

# Lifesaving Media Initiative (LMI)

To Enhance the Quantity and Quality of  
Media Presence in DRR

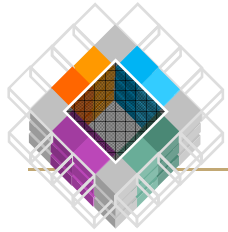
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NDMO of The I.R. IRAN



Before starting



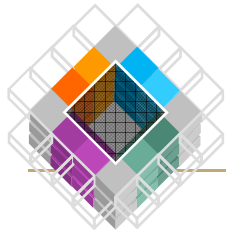
**An overview of the Media  
experiences Achieved from  
the earthquakes in Iran**



## The Media, as a catalyzer to Facilitate Disaster Management Efficient Structures

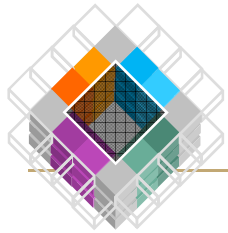
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- ☉ All over the world the disasters have had an important role in making new Structures, Meaning that usually after the occurrence of Human and Natural Catastrophes, efforts have been made to create plans but now is the time for the mankind to based on his knowledge and experience before the occurrence of the catastrophes to generate Disaster Management efficient Structures at the national and international Levels. As an example By comparing two devastating earthquakes, one in Rudbar (1990) and Bam (2003) because of the developed media networks in the next coming 13 years, media capacity building along with other factors, all together helped establishment of the National Disaster Management Organization (NDMO).



## The Media, Gives life to the human societies Sensitivity

- Frequency of Natural Disasters in the World Usually Decreases the Level of Sensitivity in the Human Societies. A Comparison of Public Donations in the frequent earthquakes of Iran shows that the media are an important factor for giving live to Human Dimensions for drawing .attention to Natural Catastrophes



## The Media, Moderates the concepts of people about the Government and vice versa

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- Meaning that making clear the priorities of public needs and the size and level of Governments' efficiency and potentiality, to decrease the gap between the real and virtual state of the people and the Government



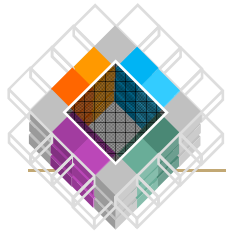
# The Media, are not Just a Tool in the Hand of Disaster Managers

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A successful Disaster management, is Consisting of a value Chain that the Media is like an important ring which is in relation and has to coordinate and effectively Interact with other rings in the chain, not only to be a tool in reach of the Disaster managers.

Formulating an integrated Plan for Action between the Media and Disaster Management System and Practicing it for Developing and making it more practical, Providing Frameworks and Patterns for Documentation of Incidents and to Define the Path and route for the usage, Holding Technical Sessions and meetings at the level of experts and also the managers a month after the occurrence of the Incidents and evaluation and assessment of the challenges and a **SWOT** on the Information Giving Processes in the Incidents are all examples for Interaction between the Media and Disaster Management System in Higher Levels.

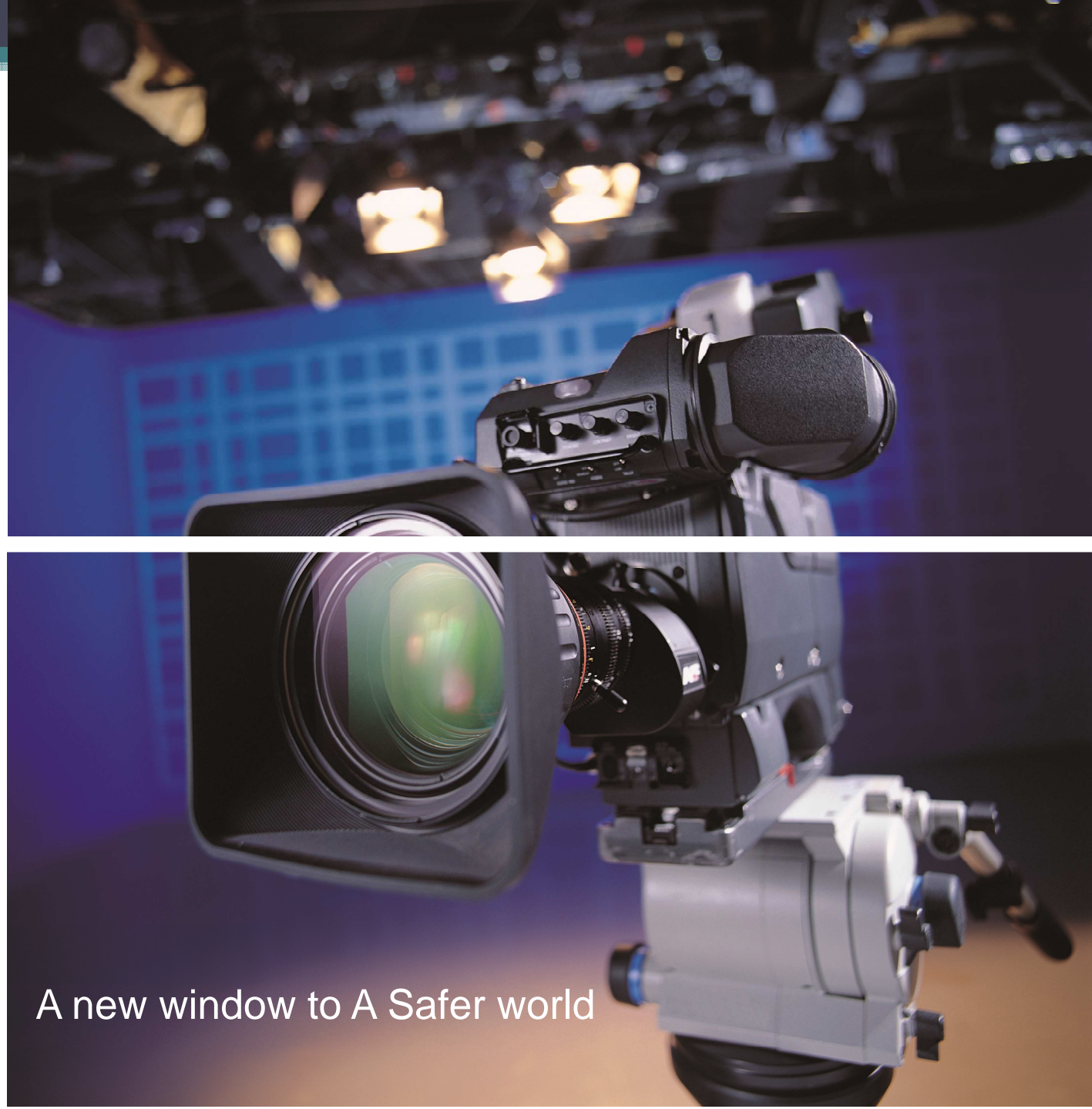


## The Need of Human Society for More Dynamism in the Media in Risk reduction

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- To Have a Safer World, the Risk Reduction Plans should get more Universal and this important fact is not possible without the help of the Media. For more Participation and engagement We Hereby Propose the Lifesaving Media Initiative (LMI)

# Lifesaving Media Initiative (LMI) for Disaster Risk Reduction (DRR)



A new window to A Safer world



The First Target

Safe living for human societies

Tool

Disaster Risk Reduction Programmes

Challenges

1. Risk reduction programmes are sometimes in conflict with the state of interests.
2. People are not supportive enough in the programmes, Since the lack of understanding and being unfamiliar with programme objectives.

Description

The Media can be an effective factor in the realization of humanitarian efforts invested in the field of disaster risk reduction, by putting pressure on the governments, or educating and guiding public opinion.



## The Second Target

Realization and Implementation  
of UNISDR programmes

### Tool

The Media

### Challenges

Lack of motivation on behalf of the media to cover  
preventative programmes of risk reduction

### Description

The Media are more interested in covering topics  
that:

- Attract Public Interest.
- Are favored by their owners or sponsors.



## The Third Target

### Tool

Encouragement of the media to support risk reduction programmes

Lifesaving Media Initiative (LMI)

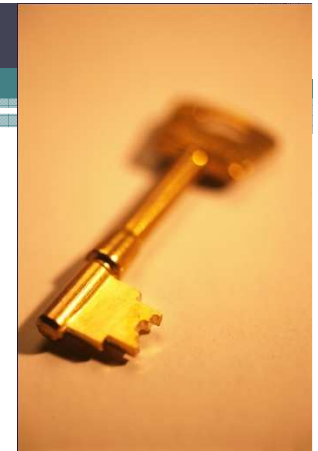
### Challenges

Decreasing sensitivity on behalf of the media due to the frequent occurrence of natural hazards

### Description

Shifting media attention away from disaster response, toward disaster prevention and disasters risk reduction programmes can be an indicator of the effectiveness of the campaign.

Doubtlessly, any media who pays attention to disaster prevention subjects, will display better performance in time of disasters and will rarely cause disruption in disaster management.



... And to End up

Take Your time  
to Guess the Relation Between  
“The Importance of Role of the Media in Disaster Management System”  
and the Picture you see





Thank you for your Attention

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