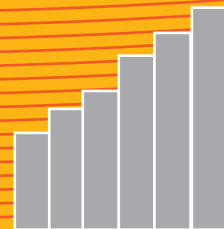


# Green Voice

July–September 2013

Quarterly Newsletter



## CMS ENVIS

Newsletter on  
Environment  
& Media

Theme  
Environmental  
Communication

### In this issue

In Black & White 3

Bibliography 8

Article 10

Interview 15

Open Window 16

Organisation 20

Media Analysis 22

### About the Theme

Environmental communication refers to the study and practice of how individuals, institutions, societies, and cultures craft, distribute, receive, understand, and use messages about the environment and human interactions with the environment. This includes a wide range of possible interactions, from interpersonal communication to virtual communities, participatory decision making, and environmental media coverage.



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जहाँ है हरियाली ।  
वहीं है सुखखली ॥



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# In Black and White

## Campaign for environment awareness in colleges

September 3, 2013, The Times of India, Yogita Rao

MUMBAI: An infrastructure finance company is running an environment and sustainability awareness campaign titled 'In our hands' in more than 300 colleges in 15 cities. It plans to connect about a million youth in the next three years.

'In our hands' is an initiative to create awareness about the current social, infrastructural and environmental challenges and actively explore opportunities to address them. This year the theme of 'In our hands' is environment and sustainability. It will cover three major environment issues-carbon foot print, land and water. The campaign will engage youth across the country to come forward and speak their mind on these pressing environmental issues through digital and other mediums of communication. The focus of is to provide a channel that will help bring new information to youth.

The campaign will feature several inter-collegiate competitions and activities including student city journalist, debates, panel discussions, documentary making, quizzes, online essay competitions, and blogging contests photography contests, surveys, online discussions, etc around the theme of Environment & Sustainability. The first edition on this initiative was held only in Mumbai, whereas the second was held in six cities and this (third) year campaign is going to 15 cities covering more than 300 colleges. The campaign aims to create an impact through building awareness and bringing the youth together to encourage them to take positive steps to bring about change. The All India winners will participate in the panel discussion at the launch of IDFC - India Infrastructure's (the organizers) report in presence of bureaucrats, political and business leaders in Mumbai later this year.

<http://timesofindia.indiatimes.com/city/mumbai/Campaign-for-environment-awareness-in-colleges/articleshow/22257786.cms>

## Campaign to stop mercury use in mining launched

August 31, 2013, Business Mirror, Jennifer A.

THE United Nations Industrial Development Organization (Unido) and the Philippine government are seeking to eliminate mercury use in artisanal and small-scale mining in the country.

The Environmental Management Bureau of the Department of Environment and Natural Resources (EMB-DENR), Unido, non-governmental organization Ban Toxics and the Department of Health (DOH) partnered for a project to eliminate mercury use among small-scale miners.

The project was dubbed "Improve the Health and Environment of Artisanal and Small-scale Gold Mining [ASGM] Communities in the Philippines by Reducing Mercury Emission."

The primary aim of the project is to strengthen national capacity to manage mercury by establishing a formal national institution and training of key stakeholders.

"We fully support the Philippines's efforts to address the issue of mercury use in small-scale mining. This project is a testament to the efforts being undertaken by the Philippines in taking a lead in solving this difficult and complex issue," Unido representative Ludovic Bernaudat said.

Representatives from the EMB-DENR, the DOH, local government units and small-scale miners groups attended the project's inception workshop, which concluded on Thursday at the BSA Twin Towers in Ortigas, Pasig City.

Through the project, a national ASGM institution will be established to provide training and certification for miners aiming to reduce and eventually eliminate the use of mercury in their practice.

The project will also develop and deliver health education, techniques and technology-training programs, including early recognition and identification of mercury poisoning at the community level.

"The beneficiaries of this project are the communities around small-scale mining areas. If we are able to change the mining methods, the approach, and bring a common vision and goal

among the miners and the community, Ban Toxics and its partners would have paved the way for a long-term solution to the problem," Ban Toxics Executive Director Richard Gutierrez said during the project's inception workshop.

According to a study conducted by the United Nations Environment Program, ASGM is the single-largest mercury-emitting sector in the Philippines, having been recognized to discharge about 70 metric tons, or more than 30 percent, of the country's annual mercury releases.

Experts said the indiscriminate use of mercury in ASGM contributes to serious long-term environmental and health problems burdened with social, technical and institutional issues, as well as the implementation of regulations.

In 2006 the United Nations reported that miners in the Philippines are found to have mercury levels up to 50 times above World Health Organization limits.

<http://www.businessmirror.com.ph/index.php/en/news/economy/18704-campaign-to-stop-mercury-use-in-mining-launched>

## People back Campaign for garden

September 23, 2013, Deccan Chronicle

**Hyderabad:** The online campaign started by the Botanical Gardens Walkers Association to save gardens from destruction has been receiving immense support from people all across on social networking websites.

The online signature campaign titled, "Save 274 acres of Botanical Garden Reserve Forest Land From Eco-Tourism Project", launched by the general secretary of the association A.V. Reddy, has received more than 2,100 signatures from people pledging their support to stop destruction of the "only lung space in the area."

The project is awaiting Environmental Clearance Certificate from the AP Pollution Control Board.

Members of the association said that they will protest outside the APPCB office on September 26 and 27, to stop officials from giving the ECC.

Reddy said, "On the 26th and 27th of every month, the APPCB holds a committee meeting. We are going to make them aware that they

cannot destruct reserve forest area, which includes 274 acres of the botanical gardens. This is the only lung space available in the area.”

If the eco-tourism project is passed, the 274 acres of land will be replaced by a 400-room hotel with a swimming pool, gym, a 2,500 capacity convention centre, function hall, a mall area of 6,64,00 sq. ft, a multiplex and more. Former minister for environment Jairam Ramesh, had set aside the project, since it was violating the rules.

“The DG, Vigilance Commission has sent his report to the chief secretary and the commissioner, stating that the project is against the law. But we fear that the project may be sanctioned due to political pressure,” Reddy said.

<http://www.deccanchronicle.com/130923/news-current-affairs/article/people-back-campaign-garden>

## PETA launches campaign against caging of birds

July 1, 2013, The Times of India

PUNE: Global animal rights organisation People for Ethical Treatment of Animals (PETA) India, has launched a new ad campaign to spread awareness about not caging birds. The campaign, which is being used online and on social networking sites and is expected to be popularised at college festivals, concerts and other youth-related events, is targeted at increasing awareness about the need to free birds from confinement and prevent their physical abuse.

“Birds are born to fly free. For them, flying is as natural and important as walking is to us. Stealing their freedom by capturing them and putting them in cages to spend their entire lives in a tiny prison is as unacceptable as it would be to lock a human being in one tiny room for life,” said Benazir Suraiya, lead media and celebrity projects coordinator, PETA India.

Keeping birds in cages is often illegal. The Indian Wildlife (Protection) Act, 1972, and the amendment added to it in 1991 ban the capture and trade of all 1,200 species of indigenous birds. Further, the Prevention of Cruelty to Animals Act 1960 makes it illegal to confine any animal in any cage that does not measure sufficiently in height, length and breadth to permit the animal a reasonable opportunity for movement. Reasonable movement for a bird is flight.

Despite the laws, 300 species of birds are openly sold in markets, including munias, mynahs, parrots, owls, hawks, peacocks and parakeets. Parrots make up almost 50% of the bird trade in India.

The Indian chapter of TRAFFIC, the world’s largest wildlife trade monitoring programme and a global expert on wildlife trade issues has been reported to find that of the 12 native species of parrots, eight are regularly found being illegally traded. These include the Alexandrine, Rose-ringed, Plum-headed, Red-breasted, Malabar, Himalayan and Finsch’s Parakeets and Vernal Hanging parrot.

<http://timesofindia.indiatimes.com/home/environment/flora-fauna/PETA-launches-campaign-against-caging-of-birds/articleshow/20851981.cms>

## Signature campaign against biotech Bill

July 4, 2013, The Times of India

VISAKHAPATNAM: Members of the Vizag chapter of the Mother Earth Environmental Consciousness Society (MEECONS) and the Green Youth Brigade conducted a signature campaign at Beach Road demanding that the general public be given more time to think over the impact of the proposed Biotechnology Regulatory Bill that is slated to be introduced in the Rajya Sabha on July 11. The green activists are demanding that the people be given another 90 days to think it over and understand the full impact of the Bill on the environment and resources of the country as they feel that hardly 1% of the country’s population is aware of the fact that the Bill is being introduced in Parliament. “How can people understand the impact of such a Bill, when 99 % of the population does not even know that such a Bill is being tabled,” a green activist Ravi Kanth Reddy said. The activists also demanded that the government be more proactive and bring the Bill into public forum by conducting discussions and meets, right from the grassroots level, including gram sabhas, as it could have a huge impact on the lifestyle of the general public.

<http://timesofindia.indiatimes.com/city/visakhapatnam/Signature-campaign-against-biotech-Bill/articleshow/20904044.cms>

## The benefits of thinking green

July 4, 2013, The Indian Express

Nothing would do more to ensure America’s security and stimulate more jobs than a national clean energy standard  
Thomas L. Friedman

President Obama delivered his most important national security and jobs speech last week. I think he also mentioned something about climate change. The headline from Obama’s speech was his decision to cut America’s carbon emissions by bypassing a dysfunctional Congress and directing the Environmental Protection Agency to implement cleaner air-quality standards. If the rules are enacted — they will face many legal challenges — it would hasten our switching from coal to natural gas for electricity generation. Natural gas emits about half the global-warming carbon dioxide of coal, and it is in growing supply in our own country. As a result of market forces alone, coal has already fallen from about one-half to one-third of America’s electric power supply.

But I would not get caught up in the anti-carbon pollution details of the president’s speech. I’d focus on the larger messages. The first is that we need to reorder our priorities and start talking about the things that are most consequential for our families, communities, nation and world. That starts with how we’re going to power the global economy at a time when the planet is on track to grow from seven billion to nine billion people in 40 years, and most of them will want to live like Americans, with American-style cars, homes and consumption patterns. If we don’t find a cleaner way to grow, we’re going to smoke up, choke up and burn up this planet so much faster than anyone predicts.

“In reducing coal’s historic dominance, the president is formalising a market trend that was already taking shape,” remarked Andy Karsner, who was an assistant secretary of energy in the last Bush administration. His bigger message, though, was “no matter where you find yourself on the political spectrum, it’s useful for the nation to discuss, debate and consider a strategy for climate change. The consequences of inaction are potentially greater than all the other noise out there.”

Sadly, many Republican “leaders” rejected Obama’s initiative, claiming it would cost jobs. Really? Marvin Odum, the president of the Shell Oil Company, told me in an interview that phasing out coal for cleaner natural gas — and shifting more transport, such as big trucks and ships, to natural gas instead of diesel — “is a no-brainer, no-lose, net-win that you can’t fight with a straight face”. But, remember, natural gas is a fine gift to our country if, and

only if, we extract it in a way that does not leak methane into the atmosphere (methane being worse than carbon dioxide when it comes to global warming) and if, and only if, we extract it in ways that don't despoil land, air or water.

But there is one more huge caveat: We also have to ensure that cheap natural gas displaces coal but doesn't also displace energy efficiency and renewables, like solar or wind, so that natural gas becomes a bridge to a clean energy future, not a ditch. It would be ideal to do this through legislation and not EPA fiat, but Republicans have blocked that route, which is pathetic, because the best way to do it is with a Republican idea from the last Bush administration: a national clean energy standard for electricity generation — an idea the GOP only began to oppose when Obama said he favoured it.

Such a standard would say to every utility: "Your power plants can use any fuel and technology you want to generate electricity as long as the total amount of air pollutants and greenhouse gases they emit (in both fuel handling and its electricity conversion) meet steadily increasing standards for cleaner air and fewer greenhouse gases. If you want to meet that standard with natural gas, sequestered coal, biomass, hydro, solar, wind or nuclear, be our guest. Let the most cost-effective clean technology win."

By raising the standard a small amount every year, we'd ensure continuous innovation in clean power technologies — and jobs that are a lot better than coal mining. You can't make an appliance, power plant, factory or vehicle cleaner without making it smarter — with smarter materials, smarter software or smarter designs. Nothing would do more to ensure America's national security, stimulate more good jobs and global exports — the whole world needs these technologies — than a national clean energy standard. And, of course, the climate would hugely benefit.

Improving our energy system plays to our innovation strength. Clinging to our fossil-fuel past plays to the strengths of Russia and Iran. Why would we do that? Why would the GOP? It's already losing young voters. Question: How many college campuses today have environmental clubs, and how many have coal clubs?

<http://www.indianexpress.com/news/the-benefits-of-thinking-green/1137358/0>

## ASI launches green drive near Siri Fort

July 5, 2013, Hindustan Times

The Capital witnessed its inaugural tree-plantation drive near the ruins of Siri Fort wall near the Siri Fort Auditorium on Friday.

The green drive, which aims to spread the message of 'from culture to nature', was inaugurated by the Archaeological Survey of India (ASI) - the custodian of heritage monuments - which had roped in a number of schoolchildren for the plantation. The drive, which kicked off at Siri Fort, one of ASI's prime sites in south Delhi, will be followed by similar drives at several other sites.

The ASI has as many as 174 monuments and vast swathes of land under its protection across Delhi. Several of these monuments are in south Delhi, which has seen a destruction of green cover due to several infrastructure projects.

"Tughlaqabad, Purana Qila, Red Fort and Adilabad Fort are some of the monuments we have identified. We want to go ahead with plantation but at the same time we have to bear in mind that the roots of bigger trees do not damage the monuments' walls," said Basant Swarnakar, ASI's Delhi circle chief.

Friday's event at Siri Fort wall saw participation of 180 children from 22 schools. In the sprawling premises, with the ruins of the Siri Fort wall and the bastions as the background, the students planted around 100 saplings.

Archaeological Survey of India had tied up with an environmental NGO, Centre for Environment Education (CEE) for the drive aimed at sensitising students to issues related to culture and heritage.

The students were also taught bird nesting during a workshop that was organised in collaboration with another social organisation Eco Roots Foundation.

<http://www.hindustantimes.com/India-news/NewDelhi/ASI-launches-green-drive-near-Siri-Fort/Article1-1087859.aspx>

## Signature campaign against Industries

July 7, 2013, The Indian Express

A campaign has been launched in the district from July 1 to collect signature of one lakh people to press ten-point charter of demands.

The campaign, launched by a newly floated body called Angul Zilla Janjiban Surakhya Committee comprising people from all walks of life across the district, will end on September 1. After collecting the signatures, the memorandum will be sent to Chief Minister through Collector at a rally.

"Till date, more than 7,000 people have put their signature in the memorandum. About 1,000 villages and three urban bodies will be covered during the campaign," said Manas Pal, one of the organisers.

The Committee has been demanding that no fresh Memorandum of Understanding (MoU) should be signed for setting up any industry in the district and the MoUs already signed but work not yet started should be cancelled.

Other demands include preference to the local youths in the industries operating in the district, setting up a modern hospital with modern equipment to deal with critical patients, upgradation of the hospitals with appointment of required doctors and other medical staff.

The Committee has also demanded that supply of river water to industries should be stopped while irrigation facilities should be provided to agricultural land.

"There are already enough industries in the district and the new ones should not come up. Besides, the industries like JR power plant and Mahaguj Coal Company, which are yet to start the work, should be asked to pack up. People are now fed up with rapid growth of industries which are affecting normal life by pollution and displacement. Now, the Government should look after the welfare of the people through employment and medical services," said Pramod Pradhan, the chief of the Committee.

<http://newindianexpress.com/states/odisha/Signature-campaign-against-Industries/2013/07/07/article1671824.ece>

## Visakhapatnam: Children paint for a green city

July 8, 2013, The Times of India

VISAKHAPATNAM: At a time when rising pollution levels are a cause of concern, more than 1,800 children from across the city gathered at AU Convocation Hall on Sunday to express their own take on the importance of environmental conservation.

The occasion was the drawing and painting competition organised by Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE), where kids from LKG to Class XII showcased their concern for the environment on canvas.

Pointing out one of the paintings that caught his eye, architect K Leela Prasad of ISHRAE, said that a painting by UKG student had clearly depicted the changes taking place in the surroundings. "This small boy had painted the different types of pollution affecting our environment. Cutting trees for example was one of the issues highlighted by him. It's amazing how the issue of cutting trees has already made an impact on children, who want things to change for the better." After the competition, saplings supplied by Visakhapatnam Urban Development Authority were distributed to participants along with a booklet on tips for maintaining a green building.

Apart from the painting competition, other competitions such as elocution and quiz were organised during the last three days as part of the annual Vanamahotsavam programme.

<http://timesofindia.indiatimes.com/city/visakhapatnam/Visakhapatnam-Children-paint-for-a-green-city/articleshow/20962937.cms>

## **Walkathon for water conservation** July 8, 2013, The New Indian Express

Members from 25 rotary clubs from all across Chennai, apart from the public, participated in a 3-km walkathon from the Marina Beach on Saturday.

The walkathon was aimed at creating awareness on water conservation and was flagged off by Rotary district governor A P Khanna.

More than 700 walkers participated in the walkathon and Rotary Club has promised more such events in the future to raise awareness among the public about the need to conserve water.

<http://newindianexpress.com/cities/chennai/Walkathon-for-water-conservation/2013/07/10/article1675693.ece>

## **Over 1 lakh students to take pledge to keep Pune clean** July 11, 2013, DNA India

Acknowledging that the health of citizens is linked to healthy environment and cleanliness

of surroundings, a group of Pune doctors would be kicking off an unique programme on July 12.

The doctors have tied up with several private educational institutes and Pune Municipal Corporation (PMC) schools where over 1 lakh students would take an oath of conserving the environment, protecting rivers and observing measures to keep the surroundings clean.

Asked on why schoolchildren were targeted for the activity, president of Pune Doctors Charitable Trust (PDCT) Dr Santaji Kadam said that if real change is to be brought, then young minds must be trained.

"If we want schools to be clean, we must change the habits of children and involve them as stakeholders. And why just schools? In their homes, housing societies, surroundings, not only can they ensure cleanliness but also motivate elders to do the same in their gentle manner," said Dr Aarti Shahade.

While the oath would be taken during the morning and evening assembly in schools, the doctors said that the activity wouldn't just stop there.

"A team of five doctors would conduct a survey in the schools checking for various parameters of cleanliness like if toilets are cleaned properly, adequate number of toilets, adequate water, cleanliness of school compounds as well as if regular health check-ups are conducted," said Dr Vishwajeet Chavan.

<http://www.dnaindia.com/pune/1859627/report-over-1-lakh-students-to-take-pledge-to-keep-pune-clean>

## **Margao Municipal Council keen on waste collection awareness drive** July 11, 2013, The Times of India

MARGAO: Though the Margao Municipal Council (MMC) has been collecting garbage door to door in Maddel and Mungul areas, the exercise has not yielded desired results, largely owing to lack of adequate awareness among the public about the waste collection system, MMC chief officer Deepali Naik said.

The civic body has now decided to focus on conducting programmes to bring about the desired awareness among residents in all wards before extending the facility to other areas of the city.

"We will be extending the facility to Aquem ward from the old Chowgule college area to the Pandav chapel. We have ordered 1,000 new dustbins with lids for the purpose. The existing dustbins are without lids and therefore prone to damage. However, we have discovered that the residents of Maddel and Mungul continue to throw garbage in public dustbins which further burdens the system, as the garbage compactor and the sanitary workers have to be deployed for an additional trip to collect garbage from public bins. We have now decided to educate the public first before extending the facility to other wards," Naik said.

The MMC has been incurring a cost of 20,000 per ward for the door-to-door collection of garbage, and the civic body will soon write to the directorate of municipal administration (DMA) seeking funds for the exercise, sources said.

The MMC is also in the process of framing bylaws for the door-to-door collection of garbage, as it has decided to levy fees on the residents for the service provided. Once the bylaws governing the system are approved by the DMA, the system will be extended to the entire city. The MMC plans to have the entire city covered by door-to-door waste collection within one year.

A day after environment minister Alina Saldanha expressed her disapproval over the functioning of the garbage treatment plant at Sonsoddo, Naik said that she would soon hold a meeting with the project concessionaire to discuss the issue. "I am definitely not happy with the state of affairs at the Sonsoddo plant. I have observed that the rejects are being dumped on the covered garbage dump which is definitely not acceptable," she said.

<http://timesofindia.indiatimes.com/city/goa/Margao-Municipal-Council-keen-on-waste-collection-awareness-drive/articleshow/21010548.cms>

## **Green School Programme launched to spread awareness among children**

July 11, 2013, The Indian Express

Environmental issues, waste management, transportation, civic issues. How many children today are aware of these? Confined within the strict schedules of classes, structured activities and tuitions, children today are far away from these realities that affect their day-to-day life. To address this very gap, SWaCH, Parisar and CEE have launched a Green School Programme.

The programme aims to enhance schoolchildrens' perspective on environment, sustainability and related issues, understand and bridge gaps in their knowledge through theme-based modules or sessions, help students and teachers carry out action-based projects leading to environment conservation, and also help schools set up and implement best practices of solid and e-waste management. The programme also seeks to help schools reach out to parents to make them partners in the process of environmental conservation, particularly, waste management. Through the medium of hands on activities, the programme will cover topics like water, waste, energy, biodiversity, heritage and culture and traffic and transportation. To ensure the sustainability of the programme, parents and teachers too will be part of the activities. The programme will engage participants in their immediate environment through innovative techniques like a green audit of the school, housing complex and reusing and recycling paper.

To avail the programme, schools will have to pay the fees. They have the option of availing one level at Rs 1,500 or all the three levels at Rs 20,000. The programme has been thrown open for sponsorships where individuals or corporates can sponsor the programme in municipality-run schools or schools that cannot afford the fees, said a release issued here.

<http://www.indianexpress.com/news/green-school-programme-launched-to-spread-awareness-among-children/1140930/>

### Allahabad Municipal Corporation launches green campaign

July 14, 2013, The Times of India, Ashraf Jamal

ALLAHABAD: In a bid to add greenery to the city, the Allahabad Municipal Corporation has launched 'Make My City Green Campaign' which will focus on plantation drive in the city.

Mayor, Abhilasha Gupta launched the campaign by planting a sapling on the MG Marg near CMP Degree College on Saturday.

Speaking on the occasion, mayor said with all kinds of pollution in the city, planting saplings would help in checking the pollution level in the city.

Municipal commissioner R Vikram Singh urged every family of the city to plant atleast three saplings near their house to preserve greenery of the city.

The aim behind the campaign was to lay impetus on the plantation drive across the main roads of the city and turn them into green belt.

On the occasion, director of NCZCC Goyal Bansal, additional municipal commissioner Pradeep Kumar, Allahabad municipal corporation officers, representatives of many social organisations and school children were also present.

[http://articles.timesofindia.indiatimes.com/2013-07-14/allahabad/40569250\\_1\\_allahabad-municipal-corporation-plantation-drive-pollution-level](http://articles.timesofindia.indiatimes.com/2013-07-14/allahabad/40569250_1_allahabad-municipal-corporation-plantation-drive-pollution-level)

## Environmental Communication and the Public Sphere What is Environmental Communication?

According to Mark Meisner -As with other forms of communication, environmental communication is both an activity/phenomenon and a field of study that, not surprisingly, studies the activity/phenomenon.

As an activity/phenomenon, environmental communication is all of the diverse forms of interpersonal, group, public, organizational, and mediated communication that make up the social discussion/debate about environmental issues and problems, and our relationship to non-human nature. Loosely speaking, we can

refer to that discussion/debate about environmental issues and problems as "environmental discourse." And, we can refer to the even broader social discussion about Nature as the discourse of Nature. Environmental communication manifests as the discourse of Nature and its subset, the environmental discourse. From billboards to Twitter to Facebook to Time magazine to Current TV to your local public hearing to scientific reports, environmental communication is everywhere.

As a field of study, environmental communication is a diverse synthesis of communication theory and environmental theory that examines the role, techniques, and influence of communication in environmental affairs.

In his textbook *Environmental Communication and the Public Sphere*, Robert Cox provides a more formal definition that situates environmental communication as a form of symbolic action. In Cox's words (p.20),

environmental communication is "the pragmatic and constitutive vehicle for our understanding of the environment as well as our relationships to the natural world; it is the symbolic medium that we use in constructing environmental problems and negotiating society's different responses to them." By pragmatic Cox means the instrumental function of educating, alerting, persuading, mobilizing, solving, etc. By constitutive he means the creative function of helping to shape our perceptions of nature, environmental issues and ourselves.

For Cox, environmental communication has seven major areas of study:

- Environmental rhetoric and discourse
- Media and environmental journalism
- Public participation in environmental decision making
- Social marketing and advocacy campaigns
- Environmental collaboration and conflict resolution
- Risk communication
- Representations of Nature in popular culture and green marketing

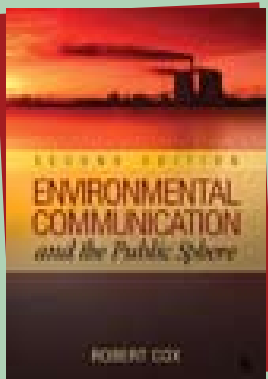
#### See:

Cox, Robert. (2010) *Environmental Communication and the Public Sphere* (2nd ed.). Thousand Oaks: Sage Publications. Publisher's Web Site [12]

See also Tema Milstein's article on *Environmental Communication Theories* [13] (PDF) from the *Encyclopedia of Communication Theory and the many books* [14] that theorize, explain and illuminate the field.

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## A quantitative assessment of the articles on environmental issues published in English-language Indian dailies

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### Abstract:

The paper examines the coverage of environment-related issues published in 31 prominent English-language Indian newspapers in terms of their quantification and thematic representation. Among all the topics discussed under environment, climate change and global warming got the highest priority with 75% items which constituted more than two third (77%) of the total space occupied by environmental issues. Of these, highest number of items was on adverse impacts of global warming / climate change followed by those on mitigation. Among all the newspapers, The Times of India allocated the maximum space to the issues related to environment.

**Keywords:** Environment, Global warming, Climate change, English-language press, Media, India

### Introduction

India is one of the largest democracies of the world, where people elect the governments every five years by the method of universal adult franchise. Geographically, it accounts for a meager 2.4 % of the world's total surface area of 135.79 million sq. km. Yet, India supports and sustains a whopping 16.7 % of the world population, being the world's second highest populated country with a population of more than 1.25 billion. More than two thirds of the population still lives in rural areas, mainly agriculturists, artisans or farm laborers. Being a fast growing economy in the world, India's energy consumption has increased by about 4 % over the period 2001 and 2006. This has resulted in the rise of green house gas emissions - rising from 682 Mt carbon dioxide (CO<sub>2</sub>) in 1990 to 1342 Mt in 2004. Also, a citizen from the highest income groups in India comprising just 1 % of the population - emits four and a half times more CO<sub>2</sub> than a citizen within the poorest 38% of the population. The richest 14% of Indian citizens emit 24 % of India's CO<sub>2</sub> emissions. At the same time, in global context, India's share of - 16 % of the world population accounts for only 4.6 % of the global CO<sub>2</sub> emissions.

### Newspapers in India

Newspapers constitute primary source of communication for general public on issues related to S&T. India publishes newspapers in as many as 100 languages and dialects; with Hindi and English being the most dominant. Predominantly, these are published from the four metropolitan centers (Delhi, Mumbai, Kolkatta and Chennai) and other state capitals. English newspapers published from these four metropolitan cities account for a major proportion of circulation. Total circulation of registered newspapers/periodicals in India during 2008-2009 was 257,953,373 copies per publishing day. Unlike in many other emerging economies, the press is free in India and the State does not exercise any control over its free and fearless functioning. However, a few national dailies like Hindustan Times, The Times of India, The Economic Times, The Indian Express, The Financial Express and The Statesman belong to the big business and industry houses that might have their own ideologies.

The main focus of the newspapers remain political developments, economy, business, education, development, entertainment, art, culture, sports and crime including

economic crime and these also disseminate information on science, technology, health and environment. The coverage, however, varies depending upon the status and place of publication of the newspapers. Newspapers are also potential medium for shaping peoples' opinion on debatable issues like climate change/global warming. The coverage of climate change/global warming issues in Indian newspapers has witnessed significant increase during the last decade. The approach of the coverage has also undergone a change having found its way into financial papers. The issues related to environment especially of climate change/global warming have assumed global significance encompassing a range of factors including social, political, economic, and scientific, etc. The present paper attempts to portray how English-language newspapers in India have treated the coverage of these issues.

### Objectives of the study

- To quantify the number of items pertaining to environmental issues and to identify newspapers that gave emphasis to these issues;
- To analyze the prominence of the reported items and space devoted to them;

- To codify the identified items into global warming, climate change and other environment-related issues; and
- To identify themes, issues, and concerns reflected in items pertaining to climate change and global warming.

### Methodology

The study is based on the quantification of issues on environment that appeared in 31 prominent and popular national English dailies published from metropolitan cities and state capitals during April 1, 2008 to September 30, 2008. However, there was no specific reason to choose this period. The advantage of selecting prominent and popular dailies has also been pointed out by Moyer et al, 1995. The selected newspapers make up a large proportion of the total circulation. Authors identified the relevant stories and articles (hereafter called "Items") on various issues concerned with environment published in these selected newspapers. These relevant marked items were cut from the main newspapers and pasted on separate sheets for further analysis. The name of the newspaper, date of publication of the item and page number on which it was published was noted. Each item was codified into an appropriate sub-discipline based on the headline and or the content. The

content of the item was studied wherever the headline was ambiguous. Also, on each clipping the type of item (story or article), visual/s, if any, number of column spread and quantum of space measured in square centimeters (cm) was recorded. Wherever available, name of the journal/s and the country of the workplace where the research was carried out were also recorded. The data was fed into Fox-Pro for analysis.

## Review of literature

In the past, several studies dealing with the coverage of climate change in the media have been published in the literature. However, most of these studies mainly focused on the media coverage of the environmental and climate change issues of the industrially advanced countries of the west like the USA 10 & 13-17, UK 8& 18-21, Germany22-23, Australia 24 and New Zealand25. The US has been the focus of several studies, probably, because it is the top emitter of green house gases (GHGs) globally, producing approximately 25% of GHGs worldwide with 5% of world's population26. Few other important studies on media coverage of climate change and global warming are also available27 34. The reporting of environmental issues in media has exhibited differences among different western economies despite the fact that these are global scientific occurrences. For instance, cross-cultural comparison of global warming coverage in France and the US found that France's coverage was more events based, focused more on international relations and offered a more restricted range of perspectives than the US coverage, which tended to emphasize on conflicts between scientists and politicians35. Billet4 has also expressed similar views and points out that climate change is represented in highly varied manners at the national level. However, the two fast growing economies of the world like China and India have been left out from the studies of media coverage of environmental issues including climate change/global warming by western scholars except Billet4 and Boykoff & Boykoff10. This gap is of considerable concern given the global nature of sustainability problems and the critical role of communication in the environment politics36. Keeping this in view, Bacon and Nash37 analyzed environmental stories in five South-East Asian English-language newspapers (Viet Nam News, South China Morning Post, The Jakarta Post, Bangkok Post, New Straits Times) and compared them with the coverage in The Sydney Morning Herald. Das et al, 2009 explored the coverage of environmental issues in three daily newspapers

published from Bangladesh for June 2007 (two Bangla and one English-language). Srivastava38 examined the coverage of environmental issues in regional Indian newspapers. The present study is, however, different from Billet4 and Boykoff and Boykoff10 as it covers more number of newspapers (hardcopy) published from different parts of India.

## Results

### Items and space allocated

A total of 636 items were published on different aspects of environmental issues during the period of study. These items occupied a total space of 150,699 cm<sup>2</sup>. The space occupied by issues related to environment was second highest, preceded by health/biomedical research issues among the entire S&T coverage in the Indian newspapers7. The average space occupied by each item was 237 cm<sup>2</sup>, much higher than the average space (183.3 Cm<sup>2</sup>) occupied by S&T news in Indian English-language dailies.

### Topics covered

Among all the topics discussed under environment, climate change and global warming got the highest priority. There were 477 (75%) items which occupied a space of 116,382 cm<sup>2</sup>, constituting more than two third (77%) of the total space occupied by environmental issues. The remaining (159) items were scattered in different sub-topics related to environment and could not be grouped into meaningful

homogenous categories, and hence have been grouped as "others".

### Prominence and placement

About 71 % of the items were allocated a column spread of up to four columns; the remaining 29% had a column spread of more than four columns. The proportion of items having a column spread of one to four was almost equal. Of the entire coverage only a minuscule portion (8%) appeared on the first four pages of the newspapers and the rest 92% appeared on other inside pages. The subject that had the highest number of items on the front pages dealt with impact and mitigation.

### Newspapers

The total items appeared in 31 newspapers published from different parts of India. Of these, the national daily, The Times of India published from the national capital allocated the maximum space to environmental issues (-18%). This was followed by The Financial Express and The Economic Times, the two business newspapers (Table 1). These three newspapers together accounted for more than one-third of the space assigned by all the newspapers and about 42% of the total items. Certain regional newspapers like The Assam Tribune, Deccan Chronicle, Deccan Herald, Metro Now, Mid Day, Mint, Mumbai Mirror, The New Indian Express, The Sentinel, and The Telegraph accorded little priority to environmental issues.

Table 1—Space Allocation to Environmental News Items by Newspapers

Sl. No.	Newspaper	No. of items	Percentage	Space occupied (cm)	Percentage
1	The Times of India	166	26.1	26,911	17.9
2	The Financial Express	59	9.3	19,231	12.7
3	The Economic Times	47	7.4	12,118	8.0
4	The Statesman	37	5.8	11,249	7.5
5	The Hindu	35	5.5	7,775	5.2
6	Hindustan Times	32	5.0	7,608	5.0
7	DNA	29	4.6	8,902	5.9
8	The Hindu Business Line	29	4.6	6,987	4.6
9	Mail Today	22	3.5	7,309	4.8
10	The Asian Age	22	3.5	3,743	2.5
11	The Pioneer	20	3.1	4,461	3.0
12	Business Standard	20	3.1	6,055	4.0
13	The Free Press Journal	19	3.0	3,601	2.4
14	The Tribune	18	2.8	4,501	3.0
15	The Political and Business Daily	18	2.8	3,740	2.5
16	The Indian Express	15	2.4	3,279	2.2
17	Other 15 Newspapers	48	7.5	13,229	8.8
<b>Total</b>		<b>636</b>	<b>100</b>	<b>150,699</b>	<b>100.0</b>

## Sources of items

Of all the reported items about half (47%) did not mention their sources. The remaining 53% items used indigenous as well as foreign sources. Of these about 39% were indigenous sources and the rest 61% were foreign sources. Among the foreign sources, 30% were from the UK, 16% from France, 7% from the US and the rest 8% were from other countries. The indigenous news sources were dominated by Press Trust of India (PTI), Times News Network (TNN), Indo-Asian News Service (IANS) and Asian News International (ANI). Foreign news sources were dominated by Reuters (UK), AFP (France), Associated Press (AP) from USA, The Guardian and The Independent both from the UK.

## Workplace of research

About 87% of the items originating from 25 countries mentioned the workplace of research reported in the newspapers. The most dominating countries were India (~ 32%), USA (~ 28%), UK (~ 6%), Japan (~ 4%), Australia (~ 3%), Germany (~ 2.5%) and Thailand (~ 2%). These seven countries accounted for 77% of those items that had referred to the place of research. Other major performing countries included Canada and France. There is a striking departure in the workplace of research when compared to overall S&T where the US was the dominating country accounting for 41% of the items followed by India (16%). Also, in the overall S&T coverage, research performed in 70 countries found place in the newspapers whereas in case of environment it was restricted to 25 countries.

## Visual representations

About 56% of the items were supported by visuals, the majority of which were photographs. Of the visuals with photographs, 46% were single photographs, and the rest 3% had multiple photographs. Other forms of visuals included sketches, satellite images, diagrams, graphs and tables. A small proportion of items had multiple visuals. Impact-related items had the maximum number of illustrations.

## Journal citation

Of all the items published in different newspapers, 86% did not incorporate journal citations. Only 14% items included journal/s, conference paper/s, reports and book citations. Highest number of citations was from journals. Twenty-six different journal titles dealing

with environment-related issues were cited in the items. A few of these included items from Nature, Science and Proceedings of the National Academy of Science.

## Thematic representation

The items were scattered on several issues with a significant percentage (75 %) on climate change/global warming, the rest 159 (25%) were grouped as "others" as they could not be homogeneously categorized. Hence, the thematic presentation will reflect on sub-topics discussed under climate change / global warming (Table 2).

**Adverse impacts:** Of the 477 items on climate change/global warming, the highest (N= 179) dealt with adverse impacts of climate change/global warming. These items occupied a space of 35,267 cm, constituting about one-quarter of the total space occupied by items on environment and more than one third (36%) on climate change/global warming. Several types of adverse impacts that might result due to climate change/global warming were discussed in these items. The highest number of items was on ecological impacts on forests and different species of plants, insects, microbes and animals like penguins, dolphins, dinosaurs, orangutan, tuatara reptile, seals, fishes, elephants and their habitats, birds and their migration patterns, impact on coral reefs and mangroves. Several items dealt with already visible impact of global warming on weather and those that were projected to take place in the coming years like rise in temperature, change in rainfall patterns, fiercer tropical cyclones and increase in the occurrence of hurricanes.

Effects of global warming on human health were also discussed in some articles. These items pertained to rise in vector borne diseases like malaria, cataract, blindness, psychiatric diseases, allergies and increase in HIV positive cases.

A large number of items dealt with melting of Arctic, Antarctic and Himalayan glaciers "the Gangotri" and other glaciers like North Pole and their resultant impact on rise in sea level and sinking of islands and vulnerability of coastal areas to storms. Some of the items discussed about how rapidly the arctic ice were melting and projected how fast they would melt in the coming years. Acidification of ocean water was also focused in one item.

Items on agricultural impacts dwelt upon decrease in crop production of wheat, rice, cardamom and their result on food security. Impact of the melting of Himalayan glaciers on India's overall agriculture and food production were also discussed in some items. Some other items discussed the effect of global warming on bee pollination and loss of fragrance in the flowers, wine and beer production. The economic impact of global warming on economies of different countries including India was discussed.

**Mitigation:** These items (130) discussed about mitigation policy, development of new technologies and alternative energy sources for mitigation of climate change / global warming. Some items discussed about developed country versus developing country stand on mitigation, domestic mitigation policy, India-China mitigation policy and issues related to carbon credits.

**Diplomacy:** The central theme dealt with international politics of climate change (53) and India's role in it (11). These involved mainly developed and developing country debate on carbon emission rights and stand taken by various countries on this issue, specially the US and Japan, changes in their attitude towards climate change and steps taken in that direction. Global conferences like the global meet on climate change, the Copenhagen conference and the G8 summit (Japan) on global warming were also discussed in some items.

There were 8 items on India-China inclusion in the mandatory emission caps. The topics included stand of the US on the issue of carbon emissions in the emerging economies. There were 6 reports on Kyoto emission caps. Other articles dealt with the stands taken by poor nations' on the issue and the diplomacy of the science of climate change and cap over emissions.

**Politics and policies:** Thirty six items dealt with politics and policies of climate change. Most of the items on domestic policies focused on the various aspects of the national action plan on climate change, national solar mission and the various state action plans. International politics like comparison between carbon emissions by India and China, G8 summit on climate change and India's position on banning of coal were also dealt with.

Table 2—Coverage of various environmental issues

Themes under Global Warming/Climate Change	Number of items (%)
Adverse Impacts	179 (28.1)
Mitigation	130 (20.4)
Diplomacy	53 (8.3)
Politics and Policy	36 (5.6)
Global Warming Research	32 (5.0)
Global Warming Cause	28 (4.4)
Global Warming Awareness	12 (1.8)
Adaptation	7 (1.1)
<b>Total</b>	<b>477 (-75)</b>

**Global warming research:** These items (32) discussed topics of global warming research. Highest number of items under this category was on the mathematical modeling of climate phenomenon.

Other subjects covered included the effect of aerosols on climate change, items against and in support of the warming theory and those linking global warming with Ozone Hole depletion.

**Global warming cause:** These items (28) included the effect of increasing nitrogen based gases besides the rise in carbon dioxide, and also items on other causes such as solar activity, obesity and non-vegetarianism contributing to warming, the effect of black carbon and the contribution of methane gas in global warming.

**Global warming awareness:** These items (12) comprised methods of combating global warming, spreading awareness through comedies, children's awareness programs, UN messages to generate awareness, opinion survey, life style and warming.

**Adaptation:** These seven items included domestic agricultural adaptation, relocating species to save them, protection for riverside cities and necessity of adaptation and technology to test climate tolerance.

**Others:** The items grouped in this category discussed topics like alternative fuels, biodegradable plastics, biodiversity, carbon emissions, deforestation, eco-friendly buildings, emission control in aviation and ships, and pollution of water and air, etc.

### Discussion and conclusion

India is attracting increasing attention within the climate debate due to its physical and political situation. Also climate change is attracting increasing attention within India, as the coverage of environmental and climate change / global warming issues have increased significantly<sup>4</sup>.

The topic of environment in Indian English-language press has come to acquire a centre stage by gaining 2nd position at -15% coverage (the 1st position occupied by health/biomedical research at 36% coverage) as revealed by the predominant position of this topic in the entire gamut of science and technology coverage<sup>7</sup>. And within the environmental coverage it is the sub-topic of climate change/global warming that occupies the leading position (Table 2). In an earlier study<sup>6</sup>, the proportion of environmental issues was negligible and ranked at 10th position as percentage (-3%) of S&T coverage in Indian English-language dailies. This increase in coverage on environment in the English-language press from 3% in 1996 to 15% in 2008 is a remarkable change, which needs to be put in proper perspective. This predominance of environmental issues in the English-language press may be comprehended by the fact that environment is no longer a relegated domain as its impact is all-pervading which touches the quotidian life of the populace in India, both in rural as well in urban areas. Changing weather pattern, various kinds of pollution, issues of a variety of waste management, various kinds of environmental campaigns, like planting trees, ban of plastics, etc., in addition, big full page awareness advertisements by Ministry of Environment and Forests in print as well as electronic media on environment day and other occasions, celebrations of environment day in schools by organizing lectures, painting competitions, essay writing, some schools organizing students' march on the streets with placards as a part of sensitizing people about environmental issues and concerns. Further, the pro-active role of government agencies in enforcing various environmental regulatory measures, have put the issue of "environment" in cognitive structure of the people. All these issues keep on getting reflected in the press. The state of environment in India has stirred the conscience of the nation which is evident in various policy initiatives and programs

undertaken by the Ministry of Environment and Forests, Government of India, as well the public concern and awareness on the issue during the last decade or so. Various regulatory measures have come into force and their implementation has gradually become more and more stringent as was evident by the meticulous stand taken by the Ministry of Environment and Forests on several issues. For example, in the recent past the Green Tribunal suspended the environmental clearance granted to the POSCO India Private Limited for setting up a steel plant in the state of Odisha and the issue has been in the press as the controversy evolved and unfolded itself<sup>39</sup>. Various other measures like revoking environmental clearances under Environment (Protection) Act 1986, granted earlier to Cement Plant, Coke Oven Plant and Captive Power Plant, in District Bhavnagar, Gujarat, in December 2011. Among the sixteen newspapers listed in Table 1, about one third of the coverage was captured by the newspapers whose focus was business/finance/ economics. It may be surmised that their interest in the environmental issues might be governed by the business and commercial interest of their clients/readers who might be looking for various kinds of business opportunities, devising and reformulating strategies in view of the entire gamut of evolving environmental scenario. Also, environmental policy and regulatory issues are germane and crucial to the interests of the business and industrial community.

In the entire gamut of environmental coverage, the predominance of global warming / climate change may also be attributed to the global political activity spearheaded under the aegis of United Nations Environmental Program (UNEP) which witnessed various international meets of top ranking political leaders, officials, scientists and environmental specialists. International diplomacy on the reduction of CO<sub>2</sub> emission and the articulation of India's position on these issues has attracted the attention of the media. Also in the Indian media the award of Nobel Peace Prize to the Intergovernmental Panel on Climate Change (IPCC) jointly with Al Gore the former vice-president of the United States triggered trickling stories and articles on environment, mainly climate change / global warming in the English-press. Although, the prize was awarded in December 2007 but this mere event that R.K.Pachauri, an Indian heading IPCC and bagging a Nobel on the subject of environment brought the topic of environment into focus in the Indian English-press.

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## Communication is the key to translating competition into collaborations



D\_City is promoting the emerging Digital Earth movement, to accelerate applications of post-Google Earth and aerospace technologies to the challenges of managing our planet's societies and environments. Its catalyst, Davina Jackson, talks about the importance of media and communications in connecting global intelligence towards eco-smart solutions for cities.

### Can you brief us about D\_City initiative?

It's a proposal that was initially discussed among some professors of architecture working in Australia in the early 2000s, to set up a 'national and global digital cities network' of experts collaborating to try to accelerate applications of 21st century technologies to the complex challenges of managing urban environments. We now see the digital cities network as a subset of the GEOSS (global) project that launched in Europe in 2005 (when the D\_City project got its first round of Australian funding and when Google Earth was launched in the US). The trademark D\_City has been registered to underpin the media and communications needs of the network. D\_City is the brand of a venture to help promote and record timelines of major advances across all the different activities involving digital cities.

### The network was launched in 2008. What are the achievements and contributions of this network since the past 5 years, in terms of creating awareness on sustainable development?

The network of participants in Research, Government, Commerce and Commons (citizens and communities) has achieved massive advances in developing solutions for environmental challenges. But these participants are not asked to be 'members' of any organisation called D\_City ... it is up to D\_City the media and communications service, to discover and promote the participants. Our brand has various mottoes ... the main one being 'connecting global intelligence to accelerate solutions for cities'. This is a long term project that has a long way to go.

### One of D\_City goals is to help governments, academics and corporations to cooperate on eco-solutions. How does D\_City play this advocacy role?

By communications. As the 'catalyst' I have evangelised many potentials to many international organisations but in future the role of D\_City will need to be more seriously and diversely operated via one or a number of

global media organisations. We envisage the idea of a loose network of media organisations contributing to the vision according to their own special capabilities and audiences ... Geospatial World conceptually already is one of the media companies contributing to the vision.

### D\_City is active in promoting the emerging Digital Earth movement. Why do you think this movement is important for the future generation?

Digital Earth is the term given by Al Gore in 1992 for a vision that is now being led by the ISDE secretariat at the Chinese Academy of Sciences, co-ordinated far more broadly by the Group on Earth Observations in Geneva (via its GEOSS project) and most recently includes the Future Earth project launched by the International Council for Science in Paris, with many co-operating organisations involved in all these projects. And Google Earth is the best known commercial platform contributing to the vision. It's inevitable and essential (for humanity's survival) that next generations of internet-enabled citizens understand much more than their elders about how the whole Earth works. They will need to reform existing systems of planning and managing environments and resources ... including human resources of course.

### Developing countries in Asia Pacific are facing rapid urban growth to cater to the increasing urban population. What is the strategy of D\_City to reach out to less developed countries?

D\_City does not aim to control or organise strategies ... we aim to promote the organisations and individuals which are appropriate to thought-lead each case, issue, challenge and/or solution. In the case of developing countries, global alliances of public sector agencies are at the forefront ... various UN agencies, the OECD, ICSU, the Group on Earth Observations consortium, the Intergovernmental Panel on Climate Change, the Metropolis World Association of Major Cities, the disaster relief agencies, etc. In our new D\_City report, there is a section of nearly 30 pages summarising some of the major concerns of the world's six major regions ... the most serious environmental challenges and noting some cases where geospatial technologies have accelerated significant improvements.

### Environmental degradation is a major issue in urban development. How can geospatial technology contribute in environment and urban sustainability?

The only way to clarify, understand and effectively tackle land degradation is by systematically monitoring, visualising and publishing the data and the images recording exactly what is happening and where ... also by taking both carrot and stick measures to improve each situation... individually and as international projects.

### D\_City is also working towards establishing a Global Spatial Data Infrastructure (GSDI). What do you see is the main challenge in getting diverse organisations to share data?

D\_City's framework for the global network has a Research Theme called Virtual Nations and Networks. This is promoting the GSDI idea of networking together all the national SDI systems that are in various stages of evolution. The GSDI Association and the UN-GGIM are the organisations most focused on this VNN theme -- with their leading members mostly employed in government funded research organisations. Because they all compete against each other for government funding, prestige and power, they are less collaborative than would be desired in principle. That is one reason why we position 'media and communications' at the centre of the participants and the activities in our network concept ... communication is the key to translating competition into collaborations.

### In D\_City manifesto, there is a mention of 5 research themes that include Natural Systems Modelling, City Information Modelling, Building Information Modelling, Virtual Nations & Network and Planetary Systems Modelling. These themes involved highly-advanced technology adoption. What kind of technology transfer activity do you have in mind, especially for less-developed countries?

For less developed countries, the best potential will be to communicate critical information via geospatial maps that can be accessed on mobile devices ... these are becoming increasingly ubiquitous among young people in developing countries. Again, improving media and communications systems -- targeting developing countries and their next generations' problems -- is key. Also important is that people in developing countries are able to communicate their thoughts, needs and activities to the rest of the world ... which is increasingly happening as we see in the Middle East most notably these days.

### Asia Pacific is known as disaster-prone region. I believe this is also the key issue identified by D\_City. What is your view on the level of geospatial adoption in this region for disaster management?

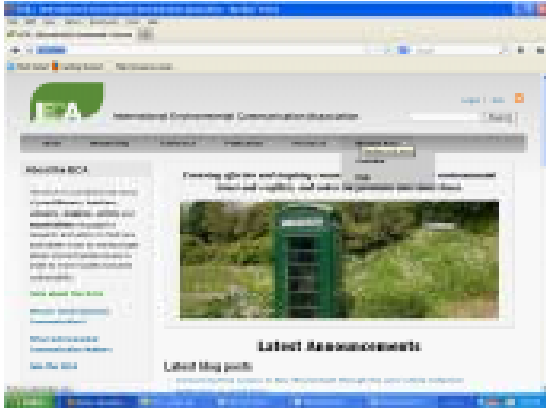
Asia-Pacific disasters are not my personal area of specialty but this is a most important arena for science-led solutions ... and the way is being led via the organisations contributing to GEOSS through various collaborative projects focused on ocean modelling, atmospheric modelling, volcanic activity modelling, etc.

<http://www.geospatialworld.net/Interview/ViewInterview.aspx?id=30665>

# Open window

## International Environmental Communication Association

<http://theieca.org/>



## Environmental Communication Network

[www.esf.edu/ecn/](http://www.esf.edu/ecn/)



## The Canadian Network for Environmental Education and Communication (EECOM)

[http://eecom.org/index.php?option=com\\_frontpage](http://eecom.org/index.php?option=com_frontpage)



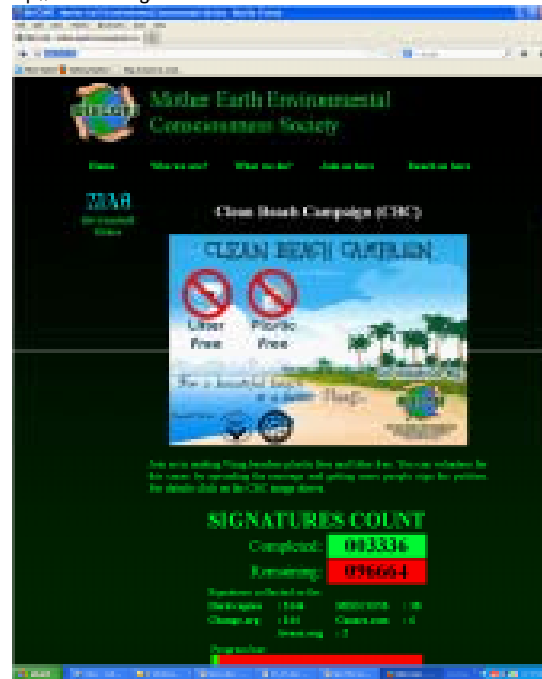
## Environmental Communication-A Division of the National Communication Association

<http://www.envirocomm.org/2012/05/26/2013-conference-on-communication-and-the-environment/>



## Mother Earth Environmental Consciousness Society

<http://meecons.org/>



## Useful Weblinks

### Organisation

- <http://www.amdavadma.org>
- <http://www.desd.org>
- <http://www.greenteacher.org>
- <http://www.handsforchange.org>
- <http://www.kidsrgreen.org>
- <http://www.paramparaproject.org>
- <http://www.paryavaranmitra.in>
- <http://www.sayen.org>
- <http://www.earthcharterplus10.org>
- <http://www.ceeindia.org/esf/>
- <http://www.saseanee.org>
- <http://www.tigerindia.org>
- <http://www.ceeaustralia.org>
- <http://www.sgpindia.org>

### News portal

- <http://climatedesk.org/>
- <http://www.emagazine.com/>
- <http://www.eenews.net>
- <http://www.enn.com/>
- <http://www.ens-newswire.com/>
- <http://grist.org/>
- <http://www.loe.org/>
- <http://www.environmentreport.org/>
- <http://www.treehugger.com/>
- <http://e360.yale.edu/>

### Film Festival

- [www.cmsvatavaran.org](http://www.cmsvatavaran.org)
- [www.wildandscenicfilmfestival.org/](http://www.wildandscenicfilmfestival.org/)
- <http://planetinfocus.org/>
- <http://www.ithaca.edu/fleff/>
- <http://www.dcenvironmentalfilmfest.org/>
- <http://www.ceff.net/>

### Association

- <http://www.asle.org/>
- <http://jornalismoemoioambiente.com>
- <http://www.meccsa.org.uk/networks/climate-change-network/>
- [http://risk.comm.cornell.edu/SCIG\\_News\\_Links.html](http://risk.comm.cornell.edu/SCIG_News_Links.html)
- <http://iamcr.org/s-wg/mcpc/env>
- <http://www.envirocomm.org/>
- <http://www.ema-online.org/>
- <http://www.naaee.org/>
- <http://www.scienv-com.eu/>
- <http://www.sej.org/>

### Outreach & Education

- <http://www.colorado.edu/journalism/cej/>
- <http://www.climatemediapartnership.org/>
- <http://www.ECOresearch.net>
- <http://www.rtnda.org/pages/newsroom/environmental-journalism-center.php>
- <http://cees.columbia.edu/programs/nyti>
- <http://www.envcomm.org/>
- <http://ej.msu.edu/about.php>
- <http://cees.columbia.edu/programs/nyti>
- <http://www.loyno.edu/luce/>
- <http://www.sustainablecommunication.org/>
- <http://climatecommunication.org/>

### Research center

- <http://www.climatechangecommunication.org/>
- <http://climateshiftproject.org/>
- <http://www.carseywolf.ucsb.edu/emi>
- <http://www.leuphana.de/en/institute/ifu.html>
- <http://environment.yale.edu/climate/>



## Environmental Communication Networks

On this page you can find descriptions and contact details of European networks that are active in the field of environmental public information, communication and awareness raising. Also listed are various organisations and programmes which have network structures and activities related to communication.

### Climate Broadcasters Network - Europe

The Climate Broadcasters Network - Europe aims to raise public awareness about climate change. The network provides a framework for the members to discuss how to communicate the latest scientific results, the impacts, adaptation and mitigation needs in a way which is both effective and understandable for citizens at large. The members are meteorologists and weather presenters from across the European Union.

### Green Spider Network

The Green Spider Network of Environmental Communicators consists of around 50 information and communication professionals working in environment ministries and national environmental agencies in Europe. One of its main aims is to promote relations between the EU administration and national institutions and to provide a platform for exchange of information and experience in the field of environmental communication.

### Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+)

ACR+ is an international network of members who share the common aim of promoting the sustainable consumption of resources and management of waste through prevention at source, reuse and recycling. ACR+ currently has about 90 members, mainly local and regional authorities as well as national networks of local authorities representing around 750 municipalities

### Birdlife International

BirdLife International is a global network of over 100 national organisations working to conserve birds, their habitats and global diversity by promoting sustainable use of natural resources. One of the key roles that BirdLife plays within Europe is to influence the development and implementation of EU Community policy and legislation, at both national level and across the EU as a whole.

### CEE Bankwatch Network

The CEE Bankwatch Network was formally set up in 1995 and has become one of the strongest networks of environmental NGOs in Central and Eastern Europe. The basic aim of the network is to monitor activities of International Financial Institutions (IFIs) in the region, to propose constructive alternatives to their policies and projects, and to provide citizens with information about the ways in which IFIs impact the world around them.

### Climate Action Network Europe (CAN Europe)

The Climate Action Network (CAN) is a worldwide network of over 340 NGOs working to promote government, private sector and individual action to limit human-induced climate change to ecologically sustainable levels. Its European node - CAN Europe - provides a forum for NGOs to share ideas and expertise, strategies and information, promote actions and link these with wider efforts. CAN Europe acts as a source of information on international and EU policy developments, through mailing lists, newsletter, website, events..

### Council of European Municipalities and Regions (CEMR)

The Council of European Municipalities and Regions is the broadest association of local and regional government in Europe. Its members are national associations of local and regional governments. Its main aim is to promote a strong, united Europe based on local and regional self-government and democracy; a Europe in which decisions are taken as closely as possible to its citizens, in line with the principle of subsidiarity.

### Energy Cities

Energy Cities (formerly Energie-Cités) is the European association of local authorities inventing their energy future. It aims to promote sustainable energy policies in urban areas and to strengthen the role and skills of local authorities in the sphere of energy efficiency, in the promotion of renewable and decentralised energy sources and in the protection of the environment.

### EPHA Environment Network

EPHA is an international NGO advocating environmental protection as a means to improving health and well-being. Member groups and organisations represent health, environment, women, health professionals and others.

### Eurocities

Eurocities is a network of major European cities which is active across a wide range of policy areas. Its main objective is to ensure that urban affairs are placed high on the European Union's policy agenda. It promotes transnational cooperation projects among member cities and helps provide EU funding.

### European Greenways Association

The European Greenways Association encourages the use of non-motorised transport, draws up inventories of potential routes and writes technical reports. It promotes and coordinates the exchange of experience and information among its members and gives advice on how to develop non-motorised itineraries.

### European Environmental Bureau

The European Environmental Bureau (EEB) is a federation of more than 140 environmental citizens' organisations based in EU member states, accession countries and a few neighbouring countries. These organisations range from local and national, to European and international. The aim of the EEB is to protect and improve the environment of Europe and to enable the citizens of Europe to play their part in achieving that goal.

### European Federation for Transport and the Environment (T&E)

The European Federation for Transport and the Environment is Europe's principal environmental organisation campaigning specifically on transport issues. Its members are drawn from NGOs in nearly every European country, all of whom promote a more environmentally sound approach to transport. T&E provides regular news, briefings, publications and press releases, as well as a monthly newsletter.

### Friends of the Earth

Friends of the Earth International is a federation of autonomous environmental organisations. With 68 national member organisations and some 5,000 local activist groups worldwide, it is the largest grassroots environmental network in Europe campaigning for sustainable solutions to benefit the planet, people and our common future.

### Greenpeace European Unit

The Greenpeace European Unit provides environmental expertise to EU decision-makers and coordinates Greenpeace's relations with the main EU institutions. The unit employs a team of EU policy and legal experts who analyse developments in EU policy and law, and develop strategies to counter the influence of powerful industry lobbies. Greenpeace seeks to promote effective EU measures to improve the protection of the environment and human health.

### Green I0

The GreenI0 is an informal association of environmental NGOs active at EU level. The GreenI0 works with the EU law-making institutions to ensure that the environment is placed at heart of policy-making.

### ICLEI - Local Governments for Sustainability

ICLEI - Local Governments for Sustainability is an international association of local governments implementing sustainable development. Its mission is to build and serve a worldwide movement of local governments to achieve tangible improvements in global environmental and sustainable development conditions through cumulative local actions. Around 500 cities, towns, and their associations worldwide comprise ICLEI's membership. They - and hundreds of other local governments - are engaged in ICLEI's international campaigns and regional projects

### International Friends of Nature (IFN)

The International Friends of Nature focus their activities on Europe's responsibility for sustainable development, environmentally and socially sound tourism, sustainable regional development and active environmental education. They organise cross-border projects, environmental campaigns and events. With 600,000 members, the Friends of Nature are among the biggest non-profit and NGOs worldwide. Apart from seminars and information material they provide environmentally sound leisure-time and travel pro-grammes for their members and run Nature Friends Houses in Europe and overseas

### International Union for Conservation of Nature (IUCN)

IUCN, the International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environmental and development challenges. It supports scientific research, manages field projects all over the world and brings numerous actors together to develop and implement policy, laws and best practice. IUCN is the world's oldest and largest global environmental organisation, with more than 1,000 global member organisations, and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 60 offices around the world.

### International Young Naturefriends

International Young Naturefriends (IYNF) is the European network of Young Naturefriends organisations. It was established in 1975 and now gathers 19 organisations with 120,000 young members. IYNF facilitates cooperation between its organisations, offers capacity-building activities (including in the field of environmental education) and represents its members at the European level.

### Klimabündnis Climate Alliance

The Climate Alliance is an association of European cities and municipalities that have entered into a partnership with indigenous rainforest peoples. This worldwide alliance is united by a common concern for the world's climate. The Alliance bases its climate protection contributions upon commitment and diversity at the local level.

### Network of Regional Governments for Sustainable Development (NRG4SD)

The Network of Regional Governments for Sustainable Development is an international association of regional governments willing to share information and experience about sustainable development policy-making at the regional level of governance. With members from the five UN regions of the globe, NRG4SD promotes understanding, collaboration and partnerships in sustainable development and seeks greater international recognition of the importance of the contribution which regions make to sustainable development.

### Sustainable Energy Europe

Sustainable Energy Europe is a European campaign which aims to raise public awareness and promote sustainable energy production and use among individuals and organisations, private companies and public authorities, professional and energy agencies, industry associations and NGOs across Europe.

### Union of the Baltic Cities (UBC)

The main aim of the UBC is to promote and strengthen cooperation and exchange of experience among the cities in the Baltic Sea Region, to advocate common interests of the local authorities in the region, and to act on behalf of the cities.

### WHO Programme on Transport, Environment and Health

The WHO programme on Transport, Environment and Health facilitates a shift in current strategies towards full consideration of transport policies' implications for sustainable development and environment and health.

### WWF European Policy Office - EPO

The WWF European Policy Office is the 'embassy' of the WWF to the European Union. Its role is to help shape EU legislation and policy in line with the WWF mission to stop the degradation of the natural environment and promote lifestyles in harmony with nature. The EPO leads and co-ordinates the WWF network on EU policy affairs and helps spread the WWF message through the Brussels media corps.

[http://ec.europa.eu/environment/networks/networks\\_en.htm](http://ec.europa.eu/environment/networks/networks_en.htm)

## Communication Tools and Materials

### The Italian environmental online TV Channel

Developed by the Italian environmental agency, ISPRA TV is an online television with four channels on environmental issues. It has the following sections: Research, Habitat, Society, Documentaries, Youth and Live events. Relying on a short-clip production format, it conveys scientific and technical content through concise and clear language, making its information easily understood by all. Videos feature interviews and documentaries by actors and stakeholders in the environmental debate.

### GreenUp! (UNEP)

GreenUp! is a citizen's green economy initiative designed to better educate the European community on the effects of climate change and carbon emissions. The GreenUp! platform provides resources that help consumers and businesses become energy efficient in sectors such as agriculture, fisheries, buildings, transport and forestry. In preparation for the UN Convention on Sustainable Development Rio+20 in June 2012, GreenUp! served as a platform for European groups and stakeholders to share best practice on sustainability issues. (July 2012)

### Environmental Dictionary EnDic

Supported by the Finnish Environment Institute (SYKE), the Environmental Dictionary EnDic contains approximately 90,000 environmental terms in nine different languages: Finnish, Estonian, English, French, German, Swedish, Latvian, Lithuanian and Russian. It also provides 2,000 definitions for English, Estonian and Finnish terms related to environmental engineering, water supply, meteorology, waste management and environmental policy in the EU. (July 2012)

### Deutsche Bank Carbon Counter Widget

The Deutsche Bank Climate Change Advisors website provides a downloadable desktop widget that mirrors the same figure displayed on the landmark Carbon Counter in Times Square, New York City. It allows users to track in real-time the amount of greenhouse gases being emitted into the atmosphere and raises awareness about CO<sub>2</sub> emissions. The widget can also be embedded into external websites, and displayed on televisions or monitors connected to the Internet. (July 2012)

### Flash Labels

Co-developed by French companies BIO Intelligence Service and Innoxia, the Flash Labels application for the iPhone allows consumers to navigate and understand the different types of ecolabels on products. Users can enter a keyword or take a photo of the product's ecolabel, as well as access background information. The application, which is available for free at the iPhone Apps store, approached nearly 1,000 downloads in June 2012. (July 2012)

### Plant for the Planet: Billion Tree Campaign

UNEP has a target of having 1 billion trees planted around the world. People willing to plant one or several trees can make an online pledge. The website offers technical advice on tree-planting and a campaign album. It also promotes tree-planting initiatives. (February 2010)

### A survey on campaigns and initiatives for climate change communication, Italy

The expert group on Article 6 of the UN Framework Convention on Climate Change (UNFCCC) has started an intermediate review of best practices in communicating Climate Change issues in different countries. The survey was also conducted in Italy, where many practices have been collected at national, regional and local level in the local agenda 21 database. The following projects and initiatives have been analysed: 1. Best practices among events financed by European, national and regional funds, 2. Project winners of specific competitions, 3. Best practices highlighted on institutional websites, 4. Best practices in environmental communication on climate change initiatives. (July 2009)

### New rules: new game, UK

Futerra Sustainability Communications published the 'New Rules: New Game' guide. It is designed as a companion publication to their original 'Rules of the Game' guide that was published in partnership with the UK Department for Environment as part of the first National Climate Change Communications Strategy. The game is effectively communicating climate change; the Rules will help us win it. The document focuses on how to communicate to encourage appropriate climate change behaviours and refers to a range of tactical approaches. Many other useful guides (as the Greenwash guide, 10 Tips for Sustainability Communications, etc.) are available on the Futerra website. (April 2009)

### "Eco Agents", Become an undercover agent and defend the environment! EEA

Children from 9 to 14 can now learn about ways to protect the environment, while chasing eco-villains on the European Environment Agency's "Eco Agents" website, available in 24 languages. In each story, five heroes from different countries are assigned to a special mission, such as infiltrating a 'wind farm' in the Netherlands, which is a cover-up for a natural gas extraction facility. Each mission includes games where children earn points towards a general score. Each storyline has a corresponding quiz. Correct answers provide feedback and further information on that particular issue, whereas incorrect answers first provide a hint and then invite the player to try again. The quizzes can also be downloaded and used in classrooms. (February 2009)

### Learning and Teaching Scotland: Climate Change

Learning and Teaching Scotland is a government agency working to improve the academic curriculum and to help implement education reforms. It created a Climate Change website, which provides material and information to explain climate change issues. In particular, the 'Communicate' section of the website offers a selection of interesting material and awareness-raising resources, such as DVDs, books, image gallery, etc. (September 2009)

### Using tips and poems to promote environmental quality objectives, Sweden

This campaign links to the 16 Environmental Quality Objectives adopted by the Swedish Parliament in 1999. It aimed to promote awareness among the general public as to how their individual actions can contribute to achieving these objectives. The campaign consisted of inspirational "tips-and-poems" web pages. (May 2006)

[http://ec.europa.eu/environment/networks/bestpractice\\_ctm\\_en.htm](http://ec.europa.eu/environment/networks/bestpractice_ctm_en.htm)

# Communication & Media related Environment Organisation

## News outlet

### Climate Desk

<http://climatedesk.org/>

The Climate Desk is a journalistic collaboration dedicated to exploring the impact—human, environmental, economic, political—of a changing climate. The partners are The Atlantic, Center for Investigative Reporting, The Guardian, Grist, Mother Jones, Slate, Wired, and PBS's public-affairs show Need To Know.

### E Magazine

<http://www.emagazine.com/>

E - The Environmental Magazine premiered in January 1990 on the eve of the 20th anniversary of the first Earth Day and in the wake of the infamous Exxon Valdez oil spill. At the time, the American public was also reeling from reports of medical waste washing up on New Jersey shores, fires blazing in Yellowstone Park and unusually hot weather that had earned the summer of 1988 the nickname "The Greenhouse Summer." Since its inception, the magazine's mission has remained the same: to provide information about environmental issues and to share ideas and resources so that readers can live more sustainable lives and connect with ongoing efforts for change. E is independent of any membership organization and has no agenda to promote except that of our very diverse and dynamic environmental movement as a whole. As such, E casts a wide net editorially, covering everything environmental - from the big issues like climate change, renewable energy and toxins and health, to the topics that directly impact our readers' daily lives: how to eat right and stay healthy, where to invest responsibly and how to save energy at home.

### Environment & Energy Publishing (E&E)

<http://www.eenews.net>

Environment & Energy Publishing (E&E) is the leading source for comprehensive, daily coverage of environmental and energy policy and markets. E&E's five daily online publications (EnergyWire, ClimateWire, E&E Daily, Greenwire, E&ENews PM) are considered "must-reads" by people who track and influence energy, environmental and climate policy. We are a high-tech business with an old-school approach to journalism. E&E's 52-person award-winning editorial team is among the best in the business and enjoys unrivaled access to key players in energy and environmental policy. So every day we develop insightful, balanced, timely stories readers won't find anywhere else. Our coverage of major, breaking news goes deeper than the mass-market news services and brings readers informed, balanced, spin-free reporting that keeps them atop critical issues and developments. And while we cover the Washington policy and political scene like nobody else, our coverage is also national and global. E&E reporters travel around the world to do boots-on-the-ground coverage of the issues shaping energy markets and environmental policy. And we operate several regional bureaus, including New York City and San Francisco, to keep readers up to speed on key developments in the finance, technology and other sectors.

### Environmental News Network (ENN)

<http://www.enn.com/>

ENN has a serious editorial mission. Our mission is to inform, educate, enable and create a platform for global environmental action. As a result, our readers are top environmental leaders from government, business and educators, as well as a broad spectrum of "intellectually curious" citizens. While in the past we were mainly aggregators of environmental news, ENN has become more than just a collection of content. It is rapidly becoming a collection of resources, teachers, experts and tools that provide objective information and knowledge about the increasingly complex field of environmental science.

### Environmental News Service (ENS)

<http://www.ens-newswire.com/>

The Environment News Service is the original daily international wire service of the environment. Established in 1990 by Editor-in-Chief Sunny Lewis and Managing Editor Jim Crabtree, it is independently owned and operated. The Environment News Service (ENS) exists to present late-breaking environmental news in a fair and balanced manner. ENS news reports are indexed by Reuters/Dow Jones Factiva, and KeepMedia. Hundreds of websites feature ENS headlines and story briefs. ENS contributors around the world cover issues and events that affect the environment such as: legislation, politics, conferences, lawsuits, international agreements, demonstrations, science and technology, public health, air quality, drinking water, oceans and marine life, land use, wildlife, forests, natural disasters, the indoor environment, hazardous materials, toxics, nuclear issues, renewable energy, recycling, transportation, and environmental economics. Respected, knowledgeable correspondents file stories to the central ENS editorial desk. In addition to being journalists, ENS contributors are often experts in other fields. They may be lawyers, economists, biologists or geographers. Most are based in centers such as Washington, London, Brussels, Moscow, Canberra, Buenos Aires, Tokyo, Kathmandu, or Cape Town. Some travel on assignment.

### Grist

<http://grist.org/>

Grist has been dishing out environmental news and commentary with a wry twist since 1999 — which, to be frank, was way before most people cared about such things. Now that green is in every headline and on every store shelf (bamboo hair gel, anyone?), Grist is the one site you can count on to help you make sense of it all. Each day, we use our Clarity-o-Meter to draw out the real meaning behind green stories, and to connect big issues like climate change to daily life. We count on our users to bring their stories to the table, too — through blogs, photos, and whatever else they care to share. Except Jell-O molds. Those things scare us. At Grist, we take our work seriously, but we don't take ourselves too seriously. Because of the many things this planet is running out of, sanctimonious tree-huggers ain't one of them.

### Living on Earth, PRI's Environmental News Magazine

<http://www.loe.org/>

Living on Earth with Steve Curwood is the weekly environmental news and information program distributed by Public Radio International. Every week approximately 300 Public Radio stations broadcast Living on Earth's news, features, interviews and commentary on a broad range of ecological issues. The show airs in 9 of the 10 top radio markets and reaches 80% of the US.

### The Environment Report, Michigan Public Radio

<http://www.environmentreport.org/>

The Environment Report is a news service committed to revealing the relationship between the natural world and the everyday lives of people. This is accomplished by thoughtful and provocative explorations of the environment in a way that reaches the widest possible audience. The Environment Report was established to meet the need for better coverage of the environment by public radio stations. In 1993, a diverse group of public radio outlets began planning a regional environmental news service that would redefine environmental reporting in the Upper Midwest. National Public Radio's Living on Earth, Michigan Public Radio, and the Superior Radio Network partnered together to develop the structure for this weekly news service. The goal was to establish a news feed of high-quality environmental features that could be inserted into the local news programming of public radio stations.

### TreeHugger

<http://www.treehugger.com/>

TreeHugger is the leading media outlet dedicated to driving sustainability mainstream. Partial to a modern aesthetic, we strive to be a one-stop shop for green news, solutions, and product information. We publish an

## Media Awards

### 23rd Annual Environmental Media Awards (EMA) Awards

23rd Annual Environmental Media Awards in its entirety including the opening performance by Glee's very own Darren Criss

### 2013 EMA Award Winners

Feature Film: Promised Land

Documentary Film: Gasland Part II Television Episodic Drama: "Chapter 9," House of Cards Television Episodic Comedy: "Mother Fracker," Last Man Standing Reality Television: "Gangs & Oil", VICE Children's Television: "What's the Deal With Fracking?" Nick News With Linda Ellerbee Digital Content: Overview

### What's Green About the 23rd Annual EMA Awards

We strive to make our annual Awards as environmentally friendly and low impact as possible. This year we are re-committing to our ZERO WASTE vision with a robust program that includes recycling, composting and food donation. Most importantly, there are no trashcans!

The 2013 EMA Awards gala will have a recycling system with color coded bins for paper, plastic, foil, glass, and cardboard. All food will be served on compostable bamboo plates using utensils made of cornstarch.

Likewise, the 23<sup>rd</sup> Annual EMA Awards will be a plastic-water-bottle-free event. This year's décor will feature items that were both upcycled and recycled from previous events.

In order to minimize paper waste, all Awards show script edits were made digitally.

In an effort to minimize food waste, all leftover food will be donated to the Greater West Hollywood Food Coalition. Likewise, the chef stations will be serving food that when possible is local, sustainable and organic.

In addition to zero waste, many celebrities in attendance will be wearing eco-friendly designs.

The Awards are sponsored by Toyota and Lexus who will transport presenters to the event in alternative-fuel vehicles.

<http://www.ema-online.org/23rd-annual-ema-awards/>

### 2013 Halo Award- Best Environmental Campaign

The heating of water is one of the largest uses of energy in a typical American household, accounting for up to 80 percent of the energy used per laundry wash load. If everyone in the U.S. washed their laundry in cold water, CO2 emissions could be reduced by 11 million metric tons annually and save enough energy to power the Empire State Building for more than 400 years.

In partnership with the Alliance to Save Energy, Procter & Gamble Tide Coldwater brand created the "Take A Load Off" cause marketing campaign centered on a simple, "hard to say no," call-to-action for consumers: Take a load off the energy grid, your wallet and the environment by making one simple change this Earth Day— switch to washing your laundry in cold water.

A simple social engagement platform was created that asked active mom-bloggers to try cold water washing and provide honest feedback about both the product overall and whether or not they would change their own behavior after using it. The results not only helped inform how best to construct a compelling campaign architecture, but the online reviews posted by moms also filled social channels with positive testimonials that would be leveraged later in the campaign. Both purchase and recommendation intent increased 100% after the trial (from 37% to more than 75%); Nearly 1/3 (27%) stated they would switch exclusively to Tide Coldwater after participation and 50% said they would wash in cold water more frequently.

Expectant mom and host of ABC's Wipeout, Vanessa Lachey, served as spokesperson for pop-up consumer events, blogger luncheons, media interviews and social media chatter. Pop-up Laundry Lounges in Los Angeles and New York City featured educational displays showcasing impact statements and on-site brand ambassadors engaged consumers on the financial and environmental benefits of cold water washing. In addition, a Facebook sweepstakes incentivized consumers to "go cold" for a chance to win HE washer/dryer sets and a year's supply of Tide Coldwater.

The partnership secured 36,707 promises to "go cold" and 121,109 sweepstakes entries, 40 posts from influential bloggers and Awareness of the cold water washing promise more than tripled among word-of-mouth partners.

<http://www.causemarketingforum.com/site/apps/nlnet/content2.aspx?c=bkLUKcOTLkK4E&b=6431039&ct=13157225>

### National ENERGY GLOBE Awards

The national ENERGY GLOBE Awards distinguish best project submissions from a country (e.g. ENERGY GLOBE Germany, ENERGY GLOBE Argentina).

With 161 participating countries, the ENERGY GLOBE Award is today's most prestigious environmental award. It is awarded annually to projects focusing on energy efficiency, renewable energies and the conservation of resources. The awards for these many projects are presented in their recipients' individual countries in cooperation with our partners, in particular with the international offices of the Austrian Chamber of Commerce.

National winners receive an ENERGY GLOBE Certificate highlighting applicant and project, signed by ENERGY GLOBE Jury chairperson Maneka Gandhi and ENERGY GLOBE initiator Mr. Wolfgang Neumann.

The ENERGY GLOBE Certificate is an internationally recognized hallmark for sustainability. Many of our winners proudly present it on their websites, on image brochures or simply hang it on the wall of their offices. In some countries the National Award is split into categories, and the winners not only get the certificates but even the popular trophies.

**ENERGY GLOBE presents this year's award-winning projects from 161 countries at the launch of World Environment Day on 5 June 2013 as part of the Global Sustainability Online Campaign.**

Behind these 161 success stories there are 161 creative and committed people who feel that the future of the earth is very important to them. Their projects represent an important contribution to a more sustainable future. Their projects also send a message of hope and inspiration. They offer solutions that can be implemented just around anywhere around the world. ENERGY GLOBE is providing these projects with a platform for a sustainable future that is well worth living for.

<http://www.energyglobe.info/en/award/#.Uw9BuSfG3IU>

# Media Analysis

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.

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.

CMS ENVIS Centre has been collating and analysing the prominent news channels coverage on environment and wildlife issues in the month of July – September 2013.

## Methodology

Over the years CMS Media Lab has acted as a source for the CMS ENVIS Centre because it has undertaken significant experimentation to develop a robust and rigorous methodology as given below. The content analysis broadly covers qualitative and quantitative aspects.

**Prime time band:** The prime time programming is the industry benchmark in News television for all significant events and issues that are prominently covered on a particular day.

Six mainstream news channels: Aaj Tak, DD News, ABP News, Zee News, CNN-IBN and NDTV 24X7.

**Recording:** The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.

**Logging:** The news content on the above mentioned channels were listed and documented in the log sheets.

**Coding:** The stories were classified and separately coded (e.g. politics, business, sports, environmental news etc.).

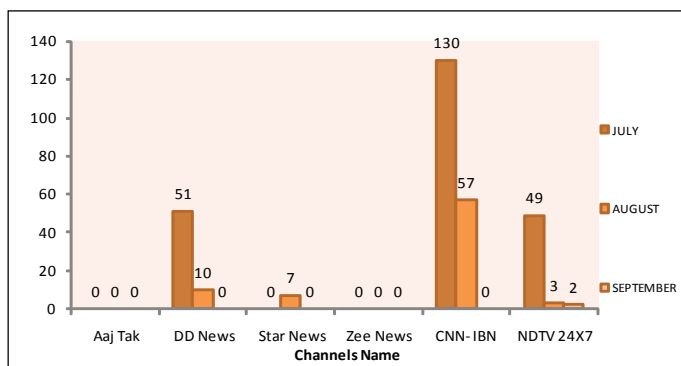
**Environment related stories:** The theme specific stories were separately reviewed and analysed.

**Time frame:** The timeline taken for this particular study was July – September 2013.

## Coverage of Environment and Wildlife stories by news channels in July to September 2013 (in minutes)

Month	Aaj Tak	DD News	ABP News	Zee News	CNN-IBN	NDTV 24X7	Total
JULY	0	51	0	0	130	49	230
AUGUST	0	10	7	0	57	3	77
SEPTEMBER	0	0	0	0	0	2	02

## Coverage of Environment and Wildlife stories by news channels (in minutes)



In the month of July, CNN-IBN topped the chart for coverage on Environment & Wildlife by giving maximum time (130 minutes), followed by DD News (51 minutes), NDTV 24X7 (49 minutes), Zee News, ABP News and Aaj Tak channel did not cover a single story on environment & wildlife during part time in July-September 2013 time frame.

In August, the total time spent on covering environment & wildlife stories was 77 minutes which included 57 minutes of coverage by CNN-IBN, 10 minutes coverage of DD News and 7 minutes by ABP news. NDTV 24X7 covered stories of total 3 minutes while Aaj Tak and Zee news had no any coverage.

The month of September reflected the tremendous changes in stories coverage by news channels that was almost nil by all major five channels. Only NDTV 24X7 spent their 02 minutes of story on environment & wildlife.

## Primetime coverage of stories (in minutes)

Issues	July		August		September	
	In Minutes	% of Time	In Minutes	% of Time	In Minutes	% of Time
International Affairs	1356	11	2734	18	3178	20
National Politics	5640	45	7014	45	7793	50
Environment & Wildlife	230	02	78	01	2	0.01
Film & Entertainment	2909	23	2845	18	2182	14
Crime	2292	19	2792	18	2578	16
<b>Total</b>	<b>12427</b>	<b>100</b>	<b>15463</b>	<b>100</b>	<b>15733</b>	<b>100</b>

The month wise analysis of primetime coverage of stories reveals that National Politics dominated the news channels in all the three months taking the 45%, 45% & 50% of the total primetime in months of July, August and September respectively. In July, Film & Entertainment Infotainment stories hold the second position with 23% of the total primetime coverage, Crime (19%) and closely followed by International Affairs (11%). In August, equal stories were on International Affairs, Crime Stories and Film & Entertainment Infotainment with 18% coverage of total telecast. However in September little bit up and down trend was observed in stories coverage on International Affairs (20%) and with 14% Film & Entertainment Infotainment secured second position, followed by Crime (16%). The environment & wildlife stories occupied the lowest coverage with just 2% of the total primetime telecast in July and nearly 1% in August and almost nil in September.

Source: CMS Media Lab



## 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

- 24 World Sustainable Day
- 21 World Forestry day
- 22 World Water Day
- 23 World Meteorological Day

### April

- 5 National Maritime Day
- 7 World Health Day
- 22 World Earth Day
- 30 No Tobacco 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

### September

- 16 World Ozone Day
- 28 Green Consumer Day

### October

- 28 Wild Life Week
- 4 World Animal welfare Day
- 5 World Habitat Day
- 10 International Day for Natural Reduction
- 16 World Food Day

### November

- 6 International Day for the Eradication of Poverty
- Exploitation of the Environment in War and Arm Conflict
- 10 World science Day
- 21 World Television Day

### December

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



## CMS Environment

Promoting Responsibility

Established in 1991, CMS has carved out a niche for itself as a research based think tank committed to rigorous and objective analysis to support improved policymaking.

CMS Environment, the team behind all the environmental endeavours of CMS, has been involved multifariously in policy research and programme evaluation aimed at creating sustainable solutions for environment protection. CMS Environment Team has also been consistently undertaken capacity building and enhancing initiatives with range of stakeholders to orient on contemporary environment issues like climate change, sustainable transport, conservation, etc.

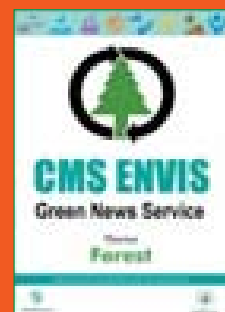
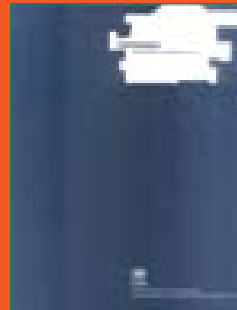
### CMS ENVIS CENTRE

Established in 2000, **CMS ENVIS is a premiere centre** designated by Ministry of Environment and Forests (MoEF), Government of India **to facilitate information dissemination** and further the cause of environment awareness and sensitisation. A separate space in its campus has been allocated to house documentary films, spots/ public service messages, info-mercials, quiz programmes, jingles etc. on environmental and wildlife issues. [www.cmsenvis.nic](http://www.cmsenvis.nic)

### Green Films Resource Centre

Established in 2007, the Audio Visual Resource Centre (AVRC) is a state-of-the-art archive of documentaries, films and audio spots on environment and development issues.

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