



Wilton Park

Provisional programme

Disaster preparedness in Vietnam media: getting the story out before the disaster hits

Thursday 14 – Friday 15 November 2013 | WP1310

Getting disaster preparedness into the news in Vietnam through training Vietnamese journalists; Improving reporting of scientific meteorological information; and Raising public awareness of disaster preparedness.

Thursday 14 November

Welcome notes and introductions

Nguyen Phuong Anh

Director of Division, Training Management & Coordination Division, Vietnam Television Training Center

Tiffany Noeske

Communication Specialist, Asian Disaster Preparedness Center

Jo Childs

Communication Director, Wilton Park

0900-0945

1. Understanding that we're all at risk

An overview of Vietnam's vulnerability to natural hazards. By the end of this session participants will better understand how we're all at risk in Vietnam.

Le Thanh Hai

Deputy Director, National Hydro-Meteorological Service

0945-1030

2. Why report on DRR? What's the news? Where's the story?

Identifying the root causes of disasters from a disaster risk management perspective. By the end of this session participants will better understand why reporting on disasters is worth the investment and will identify what the role of media is in making communities safer.

Gregory Pearn

Project Officer, Asian Disaster Preparedness Center

Pham Thanh Thu

Acting Director of VTV Center for Weather Forecast and Disaster Warning

Pham Van Thanh

1030-1045

Tea/coffee

1045-1200

How to sell your story to the editor

Now that you know the stories are out there, what are your editors looking for? What's the pitch for a good story on disaster preparedness? In this session, experienced news editors will present on what they are looking for in a good story through a question and answer session with journalists.

Presenters: Pham Thanh Thu and Pham Van Thanh, VTV

1200-1330

Lunch

1330-1430

3. How do we turn science into news?

Interpreting technical or scientific meteorological information into news. This session brings together Vietnam's technical experts and journalists to table discussion on each other's challenges and how to overcome them, together. This session aims to improve turning early warning information into news that everyone understands.

Experts from National Hydro-Meteorological Service

Jo Childs

Communication Director, Wilton Park

Discussion group breakout activity: This session aims to set out some of the most significant challenges meteorologists and journalists experience when turning science into news.

1430-1440

Break

1440-1500

'Building up the story' exercise

Mr Le Thanh Hai, Deputy Director, National Hydro-Meteorological Service will present the assignment for the following day. This field activity will include the opportunity to cover news on three key topics:

- 1) Middle/long-term forecasting
- 2) Flooding
- 3) Tropical depression

Mr Hai will brief the journalists on hazards associated with the field site, why it is vulnerable to and who they will be able to speak to on-site.

1500-1515

News brief: NHMS' team of experts will give 5 minute brief on 3 key areas presented by Mr. Hai, and disseminate press statement to all participants.

1545-1600

Group work: Participants will break into 3 groups to prepare for the afternoon press conference. Based on NHMS' briefing, what questions remain unanswered? In groups, participants should prepare questions to ask at the press conference.

1545-1600

Press conference: In a press conference style, journalists will be able to ask NHMS questions as initial interviews for the site visit the following day.

1530-1630

Group work: Journalists will then return into groups and explore possible ideas for their story's 'pitch' and will collaborate on how they will tell their story.

1630-1700

Present your pitch: Journalists will present their pitch & story ideas to editors and NHMS, and discuss ways to improve for the following day's on-site field activities.

Friday 15 November

0900-1600

Media fieldtrip: Site TBA by NHMS & VTV

Journalists will participate in media fieldtrip to practice reporting and producing disaster preparedness news in Hanoi.

Saturday 16 November

0900-1100

Production day and wrap-up

Journalists will finish producing their news and will return to training center to present their news to editors, Wilton Park, NHMS and ADPC. Viewers will provide feedback and pointers on how to further improve news coverage.