



**AIBD / PACMAS Regional Workshop on
Pacific Emergency Broadcasting System
17 - 19 September 2012
Apia, Samoa**

PROJECT OUTLINE

The Concept

This concept builds on the successful participation of the senior Pacific media delegation that attended the Commonwealth Broadcasting Association General Assembly (CBA-GA) in Brisbane from April 22-24, 2012. The Assembly focused on "*Media Leadership in Crisis, Disaster and Emergency*". The day before the CBA-GA, the Pacific media executives participated in a PACMAS convened workshop to discuss the roadmap to developing their own broadcast disaster management plans. The relevance of a regional plan was also discussed. The executives analysed the role their media outlets played during disasters and emergencies and unanimously resolved to serve as the Working Group (WG) to realise this initiative which is now known as **PEBS** – *Pacific Emergency Broadcasting System*. The outcomes of their discussion are detailed under the objectives of this activity.

Objectives

- Strengthen the links between broadcasters and government agencies involved in disaster management
- Each broadcaster involved in this pilot project works on developing their own *Emergency Broadcasting Plan* which to complement the local NDMO plans
- Enable Pacific broadcasting leaders to take a pivotal role in developing their station's PEBS plan in collaboration with their island country's NDMO, and guided by external advisors
- Help Pacific media leaders shape their organisations to better serve their audiences before, during and after emergencies
- Develop a regional plan of collaboration on disasters, both natural and man-made.

Profile Of Participant

- Chief Executive Officers or equivalent level.