

	<b>Organization</b>	<b>Project Title</b>	<b>Budget (US\$)</b>
<b>TTF-12</b>	Asia-Pacific Broadcasting Union- ABU	Early warning broadcasting media initiative	237,939
<b>Target Countries</b>	Cambodia, China, Malaysia, the Philippines, Thailand and Viet Nam		
<b>Summary</b>	<p>The EWB Media initiative's aim was to link national broadcasters with their national disaster management systems. The project was carried out as a pilot intervention trying to identify the best ways in which to develop a coherent national and regional system for effective response in emergency situations. It was carried out through two complementary series of workshops. The first dealt with early warning broadcasting and DRR through traditional knowledge. The second was an early warning broadcast system "road show" which developed tailor made demonstration kits for each pilot country. This marked the beginning of the efforts to increase broadcasters' role in Early Warning and DRR, given the crucial role they play. Establishing the media as a vital link between the agencies issuing the EW and the general public was a key priority.</p> <p>ABU team brought together the most relevant government agencies, trainers and contributors.</p>		
<b>Final results</b>	<p>The project created a platform for continuous advancement of integration of broadcast media in EW systems on a national scale. It created a mechanism for continuous exchange of ideas and coordination for future activities between broadcasters and national disaster management agencies.</p> <p>The project increased awareness among leading broadcasting organizations in the Asia-Pacific region about their organization's role in EW and DRR. Unmet needs of participating broadcasters in advancing EW broadcasting services (EWBS) on national scale, in target countries, were identified. Editors, reporters and newsroom staff improved their skills and abilities to provide accurate information on pending disasters.</p> <p>Consultation meetings helped build solid partnerships with in-country offices of international agencies (IOC/UNESCO, ISDR offices and National Disaster Management Agencies). In addition, ABU developed internal capacity to help its members become part of the EWBS in their own country and an ABU-EWBS working group was set up. Workshops identified themes for reporting material and educational content development to keep disaster awareness and preparedness in the public eye between disasters.</p> <p>ABU assisted the Thai Public Broadcasting service and radio, and TV Malaysia to establish early Warning units within their organizations.</p> <p>Several publications and other media products were developed throughout the project such as the Handbook on Emergency Warning Broadcasting System, the ABU Radio in a Box brochure, the Road Show on EWBS implementation DVD, the Gender Equality report and the Early Warning and Indigenous Knowledge TV and radio features, which were subsequently compiled in a DVD. The EWBS resource bank on the ABU website was created.</p> <p>ABU continued to provide consultations and support to countries after the termination of the project.</p>		
<b>Date of completion</b>	30 June 2011		