The Role of Mass Media for Disaster Management

By

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What is mass media?
The mass media are diversified media technology that are intended to reach a large audience by mass communication.
The role of mass media during disaster

Media’s role can and should be part of each of the phases related to natural disasters. In the first phase, proper training for media organizations and media professionals on how to report on natural disaster are needed.
Journalistic Training

A training that will be addressed to the Student University, Senior High School, and general society with the aim of giving learning about the right role of journalism during Disaster management to prevent community misunderstanding.
Our Action Plan

We will hold and arrange a **Journalistic Training** based on disaster management for the community.
Background

1. The role of mass media which is not in the right way during disaster
2. Uncontrol management information about disaster
• Give exact Information learning about disaster (pre and post) how to report on natural disasters are needed
One day training involved

1. Grand Summit which discusses about
   “The Role of Mass media in natural disaster“

2. Room summit:
   - Journalistic Training (2 speakers)
   - Media Center during disaster (2 speakers)

3. Simulation
Journalistic Training

• Who
  Main Target Audience:
    communication college student
  Second target audience:
    General Community

• How
  Grand summit and Room Summit
  Methods: discuss, workshop, simulation
Faculty of Social and Political Science
Hall | Diponegoro University |
Semarang, Central Java
People

- Keynote speaker: the best news anchor in Indonesia (Mutia Hafidz, Najwa Shihab, Bayu Setiyono, Rosiana Silalahi etc)

- Room summit speaker: journalist from mass Media in Indonesia (Suara Merdeka, Tempo, Kompas etc)
BUDGET

- Accomodation: 500 USD
- Logistics: 300 USD
- Publication (poster, etc): 50 USD
- Consumption: 200 USD
- Print, photo copy (etc.): 50 USD

Budget Estimation

Rp. 11.000.000,- (1100 USD)
Timeline

Looking for partner of organization (October 2013)

Preparation (November 2013)

Committee recruitment (November 2013)

Publication (Nov 2013-January 2014)

Action (February 2014)

Evaluation (one week after action)
Evaluation

• How many participants
• How many articles (online – conventional) that will be made about disaster
• Participant’s feedback after this event
Key Outputs

• Provision of one day training in journalism as a form of communication during disasters, that will be held on February 2014 using a grand summit and room summit

• An evaluation report will be made as well.
Thanks for Listening

Terimakasih

Matur Nuwun

This is my thank you dance!

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