

GOOD ENOUGH GUIDE:

KNOWING THE MEDIA LANDSCAPE BEFORE AND AFTER A DISASTER

WHY?

UNCRC Article 17 (Access to information; mass media) says that children have the right to get information that is important to their health and well-being. Governments should encourage mass media – radio, television, newspapers and Internet content sources to provide information that children can understand and not to promote materials that could harm children. Mass media should particularly be encouraged to supply information in languages that minority and indigenous children can understand.

Even with the surge of different communication tools, messages for children and youth are often left out or not given importance which creates gaps in building awareness of children on vital information that could help them save their lives or others' lives. Knowing the media landscape of crisis-affected communities before and after a disaster helps in better understanding the effective ways of communicating with children. Information about the availability, access and reach of various media platforms enables communities and aid agencies make better communications plan and strategy.

WHAT?



The key components of 21st century media landscape are divided in five (5) categories:¹

1. Print – National newspapers, regional newspapers, local news, consumer magazines, periodicals
2. Radio – National, local, regional, community
3. Television – National and regional
4. Internet websites – news portals
5. Citizen Journalism- Blogs, social media

Before a disaster, how do we see the above-mentioned categories in influencing communication with children affected by disaster? Are the platforms able to respond to children's information needs? When a disaster strikes, there is a possibility of disconnection. How do we look at ways where the crisis-affected children and their communities are still able to send out messages and information vital to save lives?

WHEN?

BEFORE DISASTER /PRE CRISIS

- Strengthen disaster preparedness measures and actions in the areas of communicating with communities.
- Refer to the pre-crisis information when you do humanitarian response programming and planning

AFTER DISASTER / POST CRISIS

- Do a rapid assessment of the media landscape to aid your information provision plans. The first 72 hours after a disaster is critical. You may need to provide life-saving information to crisis affected communities, including children. You may integrate the process in the rapid damage needs assessment or any basic rapid assessment activities being done by your organization or institution

HOW?

- Integrate media landscape to your pre crisis or post crisis assessment tools by developing questions relevant to media presence, community access, trust and satisfaction, and preferences. You may opt to use various methods (Focus Group Discussion or FGDs, observations, Key informants interviews, and review of secondary information of assessment) depending on context, time, resources and target groups

REFERENCES

Impact Measurement and Accountability Measurements: The Good Enough Guide, 2007 (<https://www.alnap.org/help-library/good-enough-guide-impact-measurement-and-accountability-in-emergencies>)

Communicating with Children, UNICEF (<https://www.unicef.org/cwcl/>)

¹ Understanding the Media Landscape Components