

# 'Scoping Media Landscape: DRR and Information Systems'

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Kathmandu, Nepal

28<sup>th</sup> June 2023

# Why Communication/Media ?

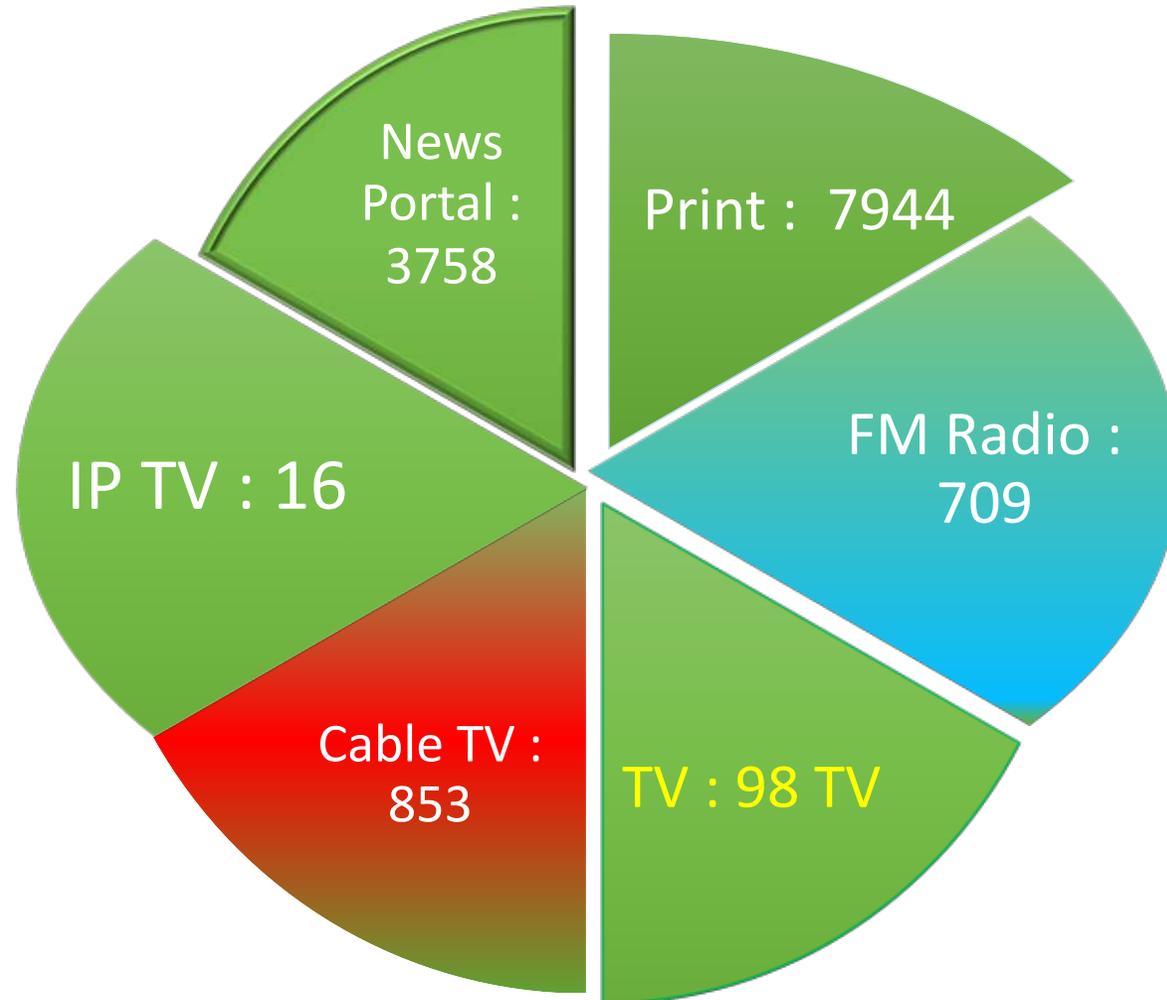
- We **fear** because
- We **do not know**.
- We do not know, because
- We do **not understand** .
- We do not understand, because
- We are **not informed** .
- We are not informed , because
- We do **not communicate**
- We do not communicate, because
- We are **separated**

Martin Luther King (1929-1968)

# Foundation : Know Disaster, No Disaster!



# Understanding Media Landscape



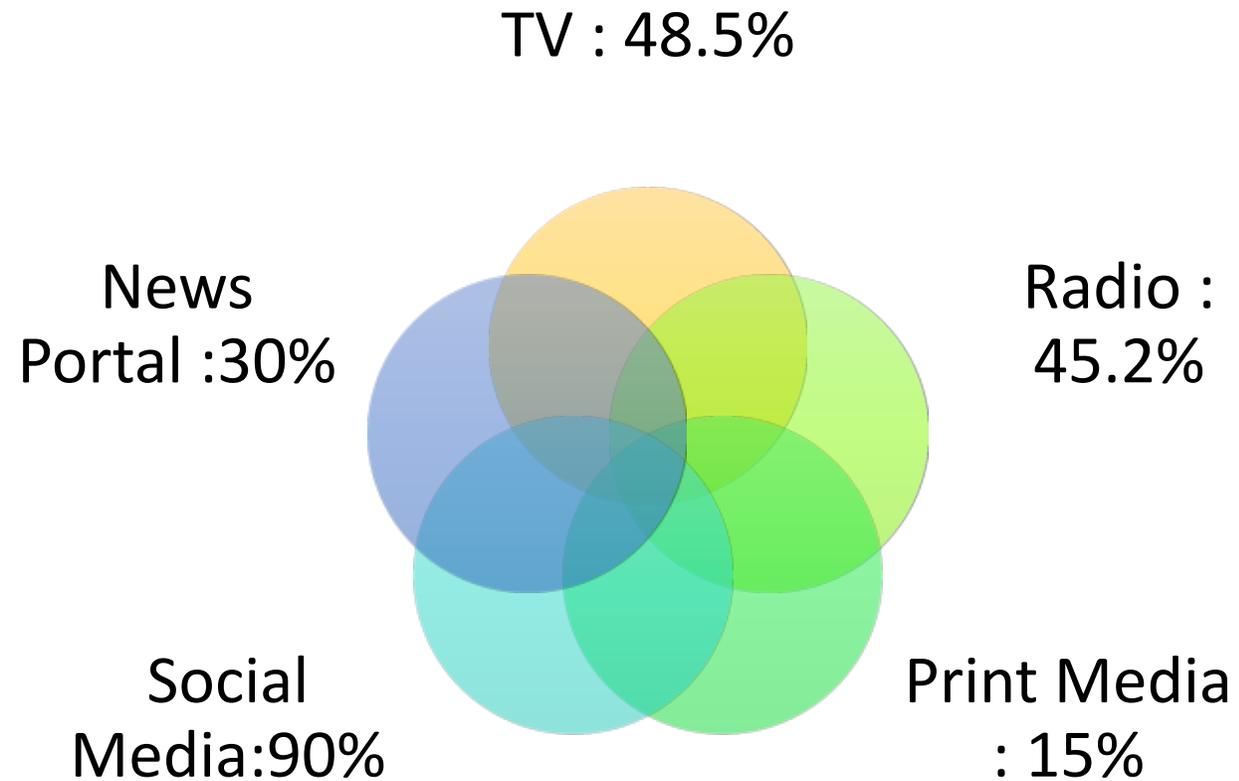
# Understanding Media Landscape

- Print : 7944
- FM Radio : 709
- TV : 98
- Cable TV : 853
- IP TV : 16
- News Portal : 3758

- **DISASTER Risk Early Information**
- **DISASTER Public Information**
- **DISASTER Public STORIES**
- **DISASTER GROUND ZERO REPORTS**

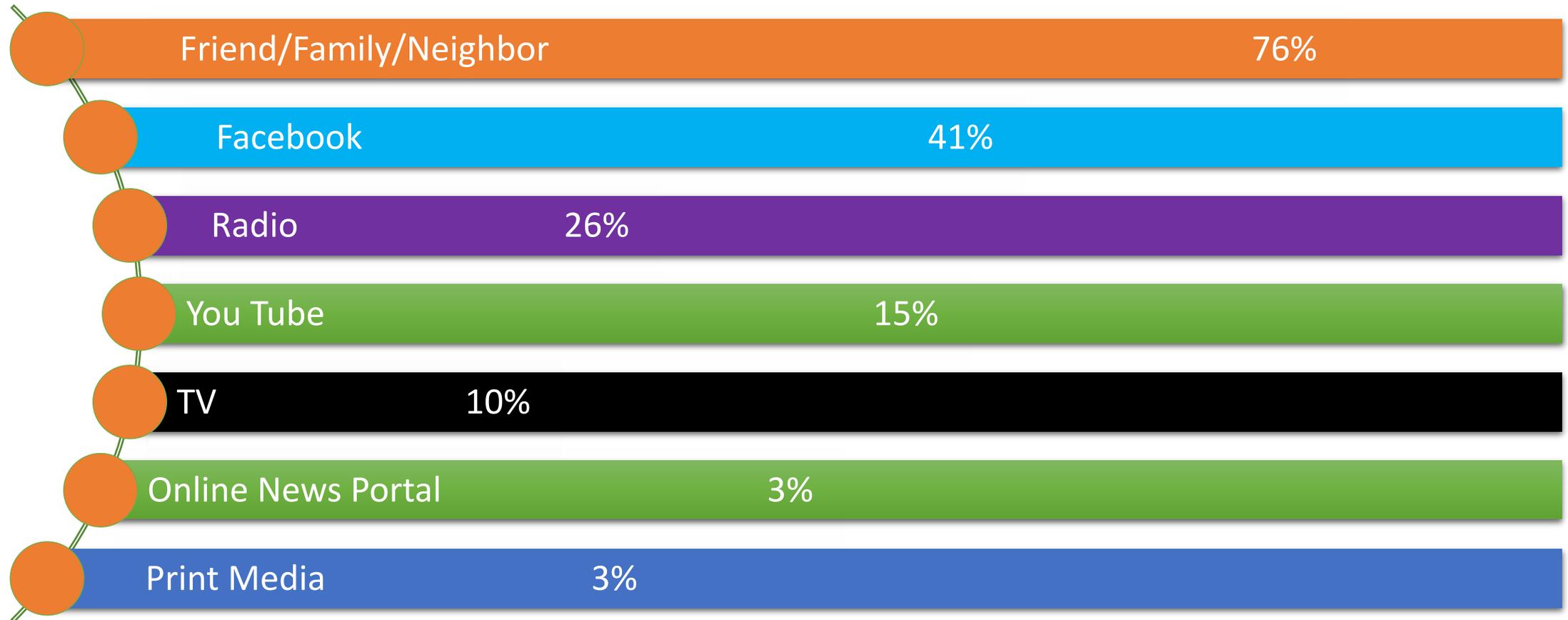
**LARGELY Come from these Media MEDIA!**

# Media Access



Source : Nepal Media Survey 2022

# Primary Source of Local Information

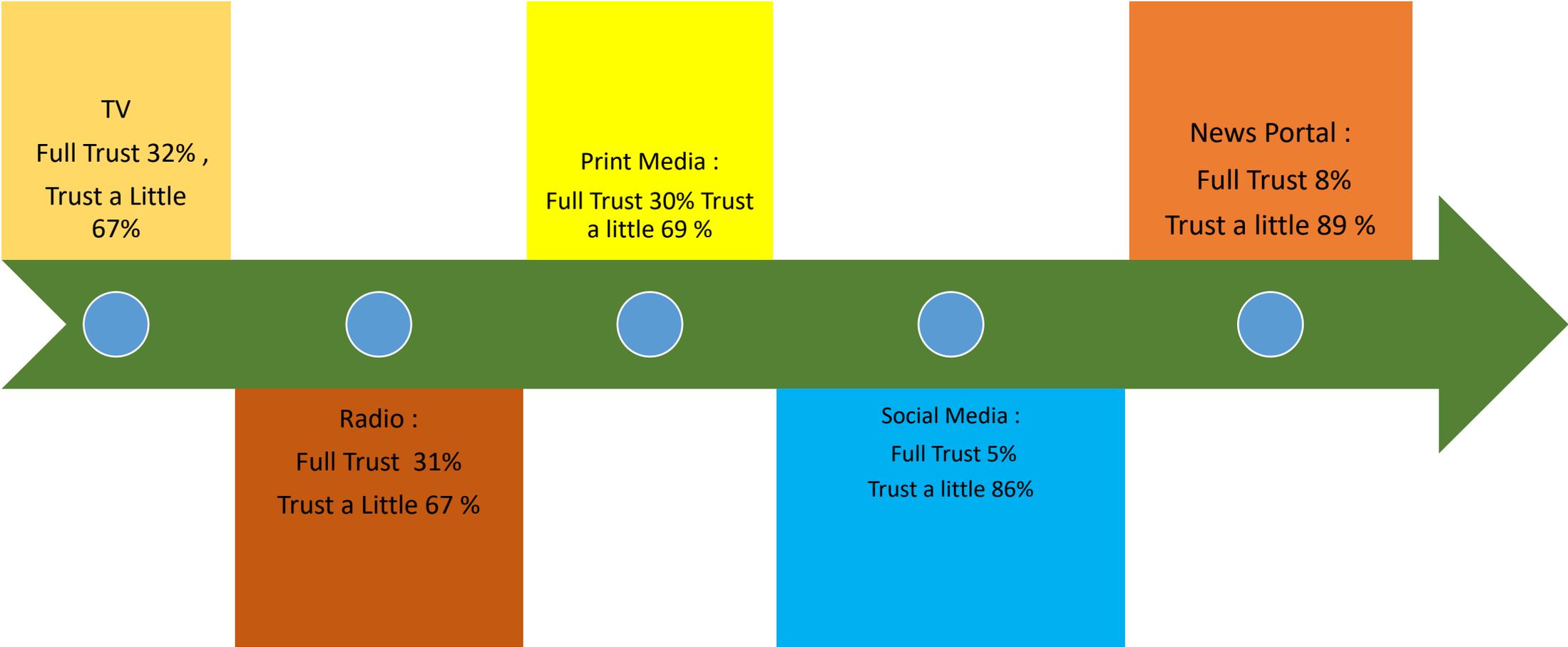


Source : Nepal Media Survey 2022

# Province wise Primary Source of Information

Province	Media as source of Information						
	Facebook	Radio	You Tube	TV	News Portal	Print	
Koshi	43%	26%	16 %	11%	4%	3%	
Madhesh	34%	30%	12%	6%	1%	3%	
Bagmati	48%	12%	21%	12%	6%	4%	
Gandaki	50%	16%	19%	14%	3%	1%	
Lumbini	33%	18%	6%	8%	1%	1%	
Karnali	52%	58%	23%	19%	5%	5%	
Sudurpashchim	41%	48%	11%	8%	3%	3%	

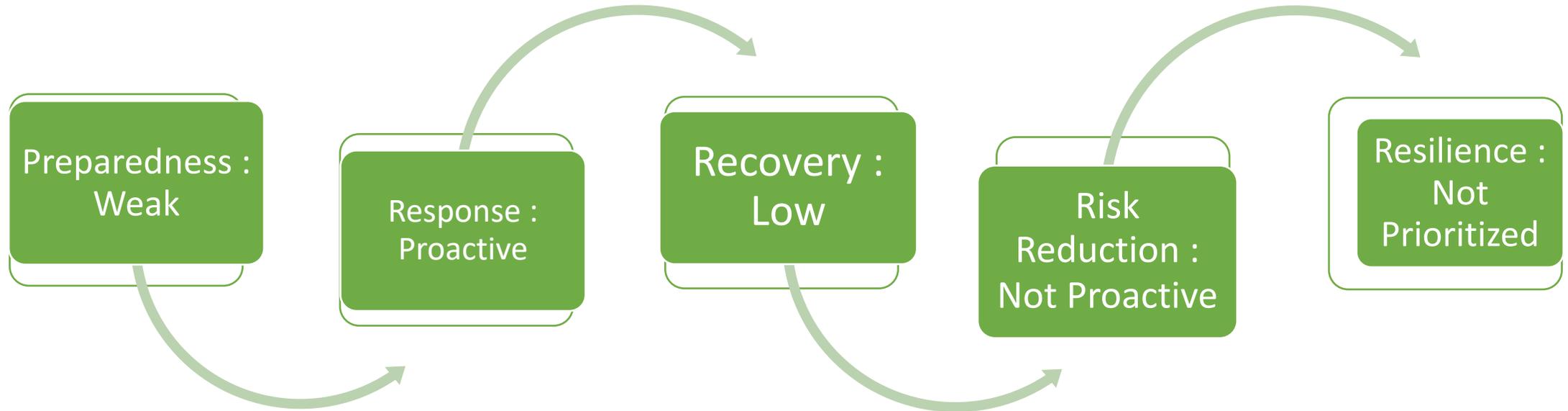
# Trust on Information



# Access, Use and Trust

Media	Access	Source of Information	Trust (full)
Fried/Neighbor	N/A	76%	N/A
Social Media	90%	41% ( Facebook)	5%
Radio	45.2	26%	31%
TV	48.5	10%	32%
You Tube	N/A	15%	N/A
News Portal	30%	3%	8%
Print	15	3%	30%

# Media Performance Status



# Expectation From Media

- Enhance Disaster Literacy
  - Raising Public Awareness
  - Building local capacity
- Advocacy for Right Policies
  - Promote Opinion making and Public Discourses
  - Enhance engagement of policy makers
- Managing Disaster Emergencies
  - Information Dissemination
  - Helping find Gaps and address them

# Way to Fulfill the Expectation



# Issues for Media

- Infrastructure Development and Disaster (Urban Disaster)
- Economic Development and Disaster
- Climate change and Disaster
- Safety issues : Both people and Media house as well as Journalists
- Inclusion, Diversity and Disaster
- Policy issues :Federal, Provincial and Local Level
- Compliance Issues : International Commitment like SDG & SFDRR
- Risk Reduction through proper communication

# Gap



# Way Forward

- Understanding “Disaster Communication is Compulsory, Not Optional!”
- Multi-stakeholders Engagement for DRR Communication
- Documenting Best practices
- Content and Impact analysis
- Media engagement from federal to local level
- DRR Communication Mechanism to validate DRR message and facilitate media

Contd...

- मानिसले सूचना खाँदैन तर समयमै सहि सूचनाको अभावमा ज्यान जान सक्छ

Thank You