

# **WHO Conference on Health Aspects of Tsunami Disaster in Asia**

**Phuket, Thailand  
4–6 May 2005**



**World Health  
Organization**

# Some Lessons Learned From Handling Media Relations on the Ground in Aceh



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**We got there late . . .**



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**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.**



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**We fell short because  
we were not prepared.**



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**We were too sloooooow to respond.**



**WHO**



**MEDIA**

**Relations With the Media are a  
Two Way Street**



**WHO**



**MEDIA**



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**MEDIA**

**Whether we care to admit it or not,**



**WHO**



**MEDIA**

**We rely on journalists to supply us  
with often critical information.**



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**MEDIA**



**WHO**



**MEDIA**

**We supply journalists with  
information they need.**



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**MEDIA**

**We add value beyond the  
immediate response.**



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**MEDIA**

**Our expertise can fill in the background and give a wider, reality-based perspective.**



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# 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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Organization**

**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.**

