WHO Conference on Health Aspects of Tsunami Disaster in Asia

Phuket, Thailand
4–6 May 2005
Some Lessons Learned From Handling Media Relations on the Ground in Aceh
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We got there late . . .
We got there late . . . but better late than never.
Three Modes of Relating to the Media

- Risk Communications
- Crisis Communications
- Media Relations
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WHO’s Media Response in Aceh
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How did we do?
We fell short not because of the size of the crisis.
We fell short because we were not prepared.
We were to sloooooow to respond.
Relations With the Media are a Two Way Street
Whether we care to admit it or not,
We rely on journalists to supply us with often critical information.
WHO                 MEDIA

We supply journalists with information they need.
We add value beyond the immediate response.
Our expertise can fill in the background and give a wider, reality-based perspective.
One final argument for early and dynamic control of media messages:
Whether we like it or not,
It is the media which drives the aid response agenda.
Use the media as a powerful partner to help set the response agenda.
If we do not work closely with the media from the very start,
We risk losing the support of the people who help empower us.
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