COMMUNICATION IS AID. IN TIMES OF CRISIS WELL-TARGETED INFORMATION CAN HELP SAVE AND SUSTAIN LIVES.

OVER THE LAST DECADE, THE PHILIPPINES CONTINUE TO ENDURE HUMANITARIAN CRISIS EITHER BROUGHT ABOUT BY HAZARDS CAUSED BY NATURAL EVENTS SUCH AS TYPHOONS, FLOODINGS AND EARTHQUAKES TO CALAMITIES BROUGHT UPON BY ARMED FIGHTING.

THIS HANDBOOK HOPES TO PROVIDE JOURNALISTS, ESPECIALLY LOCAL COMMUNITY MEDIA PRACTITIONERS, SOME SUPPORT IN COVERING ARMED CONFLICT AND BE ABLE TO PROVIDE AFFECTED COMMUNITIES WITH THE RIGHT INFORMATION AT THE RIGHT TIME.

THE COMMUNITY OF PRACTICE ON COMMUNITY ENGAGEMENT IN THE PHILIPPINES LOOKS INTO THIS FIELD GUIDE AS A CONTRIBUTION TO A MORE-INFORMED MEDIA COVERAGE OF THE LANDSCAPE OF HUMANITARIAN RESPONSE; AND A HUMANE, TIMELY, AND JUST TREATMENT OF DISASTER-AFFECTED COMMUNITIES.
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References:
• www.cdacnetwork.org
• DRRNetPhils Primer on the DRRM Act of 2010
• International Committee of the Red Cross
• Internews

This humanitarian reporting field guide is made possible under the project Disaster and Emergency Preparedness Program (DEPP) of the Communicating with Disaster Affected Communities Network (CDAC) in the Philippines.
On average, 22 tropical cyclones enter the Philippines each year, with at least six having significant humanitarian impact. From 2005 to 2015, a total of 97 storms affected 83 million people and caused nearly 16,000 deaths.

In Mindanao, a protracted conflict situation between Government and various armed groups is ongoing. In 2016 alone, 251,000 people were internally displaced due to armed conflict and violence.
The National Disaster Risk Reduction and Management Council (NDRRMC) is a multi-sectoral body composed of the heads of the different executive departments of government, government institutions, local government associations, civil society organizations, and the private sector. It shall oversee the DRRM system in the Philippines.

Chair: Department of National Defense (DND)
Vice Chair – Disaster Preparedness: Department of Interior and Local Government (DILG)
Vice Chair – Response: Department of Social Welfare and Development (DSWD)
Vice Chair – Prevention and Mitigation: Department of Science and Technology (DOST)
Vice Chair – Rehabilitation and Recovery: National Economic and Development Authority (NEDA)

Members of the Council include government agencies, the Executive Secretary, private groups and civil society organizations. Please refer to the NDRRMC website for current list of members.
In the local level, The Local DRRM Councils are found at the provincial, city, and municipal levels. The Barangay Development Council (BDC) shall assume the powers and functions of the council at the barangay level. The LDRRMC is composed of multi-sectoral and multi-agency members. LDRRMCs oversee the implementation of the Local DRRM Plans (LDRRMPs) formulated by Local DRRM Offices (LDRRMOs). Local DRRM Offices (LDRRMO) Local DRRM Offices sets the direction, development, implementation and coordination of DRRM programs and activities within their territorial jurisdictions. The LDRRMOs are established in every province, city and municipality (PDRRMO, CDRRMO and MDRRMO)

**NDRRM Framework**

The National Disaster Risk Reduction and Management Framework (NDRRMF) serves as the principal guide to disaster risk reduction and management in the Philippines. It shall be developed by the NDRRMC and is the basis of the National DRRM Plan (NDRRMP).
Alert Levels

Alert levels are raised according to the level of readiness to take on a response mission.

**Normal Situation**
- Agency Specific Action
- Agency Monitoring
- Agency Routine

**Alert Status: White**

**Action**
- Daily administrative and operational activities
- Continuous preparedness activities

**Early Warning**
- Detection
- Tracking
- Monitoring
- Early Actions
- Result of PDRA

**Alert Status: Blue**

**Action**
- Risk Analysis & Monitoring
- Minimum Preparedness Action
- Contingency Planning for Response

**Response Level 1**

**Operations**
- Result of PDRA-APP
- Response Level 3
- RC and/or IMT Activation
- Agency, Cluster, & Inter-Cluster Ops

**Alert Status: Red**

**Action**
- Response Cluster Operations
- Incident Management Team Operations
- Force Provider-Force Employer
- RDANA Operations

**Response Level 2 or 3**
Alert Levels

Alert levels are raised according to the level of readiness to take on a response mission.

White – Regular or normal operations, monitoring and reporting;

Blue – Stand-by readiness in preparation for a full-scale response operation. At least 50% of human and material resources are made available for duty or deployment;

Red – Highest level of readiness in anticipation of an imminent emergency situation, or in response to a sudden onset of disaster. In this condition, all human and material resources are made available for duty and deployment;

Response Levels

Level 1 Agency Response – in situations where response mobilizations are carried out within the bounds of a concerned agency only.

Level 2 Cluster Response – in situations that require inter-agency response within a concerned cluster.

Level 3 Inter-Cluster Response – in situations that require either a group of Response Clusters or the entire Response Pillar.
LEVELS OF DISASTER RESPONSE ACTIONS:

**LEVEL 1**
Agency Preparedness and Response Operations

**LEVEL 2**
Specific Cluster Preparedness and Response Operations

**LEVEL 3**
Inter-Cluster Preparedness and Response Operations

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**Pre-Disaster Risk Assessment-Actions, Plans & Protocols (PDRA-APP)**
- Risk Analysis & Monitoring
- Minimum Preparedness Action
- Advance Preparedness Action
- Contingency Response Planning

**Response Cluster (RC) & Incident Management Team (IMT) Activation**
- RDANA Operations
- Levels of Response
- Categories and Coordination of Actions during Emergency
- Force Provider-Force Employer

**Response Cluster & Incident Management Team (IMT) Deactivation**
- RR Cluster Operations
- Handover to LGUs
- Demobilization
- PDNA Operations
- Recovery & Rehab

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**Early Warning**
- Detection
- Tracking
- Monitoring
- Early Actions

**Disaster Operations**
- Landfall and sudden onset
- RC and IMT Activation
- Triggers of Actions
- Agency, Cluster, & Inter-Cluster Operations

**Early Recovery**
- Level of LCEs governance
- Diminishing Numbers of Evacuees
- Decreasing Number of SAR Ops
- Business Continuity
- Normalcy

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Cluster Approach System, Incident Command System (ICS), Humanitarian Civil-Military Coordination System (HumCMCoord), Co-Location Strategy
HUMANITARIAN AID

Much of the work of humanitarian missions complement existing government processes. In addition, these missions provide a system of check and balance and ensures that no sector is left unattended and vulnerable.

Humanitarian Actors

The United Nations system

The task of responding to humanitarian need resides principally with the United Nations Children’s Fund (UNICEF), World Food Program (WFP), United Nations High Commissioner for Refugees (UNHCR), United Nations High Commissioner for Human Rights (OHCHR), United Nations Development Programme (UNDP), and the World Health Organization (WHO).

Office for the Coordination of Humanitarian Aid (OCHA)

OCHA provides support for the Inter-Agency Standing Committee (IASC), and is also the focal point for coordination the UN Departments of Peacekeeping Operations (DPKO) and Political Affairs (DPA).

UN Cluster System

Under this system/approach, organizations gather according to their focus area.
• CCCMCluster
  • Lead: UNHCR – for refugees and IDPs during conflicts
  • Lead: IOM – for refugees and IDPs in natural disasters
• Early Recovery: UNDP
• Education: UNICEF/Save the Children Alliance
• Emergency Shelter
  • Lead: UNHCR – for IDPs from conflicts
  • Lead: IFRC – for IDPs from natural disasters
• Telecoms: WFP (it has the extensive logistical capacity including communications)
• Food Security: WFP/FAO
• Health: WHO
• Logistics: WFP
• Nutrition: UNICEF
• Protection: UNHCR

Protection sub-clusters
  • Child Protection – UNICEF
  • Gender-Based Violence – UNICEF/UNFPA
  • Housing, Land, and Property – UN-HABITAT
  • Mine Action – UNMAS
• WASH: UNICEF

Community of Practice (CoP)
The CoP provides strategic direction and technical support to any field-level working group on community engagement in an event of a major emergency.
Support includes improving two-way communication platforms, feedback avenues, accountability pathways, closing-the-communication-loop mechanisms, and common service partnerships and innovations in the use of various technologies for communicating with the affected communities.

“Communication is Aid”
**Information Saves Lives**

Disaster-affected communities are at the centre of our understanding of humanitarian crisis response. We need to focus on them and what they say about their own needs and solutions, and not only on what aid is being delivered.

**Why Information is Crucial**

- Before the crisis takes place, people need to know how to best prepare for a potential disaster.
- During the crisis, so they can make the best decisions for the safety and wellbeing of themselves and their families.
- After the initial crisis passes, so they can find out how to rebuild their lives and communities.

Communities need to tell their own stories, to say what they need and what they think, in their own voice. This affirms the dignity of those affected, promotes accountability for aid efforts on the ground, and can mobilize effective support from audiences outside the crisis area.

Understanding local dynamics is therefore key. Furthermore, some of the best stories are those of community resilience.

You as journalist, have a crucial role in all of these processes.

**The Crises Triangle**

The news media have become a major humanitarian actor in their own right, helping to frame the context within which government policy is formulated and humanitarian action is mounted. This interaction is called the crisis triangle.
The CNN Factor
The CNN factor is a term used to suggest a causal link between news media coverage and subsequent changes in policy and disaster relief by government and humanitarian agencies.

The news media are widely believed to exercise pressures on government policymakers, both directly and through the information provided to the public. Similarly, the media are widely thought to influence the work of humanitarian organizations. Media success in putting crises into the living rooms of potential donors and in augmenting the resources that aid groups have at their disposal is widely acknowledged.

Ferreting out the Truth
This section enumerates the myriad forms of information that clutters the news landscape. It is your duty as journalist to actively seek the truth.

Propaganda
Any message or information that aims to perpetuate and fortify the position of a specific ideology.

- Use of selective stories that come over as wide covering and objective
- Use of Partial facts, or historical context
- Reinforcing reasons and motivations to act.
- Narrow sources or “experts” to provide insights into the situation.
- Demonizing the “enemy”
- Using a narrow range of discourse

All propaganda must be so popular and on such an intellectual level, that even the most stupid of those towards whom it is directed will understand it...

Through clever and constant application of propaganda, people can be made to see paradise as hell, and also the other way around, to consider the most wretched sort of life as paradise.

- Adolf Hitler
Propaganda Strategies

- Incompleteness
- Inaccuracy
- Driving the agenda
- Milking the story (maximizing media coverage of a particular issue by the careful use of briefings, leaking bits of information to different media outlets, allowing journalists to piece the story together, and drive the story up the news agenda)
- Exploiting the notion that we want to believe the best of ourselves
- Perception Management (by using PR firms)
- Reinforcing existing attitudes
- Simple, repetitious, and emotional phrases (e.g. war on terror, axis of evil, weapons of mass destruction, shock and awe, war of liberation, etc)
- Partial information

Rumors
Rumor is a type of informal social communications, along with myths, legends, and current humor. Rumors can be viewed as stories that seem rational but that are steeped into speculation, in connection with a certain

Rumors can be used to disrupt the efforts of communication, civil affairs, or humanitarian action and disaster relief.

Spin
Is a generic term for strategic political communication that attempts to frame or re-frame an event or a statement in a way that is politically profitable for one side and detrimental to the other.
Nowadays journalists use “conflict” to refer to “war.” However, conflict seen from the perspective of humanitarian action, and does not escalate into violence, is a process that could lead to mutual understanding and respect between and among conflicting parties. As conflict brings about change, it is therefore imperative that the journalist understands and recognizes conflict in various settings in order to write accordingly.

**Feedback Loop**

Though the journalist’s role is to ferret out the truth, it shouldn’t end there.

The media’s relationship to the audience or to its greater public follows an endless cycle.

Every time you report, the impact of your story becomes a layer of memory or shared experience with the audience.

Over time, your own personal biases become layer-upon-layer of memories and/or shared experiences. This becomes the basis for audience’s action or attitude that is consistent with your own set of biases.

Thus, each time you depict Mindanao as a war-torn place, people who hear this type of news and, although may not have been to Mindanao, would naturally think that Mindanao is a chaotic place.

Media Attention

Event

Public Reaction

Feedback Loop

Media Consumers learn about media

Media Consumers produce events to get media attention (or kill journalists to get it)
Conflict & Violence

It is very important to recognize that conflict and violence are not the same. In the parlance of conflict reconciliation, conflict is a natural process that society or individuals go through. It is inevitable in a diverse community. However, violence is only an approach to address conflict and thereby can be avoided if parties decide to take non-violent action most often starting with the openness to dialogue as an option to resolve the conflict.

“Conflict is never the same as violence. Violence is an approach to resolve conflict. There are many other ways to address conflict”

A journalist who is aware of this difference is equipped with the understanding that parties fighting each other will have the chance to resolve their issues nonviolently thereby decreasing the number of innocent people to be affected by the escalation of violence.

Causes of Conflict

• Resources are scarce and not shared fairly
• There is little or no communication between conflict groups
• The groups have incorrect ideas or beliefs about each other
• Unresolved grievances from the past exist
• Uneven distribution of power

Violence

Consists of actions, words, attitudes, structures or systems that cause physical, psychological, social or environmental damage, and/or prevent people from reaching their full human potential.

Direct / Physical Violence

• Killing, Beating, Intimidation, Torture
Cultural Violence

- Hate Speech
- Xenophobia
- Myths and Legends of War Heroes
- Religious Justification for War
- Gender Discrimination

Structural Violence

- Institutionalized Racism or Sexism
- Colonialism
- Extreme exploitation
- Poverty
- Corruption and Nepotism
- Structural segregation

Conflict Sensitive Journalism

Media should enable communication and participation for all; give voice and make everyone listen in social and/or democratic processes; and, take responsibility for the impact of their report.

Through excellent journalism, the media should report stories that help to reduce conflict by providing points for discourse in a dialogue between and among stakeholders in conflict.
Role of Media in Conflict

Journalists are not directly involved in the conflicts they cover, they are simply objective reporters of events; the media plays a key role in every conflict, dramatically influencing events on the ground. Other functions include:

- Channelling information
- Educating
- Confidence-building
- Correcting misperceptions
- Making the other side human
- Identifying underlying interests
- Emotional outlet
- Framing the conflict
- Face-saving, consensus building
- Solution-building
- Encouraging a balance of power

The CSJ Framework

Foundation
- Freedom of Expression and Press Freedom
- Free and Unlimited access of information

Pillars
- Truth –Seeking
- Accuracy
- Relevance
- Presentations that make readers understand

Roof
- Democracy
- Human Rights
- Peace

Founded on Freedom and Access
Tools for Conflict
Sensitive Journalism

Timeline
A graphic that shows events plotted against a particular line.

Use this when people disagree about events, or don’t know each other’s history as a way of helping people to accept their own perspective as only part of the ‘truth.’

This tool will tell you that the conflict (or violence) observed is not a random event, but that it exists as a continuation of history.

Mapping
A technique used to represent a story graphically, placing the actors in relation both to the problem and to each other.

Impact Map
Indicate where the disaster has hit hardest. You may include estimates of destroyed buildings or damaged agricultural fields. Also include infrastructure that has survived, such as hospitals, schools, community centers, offices, and government buildings, and so on.

Conflict Map
Map where the conflict is taking place, fill in details such as: actors, dynamics, the action taking place, and what kinds of precautions need to be taken operating in or near these areas.

LEGEND:
- Strong Alliance
- Good Relationship
- Broken Relationship
- Conflict
- Third Party
Cooperation Map
Mark areas where communities have collaborated especially well in helping one another survive. You can include communities that have received help from outside the disaster zone, (e.g., from citizens in the capital city); anecdotes of communities that have overcome serious obstacles (e.g. repairing a bridge washed away by flood; providing shelter for a large number of displaced).

This is a means to generate anecdotes and, possibly, locate some potential stories.

‘Who’s Helping?’ Map
Mark areas where aid is being received, whether from government or from international, national, or local NGOs (including UN agencies and so forth). Business charities or foundations, religious charities, national multilateral, or even militant organizations can also be included here.

The Onion
A way of analyzing what different parties to a conflict are saying.

Use this to move beyond the public position of each party and understand each party’s positions, interests and needs, and to find the common ground between groups that are in conflict.

Use this to categorize (into Positions, Interests, and Needs) what the parties are saying.

Positions – What they say they want.
Interests – What they want, (really?)
Needs – What they actually need.
The ABC Triangle
An analysis of factors related to attitudes, behaviors, and contexts for each of the parties in conflict. This assumes that the conflict perceived by major stakeholders is just the tip of the iceberg, and that below the surface provides more clues about the true nature of conflict.

- **Attitude** – mindset or worldview intrinsic to each person. Inward process.
- **Behavior** – overt actions or series of actions that are manifested and observable.
- **Context** – past experiences that led to specific behaviour. Both inward and outward.

Journalism Practice

**Be Prepared**
Sometimes the media become a drain of the meager resources of government and relief organizations that are intended for disaster-affected communities and their own staff.

**Do not over-extend your welcome.**
A disaster coverage is not a party where you will always get free meals, refreshments, and bottomless cups of coffee.

**Bring your own baon**
This is a no-brainer. Disaster-affected communities have scarce resource, especially after a massive flood where groceries are inundated and transportation links.
Journalism Practice are destroyed. Bring crackers, energy bars, and drinking water. These should tide you over during times when you are nowhere near your next meal.

**Setup your own remote office**
EOCs are intended for disaster response activities. Computers, facsimile machines, photocopiers, telephones and internet are setup to make government coordination efficient and timely. These are not for your convenience so you could beat your deadlines.

**Bring extra batteries**
Electronic gadgets make covering disasters no longer as daunting as before. However, if you intend to bring all your gadgets, be sure to also bring extra batteries.

**Arrange for your own transport**
This is never a problem for local journalists or those with local counterparts. To others, they tag along transports originally intended for relief and rescue missions. Arrange your own transportation by hiring tricycle drivers, or habal-habal for a day. You not only help yourself, you also help the community recover economically from the disaster they are in. What not to Write (under pain of death or lost reputation)

**Points where journalism fails**
Decontextualizing violence: focusing on the irrational without looking at the reasons for unresolved conflicts and polarization. Dualism: reducing the number of parties in a conflict to two, when often more are involved. Manicheanism: portraying one side as “good” and demonizing the other as “evil.” Armageddon: presenting violence as inevitable, omitting alternatives. Focusing on individual acts of violence while avoiding structural causes, like poverty, government neglect, and military or police repression. Confusion: focusing only on the conflict arena (i.e., the battlefield or location of violent incidents)
but not on the forces and factors that influence the violence. Excluding and omitting the bereaved, thus never explaining why there are acts of revenge and spirals of violence. Failure to explore the causes of escalation and the impact of media coverage itself. Failure to explore the goals of outside interventionists, especially big powers. Failure to explore peace proposals and offer images of peaceful outcomes. Confusing cease-fires and negotiations with actual peace. Omitting reconciliation: conflicts tend to reemerge if attention is not paid to efforts to heal fractured societies. When news about attempts to resolve conflicts are absent, fatalism is reinforced. That can help engender even more violence, when people have no images or information about possible peaceful outcomes and the promise of healing.

Yellow journalism, or the yellow press
A type of journalism that presents little or no legitimate well-researched news and instead uses eye-catching headlines to sell more newspapers.

Techniques include
- Exaggerations of news events,
- Scandal-mongering or sensationalism.
- Scare headlines in huge print, often of minor news
- Lavish use of pictures, or imaginary drawings
- Use of faked interviews, misleading headlines, pseudoscience, and a parade of false learning from so-called experts
- Emphasis on full-color Sunday supplements, usually with comic strips
- Dramatic sympathy with the “underdog” against the system.

“There is a way to facilitate peace, without losing journalism”
What not to Photograph or Video-Record (under pain of death or loss of job)

- Women & Minors (or children) in their birthday suit
- Women & Minors (or children) in all depictions of abuse, torture, or extreme suffering
- Naked, Charred, bloated, and/or floating bodies
- Bodies that depict extreme cases of trauma or serious injury that fall in the realm of “gore”
- All forms of mutilation
- Children and minors involved in crimes, illegal activities, and/or activities detrimental to their reputation and good name, such as but not limited to prostitution, gambling, drinking, smoking, theft, vagrancy, drug use and/or trafficking,
- Children combatants (faces should not be recognizable)
- Children engaged in violent acts such as torture, homicide, or cruelty to other children, animals, etc.

CSJ for Breaking News
(for reporters and ENG/SNG crews)

Breaking news are bragging rights of TV and radio reporters on the field. Oftentimes, in the excitement of out-scooping the other network, CSJ principles are tucked in the back seat and base instincts take over.

Here are some helpful tips to keep you on track:

- Always bear in mind the impact of your report
- Write down your report (I know you know)
- Use exact language
- Report only information that you yourself has personally verified
- There is no shame in revealing that you are in a safe area, away from dangers and or threats
- Avoid generalizations (kababaihan, kalakihan, etc.)
- In human-induced crises, avoid reporting law enforcement tactics, positions, and movements
- Do not release names of victims until families are duly informed
- During interviews (taped or live), NEVER start with a question like “Anong nararamdaman mo?” It simply reflects your lack of sensitivity and utter ignorance of the situation.
Sample Release Form

[Note: before asking to sign, read, translate, and explain in a language that will be understood by your subject and his/her guardian; such that the subject and/or guardian comprehends the implication of the waiver.]

Photo/Video Release Form

I, ________________________________ (Please print), grant permission to ________________________________ (Name of Agency / Photographer / Videographer) irrevocable and unrestricted right to reproduce the video/photographs taken of me, or members of my family for the purpose of publication, promotion, illustration, advertising or trade in any manner or in any medium.

Furthermore. I grant permission to use my statements that were given during an interview, with or without my name for the same purpose without restriction. I hereby release the above-named agency/photographer / videographer and their representatives for all claims and liabilities relating to said images and video; and I waive my right to any compensation.

I acknowledge that I am □ over the age of 18. □ the legal guardian of

Name (s):___________________________________

___________________________________________

Signature __________________ Date: ____________

Address:____________________________________

___________________________________________

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