

Title: **Media Information Pack on Floods**
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The lesson learnt from unprecedented 2010 floods and devastating rains of 2012 call for enhanced and more effective pre-emptive as well as response actions to control situation and above all save lives. This required a comprehensive data pack for stakeholders especially Media. It was important because the media reports on the floods carried serious flaws. Media persons in many cases had no background information or data and sometimes stories were based on assumptions in place of being on based on facts and figures.

Effective actions depend on the existence of readymade and well tested contingency plans, and exiting the broad based information. This kit contains the background information about disaster for the media persons working for disaster like situations with context of juggling their compliances.

Note: Please send us email at pdi@pdi.org.pk for the copy of the publication

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