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**Chapter 09: Internet emergency checklist of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.**Date Created  
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# Internet emergency checklist

The UNICEF website would ideally require the following pieces of information in significant emergency situations:

## 1. Initial feature story:

- A feature story which highlights the human impacts of the emergency, in particular, a focus on how it affects children.

We prefer these to be a human angle story, where you use a person(s) to help tell the story, take a look at this story sent to us about the floods in Orissa which was sent in to us from the field:

"In Orissa it is still raining, relentlessly. Door Singh, a 40-year-old grandmother, continues her vigil – watching the rain and waiting for rice."

<http://www.unicef.org/noteworthy/india-flood/water.htm>

Alternately you can put together something from a more newsy angle, and as a last resort we are also able to do this on the basis of your Situation Reports. Take a look at this story based on the Orissa Situation Reports:

"One of the worst floods in more than 50 years to have hit India's eastern state of Orissa is causing massive destruction, displacement, disease and a mounting death toll."

<http://www.unicef.org/noteworthy/india-flood/index.html>

The human angle gives us stories which people are more likely to read (and want to contribute as a result) and which we can use and re-use in a number of ways so we prefer these, but under emergency situations we will be happy to have anything useful and fast that you can send us.

- Length: around 500-800 words (NOTE: UNICEF website only needs 500 words but GRO requires up to 800 words – so kill two birds with one stone and send one longer feature to both the UNICEF website and GRO).
- These do not have to be perfect, in fact they will receive the full editorial treatment in New York.
- If you have used any specific sources for information, such as a population statistic, please add the citation/source in parenthesis to help us with fact checking.
- Spellings of people's names are really important because in many cases we have no way of checking these and will only end up bugging you if it is not clear that you have checked them.
- Send your contributions via e-mail to: [Webemergency@unicef.org](mailto:Webemergency@unicef.org)

## 2. Follow up feature story:

- This is a vital piece on what has happened since the emergency happened and assistance was rendered. It is a way of following up on what UNICEF is doing/has done and the positive impact of this, plus it highlights what still needs to be done.

The idea is to highlight the ways in which donor contributions have made a positive impact through UNICEF action, it shows our accountability and effectiveness and will, we hope, convince our supporters that their contributions are well placed and that they and others will continue to assist UNICEF.

- The initial feature story guidelines apply, and in the follow up feature it is almost absolutely necessary to have this written as a human angle story. Take a look at these pieces, not

emergency pieces but a good example nonetheless of follow up human angle features from the field.

The impact of UNICEF's education programming in West Africa:

"Millions of girls do not go to school in West Africa, but Soda Fall, 22, is one who did. Her success as one of many girls in her village in Senegal who benefited from a UNICEF-assisted project under the African Girls' Education Initiative has inspired others and the international media"

<http://www.unicef.org/pdeduc/education/gems/dream.html>

The impact of a UNICEF HIV/AIDS project in Mozambique:

"Fifteen-year-old Caterina sat serenely on a tattered sofa in the reception area, watching people drop in and out of the rundown house set in a bustling part of Maputo, in Mozambique."

[http://www.unicef.org/aids/aids\\_mozambique.htm](http://www.unicef.org/aids/aids_mozambique.htm)

Send your contributions via e-mail to: [Webemergency@unicef.org](mailto:Webemergency@unicef.org)

### **3. A picture is worth a thousand words....:**

A good image from an emergency is priceless and is a key element that we need for our coverage of the situation on the Internet. For the web, pictures are particularly important in the first few days of an emergency. That is usually before a professional photographer has arrived and means that a few people in each country office, and especially the Communication Officer, should be trained in taking digital photographs.

It is vital that the person who is able to take photos and/or the Communication Officer, must go out on the first reconnaissance team so that the early images and the story of the emergency can be documented and sent to us.

See the photography section for instructions, but here are some web-photograph-specific points to remember:

- Photographs should be sent with captions detailing the:
  - names (spelling checked and note that you checked it so we do not bother you needlessly),
  - date and places (where is the photo taken exactly? The location or event and correct spelling is needed)
  - the name of the photographer and office e.g. Jill Soap, UNICEF Canada
- Send your images as JPEGs/JPEG/JPG ("jay-pegs") of HIGH quality (resolution at least 150 dpi and image size at least 600-1000 pixels in every dimension)
- When you send the photographs, please do not embed these in word documents as doing it this way strips away important information and detail from the photograph and often makes them unusable to us and so wastes your hard work. Please attach the images as JPG/JPEG files to an e-mail.
- E-mail your photographs to both the Web and Photo units.
- Send your contributions via e-mail to: [Webemergency@unicef.org](mailto:Webemergency@unicef.org) and [photo@unicef.org](mailto:photo@unicef.org)

Ideally we are looking for 10-14 good photographs that we can put together as a photoessay, or at minimum at least 3 good photographs which we could use on the UNICEF home page and in the content feature pages.

Photographs should depict the situation, in particular the plight of children. So if you have a mudslide, for example, don't only photograph the tons of mud, but put people, children in the shot to give the situation context. Where possible, photographs should also show how UNICEF is

helping and taking positive action in the emergency situation. (Much more great advice about taking a good photograph can be found in the Photographs section).

#### **4. The magic of moving pictures/sound:**

Wherever good video footage is available, please let the Broadcast Unit and the Web Unit know. (More good information on shooting video in that section of the booklet). These two teams work together to digitise clips of material and where available and appropriate, a video clip can be a powerful communication tool on the web.

Please send this with a caption:

- names of those in the video material and who they are e.g. "an adolescent girl whose home has been destroyed" (spelling checked and note that you checked it so we do not bother you needlessly).
- places (where and when was the interview conducted? The location or event and correct spelling is needed).
- Please indicate what language the interview has been conducted in.
- Send your contributions via e-mail to: [Webemergency@unicef.org](mailto:Webemergency@unicef.org)

Similarly, if you are able to get audio material such as an interview with someone, in a digital format, please e-mail it to us and we should be able to make use of it. Please send this with a caption:

- names of those interviewed (and who they are e.g. "the headman of XWZ Village") and the interviewer (spelling checked and note that you checked it so we do not bother you needlessly).
- places (where was the interview conducted? The location or event and correct spelling is needed).
- Please indicate what language the interview has been conducted in.
- E-mail your photographs to both the Web and Broadcast units.
- Send your contributions via e-mail to: [Webemergency@unicef.org](mailto:Webemergency@unicef.org) and [broadcast@unicef.org](mailto:broadcast@unicef.org)

#### **5. Other elements**

Other elements which we will include on an emergencies page as a standard are:

- The details of which National Committee has/have appeals out related to the specific emergency.
- Links to other ways the public can contribute towards assisting those affected by the emergency via UNICEF.
- Situation reports and Donor update (which we access via EMOPS)
- Links to other related materials available on the UNICEF website.

So if you have any other suggestions of things which we should include, please let us know at: [Webemergency@unicef.org](mailto:Webemergency@unicef.org)

#### **It's all in the timing...:**

The key is being able to have this information as soon as possible after disaster strikes/an emergency occurs. UNICEF's communication advantage – and also our ability to get our voice heard – lies in the first three days of an emergency. And so the opportunity lies in the hands of Communications Officers everywhere.

Being able to publish the features, information, photographs and video or audio clips This is crucial as people becoming aware of the event via the major media may turn to the UNICEF

website to find out more (and hopefully to find out how they could contribute). So the later we receive the information, the less likely the web user is to contribute or worse, to return to the website in future to find out about such events (because it seems to them that we don't carry this information). So a tardy response is potentially costly, both immediately and in the future.