

# 10 YEAR CELEBRATION

## Disaster Management Training and Education Centre for Africa

*Because We Can*

**W**e celebrate our 10th anniversary and true to our international profile, we will involve various internationally renowned scientists in centenary lectures and seminars.

Our slogan at DiMTEC is “because we can” and we are proud to see alumni making a difference in societies in Africa and elsewhere in the world. Former DiMTEC students work in senior positions at UN Agencies, NGOs, governments and the private sector globally.

We have close ties with several United Nations institutions such as UNU-EHS, UNU-FLORES, UNOOSA, UNSPIDER, UNEASCO, UNEP, UNCCD, UNISDR and UNDP. Furthermore, we have good working relationships with NGO’s such as CARE International, OXFAM, ADRA and other Universities. We collaborate with top Universities from Africa, Asia, Europe and the USA.

For our 10-year celebration, we have adapted our existing vision, mission and main aim to address our goal for this project:

### VISION

To be an internationally recognised centre of excellence in disaster management information sessions.

### MISSION

To provide solid platforms in various disaster management themes from which feasible strategies and policy improvement can follow in order to actively contribute to increased global resiliency.

### MAIN OBJECTIVE

To provide disaster management information sessions to professionals and scientists in order to actively contribute to the disaster risk reduction efforts as constituted in the United Nations’ framework on DRR.

### THEMES FOR 2015

- Disaster droughts and insurance
- Community capitals framework and disaster risk reduction
- NATECH disasters & Disaster management financing
- The media, communication and disasters
- Disaster response
- Disaster trauma and post-traumatic stress
- Safety-net financing for disasters

The key theme of this workshop will be ...

**Building resilient  
communities through  
media & communication**



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*Inspiring excellence.  
Transforming lives.  
Inspireer uitnemendheid.  
Verander lewens.*



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TO MARK ITS 10TH ANNIVERSARY, DIMTEC PRESENTS

# Building resilient communities through media and communication



## PARTICULARS OF THE WORKSHOP ARE AS FOLLOWS:

**DATE** ▪ 25 August 2015

**VENUE** ▪ Department of Public Works, 455 A Jan Smuts Highway, Mayville, Durban

**TIME** ▪ 8:30 – 15:00

## ABOUT THE WORKSHOP

**D**isaster Risk Reduction and Disaster Management activities by humanitarian officials usually go unnoticed. However, when such activities are eventually noticed and published by the media, it is usually a response to a dreadful event, which in most cases the media attention exacerbates the situation either positively or negatively. An event published by the media and yields negative perceptions about the way the situation is handled can possibly be attributed to the fragile relationship between the media and the humanitarian officials. Although building close relations between humanitarian officials and the media is crucial, reality indicates that most humanitarian officials still do not know how to interact effectively with the media vice versa. This workshop will therefore be an initial step in bringing media and humanitarian officials in South Africa and beyond closer together in order to establish a more productive relationship in endeavouring to reduce risks, fight calamities effectively and build resilient communities.

## OBJECTIVES OF THE WORKSHOP

- To create positive and mutual beneficial relationships between humanitarian workers and the media;
- To share and comprehend statutes related to the different professions (Disaster Management Act (Act 57 of 2002 and Disaster Management Framework 2005 and Independent Communications Authority of South Africa Act of 2000 as amended and other codes under it);
- To help formulate strategies that will minimise misrepresentation of humanitarian organisations by the media so as to do away with negative corporate image;
- To find ways on how media can be involved in pre and post disaster activities of humanitarian workers.



## THEMES FOR DISCUSSION

In addition to the mentioned objectives these are some of the issues which will be discussed to guide the achievement of the objectives of this workshop and are as follows:

- Civil unrest cases (Xenophobia), how media can generate positive influence;
- Hazards (health related issues such as Ebola, HIV/AIDS and natural hazards such as floods, fires, est.), current and topical issues under scrutiny;
- Highly industrialised sites e.g. South Durban Basin and other high risk zones;
- Media interests (media as a business versus humanitarian work);
- Business continuity after a crisis;
- Assessments of how or whether new media is useful in communicating disaster risk reduction and management activities or it is just a mere uncontrolled open platform leading to a media disaster?
- Should there be a specific policy or Memorandum of Understanding between media and humanitarian workers and what should it entail, since media has the right to reserve independent expression, how can this workshop help improve relations and establish closer relations, raising awareness on what humanitarian workers are doing in the phase of risk reduction as well and not only once a disaster strikes.

## WHO CAN ATTEND?

Participation and valuable input in the workshop is essential to contribute into the building of a positive relationship between humanitarian workers and the media. Expected participants to make a meaningful contribution into this workshop are as follows:

- Humanitarian workers (Government, Non-Governmental Organisations and Private sector);
- Media officials (e.g. radio stations, newspapers, Television);
- Media students.



## WORKSHOP PROGRAM

The workshop will entail presentations from public relations practitioners with vested interest in humanitarian work and media relations as well as disaster management practitioners. In between presentations will be discussions and workshop activities, tea / coffee and lunch will be served. The presentation topics are as follows:

- Welcome and introduction – Dr Andries Jordaan (Director DiMTEC)
- Activities
- Challenges within the South Durban Basin- the need for the integration of communication strategies – Presented by Mr Chris Skinner
- Open discussions
- Practical experiences on response to displaced persons: Xenophobic attacks in the KZN Province – Presented by KZN PDMC
- Open discussions
- Crisis communication an integral part of business continuity management – Presented by Mr Dante Mashile
- Open discussions

## WORKSHOP FACILITATOR

### CHRIS SKINNER



**F**ellow of the Public Relations Institute of Southern Africa and APR, he has spent more than 30 years in Public Relations, of which some 12 years have been in the corporate field, first as Director of Information and Public Affairs at the University of Witwatersrand and later as Divisional Manager: Public Relations and PR Consultant at the KwaZulu Finance and Investment Corporation (now Ithala), a leading development agency.

He holds a Master's degree and Certificate of Education from the University of Cambridge as well as a Master's degree in Communication Science from the University of Zululand. During the past 30 years, he has written ten books on public relations and related disciplines. They have included the Handbook of Public Relations now into its 10th edition and Proactive Public Relations, a communications series featuring New insights into Communication and Public Relations, New insights into Business and Organisational Communication and New insights into Media and Communication', 'Disaster Management: A Guide to Issues Management and Crisis Communication' and Public Relations, Development and Corporate Social Investment: A Southern African Perspective. He served as chairman of the PRISA Accreditation Committee from 2000 to 2008 and is a senior management consultant with the East and Southern African Management Institute (ESAMI). His consultancy work has recently involved special assignments for ESAMI, PRISA and the eThekweni Municipality. During 2003 – 2004 he was District Governor for KwaZulu Natal of Rotary International. He has served on various District and international committees of Rotary and was the Public Image coordinator for the African continent in 2008/9.

## REGISTRATION

Attendance is free of charge, however the workshop is **limited to 30 participants**.

Please **RSVP** your attendance before **24 July 2015**.

### REGISTRATION FORM

Particulars	Delegate
Title	
Name & Surname	
Organisation	
Designation	
Landline Telephone	
Cellular Telephone	
Postal Address	
E-mail Address	
Special dietary requirements	
What is your current role in media and crisis/ disasterous events?	

### RETURN TO

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