

# IAM Institute of Applied Media Studies

International Workshop

Advances in Flood Forecasting and the Implications for Risk Management

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**Media do not report on forecasts, they report on events**

Michael Schanne

## Media do not report on forecasts, they report on events

Modes of information and communication in flood forecast /  
natural disaster forecast

Implicit understanding of information:

top – down; one direction

from authorities to concerned resident population

from those who know to those who don't know

from one point to many points

## **Media do not report on forecasts, they report on events**

Focus on mass media

Focus on journalistic coverage of topics and events

## **Media do not report on forecasts, they report on events**

Mass media – technical channel

Mass media – an intellectual endeavour; making sense

## Media do not report on forecasts, they report on events

Mass media and journalistic reporting can provide information to the general public in each phase of a disaster life cycle

FEMA, Federal Emergency Management Agency: Prepare for emergencies and disasters / respond to them when they occur / help people and institutions recover from them / mitigate their effects / reduce the risk of loss / prevent disasters from occurring

See also: ten Brinke, Wilfried B.M. / Saeijs, Geesje E.M. / Helsloot, Ira / von Alphen, Jos (2008): Safety chain approach in flood risk management, in: Proceedings of the ICE – Municipal Engineer 161, 2, 93-102.

See also: Aini, M.S. / Fakhrul-Razi, A. (2010): Development of socio-technical disaster model, in: Safety Science, article in press.

## **Media do not report on forecasts, they report on events**

Mass media and journalistic reporting – relevant player in disaster management

## **Media do not report on forecasts, they report on events**

Mass media – technical channel

Single most important source of information

Reach. Just in time. Everybody will tune in. Salience and Relevance. Mass media messages are believed to be correct, accurate, appropriate. Trusted!

## **Media do not report on forecasts, they report on events**

Necessity of close coordination and cooperation between units of disaster management

Necessity of close coordination and cooperation between disaster management and mass media

Journalists can run wild!

## **Media do not report on forecasts, they report on events**

Elements of journalistic disaster coverage well documented

Number of empirical and anecdotal evidences

## **Media do not report on forecasts, they report on events**

Information and communication: Investment to generate public acceptance and public trust