Toward Unpacking Barriers to Effective Coverage of Agricultural Issues

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Overview: Global Media Challenges

- Policy Environment
- Capacity Issues
- Investment/Financing
- Infrastructure
- Research: Circulation/Sourcing
Specialization Change

- Beat Journalism
- Capacity Factors
- Cost Factors
- Equipment
- Generating Editorial Interest
The Challenge of ‘Owning’ the Story

- ‘Lack of Access to Information’ – sector issues
- ‘Fear’ of the Expert
- Confidence
- Credibility
Cognitive Factors

- ‘Lack of Access to Information’ – sector issues
- Finding the Storyline
- ‘Selling’ the Story to Editors
- Systemic Limitations – training/infrastructure/policy
Deeper Challenges

- Media Culture
- History of Media
- Language Issues/Approaches
- Training Gap
- Role of Media: Democracy
Thank you

...for more information, please see:

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Independent Media for Accountability, Governance and Empowerment

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