

**Jan-March 2006**

***Environmental reporting in Media***  
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Environment seemingly has taken a backseat in most of the stories covered by electronic media. Considering its audience coverage capacity, it becomes mandatory for the electronic media to focus on the environmental related news. The necessity becomes manifold in the view of the excessive environmental depletion that surfaces now days. Inspire of the growing need and demand for the special attention that is required by the environmental issues, sidestepping of pertinent news by the leading news channels is grotesquely evident.

In a study conducted by CMS labs on highly rated news channels its is observed that an average of .3% of the stories covered in the months of January'06 were environment oriented. Similarly in months of February it was not more than .9%, that too when referring to a single news channel. Rest of the channels dwindled around the figures like .4% and.7%. Saddening in the month march the figures rolled down the ladder at the ground level of 0% while only Sahara Samay and DD news covered .9% and.6% respectively.

The role, the value and the use of informational technology are changing rapidly. There is a new order that has slowly seeped into the system of electronic media that spells globalization. Per say it becomes difficult for the topics like the environment to actually create a substantial space for themselves. In such a situation there is a lack of interaction and communication in between the two, media and environmental issues. Therefore it becomes significant for the media to donate enough space and realize the priority in terms o their role to play towards betterment and awakening of the masses.

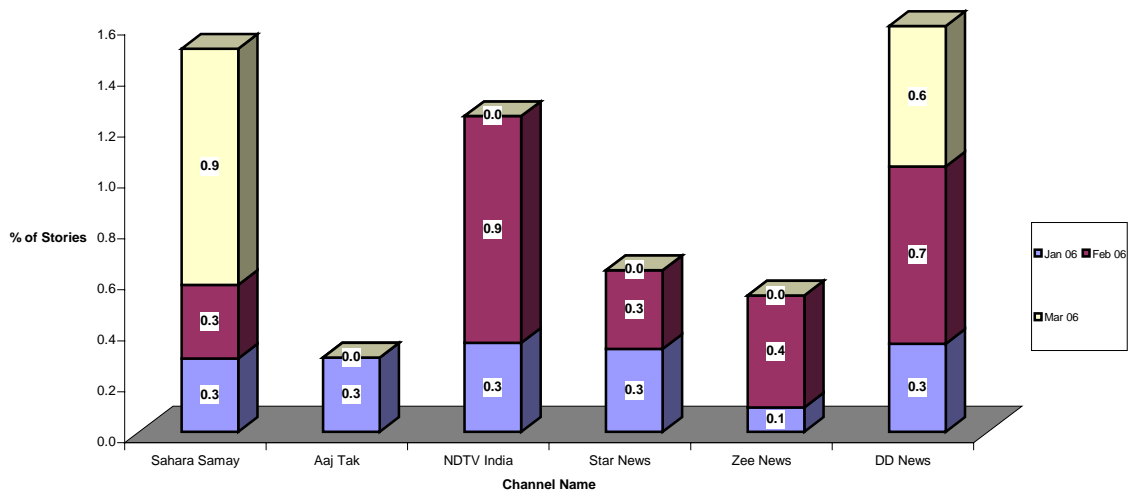


Table: Percentage of environmental stories in News Channels

Channel	Jan 2006	Feb 2006	March 2006
<b>Sahara Samay</b>	0.3	0.3	0.9
<b>Aaj Tak</b>	0.3	0.0	0.0
<b>NDTV India</b>	0.3	0.9	0.0
<b>Star News</b>	0.3	0.3	0.0
<b>Zee News</b>	0.1	0.4	0.0
<b>DD News</b>	0.3	0.7	0.6

### Methodology

CMS Media Lab has undertaken significant experimentation over the last one year to develop a robust and rigorous methodology. The content analysis broadly covers qualitative and Quantitative aspects.

1. Prime Time band of Study. The prime programming is the industry benchmark in News television for all significant events and issues that are prominently covered on a particular day.
2. Five mainstream Hindi news channels were included i.e. Aaj Tak, NDTV India, Star News, Zee News and Sahara Rashtriya
3. The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.
4. The News content on the above mentioned channels were listed and documented in the log sheets.



5. The Stories were classified and separately coded (Ex politics, Business, Sports, Environmental news etc.)
6. Environmental related stories are being separately reviewed