



THE WORLD BANK

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:

www.image-network.org

Independent

Media for

Accountability,

Governance and

Empowerment

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