

July- Sept 2005

Environmental reporting in Media
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Technology has effectively become a new language in media today. It has its specific intricacies that synchronize with the mindsets of the society. Moreover it essentially manages to bring about new ideas and create a platform for understanding them with alacrity. For long now electronic media has not been able to do justice with the environment related issues. Quantatively it cannot be omitted from notifying that news channels, acclaimed features of the electronic media have still not impressively taken up the cause of environment related issues. They still seem to be staggering to push in the environment news and actually not given its deserving space.

Though in July and August, Sahara Samay has managed to incorporate 17 stories, yet, the rest of the channels, Aaj Tak, NDTV India, Star News have been obsessively lackadaisical in their approach. Zee news has endeavored to capture 11 stories, while in August and September a categorical fall in environmental coverage is observed. Similarly with DD News. Which has consistently made an effort to cover environment stories for July and August with 8 and 5 stories respectively, However for the month of September once again the numbers brought down to nil. While Zee news managed 3 stories Aaj Tak aired 2 stories for September, many of the news channels failed to incorporate even a single story.

Its quite saddening to unveil such a laid back attitude on the part of the electronic media towards environment related issues. Infact the electronic media is largely caught up in the race of TRP ratings. Understandably, environment related news is basically unglamourised. Still the importance cannot be underestimated at any point of time.

More than awareness these news are significant for creating an awakening. Electronic media requires to themselves comprehend their extravagance with relatively un important issues in comparison to the weightage that it gives to the environmental issues therefore there is an essential need to establish a link in between the electronic and the space that it plans to make environment issues available.

Table: Percentage of environmental stories in News Channels

TV Channels	July 2005	August 2005	September 2005
Sahara Samay			
Environmental Stories	6	11	1
Total Stories	2130	1486	1560
% of Stories	0.3	0.7	0.1
Aaj Tak			
Environmental Stories	1	1	2
Total Stories	1238	1095	1180
% of Stories	0.1	0.1	0.2
NDTV India			
Environmental Stories	0	6	1
Total Stories	1060	935	1041
% of Stories	0.0	0.6	0.1
Star News			
Environmental Stories	0	1	0
Total Stories	431	776	797
% of Stories	0.0	0.1	0.0
Zee News			
Environmental Stories	11	0	3
Total Stories	1242	790	882
% of Stories	0.9	0.0	0.3
DD News			
Environmental Stories	8	5	0
Total Stories	2222	1876	1995
% of Stories	0.4	0.3	0.0
Overall Channel			
Environmental Stories	26	24	7
Total Stories	8323	6958	7455
% of Stories	0.3	0.3	0.1

Source: CMS Media Lab

Methodology:

CMS Media Lab has undertaken significant experimentation over the last one year to develop a robust and rigorous method 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 Rashtriya Sahara.
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.