The authors acknowledge the funding support of EMPA for this research project.
Connecting within Communities

- Disaster response not limited to emergency agencies.
- NGOs, NFPs, government agencies, corporations ...
- Emergency management focus on public safety.
- Corporations need to consider reputations & business
- Emergency management equipped to deal with media.
- Corporations may not be ready, willing or able to deal with the media.
The media blame game

- How can non emergency management organisations deal with this?
- Recovery phase (including official inquiries)
- Case example – SEQWater during 2011 Brisbane floods
  - Examined media coverage of two inquiry reports in *The Australian* and *Courier-Mail*. 

Source: ABC News
Media blame game

- Findings
  - Absence of blame in the reports
  - Media framed coverage in lens of ‘failure’ in news and features
  - Continued to question who was to blame in editorial and opinion pieces
  - We argue this sustained approach limited these newspapers ability to facilitate discussion about preventing similar events in the future.
  - Research paper in international journal *Disasters*
Media blame game

- EMPA funded research

- **Best practice models** for managing disaster communications in the face of a concerted, antagonistic media campaign.

- Practitioner outcomes – building capability in corporate sector
  - Case example of SEQWater
  - ‘Bring employees to justice’
  - No blame in inquiry reports

Source: The Courier-Mail
‘The politics’ of disasters

- Griffith University funded research
- Disasters are political events
- Political and Operational delivery of critical information leading up to and during disaster impact (recovery is not covered at this stage)
- For example – who should provide evacuation warnings? Operational? Political? Both?
- How should political actors frame information that contributes to effective disaster messaging?

Source: au.tv.yahoo.com
Implications for practitioners

- Best practice at political framing of disaster messaging.
- A guide to timing – when politics should have a role.
- A way forward on building/strengthening bridges between operational and political agendas.

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