were also invited for the workshop. List of participants is attached at Annex "A". Following is the summary of individuals who attended the Workshop:-

Departments/Organizations	Participants		
	Male	Female	Total
Media	31	3	34
Government	4	3	7
NGOs	4	1	5
Private Sector	1	-	1
Academia	3	-	3
Total	43	7	50

Workshop Schedule/Activities

Following schedule was followed:-

Time	Activity	Responsibility
14:00 - 14:15	Registration	PRP
14:00 - 14:30	Inaugural session	PRP
14:30 - 14:45	Workshop objectives & proceedings by Brig. Sajid Naeem (Retd)	
14:45 - 16:30	Session 1: Understanding DM system & Disaster risk reduction measures Moderator - Brig. ® Sajid Naeem, ADPC Panelists and topics · Brig. Mukhtar Ahmed - DM system and humanitarian coordination mechanism (40 mins) · Mr. Idress Mahsud - Disaster risk reduction measures by DMAs (50 mins) · Question & answer (15 mins)	
16:30 - 18:30	Session 2: Disaster reporting & Role of media in public awareness Moderator - Brig. ® Sajid Naeem, ADPC Panelists and topics · Dr. Syed Abdul Siraj - Disaster reporting techniques and ethics of disaster reporting (50 mins) · Dr. Zubair Iqbal Ghouri - Role of media in public awareness (50 mins) · Question & answer (20 mins)	
18:30 - 19:00	Closing remarks, certificate distribution and group photo	PRP
1900	Iftar cum dinner	PRP

Facilitators/Resource Persons and Specialization

Based on the agenda, following resource persons were engaged: -

- Brigadier Mukhtar Ahmad
- Mr. Muhammad Idress Mahsud
- Dr. Syed Abdul Siraj
- Dr. Zubair Iqbal Ghouri

Logistical Arrangements

Logistical arrangements for the workshop were done by PRR/NHN. The preparation for the workshop, request for funding support from SPO, invitation to resource persons/ facilitators and participants was undertaken by PRP team.

Proceedings of the Workshop

- **Inaugural Session**

The proceedings of the workshop commenced with the recitation of Holy Quran followed by the welcome remarks by Mr. Sajid Naeem, Country Manager ADPC. He welcomed the participants and thanked NDMA and Information Department for their whole hearted support to PRP in organizing and conducting this important workshop. Brig. Mukhtar Ahmad, Member NDMA, the chief guest for opening ceremony in his opening remarks thanked PRP and ADPC for organizing the workshop. He emphasized on the role of media during all phases of disaster management. He also urged the participants to avail this opportunity to enhance their knowledge.

The objectives and proceedings of the workshop were covered by Mr. Sajid Naeem, Country Manager ADPC. He explained to the participants the purpose of the training and the expected outputs. He also gave a rundown of the scheduled activities.

- **Sessions.** The workshop consisted of two sessions. Themes for both sessions were covered by two panelists each followed by question & answer. Mr. Sajid Naeem moderated all the sessions.

- **Session 1: Understanding DM system & disaster risk reduction measures.** The topic was covered by Brig. Mukhtar Ahmed and Mr. Muhammad Idress Mahsud.

Brig. Mukhtar Ahmad explained the existing disaster management system in Pakistan and enlightened the participants regarding existing disaster management structure at national, provincial and district level. He also elucidated the existing humanitarian coordination mechanism. He also elaborated the country's hazard profile and impact of climate change being faced by Pakistan and also discussed the steps taken by NDMA with regards to various activities of DRM cycle.

Mr. Muhammad Idress Mahsud in his presentation talked about the background of how disaster risk management was handled before National Disaster Management Act 2010. He also gave an overview of the existing frameworks and National Disaster Management Plan and explained the funds available to undertake the preparedness activities and how can these be utilized by all stakeholders. He also explicated the disaster risk reduction measures taken by DMAs and role media can play in implementation of disaster risk reduction interventions

- **Session 2: Disaster reporting & role of media in public awareness.** The topic was covered by Dr. Syed Abdul Siraj and Dr. Zubair Iqbal Ghouri.

Dr. Syed Abdul Siraj during his presentation focused on critical issues relating to disaster reporting in Pakistan. He elaborated the role of media during all phases of disaster management. He discussed about the ethical guidelines for media workers and importance of ethically sound disaster reporting. He also highlighted through example the instances of unethical reporting and general research findings on Pakistan media ethical perspective.

Dr. Zubair Iqbal Ghouri during his presentation explained about the role of media in public awareness and how media can facilitate the disaster management institutions in awareness campaign. He also talked about the expectations of institutions from media and how media can achieve the desired results to support the institutions.

- **Closing Ceremony and Certificates Distribution.** Brigadier Mukhtar Ahmed, Member (Operations), NDMA graced the occasion as chief guest. Mr. Sajid Naeem thanked the participants for their participation & their valuable contribution during the training. He also thanked NDMA and NHN for their assistance in organizing and conducting this important event. Speaking at the occasion, Brigadier Mukhtar Ahmed thanked PRP for conducting this important event and appreciated the level & interest of participants. He also thanked ADPC for their support for the event. At the end, he distributed the certificates amongst the participants.

Picture Gallery



Inaugural session of the workshop

Sessions



Presentations by Brig. Mukhtar Ahmed



Presentations by Mr. Muhammad Idrees



Presentations by Dr. Syed Abdul Siraj



Presentations by Dr. Zubair Iqbal Ghouri



Certificate Distribution by Brig. Mukhtar Ahmed, Member (Operations) NDMA



Participants Group Photo

Participants List

Ser	Name of Participant	Gender	Designation	Organization/Department	E-mail	Phone
Media (34)						
1.	Ali Abbasi	Male	Reporter	Aaj TV, Islamabad	aliabasi@gmail.com	0345-9546988
2.	Bilal Junjua	Male	Reporter	ARY News, Islamabad	junjuajournalist@gmail.com	0333-6847601
3.	Muhammad Nouman	Male	Reporter	ARY News, Islamabad	nouman_m@yahoo.com	0332-5524934
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5.	Abbas Ali	Male	Chief Reporter	Capital TV, Lahore	a.abbas0007@gmail.com	0346-3160007
6.	Muhammad Mubeen	Male	Bureau Chief	Channel 5, Lahore	mubeen.mohd@gmail.com	0308-5261801
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14.	Saeed Ahmed	Male	Reporter	Geo News, Islamabad	saeed_ahmed@gmail.com	0333-1030210
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16.	Malik Nisar	Male	Reporter	Geo News, Islamabad	m_nisar@yahoo.com	0301-5446539
17.	Muhammad Uzair	Male	Reporter	Radio Bunner, Buner	uzairkamalzur@gmail.com	0342-0477226
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25.	Eman Fatima	Female	Reporter	Daily Aaj, Islamabad	fatima77@hotmail.com	0345-9588684
26.	Muhammad Hussain	Male	Reporter	Daily Asas, Islamabad	dr.m.hussain0300@gmail.com	0300-6625887
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28.	Shakeel Ahmad	Male	Reporter	Daily JinnaJ, Buner	sjakeelnumeri933@gmail.com	0346-3687284
29.	Azam Khan	Male	Chief Reporter	Daily Pakistan, Islamabad	azamkhan18@gmail.com	0301-5254148
30.	Haroon Khan	Male	Reporter	Manzul Radio, Buner	k.haroon78@yahoo.com	0346-5558866
31.	Faisal Shahib	Male	Reporter	Nawai Waqt, Pakistan	faisal.nw@gmail.com	0332-1578478
32.	Saba	Female	Photographer	Saba Fine Arts, Islamabad	saba0078@hotmail.com	0332-8979901
33.	Khurram Mehmood	Male	Reporter	The Nation, Islamabad	khurram_mehmood@gmail.com	0321-5157470
34.	Muhammad Shoaib Khan	Male	Correspondent	Tuck International Magazine, Islamabad	m.shoaib-khan@live.com	0323-5404807
Government (7)						
35.	Hamid Javaid	Male	Director	PID, Islamabad	hamidjavaidawan@gmail.com	0333-5293590
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Civil Society Organizations (5)						
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46.	Muhammad Naseer	Male	Data Analyst	SPO, Islamabad	naseer@spopk.org	0323-5257128
Private Sector (1)						
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Academia (3)						
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