Role of Broadcasting in Effective Early Warning Dissemination

Pre-event 20th Asia Media Summit (AMS) 2025

21 July 2025,

Siem Reap, Cambodia

Draft Agenda

GMT+7 09h30-10h00	**Opening Session** 1. **Opening Remarks:** Ms. Philomena Ganapragasam, Chief Executive Officer of the Asia-Pacific Institute for Broadcasting Development 2. **Welcome Remarks:** Dr. Cosmas Zavazava, Director Development Bureau, International Telecommunication Union (ITU) 3. **Special Remarks**: H.E. Mr. Puthyvuth Sok, Secretary of State, Ministry of Post and Telecommunications, Cambodia
10h00-10h15	**Group Photo**
10h15-11h15	**Session 1: Broadcasting in the National Early Warning and Resilience Strategy** The session will introduce the Early Warnings for All (EW4All) initiative, its multi-channel approach to warning dissemination and communications, and the overall design of national Early Warning Systems (EWS). It will highlight the role of broadcasting in disseminating timely and accurate information to the public about impending hazards. The session would look at how broadcasting can be embedded into best practices of EW through standardized technologies (e.g., cell broadcasting and location-based messaging, AI, satellite D2D) and protocols (Common Alerting Protocol). **Speaker**: Mr. Aamir Riaz, ITU
11h15-11h30	**Break**
11h30-12h00	**Session 2: Role of broadcasting in disaster prevention and early warning** The session will highlight the strengths and challenges of traditional broadcasting, examine the use of modern broadcasting and emerging technologies, present best practices and success stories, and explore the role of AI in broadcast-based Early Warning Systems **Speaker**: Dr. Surya Parkash Gupta, Chief Information Security Officer at NIDM, Ministry of Home Affairs, India.
12h00-12h30	**Session 3: Leveraging ITU-Standardized CAP (ITU-T X.1303) Alerting for Effective Early Warning Dissemination**

	This session will explore how ITU-standardized Common Alerting Protocol (CAP) alerts can optimize early warning (EW) dissemination across multiple platforms, especially broadcasting. • CAP as a template standard • Developing CAP message • Integration strategies for broadcasting, telecom, and digital alerting networks • Best practices for multi-channel CAP alert delivery (radio, TV, mobile, digital signage) • Case studies on successful CAP-based EW implementations • Overcoming challenges in reaching vulnerable populations **Speaker:** Mr. Amila Amunugama, International Telecommunication Union (ITU)
12h30-13h15	**Session 4: Cell Broadcast System Implementation and Field Demonstration** The session will explain Cambodia's approach to implementing cell broadcast, covering technology design, stakeholder coordination, and will include a demonstration using a test environment. **Speaker:** H.E. Cheang Sopheak, Director General of Radio Frequency Spectrum Resource Management, Ministry of Post and Telecommunications, Cambodia (MPTC)
13h15-14h30	**Lunch break**
14h30-16h30	**Session 5: Tabletop Exercise** **Facilitators:** 1. *Mr. Aamir Riaz, ITU* 2. *Mr. Amila Amunugama, ITU* **Scenario: Enhancing Flood Early Warning Dissemination Through Broadcasters** **Objective**: Strengthen EW information disseminators (broadcasters and telcos) capacity to rapidly disseminate standardized flood early warnings (CAP alerts) through multi-platform systems while ensuring message clarity, accessibility, and public action. **Scenario Background** **Location:** Fictional river basin with a history of flash floods. **Trigger**: The Meteorological Department issues an ITU-standardized CAP alert predicting severe flooding within 6 hours due to heavy upstream rainfall and rising river levels. **Exercise Phases** **1. Alert Activation** Simulated Input: National disaster agency shares a CAP-formatted flood warning (via ITU standards) with broadcasters. a. Verify and adapt the CAP alert for different audiences (e.g., rural communities, urban areas, non-native speakers). b. Plan multi-platform dissemination (radio, TV, mobile alerts, social media, emergency broadcasts). c. Coordinate with telecom providers for cell broadcast integration.

	2. Message Dissemination Challenge 1: Power outages disrupt TV/radio transmission in flood-prone Zone A. → How will broadcasters ensure redundancy? Challenge 2: CAP alert contains technical terms (e.g., "100-year floodplain"). → How will stations simplify messaging without losing urgency? Challenge 3: Misinformation spreads on social media. → How will broadcasters counter rumours with authoritative updates? **3. Public Response, debrief and lesson learned** • Rural communities report not receiving alerts due to poor mobile coverage. • Urban residents ignore warnings due to "alert fatigue." Discussion items 1. How can alert disseminators improve accessibility (e.g., sign language, local dialects)? 2. What call-to-action messages (e.g., evacuation routes, shelter info) are missing? 3. ○ Were CAP alerts processed and aired within golden time (e.g., <15 mins)? (**for broadcasters)** ○ Which gaps on telcos networks (tech, language, coordination) hindered effectiveness? (**telcos**) How can EW information disseminators better collaborate with disaster agencies?
16h15-16h30	**Workshop Feedback**
16h30-16h45	**Closing** H. E. Pang Nath, Advisor to the Ministry of Information, Cambodia

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