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Environmental Reporting in Media
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Environment being an extremely gravitious and sensitive aspect, its adequate coverage becomes all the more mandatory. It is almost the backbone of our survival and consistent maintenance on earth. Electronic media needs to lend the required space and structure to the environment that it rightly holds. Its only then that a mature and palpable interaction will be made possible.

Its laudable to acknowledge that a mammoth difference towards betterment was launched for the month of October November and December. While the Sahara Samay covered 27 stories in the month of Oct NDTV India also managed to catch up by 11 stories, even though the rest of the news channels didn't show much variation from 2 to 4 regular coverage. While DD news that has consistently has produced stories to environmental issues diminished from 6 stories in October 2005 to 1 story in December 2005. its an encouraging study that in each month of the quarter year sporadic coverage has been made by all the channels under study.

As propounded by Roland Norman

“the more widespread and successful the technology, the greater its impact on the thought patterns of those who use it and consequently, the greater its impact on all the society”.

Undoubtedly society and electronic media are congenially intertwined. They have very symbiotic relationship and have extraneous influence on each other. However the need is to accommodate environment effectively so that the validity of its essence is comprehended and widespread understanding is generated.

Table: Percentage of environmental stories in News Channels

News Channels	October 2005	November 2005	December 2005
Sahara Samay			
Environment	27	5	6
Total Stories	1796	1467	1534
% of Stories	1.5	0.3	0.4
Aaj Tak			
Environment	2	4	2
Total Stories	867	884	665
% of Stories	0.2	0.5	0.3
NDTV India			
Environment	11	2	3
Total Stories	816	807	880
% of Stories	1.3	0.2	0.3
Star News			
Environment	2	1	0
Total Stories	839	559	608
% of Stories	0.2	0.2	0.0
Zee News			
Environment	4	1	3
Total Stories	859	629	726
% of Stories	0.5	0.2	0.4
DD News			

Environment	6	3	1
Total Stories	2021	1519	1234
% of Stories	0.3	0.2	0.1
Overall Channel			
Environment	52	16	15
Total Stories	7198	5865	5647
% of Stories	0.7	0.3	0.3

Source: CMS Media Lab

Methodology:

CMS Media Lab has undertaken significant experimentation over the last one year to develop a robust and rigors 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 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
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