

January - March 2008

Green Voice

Quarterly Newsletter

CMS ENVVIS

Newsletter on Environment & Media

Theme: Environmental Health



जहाँ है हरियाली ।
वहाँ है खुशहाली ॥



Supported by : Ministry of Environment and Forests, Government of India, New Delhi 110 003



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CMS *environment*

Promoting Environmental Responsibility

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The CMS Environment Team is involved in policy research and programs evaluation aimed at creating sustainable solutions for environment protection and improving the quality of the environment. Creating capacities, undertaking outreach and advocacy and formulating strategies are its strengths.

Key Areas

- Urban and Rural Environment
- Climate Change
- Water Sector Reforms: Water Supply and Sanitation
- Natural Resource Management: Watershed, Forestry and Livelihoods
- Wildlife Conservation
- Environmental Education and Awareness

Services

- (I) EVALUATION OF ENVIRONMENTAL PROGRAMMES
 - a. Water Sector Reforms; Drinking Water Supply and Sanitation
 - b. Natural Resource Management (Watershed, Forestry and Livelihood)
 - c. Environmental Education and Awareness
- (II) CAPACITY BUILDING
- (III) OUTREACH PROGRAMMES
 - a. Environmental Communication Strategies and Studies
 - b. Environmental Education and Advocacy
- (IV) ENVIRONMENT INFORMATION RESOURCE CENTRE

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January - March 2008

In Black & White

News international goes carbon neutral

Correspondent : Staff Reporter

News International will be the first major newspaper company in the UK to take its operations carbon neutral. This is an important first step in the company's ongoing commitment to reduce its impact on climate change.

Over the past 18 months, News International has developed a wide-ranging energy programme that involves tracking its own greenhouse gas emissions annually, pursuing operational efficiencies and renewable sources of power, and engaging audiences, employees and business partners on the issues of energy use and the environment.

In February 2007, News International switched its electricity supply to green energy, 70% of which is now from renewable sources and 30% from Combined Heat and Power. The switch to a low-carbon energy source has had a significant impact on NI's carbon emissions. Together with other energy reduction measures, such as better facilities management systems and energy-efficient information technology improvements, NI's carbon footprint has been reduced by 21% year on year from 58,977 metric tons of CO2 equivalents in fiscal 2006 to 46,567 metric tons of CO2 equivalents in 2007.

News International's energy reduction programme is part of parent company News Corporation's Global Energy Initiative, a company-wide effort to play its part in solving the climate problem by transforming its operations' use of energy, by engaging its millions of readers, viewers and web users on environmental issues and by involving its employees and business partners in the effort.

To reach carbon neutral – net zero carbon emissions – News Corporation has invested in renewable energy projects that reduced an amount of carbon from the atmosphere equivalent to News International's unavoidable emissions. These carbon offsets come from a portfolio of wind energy projects in India. The carbon reductions were verified by an independent expert third party and the projects were certified under the Voluntary Carbon Standard, a standard developed

by the Climate Group, the International Emissions Trading Association, and the World Business Council for Sustainable Development.

James Murdoch, Chairman and Chief Executive, Europe and Asia, News Corporation said, "This is a major milestone for News International, but it is only a beginning. The key to any company's environmental programme is to improve energy efficiency and we have a lot more to do in this area. But this is a good start and I am glad to say our suppliers are working hard to implement best energy practices as well. As a major media company we reach a wide audience both in the UK and worldwide. It is important that we get the message across to our readers, advertisers, business partners and staff that we are making good progress on an issue we, and they, care a great deal about."

Source: Televisionpoint.com, Monday January 14, 2008

NDTV, Sanctuary Magazine launch save tiger campaign

Correspondent : Staff Reporter

NDTV and Sanctuary Asia Magazine have joined hands to launch a mass movement - 'SAVE THE TIGER' to stop the alarming decline in the number of tigers in India.

Through this initiative, NDTV is seeking to collect one million signatures to represent the voice of the masses. These signatures will be presented to the Center and the State governments demanding them to take stringent steps towards saving this endangered species.

The campaign urges the Prime Minister to hold an emergency meeting of the National Board for Wildlife to consider the threat to the tiger; Chief ministers of every State to establish a protection force for tigers; upgradation of forest guards to the level of police with better compensation; and setting up of an improved intelligence network that is critical to crack poaching. NDTV kicked off this signature campaign by putting up banners and notebooks at various schools across the nation. NDTV is also conducting sms polls and online petitions to reach out to as many people as possible. The count for the signature so far has been overwhelming and is increasing every minute.

"Today, there are approximately only 1400 tigers left in Indian forests. It is extremely critical to create enough public support and awareness to be able to turn this

campaign into a powerful movement. I am confident our campaign will gain enough momentum to force the government to take greater responsibility to save the tiger from the brink of extinction" Swati Thyagaragan, NDTV's environment and wildlife correspondent who is spearheading the campaign, said.

Apart from nationwide public support, the campaign is also being backed by celebrities, well-known environmentalists and NGOs. Bollywood stars Aamir Khan, Hrithik Roshan, John Abraham, Kareena Kapoor, Preity Zinta and Farhan Akhtar, Sportsmen Rahul Dravid, Rajyavardhan Rathore, environmentalists and conservationists like Bittu Sahgal, Editor, Sanctuary Magazine and the Kids for Tiger Group have come out to support this movement.

On March 9, 2008, the campaign has planned a highly visible event - 'INDIA SIGNS ON TO SAVE THE TIGER'. People from all walks of life will gather at famous landmark in their city and sign a petition to save the tiger.

Source: Media Newslite, Friday, March 7, 2008.

Coca-Cola company launches film on environment

Correspondent : Staff Reporter

The Coca-Cola Company today launched the film, 'Our Environment- Let Us Protect It', an animation film on environmental education.

It has been specially created for students to generate awareness on the environment and to urge the future leaders to preserve and protect the environment. The film has been developed by BAIF Development Research Foundation in partnership with Coca-Cola India.

Speaking on the occasion, Dr. Narayan G. Hegde, President, BAIF Development Research Foundation, said, "BAIF has been involved in initiatives on sustainable development including environment protection and natural resources management. We have now launched an initiative, which is like insurance for years to come because it is the future leaders who need to be educated and aligned to preserve the environment. The environment film launched today is easy to understand with simple language and suitable animations and we are hopeful that the film will have the desired effect on students." The environment film carries important scientific facts on environment pollution and the methods of preventing them. The

narration of the film is in an easy to understand language with appropriate illustrations and covers various aspects of environment that is taught in primary school. This 60-minute film will be available in three languages – English, Hindi and Marathi and has presently been launched in English.

The film will be disseminated by Coca-Cola India in more than 5000 schools, thereby reaching out to more than 1,00,000 students in primary schools in Maharashtra, Uttar Pradesh, Uttarakhand, Jharkhand, Rajasthan and Madhya Pradesh. The film has been divided into five sections- Environment, Conservation of Nature, Eco-System, Climate, and preventing Environmental Pollution and covers topics on conservation of natural resources such as land, livestock, water. This multi-media presentation aims at serving as an educational material through entertainment rather than a serious study.

Muhtar Kent, President and COO, The Coca-Cola Company said, "The Coca-Cola system in India has been undertaking a series of activities for community development and inclusive growth. To further accelerate this process of making a 'difference' in the local communities where we operate, we are happy to set up the Coca-Cola India Foundation. This Foundation with an initial corpus of USD 10 million would focus on a range of activities including water, the environment, healthy living and social advancement."

Atul Singh, President & CEO, Coca-Cola India, said, "The Company has always placed high value on good citizenship. At Coca-Cola we are committed to preserve, protect and enhance the environment and this simple belief guides us in everything that we do. The launch of this film and the setting up of Coca-Cola India Foundation is yet another step in that direction. I am sure that the Foundation will be making a significant positive impact on the local communities in days to come."

Source: Televisionpoint.com, Monday, December 3, 2007.

Technology's role in tackling climate change highlighted

Correspondent : Special Correspondent

CHENNAI: Sunomoni Gogoi has had first-hand experience of the practical impact of climate change. "Climate change has forced the people in my village to dig along the river banks for drinking water, and that leads to all sorts of serious diseases," says the young

Assamese social worker. In a village with minimal transport facilities — just carts and two motorcycles — that lies 30 kilometres away from the nearest medical aid, such diseases are a serious affair.

Ms. Gogoi is also witness to the power of information and communication technology (ICT).

“I have realised that a single call from my mobile phone can help save the community. I can now call for a taxi, an ambulance to help,” she says.

Ms. Gogoi’s story reflects the simple, yet powerful ways in which ICT can be used in coping with climate change at the grassroots level in India. At a workshop on the subject organised by the M.S. Swaminathan Research Foundation here on Monday, Ms. Gogoi and other National Virtual Academy Fellows from six States shared their experiences.

Village Knowledge Centre

In Maharashtra, Krishna Dhake operates a Village Knowledge Centre (VKC), which offers weather forecasting and advice on crop schedule to farmers left confused by changing rainfall patterns.

In Puducherry, Vimala Periyandi uses the local VKC to help fishing communities hit by post-tsunami changes in fishing grounds, fluctuating weather, and sickness due to extreme climatic conditions.

With such examples in front of him, Bhavanarayana of Andhra Pradesh’s Guntur district wants to set up a VKC in his own village. “I remember the terrible drought of 2002 and the terrible floods the next year. And I have seen the mock drills for flood and drought preparation in Machalipatnam ... We need the same thing,” he says.

The village knowledge centres are one link in the chain of ICT. Most of them are grouped around the hub of one of the 331 VRCs or Village Resource Centres across the country, each powered by the Indian Space Research Organisation’s satellite connectivity and information.

Role of resource centres

Each block in the country will have a VRC within five years time, says V.S. Hegde, who coordinates the project for ISRO. From tracking weather and land use at a micro-level to cyclone warning systems and imaging disaster sites for relief personnel, the VRCs

can access a variety of knowledge tools to tackle the impacts of climate change. Using a satellite connection, VRCs across the country interacted with Walter Fust, the visiting Director General of the Swiss Agency for Development and Cooperation as part of the workshop.

Source: *The Hindu*, Tuesday, 12 February 2008.

Green world award for NHK at MipTV

Correspondent : Staff Reporter

The Japanese public broadcaster NHK will receive a Green World Award at the up-coming MipTV featuring MILIA, which takes place in Cannes from April 7-11. This award is in recognition of the network’s continued commitment to raising public awareness on environmental issues over the past five decades. NHK is a pioneering television channel which has integrated environmental questions into its programming since the end of the 1950s. The Japanese broadcaster has demonstrated its long-held commitment through the production and broadcast of numerous ambitious programmes – documentaries, reportages, children programmes, televised debates – all of which are recently being catalogued in a unique library, the Eco Archives. The company itself has adhered to a policy of sustainable development (recycling, energy saving, etc) since 2000.

To involve the wider public in the debate and bring attention to the issue, notably around the Kyoto accords, NHK has, since 2003, organised an “ecological campaign” each June, involving 120 hours of programming. This is backed up by on-the-ground educational and fun activities such as photo workshops, concerts, exhibitions like the Eco Life Fair, seminars about programmes and setting up an Eco Park. This year will see some more important milestones, notably with the broadcast of the new documentary “Arctic Circle” (2x49’), the creation of a website dedicated to solutions that Japan can apply to respect the Kyoto protocol, and the organisation of a major awareness-raising TV event. Paul Johnson, Director of the Television Division of the Reed MIDEM, adds, “This is the first time we have given a Green World Award to a company and we’re proud to bestow this honour on the television network which opened the way in raising viewer awareness on environmental issues.”

Source: *Televisionpoint.com*, January 15, 2008.

Talk Over



Meet **Arif Shafi Wani**, reporter with Greater Kashmir, a leading news daily of Jammu and Kashmir. His extensive coverage on the world famous Dal Lake has brought international attention and acclaim to him. Here he speaks with Rohit Singh about his passion and commitment for environmental journalism.

How did you take up environment to be your forum for journalism?

I live close to the world famous Dal Lake and Zabarwan range of the forests. So nature has been an inspiration for me. Besides, my schooling also played an important role. Tyndale Biscoe School, one of the oldest and reputed educational institutions in the Valley, used to organize boat race in the Dal Lake, and camps were held every year in the famed hill-stations like Gulmarg and Pahalgam. Gradually, I got attracted towards the water-bodies and forests. After my masters in mass communication and journalism from the Kashmir University, I joined Valley's ace newspaper the Greater Kashmir. Fortunately, I was assigned two beats of my choice, environment and tourism. One fine day, I was strolling on the banks of Dal Lake when I saw it turning murky. I boarded a boat and tried to find the reason. However, I was shocked to find that a big drain carrying tons of sewage of the Dal's adjoining areas, was emptying into it. Further inquiry revealed that there were numerous such drains. Ironically, all built by the government itself. I immediately filed a story substantiated by the photographs. The next day, the authorities closed the drain. However, after a few days, it was reopened. I pondered that the Almighty has bestowed us with a beautiful lake in the shape of Dal.

Some unscrupulous people in connivance of the authorities over the decades extensively polluted and encroached the lake. Now it has squeezed from 22 sq.kms to less than 10 sq.kms. Although crores of rupees have been spent in the name of Dal conservation, there is no improvement. Tourists come with lot of expectations to see the lake but the authorities are acting as mute spectators to its destruction. Same is the case with other lakes of the Valley like, Wular, Manasbal, Aanchar, Khushalsar and Gilsar. Adding to the destruction, the

rich forest wealth of Kashmir is being vandalized on full swing but all goes unchecked. I took a vow to highlight the problems confronting the lakes and the forests till measures are not initiated to restore their glory. And my mission is yet to reach its logical conclusion.

Are there any specific issues you feel drawn to while looking for stories?

Whenever I work on a story on environmental beat, I always try to go to the spot, assess the situation and talk extensively to the people. However, my curiosity has always been about the reaction of the Government towards the issues of environmental concern. Last year, I went to Rafiabad village in north Kashmir's Varmul district and saw the locals, smugglers and troops engaged in wanton loot of the forests. The unending stretch of the tree stumps on the mountains seemed like epitaphs in a graveyard. When the story about the illegal tree felling was published, I expected the government to act. But it is still in deep slumber while thousands of trees are daily being chopped unchecked across the Valley.

Environment journalism has not yet found its right place in world. What is your opinion about the issue?

There is no place in the world that is not confronted by problems other than the environment. At some places, people are fighting for right to live with dignity and freedom. At other places, people are being killed for attaining dominance of the world. Despite all this, the perception about the environment reporting seems to be gradually changing. The issues like global warming and its consequences, which the media has been highlighting over the years, has finally attracted global attention. People want to know the reasons for natural calamities like drought, flood or earthquake and how to prevent or have its minimum.

However, it is only an alert environmental reporter who with the help of experts can inform the people about the environmental disasters and precautions.

Any interesting experience while covering some of your stories?

Experience are many but some are worth sharing. Covering environment is considered to be safe but sometimes it is too risky rather scary. While covering a demolition drive in Saida Kadal, a part of the Dal lake, I was caught in stone pelting between the lake dwellers and the policemen. I alongwith some cops took shelter behind a make shift tea stall, however hundreds of lake dwellers assembled on the spot and pelted stones on the cops, forcing them to flee. When I saw the

mob approaching towards the tea stall, I ran as fast as I could. In the meantime, another group of people confronted us from the front side and they caught hold of the cops and gave them a sound thrashing. As the mob approached towards me, a police party reached there and fired tear smoke shells forcing them to disperse. For few nights, I saw scary dreams of the mob ripping me and the cops apart. But a few days later, I was back to normal life.

Do you feel that there is often more pressure on environmental journalists to accommodate with respect to space and coverage with the other news?

The political and spot news are bound to get prominence in almost all the newspapers. At times, environmental journalists can feel frustrated by not getting the proper space, but this is not always the case. Besides, the placement of any story including environment depends on its merit and also the editorial policy of a particular newspaper. As you are aware that Kashmir has been a news hub for past 19 years due to frequent gunfights between the militants and troops subsequent human right violations, the question is how to get a space amidst the "hot" news?

Luckily, Greater Kashmir has been treating the environment reports par to any news. Fortunately, my stories on environment have been getting prominent space on the front page and this has encouraged me to carry forward my endeavor with dedication and honesty.

What is the difference between broadcast coverage and print coverage of environmental issues?

The communication mediums have their own advantages and disadvantages. If the environmental issues are broadcast on Radio, it will have lesser impact. You can't show the polluted lake or felled trees on Radio. Telecast coverage of environment can substantiate the issues with video footages, which can be used as evidence in the Court of law, in case of legal ramifications. However, the radio stations or TV channels cannot afford to continuously broadcast or telecast respectively any environmental issues repeatedly due to the fast changing political developments. Here the print media, due to vast space, has an advantage. It can do a story related to environment and do as many follow ups as it can. Printed word has more shelf life. You see a report on TV and after few days forget it unlike newspapers and magazines, which one can preserve for future reference. However, the documentaries on environmental problems is one of the best ways to reach educated section of the society by screening them in film festival, school or colleges.

Environment is often labeled as a drab subject. How do you make your stories interesting and attractive?

I put people, their experience and suggestions into the story. Like, I had to do a story on the Nigeen lake (part of Dal lake), which is marred by pollution. I wondered why would people be interested in reading a story about deterioration to the lake. I talked to elders about its past glory and put their anecdotes in the story. I quoted an old houseboat owner who said the Nigeen lake was so clean that the first Prime Minister of India, Jawaharlal Nehru, swam with his counterpart, Sheikh Muhammad Abdullah, on September 4, 1950.

I have done nearly 300 stories on environment, most of them on the water bodies. In every story, I have tried to approach differently. Sometimes when I stop writing on the Dal, people approach our office and ask about my welfare. This shows people are interested in environment stories in Kashmir at least and it puts more responsibility on my shoulders.

Do you feel a change in newspaper reports on environmental issues? How about the quality of news content?

Definitely change is there. The newspapers can ignore the environmental issues but not neglect it. A few years ago, the newspapers only gave prominence to political reports for obvious reasons. The National newspapers are these days flooded with reports on environment and its related issues. Some of the prominent newspapers have been publishing series of stories on the threats caused by the pollution to the Yamuna and Ganga rivers. There is now a section of people who are interested in crime or political stories.

What should be done to make environment everyone's business and not just the agenda of round table conferences?

Debates, seminars or round table conference can only help to form policies for protecting environment. However, for the implementation on the ground, support of people is imperative. One of the problems confronting restoration of the Dal Lake is lack of coordination between the government and the lake dwellers. The government sees demolition of illegal structures as a measure to conserve Dal while the lake dwellers are for stopping inflow of sewerage into the lake. They have been passing the buck of Dal's deterioration on each other. In the stalemate, the Dal's condition is deteriorating every second. So time is ripe for spreading awareness about the environmental issues at ground level. The government should make it

mandatory for officials and students to dedicate some time towards preservation of environment. This will definitely inculcate a sense of responsibility among the people towards environment protection

Do you think with the focus on politics and crime, environmental report will get space in newspapers?

As I have already commented on the issue, still I want to tell that newspapers can't ignore the reports on environment. One thing I want to tell the newspaper owners that if there are no trees, there will no newsprint? So the choice is theirs. Preserve environment or perish!

There is a tendency in media to forget the issue once the initial hype about it is over. How far has it been a setback to environment advocacy in India?

There is a trend in media in India that it leaves an environmental issue half-way and takes up another issue. Like the media vigorously highlighted the suicide by farmers in Karnataka and other states due to drought. But later the issue was toned down for unknown reasons. It is unfortunate that there is no strong lobby in India, which could stress upon the government to take environmental issues on priority. According to estimates 60 percent of cultivate land is affected by soil erosion in India. The forest cover is decreasing across the Country due to encroachments by way of expansion of agricultural, industrial and other activities. The NGOs and environmental groups have been voicing their concern over environmental issues, but they have only met with deaf ears.

India so far has been lacking an environment lobby. How have forums like 'forum for environment journalists' been helpful?

Groups like Forum For Environment Journalists (FEJI) and CMS have been doing a wonderful and meaningful job to spread awareness on the issues of environmental importance. To encourage the environment reporters who have done exemplary investigative and inspired reporting, the FEJI and CMS last year instituted first-of-its-kind awards. The FEJI and CMS have been organizing seminars, debates and, film bazaars and film festival on various aspects of environment, including wildlife. Last year, the CMS organised an international summit on climatic change. Endeavors like these ultimately help to understand the problems confronting environmental minutely and develop strategies to tackle them effectively.

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NGO Vignettes

Aubindo Chaudhuri Memorial Great Indian Dream Foundation

A social initiative of Indian Institute of Planning & Management (IIPM)

<http://gidf.org/>



Aurobindo Chaudhuri Memorial Great Indian Dream Foundation (ACM GIDF)

is a developmental organisation of national repute, facilitating community development initiatives since 2002. ACM GIDF is a social initiative of Indian Institute of Planning & Management (IIPM) and Planman Consultants. The noted author & management guru Mr. Arindam Chaudhuri founded ACM GIDF in the year 2001 in the loving memory of his younger brother Late Shri Aurobindo Chaudhuri. The organisation strategy is to empower the vulnerable sections of the society by building up their capacities through education, health and skill-based development. The organization is working for the cause of human development focusing on the less privileged sections of the society in the rural and urban areas of the country. Issues related to health, education, livelihood and environment govern the spheres of their work.

The Great Indian Dream Foundation is supporting developmental initiatives in more than 1800 villages spread across the states of Delhi, Madhya Pradesh, Uttar Pradesh, Maharashtra, Tamil Nadu, Haryana, Karnataka, Kerala, Maharashtra, Orissa, Rajasthan, Uttaranchal, and West Bengal. The developmental initiatives support an estimated 10, 00,000 people residing primarily in the remote and backward areas in these states.

View Point

Take me to the river... So I can drop the talking heads in the water

News talk shows and how the news media aren't what it used to be

Does "news" really stand for North, East, West, and South? Or maybe it stands for nothing else worth showing? OK, OK, we're not anti-news at all—we like to get plenty of it, and we watch our share of TV news and news talk shows, as long as one of the 12 daily reruns of "Seinfeld" isn't on. And our favorite newscaster of all time?

News talk shows — empty talking heads

News helps shape people's political opinions, including the way they view environmental issues. The news sources we choose—which newspaper or network, which reporters, which news anchors, which cable news talk shows—all have an impact on what information we get and how the stories are portrayed. All of these news entities put their own spin on the stories, sometimes intentionally, sometimes out of ignorance. Regardless, their presentation of the news and their opinions influence our own views and opinions.

Over the last decade, corporate media has come to increasingly dominate the airwaves, resulting in a watered-down version of news that is chock-full of droning newsreaders and bickering blowhards but mostly devoid of quality journalism. No phenomenon better represents this trend than the rise in popularity of news talk shows.

Some "news pundits" are open about their political leanings, but most disguise them or claim political neutrality. We know intuitively that all members of this news "chattering class"—the hosts of news-talk shows and their guests—have their biases. After all, these shows are largely about the hosts and guests giving us their opinions. Some talking heads lean to the left; some lean to the right—though observation says that right-wingers like Limbaugh, Hannity, and O'Reilly dominate the news-talk-show landscape, reinforcing status-quo-think and serving the government-corporate plutocracy that has replaced our democratic republic.

News talk shows and the safe-spin zone

Whatever their failings, news talk shows are popular. Many people are now not only viewing news-talk

shows as a source of entertaining political banter but also as a primary source of news. But there are several dangers in relying on these shows for news:

1. The hosts rarely have moderate political views, so the "facts" are usually presented through a highly biased looking glass. Even on shows with "dueling hosts," the hosts are usually so polarized that each frames issues in simple black and white, leaving out the important complexities found in the grays.
2. The shows rarely give you much background information on an issue or delve into the nuances of the subject; rather, the discussions focus on factoids, debating points, and zingers.
3. Most importantly, just like the "news" found on corporate media outlets, mainstream news talk shows usually only cover "safe" topics—those that don't ruffle the feathers of those in the governmental and corporate ruling class.

This last point is worth expanding upon. When is the last time you heard a news talk show discuss any of the following?

1. The ongoing disinformation campaign being waged by Exxon-Mobil, the coal industry, and other fossil-fuel interests to confuse the public about the indisputable realities and mounting dangers of global warming.
2. The loads of circumstantial evidence that some members of the US government had prior knowledge of—and perhaps were even complicit in—the events of 9/11, including the fact that multiple war games based on "planes crashing into buildings" just happen to have been planned and executed that very day, thus confusing and rendering impotent any air-defense response that might have prevented the tragedies.
3. The high level of "body burden" of chemicals that all Americans carry because of the billions of pounds of toxic chemicals unleashed on us every year; and, in spite of the incontrovertible evidence of this, the lack of investigative reporting on the collusion between chemical manufacturers and the US government to leave chemical regulations largely unchanged.

Source: <http://www.grinningplanet.com>

Open Windows

Theme: Health and Environment

As per WHO, thirteen million deaths annually are due to preventable environmental causes. Preventing environmental risk could save as many as four million lives a year, in children alone, mostly in developing countries. Peep into the open windows section for more information on health and environment issues.

CSE

<http://www.cseindia.org/health-index.htm>

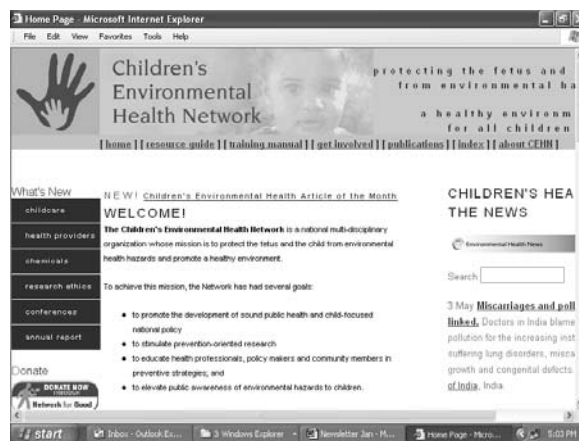


Pesticides; nutrition; health, poverty & environment; health policy; air pollution; environment & disease; health briefs and much more can be found on the health section of CSE. The site also provides information about the various events happening across the country on the similar issues. Opinions, publications, articles, health briefs on how smoking causes cancer; herbal cure to cancer, gene arsenal, cholesterol remover, infertility kit, DDT legacy, migration malaria, AIDS: dangers other than virus, diabetes cure, leafy solution, health effects of laptops, fluoride danger, fatal bearing and food that kills are also important features of the website.

Children's Environmental Health Network

www.cehn.org

The website is one stop destination for protecting the fetus and the child from environmental hazards. This knowledge hub serves as a resource guide on children's environmental health and provides training manual on pediatric environmental health. Information on air quality, chemicals policy, childcare education, children's environmental health, ethics in research, global warming, lead, mercury and methyl



mercury, national children's study, pesticides and water. Resource guide, publications and information material, fact sheet, conferences details are also available on the website.

Environmental Health News

<http://www.environmentalhealthnews.org>



As the name depicts the website has news coverage across the world on environmental health. www.EnvironmentalHealthNews.org is published daily by Environmental Health Sciences, to help increase public understanding of emerging scientific links between environmental exposures and human health. The front page contains three columns: new news, new science and new reports. The site aggregates links to articles in the world press about environmental health, with daily updates. Topics carried include a broad array of issues in environmental health, including: chemical contamination, water quantity and quality, air pollution, sewage, Mad Cow disease, and genetic engineering, etc. as well as climate change and biodiversity stories with a health dimension. Special effort are being done to find media coverage of new scientific findings related to these issues.

World Health Organization

<http://www.who.int/phe/en/>



The site covers the projects and programmes by WHO on public health and environment. It highlights various news items on the said topic; the multilingual site is low on graphics but high on technical information and multimedia on public health and environment. Information and on global environmental change, environmental health impact assessment and healthy setting are also available. In focus are WHO publications on health and climate change (1990-2008); strengthening malaria control while reducing DDT; WHO position statement; health and environment lexicon; exposure to mercury; children and rabies; lead in toys. Browse the website for public health and environment fact sheets also. ■

On Air

Citizens for Earth

Starting 3rd May, Saturday 7:30pm, Sunday 4:30pm on CNN-IBN

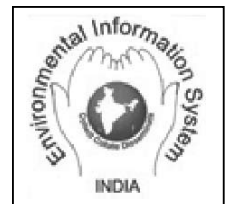


Forests in the north – east getting depleted because of our growing energy needs, widespread contamination affecting India's rivers, climate change and rising sea levels upsetting people's lives. Rapid urbanization and global warming affecting Mumbai, Indian cold desert in Ladakh melting at an alarming rate, western Ghats – India's largest region of forests facing risk because of uncontrolled mining-the ecological balance is in trouble across the country and how.

'Citizen for Earth' a 6-episode special on CNN-IBN explores critical environment related issues like climate change, urbanization and deforestation and its effects. A CNN-IBN initiative that highlights each of these six hot spots. ■

About ENVIS Network

Working towards the conservation of environment, an environment information system (ENVIS) was established by the government in Dec 1982, with a view to provide information regarding environment to decision makers, policy planners, scientists and engineers, research workers etc all over the country. Environment being a broad ranged and multidisciplinary subject, requires an involvement of concerned institutes/organizations that are actively engaged in the different subject areas of environment, therefore a large number of nodes have been established to cover the broad subject areas of environment. ENVIS is a decentralized system, which ensures collection, collation, storage, retrieval and dissemination of environmental information to all concerned. These centers have been set up in the areas of pollution control, toxic chemicals, central and offshore ecology, environmentally sound and appropriate technology, bio-degradation of wastes and environmental management etc.



www.envis.nic.in

Media Analysis

Source: CMS Media Lab

Environment being an extremely gravitous 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.

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.

Methodology:

CMS Media Lab has undertaken significant experimentation over the years 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. Six mainstream news channels were included. i.e. DD News Aaj Tak, CNN IBN, NDTV 24X7, Star News and Zee News.
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 (politics, business, sports, environmental news , crime etc.).
6. Environmental related stories are being separately reviewed.

In a study conducted by CMS Media Lab on highly rated news channels its is observed that an average of one percent of the stories covered in the months of January, February and March 2008 were environment oriented.

In the month of January 2008, 0.86 % environmental stories broadcasted. Whereas in months of February and March 2008, the stories with environment focus were 1.97 % and 1.69 % respectively. Rest of the channels dwindled around the figures like 0.26% and 3.56%. Time spent by 24x7 news channels on these stories were also disappointing with 1.07 %, 1.76% and 1.28 % in January, February and March respectively.

Table: Percentage of environmental stories in news channels

TV Channels	January 2008	Februarys 2008	March 2008
Aaj Tak			
Environmental Stories	7	9	2
Total Stories	574	485	532
% of Stories	1.22	1.86	0.38
DD News			
Environmental Stories	15	33	28
Total Stories	2135	1714	1683
% of Stories	0.70	1.93	1.66
Star News			
Environmental Stories	13	19	10
Total Stories	863	725	685
% of Stories	1.51	2.62	1.46
Zee News			
Environmental Stories	7	11	12
Total Stories	614	488	612
% of Stories	1.14	2.25	1.96
CNN-IBN			
Environmental Stories	3	4	13
Total Stories	1163	1155	1653
% of Stories	0.26	0.35	0.79
NDTV 24x7			
Environmental Stories	9	33	43
Total Stories	1052	963	1207
% of Stories	0.86	3.43	3.56
Overall Channel			
Environmental Stories	54	109	108
Total Stories	6401	5530	6372
% of Stories	0.84	1.97	1.69

Source: CMS Media Lab

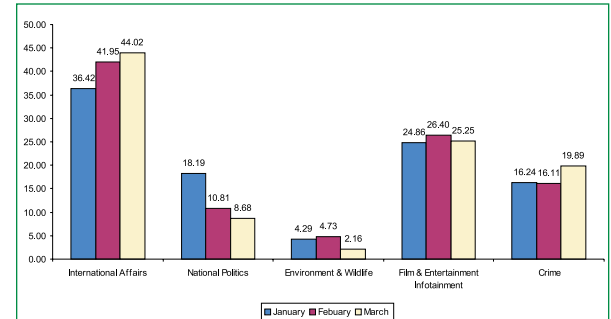
Table: Percentage of time on environmental issues in news channels

TV Channels	January 2008	February 2008	March 2008
Aaj Tak			
Environmental Stories	69	48	2
Total Time	4042	3655	4064
% of Time	1.71	1.31	0.05
DD News			
Environmental Stories	71	145	55
Total Time	5753	4550	5348
% of Time	1.23	3.18	1.03
Star News			
Environmental Stories	60	64	36
Total Time	4005	3586	3666
% of Time	1.49	1.78	0.97
Zee News			
Environmental Stories	32	52	73
Total Time	4029	3285	3692
% of Time	0.79	1.59	1.97
CNN-IBN			
Environmental Stories	23	6	16
Total Time	4504	3737	4268
% of Time	0.51	0.17	0.37
NDTV 24x7			
Environmental Stories	31	87	143
Total Time	4419	4109	4286
% of Time	0.70	2.12	3.34
Overall Channel			
Environmental Stories	286	403	324
Total Time	26752	22921	25323
% of Time	1.07	1.76	1.28

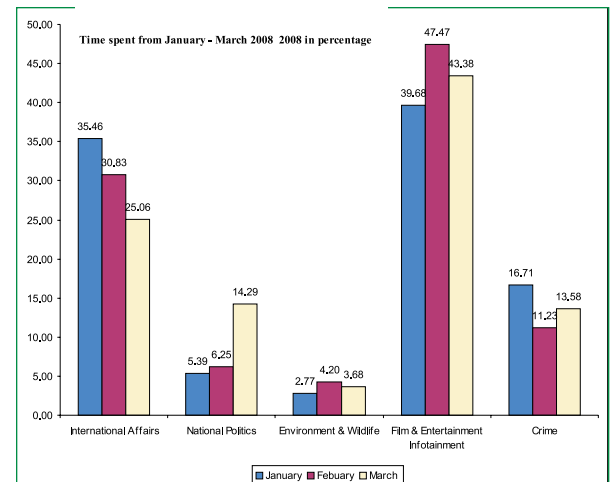
Source: CMS Media Lab

Its quite saddening to unveil such a laid back attitude on the part of the electronic media towards environment related issues. In first quarter of 2008 international affairs, national politics, entertainment and crime related stories coverage reflect that the news channels are obsessively lackadaisical in

their approach (refer graph given below). Infact the electronic media is largely caught up in the race of ratings. Understandably, environment related news is basically unglamourised. Still the importance cannot be underestimated at any point of time.

No. of stories from January - March 2008 in percentage

Source: CMS Media Lab

Time spent from January - March 2008 2008 in percentage

Source: CMS Media Lab

Conclusion

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 of their role to play towards betterment and awakening of the masses.

Latest Green Films

The Way to Dusty Death

Syed Fayaz and Rajiv Mehrotra

English and Hindi with subtitles, 28 mins



Summary: Gujarat has played host to a thriving agate (Akki) industry for centuries, and for decades, to a killer disease Silicosis. Agate grinding and polishing, largely a hereditary profession has exclusively been functioning in Kambath and nearby villages of Gujarat. During the grinding of big stones to smaller pieces, which are then used for decorative items or ornaments, the workers are exposed to dangerous amounts of dust containing free Silica, which is known to produce the lung disease, Silicosis.

In God's Own Country

Rajani Mani & Nina Subramani

English, 28 mins



Summary: In rural India, children and teenagers still run out of their classrooms to look at planes flying above. For the children of Kasaragode district in

Kerala, India it was even more exciting - a helicopter flew through their skies every year spraying a white mist over the cashew plantations.

This started 30 years ago. The white mist is Endosulfan. A deadly pesticide. A local doctor Dr. Mohanakumar noticed that his patients were falling mysteriously ill. There were too many cases of cancer and even more disturbing congenital birth defects. Narayana, a teacher at the local school realized that nearly one third of the school's students were impaired in some form or the other. The government decided to ban the pesticide temporarily. Who are the children of Kasaragode? What is their life like? In God's Own Country tells the story of a community that refuses to leave its ancestral home but instead stays to fight for its basic right to pure air and water.

Can My Little Sister Grow Healthy

Aman Jaiswal

English, 3 mins 37 sec



Summary: The film is about a two year old Avni who is growing up in this world full of pollution. She takes the viewer through her present world reacting in her own special way. Avni is a perfect picture against an imperfect world. Avni speaks in her own voice, which was her actual reactions in the limited vocabulary of a two year old.

Changing Destiny - Best Practices

Chandromouli Basu

English, 25 mins

Summary: A film that focuses on three different areas of public concern-eco-development, health and information. Case studies from different parts of the country provide the maximum geographical variation. The film travels in the Himalayan foothills to Indore in Madhya Pradesh and onto rural Karnataka and

illustrates how government's initiatives and people's participation can bring about a dramatic change in the quality of life. These initiatives are not merely textbook examples meant to be debated and studied. They can be replicated in every village and town.

Arsenic Poisoning in Sahibganj

Kumar Karamvir

Hindi, 36 mins, 49 secs



Summary: The film is mainly focused on the arsenic poisoning in the ground water in different villages of Sahibganj district in Jharkhand state. Arsenic a deadly poisonous metal is well known for its toxicity to human. Arsenic gets absorbed through the lungs and skin resulting in several diseases. The country's greatest ecological disaster due to arsenic poisoning

is shaping up in West Bengal where some districts are under threat of arsenic poisoning. Lakhs of people are getting disabled or dying. The WHO and the Kolkata based All India Institute of Public Health and Hygiene have signed for cooperating in a project to fight arsenic poisoning. The only sustainable and cost effective solution to the problem is to harvest Rain.

RO RO

Ashwini Kumar Pankaj

Hindi, 30 mins 16 secs

Summary: The issues of occupational health and hazardous waste management have received scant attention in Jharkhand, particularly in the mining sector. Asbestos is a hazardous mineral, known to cause fatal diseases like asbestosis and lung-cancer. This film depicts the continuing environmental and health hazards posed by the large mass of hazardous waste left by the abandoned Asbestos mine at Roroburu in Jharkhand, even after 20 years of its closure. The mine was closed down summarily in 1985, after allegations of ill health and deaths among workers surfaced. The documentary was made to highlight the issues of accountability of industry and governments towards miner's health, occupational health, environmental safety and health of village communities. ■

CMS ENVIS Centre on Media and Environment

Operational since 2000, CMS ENVIS Centre had initiated several activities towards making itself effectively functional. The area in which CMS has expertise is communication strategies specifically in the context of the electronic media. It has been working in developing itself as a resource centre, as a coordinating body and as a centre for dissemination of environmental related information. In the short span CMS ENVIS Centre has identified the database on different parameters. Also initiated innovative programmes to highlight the environmental concerns.

Among its various activities the centre has been indexing coverage of environmental issues from print media as well as electronic media, conducting small research studies to bridge the information gaps, the mailing list with addresses of agencies, individuals, institutions, departments NGOs, Radio and TV channels, advertisers along with computerized database of Audio-Visual resources has been updated regularly, media orientation programmes including screening of films, discussions and interactive sessions on different environmental topics are conducted. The main thrust is upon maintaining ENVIS CENTRE/ NODE websites.

www.cmsindia.org/cmsenvis

Top 10 Eco-Films

The Best of Good, Green Fun Onscreen

By Marcus Ricci

Everybody loves a good movie night. In addition to being the preeminent form of pop cultural entertainment, movies also have the potential to influence millions of people. Which is why, when a filmmaker uses his or her influence to promote green causes, those of us who have an investment in this planet of ours tend to take notice. With that in mind, the following list has been compiled to highlight those films that have the most environmental significance – and are just plain enjoyable to watch.

1. An Inconvenient Truth

Pretty much the mother of all environmental films, *An Inconvenient Truth* was extremely effective at both introducing a mainstream audience to the severity of the global warming problem, and making Al Gore look like the greatest man alive.

2. The Day After Tomorrow

Sure, it may be a ridiculous and poorly written disaster movie, but it has two significant redeeming qualities: 1) The catastrophic weather patterns that cause the film's conflict are global warming-induced, and 2) Jake Gyllenhaal.

3. I Heart Huckabee's

A zany meta-meditation on consumerism, corporate culture, and the American entrepreneurial outlook that is willing to destroy anything (including, but not limited to, the environment) to make a buck. Features a stellar cast including Dustin Hoffman, Lily Tomlin, Jude Law, Naomi Watts, Mark Wahlberg, and Jason Schwartzman.

4. Ferngully



A children's fable about the problem of deforestation, featuring a cast of loveable cartoon animals. *Ferngully* was a big hit with the little ones, and decidedly forward-thinking for its 1992 release date.

5. Erin Brockovich

Erin Brockovich didn't just feature an Oscar-winning performance from a sassy, sultry Julia Roberts. It's also a captivating, based-on-a-true-story exposé about the effects of a major corporation knowingly releasing toxic waste into the environment.

6. Grizzly Man

Director Werner Herzog presents a compelling, disturbing documentary about one man's resignation from society in favor of a life in the Alaskan wilderness, living amongst grizzly bears.

7. Who Killed The Electric Car?

Released on the heels of *An Inconvenient Truth*, this film looks at the introduction and initial popularity of the EV1 electric car- and its sudden, mysterious disappearance from the automobile market.

8. Free Willy



A classic '90s kid's film about wildlife preservation, the importance of an animal's natural habitat, and the touching bond that can form between boy and orca. The film also features a rousing soundtrack that includes a classic Michael Jackson track. What's not to love?

9. Arctic Tale

Another smart, snappy children's film featuring an all-animal cast (this time, though, they're sleek, CGI animals), that conveys the dangers global warming can have on an arctic habitat.

10. The American President

In this political drama/romance written by Aaron Sorkin, Michael Douglas plays a U.S. president who falls for an environmental lobbyist, portrayed by Annette Bening. A president who digs green women? Sexy.

Source: <http://www.riverwired.com/blog/top-ten-environmental-films>

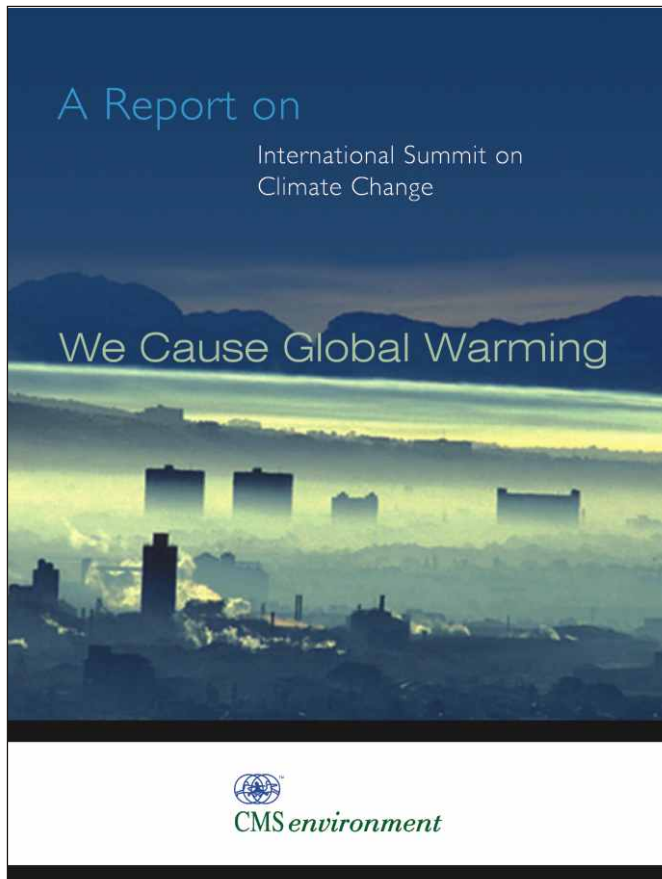
Daily e-newsletter Green Media, an electronic documentation of news and features, which appear in English News dailies in India.

Green Media satisfies information requirements of environmentalists, wild lifers, conservation activists, researchers, media professionals, filmmakers, political activists, NGOs/ scientific organizations, mass communication institutes, lobbyists and advocacy groups in an effective and functional manner. The newsletter reaches to more than 3000 email boxes every day.

This e-newsletter also facilitates easy organization, maintenance of archival material electronically and quick retrieval of information. Presently, over twenty national dailies in India are documented in Green Media — the largest ever-daily compilation on environment and wildlife.

With the click of the mouse, you gain access to all news and features and other updates on environmental issues including environmental management, air pollution, water pollution, noise pollution, ecology, wild life, nature and natural resources conservation, health toxicology, solid and hazardous waste, energy, policy matters etc. These topics are also available in the archives of CMS ENVIS. CMS has established this site to provide access to back files on news and features related to environment, wildlife and conservation issues.

For subscription email to:
Web Master at webmaster@cmsindia.org

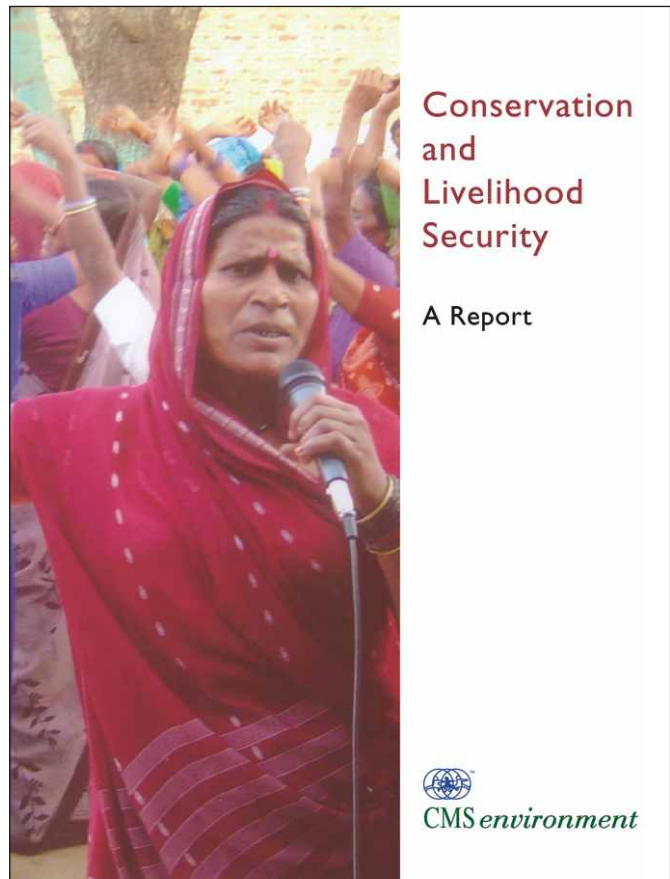


A Report on

International Summit on
Climate Change

We Cause Global Warming

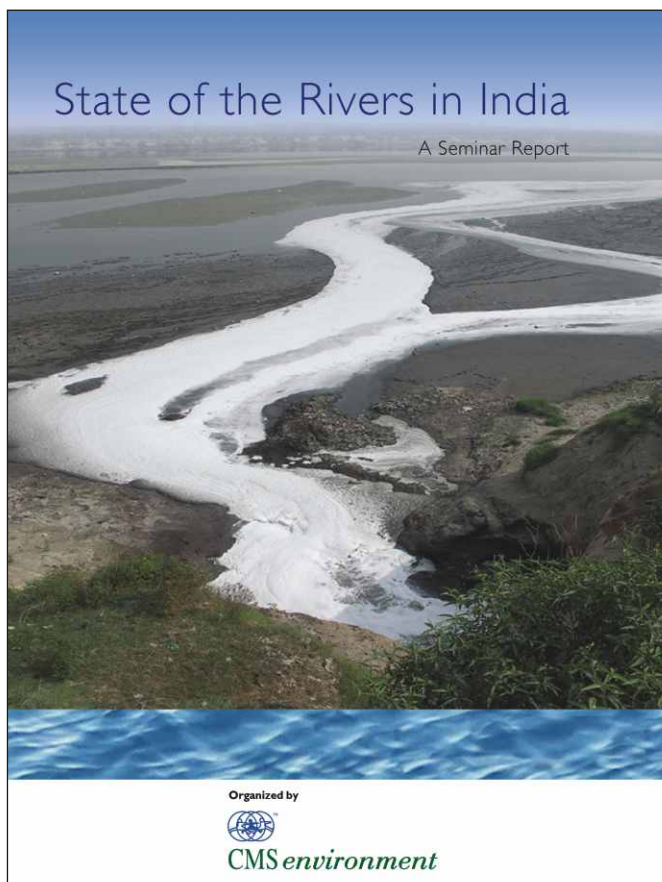

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A Report


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Environment calendar

January

- 4 - Oil Conservation Week
- 15 - Oil Conservation Fortnight
- 30 - National Cleanliness Day

February

- 2 - World Wetlands Day
- 28 - National Science Day

March

- 2-4 - World Sustainable Day
- 21 - World Forestry day
- 22 - World Water Day
- 23 - World Meteorological Day

April

- 5 - National Maritime Day
- 7 - World Health Day
- 18 - World Heritage Day
- 22 - World Earth Day

May

- 11 - International Migratory Day
- 22 - International Biodiversity Day
- 31 - World No Tobacco Day

June

- 5 - World Environment Day
- 8 - World Ocean Day
- 17 - World Day to Combat Desertification and Drought

July

- 11 - World Population Day
- 28 - World Nature Conservation Day

August

- 6 - Hiroshima Day
- 9 - Nagasaki Day
- 9 - International Day of the World Indigenous people
- 12 - International Youth Day

September

- 16 - World Ozone Day
- 28 - Green Consumer Day

October

- 1-7 - Wild Life Week
- 4 - World Animal welfare Day
- 6 - World Habitat Day
- 10 - International Day for Natural Disaster Reduction
- 16 - World Food Day

November

- 6 - International Day for Preventing the Exploitation of the Environment in War and Arm Conflict
- 10 - World Science Day
- 14 - Children's Day in India
- 20 - Universal Children's Day
- 21 - World Television Day

December

- 2 - Bhopal Tragedy day/ National Pollution Day
- 11 - International Mountain Day
- 14 - National Energy Conservation Day

World Health Day April 7, 2008

Theme: Protecting health from climate change

In 2008, World Health Day focuses on the need to protect health from the adverse effects of climate change. WHO selected this theme in recognition that climate change is posing ever-growing threats to global public health security.

If you are interested in sending us articles, features or any other relevant information please contact us at webmaster@cmsindia.org

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