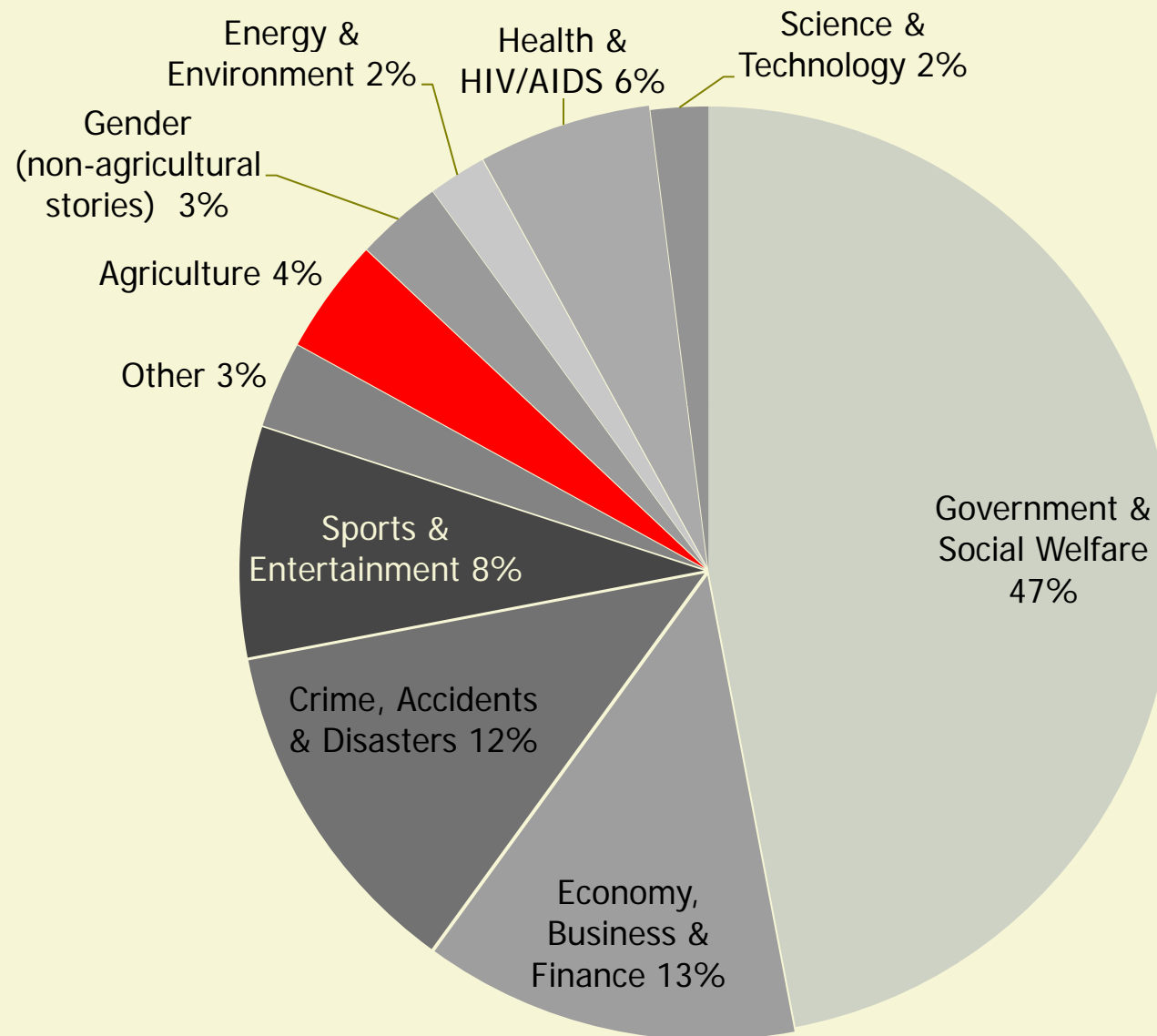




AGRICULTURE IN THE NEWS

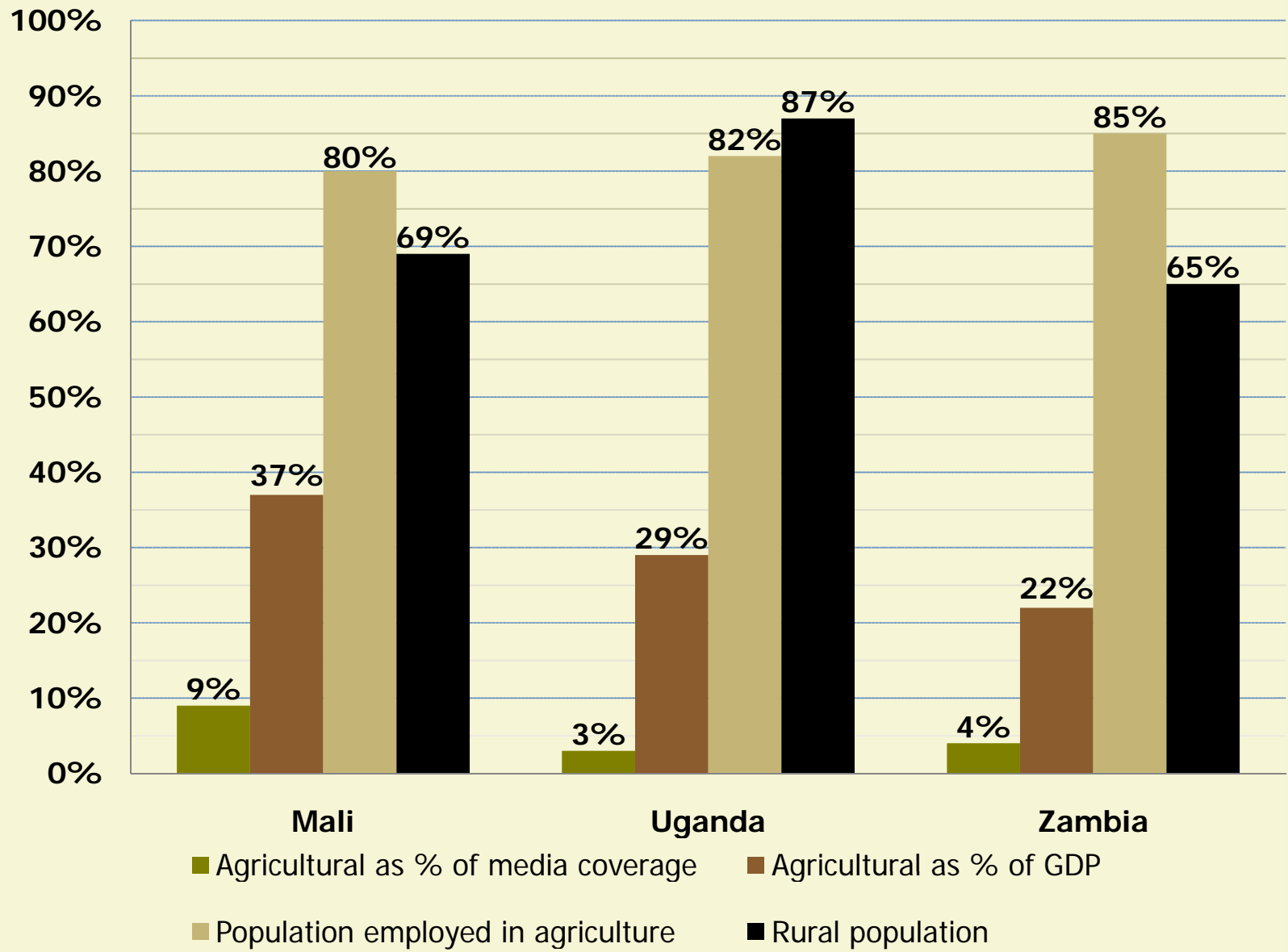
Getting coverage of market issues

Media Coverage in Mali, Uganda & Zambia



Source: International Women's Media Foundation, "Sowing The Seeds," 2009

Disconnect in the media



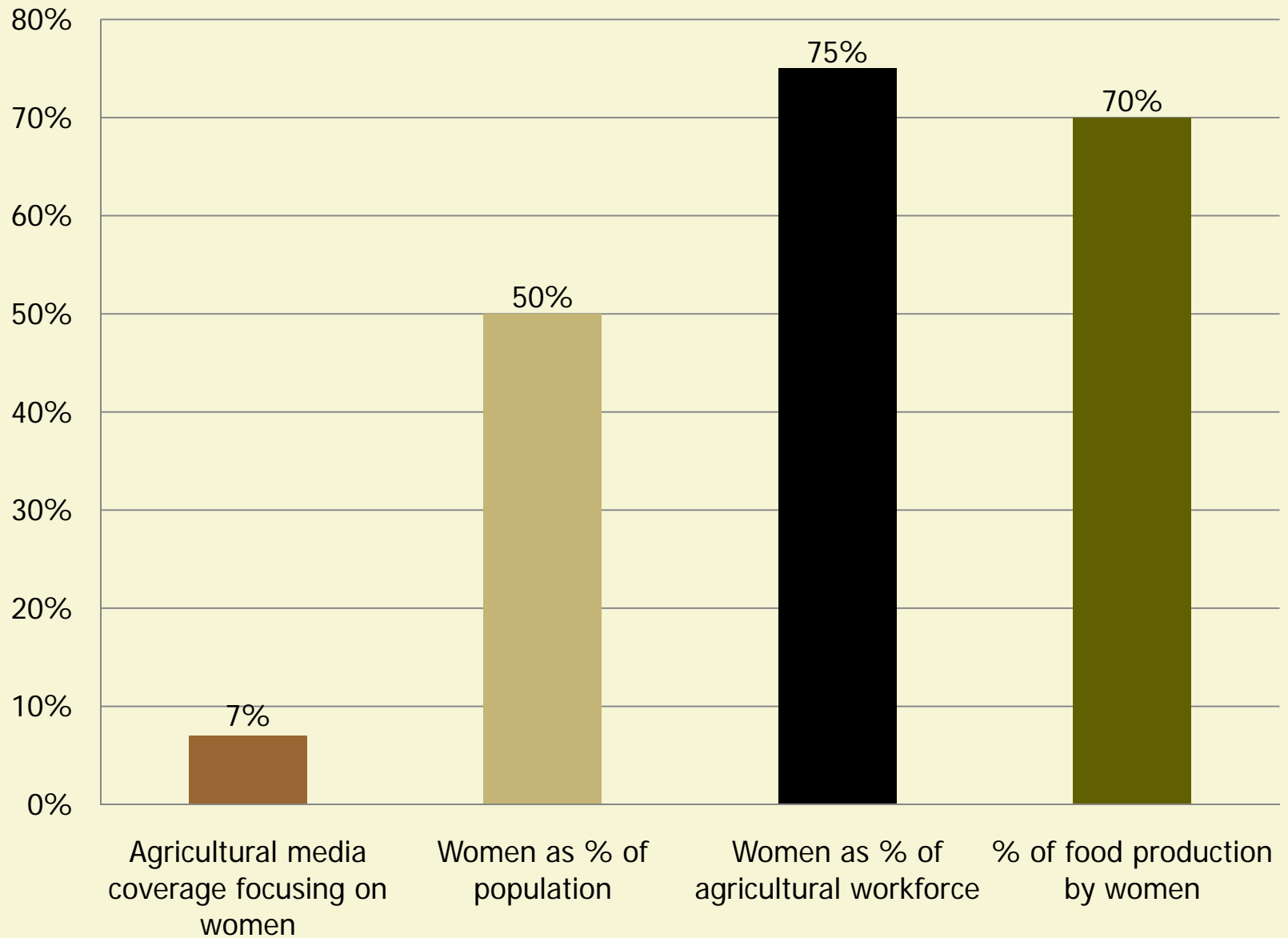
Source: IWMMF, 2009

Sources for ag news stories

- Government: 48 percent
- Experts/professionals: 22 percent
- Farmers, other rural workers: 20 percent
- Community leaders: 6 percent
- Other: 4 percent

Source: IMWF, 2009

Missing the voices of women



Source: IWMMF, 2009

Making markets work

- Markets depend on:
 - Infrastructure, incl. rural roads
 - Access to information
 - Low transaction costs
 - Access to finance
 - Storage capacity
-

Survey of Ethiopian grain traders

- 2/3 of traders cannot get bank loans
- Only 6% own a vehicle
- Less than 1/2 have a telephone
- Less than 1/2 have permanent storage facilities.

Source, IFPRI, 2003

Role of the journalist

- Stenographer
or
 - Storyteller
-

Criteria for good stories

- Information
 - 1) Accurate
 - 2) Substantive
 - 3) Good sourcing
 - Writing
 - 1) Organized
 - 2) Well-written
 - 3) Engaging
-

The Maturis



The grandchildren



Daisy's Lessons

