

# Session Overview

## Media In Disaster

- Different Roles of Media
- Predictable Response Patterns
- Case Examples
- Media as Friend and Foe
- Planning Techniques
- Surviving a Press Conference

# Three Media Roles

- Warning Role
- Evaluation Role
- Expectations Role

Source: Wilkins, Lee. 1993. "The Mass Media, Disasters and Risk: Entwining Communication and Culture." Pp. 118-130 in *Proceedings of the United States—Former Soviet Union Seminar on Social Science Research on Mitigation For and Recovery From Disasters and Large Scale Hazards*, edited by E.L. Quarantelli and Konstantin Popov. Newark, Delaware: Disaster Research Center, University of Delaware.

# Workshop Tasks

- Group 1 – What were the locations and key features of the two disasters studied by Wilkins (2000)?
- Group 2 – What four predictable patterns in media coverage of disasters did Wilkins (2000) document?
- Group 3 – What differences in national versus local media responses did Wilkins (2000) document?
- Group 4 – What are the implications for emergency managers of Wilkins' (2000) research?

# Ten Main Themes In Media Coverage of WTC Attacks

- Context – 1%
- Diplomacy – 7%
- Impact – 6%
- Investigation – 10%
- Military – 19%
- Mitigation – 4%
- Reactions – 10%
- Reconstruction – 2%
- Response – 4%
- Restoration – 3%

Source: Rodrigue, Christine M. 2003. "Representation of the September 11<sup>th</sup> Terrorist Attacks in the Online Edition of the *Los Angeles Times*. Pp. 521-558 in *Beyond September 11<sup>th</sup>: An Account of Post-Disaster Research*. Natural Hazards Research and Applications Information Center, Public Entity Risk Institute, and Institute for Civil Infrastructure Systems. Special Publication No. 39. Boulder, Colorado: Natural Hazards Research and Applications Information Center, University of Colorado, pp. 528-529.

# Media As Friend

- Disaster Warnings
- Disaster Information
- Stimulation of Donations
- Stimulation of Mitigation
- Victim Status Information
- Withholding and Delaying Decisions

Source: Adapted from Auf der Heide, Erik. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby, pp. 217-224.

# Media As Foe

- Demands for Resources
- Demands for Facilities
- Demands on Officials
- Distortion of Facts
- Interference With Operations

Source: Adapted from Auf der Heide, Erik. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby, pp. 217-224.

# General Techniques For Planning Media Relationships

- Disaster Education
- Involvement
- Survival
- Single Point of Contact
- Pool Reporters
- Communication Equipment
- PIO

Source: Adapted from Auf der Heide, Erik. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby, pp. 235-236.

# Recommendations For PIOs: Pre-Event

- Designate PIO
- Brainstorm
- Communication Plan
- Assign Roles
- Training
- Web Page Development Training

Source: Adapted from Telg, Ricky. 2000. *Getting the News Out in Times of Disaster*. Gainesville, Florida: Department of Agricultural Education and Communication, Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida, pp. 2-3.

# Recommendations for PIOs: Response

- Categorize Information
- Local Over National
- Recognize Information Needs
- Consider Pool Coverage
- Designate Contact Point
- Provide Resources
- Stay “On the Record”
- Document

Source: Adapted from Telg, Ricky. 2000. *Getting the News Out in Times of Disaster*. Gainesville, Florida: Department of Agricultural Education and Communication, Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida, pp. 3-4.

# Press Conference Techniques

- Be Prepared
- Be Wary of “Off-the-Record” Comments
- Be Honest
- Manage Ambiguity
- Relate to the Audience
- Take the Initiative
- Use a Team Approach
- Make Special Presentations for Television
- Prepare for Telephone Interviews
- Remember the Interviewee’s Bill of Rights

Source: Adapted from Auf der Heide, Erik. 1989. *Disaster Response: Principles of Preparation and Coordination*. St. Louis, Missouri: C.V. Mosby, pp. 217-224.