

Environment Advocacy Initiative Assessment

IUCN Pakistan - Communications

as they relate to present socio-environment conditions, d) Sustainability; in terms of possible ripple effect on partners' internalisation of the support, and e) Gender; in terms of integration of gender concerns into external support and internal working. Assessment of these broad areas relates to CU's programmatic and operational achievements in relation to the key interventions, broad identification of gaps and barriers wherever they may exist in relation to these interventions, and identification of programmatic and operational course correction options by way of general recommendations.

The Process

Preparation for this study started at CU's behest in the summer. A resource team was assembled to develop and execute the assessment related information acquisition and analysis plan. Consequently, starting with a kick-off meeting among the team members, the team then proceeded to develop a study implementation plan encompassing development of the study design and methodology, secondary information review, primary information acquisition tools and protocols, field research, the acquired data analysis and Reporting. This Implementation plan catered for not only both distinct parts of the study, but also variance of focus and scope in activities with the parts. Based on the plan, the team then carried out primary information collection in the field according to the predefined norm, criteria and interview protocols. The

Potential Gaps: Identification of existing or potential systemic gaps as in what is there and what could be, if any

Potential Barrier: Identification of existing or potential systemic barrier to reducing the gap, if any

Potential Mitigation: Identification of practical stand-alone mitigation for barrier reduction intervention, if any

An overall general assessment, and consequent recommendations, regarding the intervention for observations that are other than component intervention specific; are either generic to all interventions or relate to the CU capacity building initiatives as a whole, are reported following individual intervention'

Journalists Workshops Assessment Matrix

Sr. No	Area of Assessment / Key Assessment Attributes	Synopsis of Respondents Observations: Input oriented	Synopsis of Respondents Observations: Outcome Orientated	Potential Gaps	Potential Barriers	Potential Mitigation
1	Efficiency					
	Preparation	Workshops were generally well organised, logistics were appropriate	With various activities happening simultaneously, few journalists could not make it to all events	Less information in various environmental issue due to less frequency	Scheduling of workshop timings in conflict with journalists' general work timing	Frequent but shorter issue specific seminars, perhaps in early afternoons
	Delivery	Focus on information provision , less focus on tools for environmental writing	Could not use information for much long due to less attention to training in communication s tools	Information about Tools for effective technical writing on environment	Non-availability of tools to assist environmental writing	Development of short and specified 'how-to' documents, environment writing short courses / training
2	Effectiveness					
	Design	Interaction opportunity for participants with resource persons	Development of contacts, and use for further information source	Follow-up activity with resource persons on specific issues	Non-availability / contact of Resource person for longer duration	Development/ of diverse range of issue based resource persons, with stand-by listing

Information provided generally issue specific only

Most information at very general level, need more detailed information to be able to write a 'piece'

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	Use	Technical issue based information provided	Reporting, especially in regional languages media, could not benefit as much because of highly 'technical' English language phrases	Interest (in some cases, demand by editors) is more towards writing material that is easier to read by general readership, and therefore easily sellable	Non-availability of simpler regional languages translation of complex environmental concepts	Advocate to senior media management on the utility of environment reporting, of environmental brief in regional language, with illustration in the local context
4	Sustainability					

Skills	Ability to discuss and impart technical improvement could not be ascertained, no particular skill were discussed or imparted in workshop	Though most reporters, though have post graduate degrees, they do not necessarily have effective communication writing skills. Hence could not use more of the provided information	Lack of Technical writing on environment, especially in regional languages	Reporting on environment is considered by the journalist and editors at par, or less, with 'event' reporting' as opposed to 'mainstream
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			and comfort level	increase in such training events	and more women journalists is such activity	events
	Integration in Use	Information provided on issue was discussed in the gender perspective in some instances, with impacts discussion highlighting effects on women.	Not much of the information could be effectively utilised, as gender reporting new concept with little reporting/writing guidance	Tools for incorporating gender in environmental reporting/ journalism , Understanding and requirement by editors is lacking	Little understanding of gender inclusive reporting , and non-availability of tools to assist writing	Development of tools/ and gender incorporation training / skills development in writing, approaching education institutions/ editors for inclusion in journalistic studies

General Observation

Based on the responses of the journalist interviewed for this component of the CU intervention, it can be ascertained that the information provided on various environmental issues at the workshops was useful, especially to the local journalists. Some journalist, especially from English and Urdu were able to translate this information into a few environment related articles in the print media. These workshops were also useful to participants in identifying information resource persons for them to contact in case of further information requirement. The workshops also provided for practising environmental journalist an avenue for further networking. Also, not enough focus on imparting environmental reporting tools for Urdu and regional media, in terms of how to translate the information into an environmental 'write-up' for the local language media, could be generally accorded during these workshops. The workshops, did not really address technical writing skills enhancement of the participants. With various newspapers requiring different types of writing needs, communications skills through written material can sometimes make a difference between a moderately read and a widely read journalists. This could be a factor in terms of its contrib.75 r05cdcon

Intervention: Editorial Briefings

Editorial Briefing Rationale and Objectives:

Outcome of the Editorial briefing, as defined in the NFA-CU RBM is expected to be availability of more prominent space for environmental issue/ articles in the print media in selected English, Urdu and regional press. This is to be achieved through media briefing seminar on environmental issues with senior newspaper editorial staff, and provision of information and guidance when required. Envisaged impact of this outcome, in the long run, is expected to be an increased awareness and public support for environment.

The IUCNP Communications Unit thus organised three Media Briefings for senior editorial staff during the period of 1998-

Editorial Briefings Assessment Matrix

Sr. No	Area of Assessment / Key Assessment Attributes	Synopsis of Respondents Observations: Input oriented	Synopsis of Respondents Observations: Outcome Orientated
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						environmental reporting 'space'
5	Gender					
		Women editors were invited, not real discussion of issues from gender perspective	Little follow-up by Editors in the gender incorporation in environmental journalism	Gender incorporation in work/reporting was not specifically discussed	Little understanding of gender issues, Editors are not clear about gender implications environmental journalism	CU to engage senior editors in gender incorporation in environment reporting, perhaps through short seminars

General Observation

Based on the responses of the editors interviewed for this component of the CU intervention, it can be ascertained that the editorial briefing provided to senior editors were generally useful, and were well attended. Some senior editors were generally unable to recall details of the briefings (senior editors claim to attend too many meetings, hence the inability to recall details of briefings that happened some while ago), it was observed that the focus on briefing was on English print media. Also, the main thrust of the briefings was perceived to be on providing environment 'information' to the editors; part of the briefing that was found not to be particularly useful to senior editors as they were generally aware of the information. The part of the briefing that was considered useful by some editors related to linking of environmental reporting with 'mainstream' reporting. Consequent to the briefings, though the understanding of the requirement was developed by the editors, this part of the briefing could not really be converted into operations by the Editors mostly for reasons such as a) environmental reporting by most journalists is, scarce with varying quality, b) capacity to convert and 'sell' environmental information as daily interest story impacting human existence (as opposed to a technical subject) is almost non-existent c) financial rewards associated with environmental reporting (i.e., remuneration of journalists, revenues generation from print, etc.) are quite meagre, with costs of in-house investments in improving environmental reporting considered prohibitive, and d) general unavailability of ready information resources on current environment issue and moral support of environment related organisations' on sensitive issues.

General Recommendation

Perhaps, not much can be done by CU regarding the internal financial mechanism of the media, in terms of the how media manages their cost-pricing relationship, CU may however wish to consider developing and operationalising a frame work for Editorial staff assistance in addressing some of the identified areas for improvement. This framework could include a) continuous and sustained engagement of editors, especially the Urdu and Sindhi press through joint journalist -editors interactive briefings/ seminars on how to further mainstream environment reporting, b) development of tools, both for journalist and editors, to help reorient current environment reporting practices (from event based-to human impact based) without compromising the publishing 'formats', c) detailed 'feature' oriented information on current environment issues, (while converting 'technical' language into plain language wherever possible) with an ancillary marketing strategy for editors to sell it to private sector for sponsorship, d) development of short-term measures/ incentives to 'cultivate' promising journalists in environmental reporting (supply driven mechanism).

Intervention: Forum For Environmental Journalist, Pakistan (FEJP)

FEJP Rationale and Objectives:

Outcome of an effort to establish a platform for journalists engaged in the environmental reporting activities, as defined in the NFA-CU RBM, is expected to be a functional and viable environmental journalist networks that would enable journalist to interact more frequently on a formal basis, and to be able to undertake environmental information related activities. Establishment of this forum would lead to a broader environmental reporting, contributing toward general environmental awareness and environmental reporting demand. This forum, in the long run, would also enable member journalists to substantiate their earnings by engaging environment awareness related activities.

The IUCNP Communications Unit thus organised preliminary meetings (three) of invited environmental journalist to discuss the idea. Journalists from various media, and language, attended the meeting, with an overall participation in all meeting of approximately 59 during the period of 1997-1998, approximately 20 percent of them was female journalist. Based on the discussing meeting, a Forum for environmental journalists FEJP was established in 1998, with election of the first office bearers, with one female environmental journalist elected as an office bearer. Details of the location and break-up of participation is provided in Annex 2 to this report.

Interviews of FEJP office bearer were conducted to obtain FEJP specific information. Also, information regarding the FEJP functioning was obtained from Environmental journalists, and editorial staff attending CU workshops, to get their feed back and cross referencing. This information as obtained as part of the other interviews conducted for other sections (Journalists workshops, Media briefing, Investigative report) of this study. Information was obtained from English, Urdu and Sindhi media journalists as it relates to FEJP. Synthesis of such direct, and cross referred responses, is presented here for record.

Brief Profile of the Survey Respondents

Of the total number of two FEJP bearers respondents interviewed for this study, one of them was the FEJP female office bearer. One of these respondents possesses post graduate degrees in Urdu. The other respondent's educational qualifications could not be ascertained. The respondents have an average experience of approximately 15 years or more in various capacities of environmental journalism. These respondents, however, did not have any specific experience relating to management and operations of a professional journalistic forum.

Briefings FEJP Assessment Matrix

Sr. No	Area of Assessment / Key Assessment Attributes	Synopsis of Respondents Observations: Input oriented	Synopsis of Respondents Observations: Outcome Orientated	Potential Gaps	Potential Barriers	Potential Mitigation
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5	Gender					
		Women journalist were especially invited, facilities and seating was sensitive for them to feel comfortable	Women journalist are represented in the general membership and the elected officers of the forum	Attendance rate and ratio of women journalists has decreased in forum meetings	Women journalist find it difficult to support their participation in forum activities at their expense	CU, as a short term, may wish to support the forum secretariat in providing financial subsidy for women journalists' participation in the forum meetings

General Observation

Based on the responses of the FEJP office bearers and the environmental journalists interviewed, it appears that though there was enough interest and need for such a Forum at a national level, there appears to be certain slack period in taking the forum to the next logical step of practical operations, once it was formed. It is perhaps caused by the fact that most forum members, though have the will, lack the requisite financial, operational and management capacity, at present, to undertake further initiatives on their own. Also, with the day to day activities of the journalistic, who are more liable to secure journalistic work for their existence, time required to devote to such an activity becomes much greater than the opportunity cost for Forum activities, and hence the dormancy. Also, with the change in the politico-economic environment in the country of the past two to three years or so, the need of environmental journalism to be equated with social development, with human interest perspective has not really been addressed, hence a present lack of

Exploratory Investigation for future CU Communications Related Options

Rationale and Objective

In tandem with the assessment of various CU Interventions under the framework agreement, i.e. Journalistic workshops, editorial briefings, FEJP, etc., it was also felt useful to inquire from the peers in the community about the current state-of-the-environmental reporting conditions as prevailing in the journalistic community in particular, and the country in general. It was also considered useful to seek such peers' input and guidance on the prevalent needs and requirement of the media community, which the CU could then try to address as priority based on its capacity and mandate. Such information would be helpful while developing a larger CU intervention strategy of the future.

Exploratory investigation was thus conducted with a wide range of senior professionals engaged in print, electronic, and visual media. Professionals belonging to academia were also included in this exploration. Presented below is a synopsis of the gathered information that provides a general overview in key areas of a) the present conditions and shortcomings for environmental communications as they prevail in the country at the moment, b) the possible present and future environmental communication requirement and direction, and c) the peers' perception on what could be done to help improve the overall environmental scenario through a collective environmental communications undertakings.

Presentation of Information

Presentation of the information synthesis is in two parts. The first part is the summary of collective responses from for information obtained for the key areas listed above. The second part of information presentation is a general observation, and general recommendation as derived from it. (Objectivity usually is exercised while drawing conclusions based on mostly subjective information. In drawing inference from the conclusion, one must however be cognizant of the fact that interpretations to qualitative data are at times subjective and hence susceptible to possible biases.)

Part 1

Brief Profile of the Survey Respondents

A total of 15 senior professional were interviewed for this exploratory study, of which two (approximately 15 percent of the interviewees) were female professionals. Sixty percent of the interviewed professional belonged to print media, one interviewee (or about 7 percent of the total interviewees) was from the electronic media, 15 percent of the interviewees were from journalistic institutions, and the rest, about 22 percent of the interviewees belonged to Academia. Coverage of investigative study was at a national scale, with most exploratory interviews taking place in Sindh and the NWFP. A majority of the media interviewees (about 66 percent were senior editors of their respective publications, and all interviewees of journalistic institutions and academia were the heads of their respective professional set-ups. Most coverage of the print media for exploratory interviewees (about 75 percent) was English language, with the rest being Urdu and Sindhi.

Present conditions and shortcomings for environmental communications

Information obtained for his part of the exploratory study pertained to the key areas of

- Availability of Institutional, programmatic, and financial structures for environmental journalism
- Availability of skill development opportunities/ facilities for journalists

Summary Information of Responses

Financial and Institutional structures of print media, in general, are not as vibrant as they ought to be. The Newspaper industry though is growing with occasional new newspapers starting up frequently. There does not appear to be much government pressure on industry regulation, where the industry generally practices self restrain and self-censorship. The English media is better off in terms of financial stability and access to

advertisements. As most newspaper advertising revenues are through government advertisements, newspapers are at times dependant on government revenues for liquidity. Urdu and Sindhi media is financially restrained with Sindhi media at a very initial stage of viability. Entry of journalist into print and electronic is usually through personal contacts, and as a favour to the journalist, rather than systemic requirement. Few women journalists enter environmental journalism field. Also, there appears to be a large gap in the wage structures between that of an aspiring journalist, and the senior journalists and the newspaper management, which at times is considered prohibitive for the economic survival of the entrant journalists. Therefore, most journalists, who are involved in news reporting or feature writing, are more inclined to write about 'sellable' items such as social and economic stories which are more read and better paid. They, hence are not really 'pushed' to write on environment, which appears to be a technical subject to write on; a subject with most journalist are not familiar with. Media coverage, therefore is mostly of political, social and economical news, with not enough coverage of environmental issues through environmental reporting. English language newspapers, however, do cover environmental news especially when involved by national and local NGOs in the issues of environmental concerns.

Most journalists entering the journalistic field these days lack requisite skills and journalistic attitude. And when they do manage to secure a newspaper job, they get underpaid jobs and generally remain so, mostly because of such lack of professional skills. There is no real teaching or training academy for aspiring journalist, except of the academic institutions which provide fresh graduates the industry, and that also with minimum skills. Most fresh graduate then need to get on the job, hands-on experience and training to develop further skills and expertise to make room for themselves in the industry, if they can. Though English media requires an additional skill of knowing and writing better English, these skills are not thoroughly taught to the journalists at the higher academic level. On the other hand, there are not enough resources or capacity available within the media, especially the print media to help train journalist for future development. PTV Academy does provide some training to its staff, for the visual production purposes, and that too at a limited scale. Professional skills development opportunities are relevantly better in English newspapers, than Urdu or Sindhi, as with relatively better finances English newspapers are more willing to provide opening and space for skilled and knowledgeable fresh English newspapers journalist.

Possible future requirement of environmental communications

Information obtained for his part of the exploratory study pertained to the key areas of

- Need and Scope for environmental communication
- Systemic avenues for environmental communicators promotion

Summary Information of Responses

There is evidence that environmental reporting is getting more space in the print media, especially the English language. This space is not correspondingly visible in the Urdu or the Sindhi media. Main reason for this space in reporting is that most environment issues are now beginning to impact daily lives, especially in the urban areas or larger cities where such environmental issues are now being understood by readership as human interest issues. Environmental reporting, however has not caught up with this understanding as yet where environment reporting is mostly confined to technicalities and specifics of the science of the issue, as opposed to presenting this information as human interest and human impacting events. Beginning of this kind of reporting, then again is visible more so in English language newspapers than in Urdu and Sindhi. This perhaps is due to the facts that a) not much of the scientific information on environmental issues is available in regional languages, b) capacity of journalists to take environmental information and convert and present it as human interest information for wider audience and acceptance is rudimentary c) the remuneration structure of journalists does not allow them much incentive for them to invest in this field on their own and d) a longer term institutional support structure to facilitate such developments is lacking.

Yet, on the other hand with the subject of environment becoming mainstream, albeit more so through social-angle reporting of environmental disasters that happened in the last few years in the country and around the region, the need for skilled and knowledgeable journalists to be able to report on environment as human and social interest stories is there. These skilled journalists need to be able to take environment related information and relate to its social, cultural, economic, etc, effects as they impact living conditions in the urban and rural areas of the country. This requirement would generally be true for print and visual media. Organisation such as the Press Forum and the Sindh Academy (for Sindhi language) do provide

some such support, this support is however is to a little extent and not institutionalised. There is perhaps however going to be an added dimension to the environmental journalism requirement in the near future as more in -roads will be made by the information technology in terms of electronic transfer of information which could be print, visual, and multi-media based. Which also mean that information transfer time will be much more faster then the traditional print media newspapers and magazine, for it to be relevant and updated. This would require a different set of systems, sources and skills for environmental journalist for requisite understanding of issues, with availability of resources for reference, which in most cases does not exist at the moment.

Peers' perception of possible undertakings to support overall environmental communications improvement

Information obtained for his part of the exploratory study pertained to the key areas of

- Identification of possibilities for improving the overall conditions through supply driven measures
- Identification of institutional possibilities as demand driven measures

that media's performance is quite hampered by the present institutional, financial and technical set-ups. Support structures and systems to allow environmental journalists to better perform in environmental