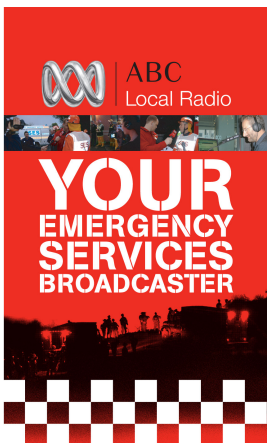


Ian Mannix
ABC Local Radio
Manager Emergency Broadcasting and
Community Development



(Above) ABC Local Radio funded these road signs which were erected by The Shire of North Grampians prior to the 2006 fires. 14 similar signs are now erected in Victoria. The ABC is prepared to provide more.



ABC Local Radio “Emergency Broadcast Plan”

Before: Education campaigns

Training staff

Meeting Emergency agencies

Understanding threats

During: Local broadcast

Long duration

Streaming

Tone

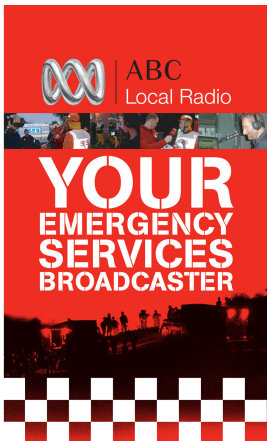
Information: “...that people can use to respond to the event”

After: Local broadcast

Recovery information

Community events

Review



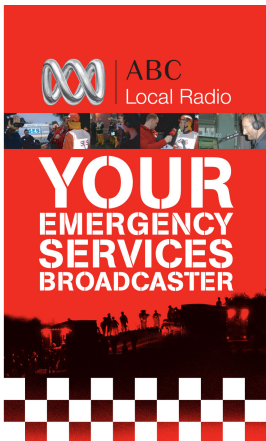
“A REPORT FOR THE OFFICE OF THE EMERGENCY SERVICES COMMISSIONER ON THE ABC RADIO VICTORIA’S ROLE IN BROADCASTING INFORMATION DURING THE BUSHFIRES IN JANUARY 2006 July 2006”

Strahan Research

A random telephone survey of 280 residents of towns affected by the January 2006 bushfires was conducted in July 2006. Respondents were located in:

Anakie
Erica
Halls Gap
Kinglake
Stawell
Yea

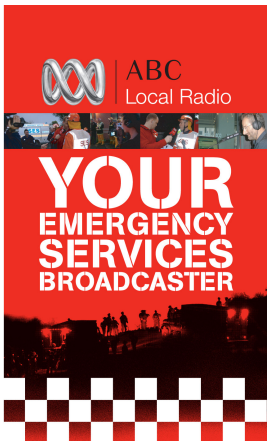
	18-24	4.3
	25-39	16.4
	40-54	38.9
	55-64	27.1
	65 and over	13.2



Listening to ABC Local Radio during Jan 2006 Grampians Bushfires

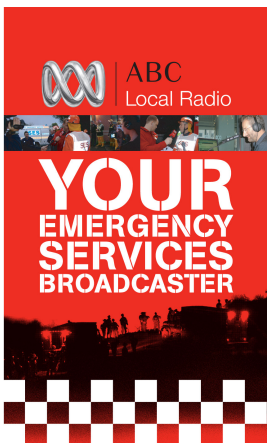
			Location						Total	
			Anakie	Erica	Halls Gap	Kinglake	Stawell	Yea		
Listen to ABC during bushfires	Yes	Count	30	28	34	53	39	36	220	
		% within Listen to ABC during bushfires	13.6%	12.7%	15.5%	24.1%	17.7%	16.4%	100.0%	
		% within Location	85.7%	87.5%	89.5%	91.4%	84.8%	50.7%	78.6%	
		% of Total	10.7%	10.0%	12.1%	18.9%	13.9%	12.9%	78.6%	
	No	Count	5	4	4	5	7	34	59	
		% within Listen to ABC during bushfires	8.5%	6.8%	6.8%	8.5%	11.9%	57.6%	100.0%	
		% within Location	14.3%	12.5%	10.5%	8.6%	15.2%	47.9%	21.1%	
		% of Total	1.8%	1.4%	1.4%	1.8%	2.5%	12.1%	21.1%	
Total			Count	35	32	38	58	46	71	280

Source: ABC/Office of the Emergency Services Commissioner, Victoria, 6/2006.

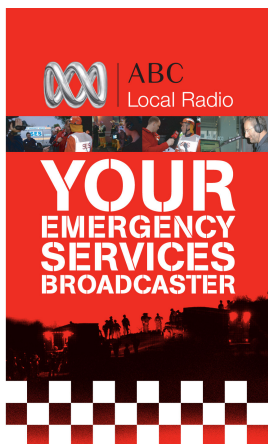


Do you recall listen to ABC Radio during the bushfires last January?	Yes %	No %	Don't Know %
	78.6	21.1	0.4

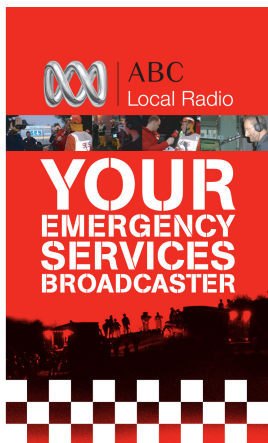
Were you listening to another radio station during the bushfires?	Yes %	No %	Don't Know %
	34.7	61.4	4.0



How often radio turned on to ABC during bushfires?	%
All the time	42.9
Most of the time	26.1
Sometimes	8.9
Not often	9.6
Don't know	12.5

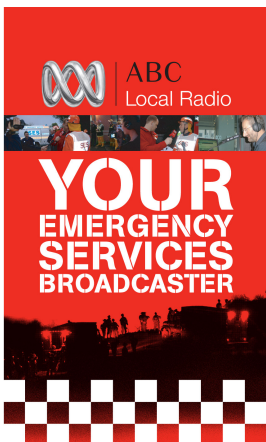


Other sources of information	Yes %	No %	Don't Know %
Neighbourhood telephone tree	31.1	68.6	0.4
Fire crews involved in fighting the fire	62.1	37.9	0.0
Victorian Bushfire Information Line (1800 240 667)	26.4	73.2	0.4
CFA radio or scanner	30.4	69.6	0.0
Neighbours and local contacts	84.3	15.7	0.0
Family and friends	73.2	26.8	0.0
DSE website (Department of Sustainability and Environment)	24.3	75.7	0.0
CFA website (Country Fire Authority)	35.7	64.3	0.0
Community briefing held during fires	47.9	52.1	0.0
Other radio stations (non ABC Radio)	21.4	77.5	1.1
ABC Local Radio website	5.7	93.9	0.4
Other	21.4	78.6	0.4

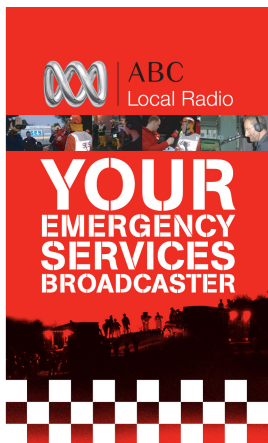




Did hearing the siren sound on ABC Radio make...	%
You more likely to listen	81.9
You less likely to listen	0.6
No difference to whether you listened or not	12.7
Don't know	4.8

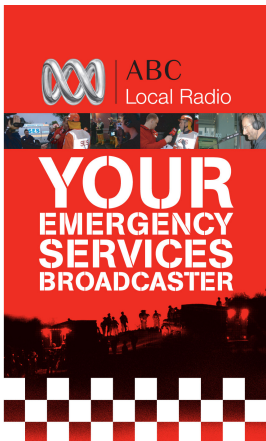


Information resulting in you taking a decision or action	Yes %	No %	Don't Know %
Location of the bushfire	80.4	17.8	1.9
Information about intensity of the bushfire (level of threat)	84.0	15.1	0.9
Information of likely ember attack	81.1	17.9	0.9
Information on road closures	71.7	27.4	0.9
Advice to implement your bushfire survival plan	71.7	26.4	1.9
Information in the messages that followed the siren sound on the radio	67.0	28.3	4.7
Warning to stay indoors and close windows/doors until fire front passed	46.2	49.1	4.7
Location of and support available at Relief Centres	52.4	44.8	2.9
Personal stories or listener talk-back information	58.1	40.0	1.9



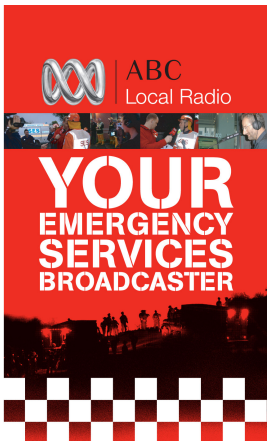


Decisions/Actions Taken	%
Prepared house against fire/ember attack	18.4
Decided to stay/defend house	17.6
Decided to leave	17.6
Evacuated children/pets/stock	16.0
Implemented fire plan	11.2
Protect treasures/pack up	4.8
Returned home/decided it was safe	4.0
Listened to advice	4.0
Other	6.4





Helpfulness of Broadcast Subjects	Total helpful (6-10) %	Total not helpful (0-5) %	Very helpful (8-10) %	Helpful (6-7) %	Not very helpful (3-5) %	Not at all helpful (0-2) %	Don't know
Personal stories that people affected by the bushfire told	60.0	32.0	41.6	18.4	24.1	7.9	7.9
Opportunities for talk back about the bushfire	61.7	29.5	42.8	18.9	21.1	8.4	8.8
Commentary from and interviews with fire-fighters and other emergency service workers about the bushfire	78.3	14.9	60.9	17.4	11.9	3.0	6.7





BUSHFIRES AND THE MEDIA

[Introduction](#)

Researcher bios

[Peter Hughes](#)

[Peter B White](#)

[Erez Cohen](#)

Reports

[Bulletins](#)

[Bushfire CRC](#)

[Contacting us](#)

REPORTS

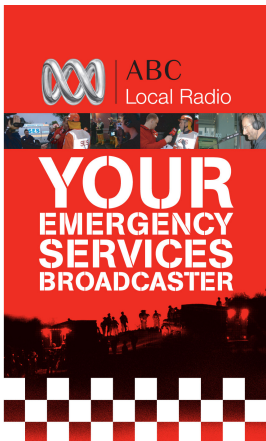
(in pdf format)

#1 [Bushfires and the media: A preliminary literature review](#)

#2 [The Media and Fire Services - Public relations and community information: A Victorian view](#)

#3 [Reporting bushfires: What motivates the media?](#)

#4 [Media and bushfires: A Community Perspective Grampians Fires 2006](#)





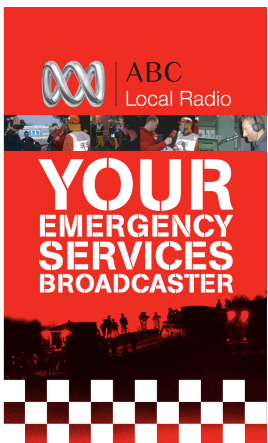
Building stronger communities

“Local knowledge is the most important aspect in the information that is broadcast.”

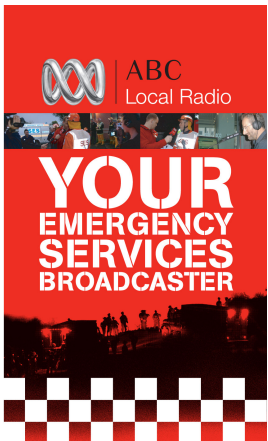
“The closer the media source is to the particular community the more trustworthy and credible it is perceived to be.”

“Local Knowledge and the lack of local knowledge emerged as one of the most important aspects of information broadcast to the community.”

“Bushfires and the Media, report number 4
Source: Latrobe University, Bushfire CRC. 2006.



Expectations of ABC	%
Failed to meet your expectations of what they should do	6.7
Met your expectations of what they should do	42.2
Exceeded your expectations	46.2
Don't know	4.9





Huddling around a tranny by candle light, you guys have been our lifeline to our local community and what was happening.

-- 1233 ABC Newcastle listener

If I sat down and wrote solidly for a week I would not be able to tell you all the wonderful things your Far North Qld ABC staff have done during the cyclone. They kept us all informed and cheerful and we will never be able to thank them enough.

-- ABC Local Radio listener

