

## PRESS RELEASE

### CMS-ENVIS Study on Television trends in reporting Environment News

On the eve of the World Environment Day on June 5, CMS ENVIS Centre has released its report based on a 5 year study of Indian television of environment issues.

Over the years, environment has become an extremely grave and sensitive issue not only in our country but across the world. However, Indian news channels, an acclaimed feature of the electronic media, have still not impressively taken up the cause of promoting environmental concerns in the country.

The dearth of environmental coverage is certainly not due to dearth of visual material or lack of conflict; the TV channels apparently go by the policy “why bore people with country’s efforts with regard to environmental protection when they can be entertained instead.”

In a country like India, media is the most effective environment communication tool, but as per the records, these are not sufficiently exploited for the same and most of the environment stories lack the priority status with which it should be presented.

The limited knowledge of reporters also leads to environmental catastrophe, while the stories suffer content limitations, typically providing little qualification or support from scientific data, making vague references to the scientific communication, and emphasizing sensationalist aspect.

To bring this concern to the fore, CMS ENVIS Centre undertook regular analysis of environmental issues coverage in six mainstream 24X7 television news channels - DD News, Aaj Tak, CNN IBN, NDTV 24X7, Star News (Now ABP News) and Zee News. The prime time band from 7 to 11 pm was selected for the study.

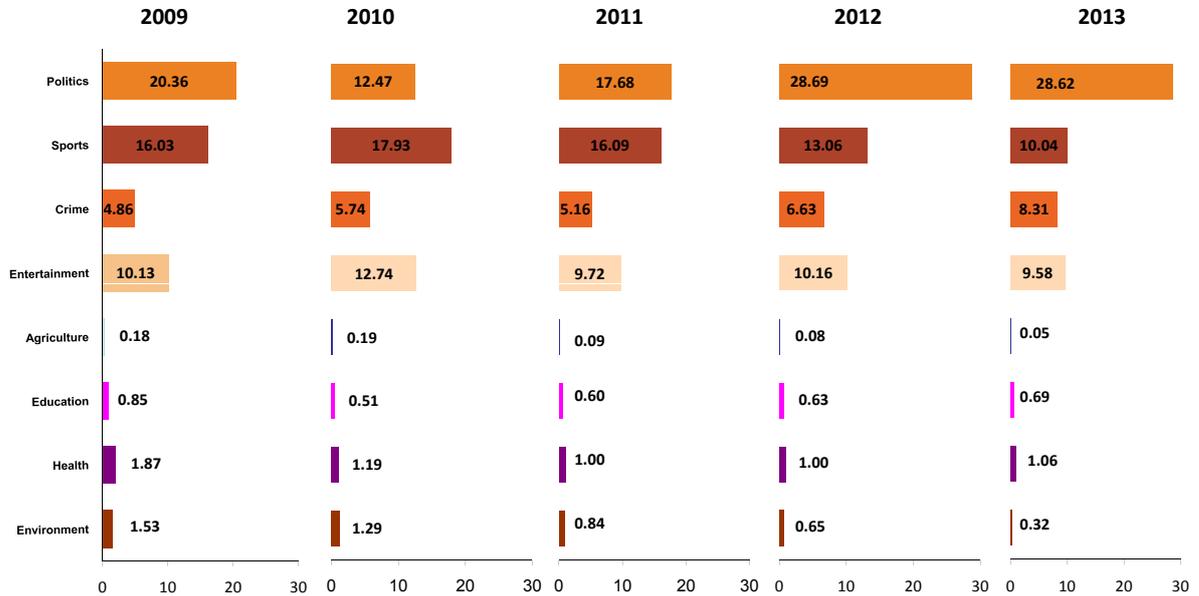
The study, which covered a five year period from 2009 to 2013, reflected on the overall coverage and priorities given to environment related issues by these channels.

The year wise analysis of six prominent news channels revealed that the news on politics, sports, entertainment and crime had maximum coverage in five years. Looking at the overall coverage of the channels, it is evident that less than one percent of the total time is devoted to issues like environment and wildlife.

In 2009, the coverage on environment was only 1.53% and news on politics was 20.36% (graph given below). In the year 2010, the coverage of sports news was 17.93% in comparison with the environment news 1.29%. Since 2011 to year 2013, the coverage on politics had dominated over other social issues. The coverage on environment news had sharply declined since 2009, which was an alarming situation for environment conservationists. It was found that in the last five years, the media had focused rarely on different environmental issues such as agriculture, weather, natural disaster and wildlife.



### TV News Trends 2009-13



Figures are Percentage of Total News Time of 6 National News Channels

Figures are based on Prime Time (7-11 PM) Coverage of 6 National News Channels

News Channels—Aaj Tak, CNN IBN, DD News, NDTV 24x7, Star News/ABP News & Zee News

Source: CMS Media Lab

As the backbone of our survival and consistent maintenance on earth, environment needs to be lent the required space and structure that it rightfully holds. Only then, a mature and palpable interaction will be made possible.

Therefore, there is an urgent need to accommodate environment effectively so that the validity of its essence is comprehended and widespread understanding is generated. It is anticipated that the findings of this study would help create an adequate advocacy platform to voice environmental concerns through the electronic media.

For more detailed report of this study, please go to ....  
<http://cmsenvis.nic.in/Environmental-Trends-in-News-Channels-2009-13.pdf>

For further clarification, please contact:  
**John:** 98999 79167, [john@cmsindia.org](mailto:john@cmsindia.org)  
**Anand:** 9582254615, [anand@cmsindia.org](mailto:anand@cmsindia.org)

**CMS ENVIS Centre** is to facilitate information dissemination and further the cause of environment awareness and sensitisation. Its thematic focus is "Environment and Media". Since 2000, it has come a long way to establish itself as a resource centre, co-ordinating body and a centre for information dissemination through various print, electronic and new media.