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## ESCAP TRUST FUND

FOR TSUNAMI,  
DISASTER AND  
CLIMATE  
PREPAREDNESS

# ASIA-PACIFIC BROADCASTING UNION EARLY WARNING BROADCAST MEDIA INITIATIVE



Beneficiary  
Countries

Cambodia, China,  
Malaysia, Philippines,  
Thailand, Viet Nam

Implementing  
Partners

Asia-Pacific  
Broadcasting Union  
(ABU)

Budget (US\$)  
\$240,000

Duration  
Nov. 2009 to  
Jun. 2011

Related SDGs



## PROJECT CONTEXT

The Indian Ocean tsunami of 2004 has shown deficits in early warning systems. In this context, broadcast media plays a crucial role to alert the public. Therefore, the Asia-Pacific Broadcasting Union (ABU) Media Initiative on early warning was founded to develop and implement an early warning broadcasting system (EWBS) in six pilot countries. The initiative tackles the technical aspects of accurate and timely warning services and also the communication aspects related to the dissemination of understandable warnings through radio and TV programming to those most at risk.

## PROJECT OBJECTIVE

The project aimed to identify the needs of broadcast media and the solutions in advancing early warning systems on a national scale. By developing coherent EWBS, early warning (EW) and disaster risk reduction (DRR) can be enhanced.

## KEY OUTCOMES

- A platform integrating broadcast media in EWS on a national scale and facilitating the exchange of ideas and coordination for future activities between broadcasters and national disaster management agencies was created.
- The project increased awareness among leading broadcasting organizations in the Asia-Pacific region about their organization's role in EW and DRR. Editors, reporters, and newsroom staff improved their skills and abilities to provide accurate information on pending disasters.
- ABU assisted the Thai Public Broadcasting service and radio, and TV Malaysia to establish early warning units within their organizations.
- Several publications and media products were developed throughout the project, e.g. the Handbook on Emergency Warning Broadcasting System and the Early Warning and Indigenous Knowledge TV.

