



Food Security and Nutrition A Guide for Journalists

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Author: Botumroath Keo Lebung

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The following people have provided creative support in the production of this handbook.

Copy-editors: Mervin Block, Geoffrey Cain, and Donald Jae Lee

Graphic Artist: Sochea Rin

Researchers: Laura Chen Garnic and Lyta So

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Foreword

The global Millennium Development Goals (MDGs) are composed of eight strategies to combat poverty, one of which addresses issues concerning food security and nutrition. The MDG Fund Joint Programme for Children, Food Security and Nutrition in Cambodia considers these issues of vital importance for the health of women and children. These issues are also recognized by the Royal Government of Cambodia and by the United Nations Country Team and other key stakeholders in the country.

In response, UNESCO has developed a media handbook for journalists to serve as a guide and tool to produce and disseminate information, materials, the challenge of reaching an audience on the views and experiences that will create a groundswell of public perception to tackle food security and nutrition.

This media handbook on food security and nutrition consists of five main sections describing various techniques in media reporting, including an overview of the necessary steps to produce a well-written article on food security and nutrition.

Executive Summary

In order for developing countries to achieve the MDGs 1, 4 and 5 by 2015 it is important to increase the capacity of media to inform the general public and policy makers about food security and nutrition. This media handbook has been developed in recognition of a need to raise awareness and improve media coverage on food security and nutrition.

The production of this handbook is grounded in the belief that the media can, and should, play an important role in informing the general public and decision makers in developing countries about food security and nutrition related issues.

There is, however, limited media coverage and communication about these issues in Cambodia. One reason is the lack of easily accessible information about the complex relationships between agricultural production, food security and nutrition. Another reason is the difficulty of reporting on these issues. The media handbook aims to address these problems in two ways. First, by providing a summary of the basic issues concerning food security and nutrition, and second, by providing guidance to journalists and others working in the field of media about how to communicate information on these issues to different audiences.

Publication of this media handbook is timely because of renewed concerns about the impact of ongoing food price increases and economic crises on food security and nutrition among the poor and vulnerable. There are recent indications that food prices will continue to rise throughout the coming decade, raising concerns about economic and social stability. Problems associated with rising food prices can be avoided provided the right policies on agricultural production and nutrition are in place. It is essential that the general public and decision makers are well informed about these issues.

Glossary

A list of vocabulary has been developed to help guide journalists when reporting on food security and nutrition.

Anaemia: A condition in which a person has a low haemoglobin level in the blood (haemoglobin is an oxygen transporting substance contained in red blood cells). Iron deficiency is the most common cause of anaemia, but lack of folate, vitamin B12, vitamin A and other nutrients can be additional nutritional causes. Malaria, hookworm infection, other infections (such as HIV/AIDS), heavy bleeding and sickle-cell disease also cause anaemia.

Balanced diet: A diet that contains adequate amounts of all the necessary nutrients (macronutrients and micronutrients) required for healthy growth and activity.

Complementary feeding: The provision of complementary foods when breast milk alone is no longer enough to meet the nutritional needs of the infant. Complementary feeding should be timely, meaning that infants should start receiving foods in addition to breast milk from 6 months onwards. It should be adequate, meaning that the complementary foods should be given in amounts, frequency, consistency, and using a variety of foods to cover the nutritional needs of the growing child while maintaining breastfeeding. Foods should be prepared, given and stored in a safe manner, minimizing the risk of contamination with pathogens. And infants should be properly fed, meaning that the child is fed by someone else, usually an adult, using active or responsive feeding techniques.

Coping strategies: The Coping Strategies Index (CSI) is an indicator of household food security that is relatively simple and quick to use, easy to understand, and correlates well with more complex measures of food security.

Exclusive breastfeeding: The provision of breast milk only, and no other liquids or solids, not even water. Drops or syrups consisting of vitamins, mineral supplements, or medicines are permitted. Exclusive breastfeeding is recommended for the first 6 months of an infant's life.

Family food security: A situation that exists when a family has sufficient safe and nutritious food throughout the year so that all members can meet their dietary needs and food preferences and have active and healthy lives.

Food accessibility: Having sufficient resources to obtain appropriate foods for a nutritious diet.

Food availability: Sufficient quantities of food available on a consistent basis.

Food security: This exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life. Household food security is the application of this concept to the family level, with individuals within households as the focus of concern.

Food utilization: This refers to a) a households' use of the food to which they have access and; b) an individuals' ability to absorb and metabolize the nutrients – the conversion efficiency of food by the body.

Iron deficiency: A low level of iron in the blood and other tissues that keeps the body from working properly. It occurs when a person has used up the body's iron stores, and absorbs too little iron from food to cover the body's needs. It is common where the amount of iron in the diet is low, and/or where iron is in a form that is poorly absorbed - the type found mainly in plant foods. Iron deficiency can cause anaemia.

Macronutrients: Nutrients (such as carbohydrates, fats and proteins) required by the body in large amounts.

Malnutrition: A term usually used to refer to under-nutrition, but can also be applied to over-nutrition (overweight or obesity). The term malnutrition is used to describe poor micronutrient status as measured by various indices or poor macronutrient status, as evidenced by low weight, short stature (height) or thinness (low weight for a given height). People are malnourished if their diet does not provide adequate calories, protein and micronutrients for growth and maintenance or they are unable to fully utilize the food they eat due to illness. They are also malnourished if they consume too many calories (over-nutrition).

Micronutrients: Called micronutrients because they are needed only in very small amounts, these substances are the "magic wands" that enable the body to produce enzymes, hormones and other substances essential for proper growth and development.

Nutrient: Part of the food that is absorbed and used by the body for energy, growth and repair, and protection from disease.

Nutrition: From a scientific perspective, nutrition is an area of knowledge that is concerned with the provision of food and its utilisation in the body.

People living with HIV/AIDS (PLWHA): A general term for people infected with HIV, whether or not they are showing any symptoms of infection.

Prevalence: The ratio (for a given time period) of the number of occurrences of a disease or event to the number of units at risk in the population.

Replacement feeding: Feeding infants who are receiving no breast milk, with a diet that provides appropriate nutrients until the age at which they can be fully fed family foods. During the first 6 months of life, replacement feeding should be with a suitable commercial breast milk substitute/formula. After 6 months complementary foods should be introduced.

Stunting: Short or low height/length for age, which is caused by long-term insufficient nutrient intake and frequent infections.

Underweight: Light or low weight for age. Underweight is an indicator of both acute and/or chronic under-nutrition.

Vitamin A deficiency (VAD): All the physiological disturbances caused by insufficient vitamin A in diets to meet the needs for growth and development, physiological functions, and periods of added stress due to illness. VAD includes sub-clinical and clinical signs and symptoms.

Wasting: Low weight for height/length, also known as acute malnutrition, is a strong predictor of mortality among children under five years of age.

Introduction

Food security and nutrition are closely related to health, agricultural production, poverty, climate change and other development-related issues, which makes it difficult to communicate in a simple way to the general public. Not only does a general audience have trouble relating to science, but many journalists who report on scientific issues have trouble understanding it as well.

Even if this is the case, journalists can report about it well as long as they understand the bigger picture and the various factors contributing to food insecurity and nutrition. When reporting, keep in mind that malnutrition and hunger is only a warning sign of much deeper economic and social problems in society. Thus, when starting to gather information on a story, it is crucial for journalists to keep their eyes and ears open to new information in order to report all the underlying factors contributing to poverty and malnutrition.

For example, a boy eats a plate of rice but little else. Health experts explain that he may not be getting all the nutrients that his growing body needs. In order to report accurately, journalists must investigate and understand that there are also important differences in the **duration** and **severity** of the way in which people experience food insecurity.

Understanding the many underlying factors that contribute to food insecurity and nutrition is important when reporting and writing about these issues.

1.1 Background

Like any specialist area, there is a basic core of knowledge that you must understand before you are able to write competently. You do not need to know every aspect of scientific theory or possess a degree in nutrition and health studies. However, it is not possible to be a competent journalist without the ability to understand, for example, a simple fact sheet on nutrition or health or explain the linkages between the maternal and infant mortality rate. Once you understand the basics, you can ask experts to fill in the details. Then you can explain what happens in the developing world in a way your readers, viewers or listeners can understand.

The basics include some of the root causes of food insecurity and malnutrition. But understanding food insecurity and what causes it is not always straight forward.

Let's examine the definition of food security and nutrition.

1.2 What is Food Security and Nutrition?

Food security is understood as a 'food problem' by countries and regions that worry about meeting national self-sufficiency goals in certain strategic foods, or maintaining the capacity to bridge the gap between food needs and supplies. The phenomena of recurrent droughts and famine and their convergence with ecological, political, demographic, health and economic crises generated a broadening of the concept to include food supply and entitlements, vulnerability and sustainability.

The definition of food security used in this publication is the one adopted at the **1996 World Food Summit** held in Rome.

Definition of Food Security

Food security exists when all people, at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life.



Photo © Botumroath Keo Lebun

1.3 Brief Overview: Four Main Dimensions of Food Security

This definition introduces four main dimensions of food security:

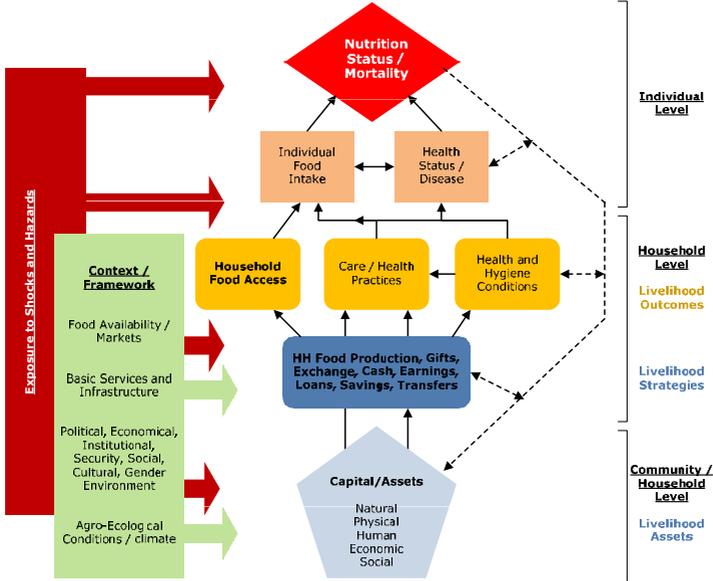
1. Physical **AVAILABILITY** of food
2. Economic and physical **ACCESS** to food
3. Food **UTILIZATION**
4. **STABILITY** of the other three dimensions over time

Let's look at the meaning of each of these terms.

1. **Food availability** addresses the “supply side” of food security and is determined by the level of food production, stock levels and net trade.
2. **Access to Food** means that an adequate supply of food at the national or international level does not in itself guarantee household level food security. The importance of **food access** is increasingly recognized as a key determinant of food security. Hence, food production is just one of several means that people have to acquire the food that they need. Access to food is influenced by market factors and the price of food as well as an individual's purchasing power, which is related to employment and livelihood opportunities.
3. **Food utilization** has become increasingly prominent in food security discussions since the 1990s. Utilization is commonly understood as the way the body makes the most of various nutrients in food. This food security dimension is determined primarily by people's health status. Food security was traditionally perceived as consuming sufficient protein and energy (**food quantity**). The importance of micro-nutrients for a balanced and nutritious diet (**food quality**) is now well appreciated.
4. The phrase “all people, at all times” is integral to the definition of food security, and is key to achieving national food security objectives. The phrase “at all times” refers to the **stability** dimension of food security. It emphasizes the importance of reducing the risk of adverse effects on the other three dimensions: food availability, access to food or food utilization.

Source: <http://www.foodsecinfoaction.org/DL>

Food Security and Nutrition Conceptual Framework



4



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The Role of the Media

The media is well positioned to play a leading role in informing the wider public only so far as they themselves are aware of and knowledgeable about food security and nutrition issues and challenges. Media on agriculture, food security and nutrition issues can be very technical and foreign, and it must be brought to the public as a significant and newsworthy matter. If the mass media does not report correctly or extensively on agriculture, food security and nutrition, the public only knows and understands what the media projects.

News agencies in particular have a significant contribution to make. They are the wholesalers of news. Few newspapers, broadcast outlets or on-line media have the resources needed to cover multinational for a where key discussions take place and decisions are made. The news agencies essentially set the agenda for public discussion. They largely determine what issues will be covered and whose voices will be heard.

A strong media helps enable people to engage in society by offering a useful source of information for people to make informed decisions.



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2.1 Informing and Educating the Public on Food Security and Nutrition

Media play a crucial role in disseminating information and creating awareness on issues related to food security and nutrition. Journalists play an important role as providers of information. In presenting a story from different sides, journalists can sometimes show people a new perspective on a familiar issue.

In the coming years, as the global population continues to rise and the effects of climate change become more apparent, food security and nutrition will likely be a topic of increasing relevance to journalists in developing nations. Nearly one in six people globally do not get enough food to be healthy and lead an active life, according to recent report on State of Food Insecurity in the World. Therefore, improvement of food security is important in the global fight to reduce hunger, alleviate poverty, and develop the global economy.

Developing countries, including Asian and African nations, are affected by food insecurity and malnutrition. There is an evident need to increase awareness of such issues among the local population of these countries in order to educate, communicate and promote healthier lives. This can be accomplished through various media outlets.



Photo © Heng Sinith

Journalists can effect positive change in their countries by providing understandable, accurate, and timely reporting on key food security and nutrition issues. For example, the media might educate a general audience on issues like the living conditions of farmers, marginal communities that experience problems stemming from poverty and poor dietary habits, and ways to improve household food security.

The media can also inform on weather forecasts, the impact of storms or droughts on crop production and how these events will affect food prices. The media can also inform farmers on what crops to plant to improve food security, and educate mothers on feeding practices so that their children get the sufficient nutrients their growing body needs.

2.2 Why Should the Media Cover Food Security and Nutrition?

Food security affects every level of a country's social and economic development. The main criticism directed at the media tends to be that they only focus on food security and nutrition issues when a disaster occurs or when an organization unveils a report predicting a disaster due to food shortages and the rising global population. Although the media have an obligation to cover these topics, journalists should also take the initiative to report on more positive stories. Examples will be highlighted in the handbook.

Positive stories can be numerous because even modest public and private investments in food security and nutrition have been shown to provide high returns for national social and economic development. These benefits include improved health and education, which result in a better quality labour force. Workers with good food security and proper nutrition are in a better position to fully develop their human potential.

Social benefits include progress toward gender equity, decreasing rural-urban migration, improved environmental sustainability and better livelihoods for youth.

Journalists should probe behind the elementary facts of stories and find the underlying causes for food security and nutrition issues. Understanding the concepts highlighted in this book will greatly enhance the journalist's skill in finding the right angle and story theme when reporting on an food security and nutrition topic. This will help him or her illuminate the mind of the audience.

Basics of News Writing

How do you write a news story? News writing follows a basic formula; there are key elements every news story follows. While styles can diverge more dramatically depending on the kind of story -- a feature story may look and sound very different than a hard news one -- all news stories are cut from the same mold. The first element of news writing is, of course, to deliver the news. One of the most difficult concepts to learn about news writing is the manner in which a story should be developed. While you might be able to understand the purpose and technique of the lead paragraph, you might not understand how to build a story in the second, third and subsequent paragraphs. Pay particular attention to the text and examples in this chapter and Part IV and Part V.

Key concepts and terms

The following are some of the key terms and concepts that you should understand and be able to put into practice in the following two chapters.

1. Interviews at least have three key, **trustworthy sources** of information.
2. Determine the **five W's** that are important in any news story: who, what, when, where and why
3. Write the **lead**. The lead is the first one or two sentences that tells the reader what the news article is about. It is used to grab the reader's attention and keep him reading. In any news article, the most important parts of the story, such as a death, gain or loss of money or community prominence, should be written or made known to the reader in the first sentence.
4. Write the **nut graf**. A nut graf is paragraph that explains the newsworthiness of the story; it tells why the story is important. The nut graf is usually in the fourth or fifth paragraph of a news article. Remember, in news

writing, paragraphs are usually short (about one to four sentences long).

5. Use the **inverted pyramid** to write the news article. An inverted pyramid is a method used in journalistic writing where the broad and important information comes first in the story, and the more narrow facts follow.
6. Include **direct quotes** from your sources. Always attribute the quote as well. Other techniques are to use paraphrasing and attribute the thoughts to your source.

3.1 What Makes a Story Newsworthy?

Journalists' and editors' perceptions and knowledge of food security and nutrition issues greatly influence what news gets published and public opinion. Newsworthiness can be described in numerous ways with different determinants defining it. The way in which editors perceive a reader's interests' in news is a huge factor in the gatekeeping process. Editors are taught to choose news by certain characteristics referred to as news determinants. News determinants are the yardstick by which an editor determines what portion of the day's news minimum he/ she will use. Most journalism curriculum agrees on five main news determinants: timeliness, prominence (importance), proximity (locality), consequence, and human interest.

Below is a list of five factors, which are considered when deciding if a story is newsworthy. When an editor needs to decide whether to run with a particular story, s/he will ask how well the story meets each of these criteria. Normally, a story should perform well in at least two areas below:

Timing: The word news means exactly that: information that is new. Topics that are current are good news. Consumers are used to receiving the latest updates, and there is so much news about that old news is quickly discarded. A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

Significance: The number of people affected by the story is important. A plane crash in which hundreds of people died is more significant than a crash killing a dozen.

Proximity: Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is. For someone living in France, a major plane crash in the USA has a similar news value to a small plane crash near

Paris. Note that proximity doesn't have to mean geographical distance. Stories from countries with which we have a particular bond or similarity have the same effect. For example, Australians would be expected to relate more to a story from a distant Western nation than a story from a much closer Asian country.

Prominence: Famous people get more coverage just because they are famous. If you break your arm it won't make the news, but if the Queen of England breaks her arm it's big news.

Human Interest: Human interest stories are a special case, as they often disregard the main rules of newsworthiness. For example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

3.2 Basic Story Structure: Hard vs. Soft News

There are two basic types of news stories: hard and soft. Hard news, is about events that have just happened and must be reported to readers immediately. Hard news reports events and features explain them. In a hard news story, the lead is usually just one sentence. The lead tells the readers what the story is about, and includes the most important elements of that story. Good leads grab the attention of readers and encourage them to read the rest of the story.

The second kind, soft news, deals with features or general trends.

Most features are designed to inform readers and make them care more deeply about a situation or an issue like climate change and its impact on agricultural production.

Most features are about human interest topics. They may describe a person's character or the feel of a place. Features explain more in depth than hard news stories. In a hard news story, the lead is usually just one sentence. The lead tells the readers what the story is about, and includes the most important elements of that story. Good leads grab the attention of readers and encourage them to read the rest of the story. To report a feature, a reporter may have to spend days doing interviews, including phone calls, leg work and research.

3.3 Ten Journalism Terms You Should Master

1. **Lead:** The first sentence of a hard-news story is a succinct summary of the story's main point.
2. **Inverted Pyramid:** The model used to describe how a news story is structured. It means the most important news goes at the top of the story, and the lightest, or least important, goes at the bottom.
3. **Copy:** The content of a news article.
4. **Beat:** To cover a particular area or topic, such as cops, courts or city council.
5. **Byline:** The name of a news story's author, usually placed at the beginning of the article.
6. **Dateline:** The city from which a news story originates, usually placed at the beginning of the story.
7. **Source:** Anyone you interview for a news story.
8. **Anonymous Source:** A source who does not want to be identified in a news story.
9. **Attribute:** To tell readers where the information in a news story comes from.
10. **Morgue:** A newspaper's library of clippings of old articles.

3.4 The Five W's and H

All stories must cover certain key questions. These questions are often called the 5 Ws and H.

- Who** Who was involved in the story?
What What happened that was important or interesting in the story?
Where Where did the story happen?
When When did the story happen?
Why Why did the story happen?
How How did the story happen?

For food security and nutrition reporting (FSN), below are some Ws and H:

- Who is affected by food insecurity?
- What are the nature and causes of food insecurity?
- How are the poor eating if food is unavailable at the household and community level?
- What is the current situation?
- What is the evidence for this situation?
- Why is it happening now?
- Where else is food security and nutrition an issue?
- When did the poor experience food insecurity?
- What do the experts say about the underlying causes?
- What can be done about the problem?
- How much of the population is affected by FSN?



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3.5 The Inverted Pyramid

The inverted pyramid is the model for writing news. It simply means that the heaviest or most important information should be at the top – the beginning – of your story, and the least important information should go at the bottom. And as you move from top to bottom, the information presented should gradually become less important.

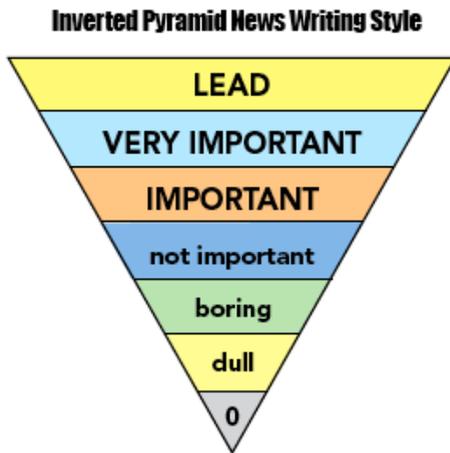


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3.6 Questions to Ask About Your Writing

Keep clear in your mind what your story is about. When you have finished your story review your article and ask yourself the following questions:

Accuracy

Is everything in your article absolutely accurate?
Are the sources you use reliable and credible?
Is every quote accurate and in the proper context?
When you ask questions, make sure you understand the answers.
Double check dates, names, titles, location spellings, etc.
Be sure numbers add up and the math is right.

Ask yourself: Will the reader believe this story? Can the reader trust me?

Fairness

No story has one side – have you considered all sides? This is one of the hardest things to be totally aware of and self-check on. We all have our own prejudices, but your opinion has no part on the story – leave it out! Treat all sides fairly.

Ask yourself: Will the reader trust me? Will the reader think I am biased?

Interest

Look for the drama – where is the conflict? Create energy in a story. Always write with an active voice.

Ask yourself: Will the reader care?

Timeliness

Does this matter now? Old news is no news. The story must be current or be important enough to report now - not about something that may have happened six months ago and is no longer important.

Ask yourself: Am I saying something new?

Lead

The first paragraph is the lead –and it has to catch the reader's attention, so they will read on. You do not want the reader to think "so what?"

Ask yourself: Will the reader be interested and engaged? Will the reader want to read to the end?

Structure

Does your article make sense? Can it be easily read and followed? Is it confusing? Do the important elements come first? Does it have a focus and a clear reasoning?

Ask yourself: Will the reader find this easy to follow? Will it be interesting for them until the end?

Quotes

Have I quoted people correctly? Have I got enough quotes? Have I chosen the right quotes? Are they interesting? Is there enough variety in the people I have quoted? Are both sides represented fairly? Have I put the quotes in the right punctuation?

Ask yourself: Will the reader hear all sides? Will the reader know that certain statements are quotes?

Detail

Is there enough detail? Has a picture been painted? Is there a sense of smell, touch, taste, atmosphere, color, shape? Are general statements supported by specific numbers and facts? Statistics? Have I made it clear what I am trying to say? Is my central hypothesis totally clear?

Ask yourself: Will the reader be able to picture the event? Is there enough information for the reader to understand the issue?

Background

Provide appropriate background. History, context (story development), explanation of causes, cultural context, etc. A local issue can be placed in a national perspective, or vice versa.

Ask yourself: Will the reader understand the significance of this story?

Clarity

Use words that ordinary readers understand. Keep sentences short. Keep the focus sharp. Simplify complicated ideas.

Ask yourself: Will any reader understand this story?

Writing About Food Security and Nutrition

Food security and nutrition is very closely related to science and falls into the area of science communication. Communication scholars have found that the general audience relate to issues that have an effect on them. Thus, when journalists report on food security it is important that they keep their writing personal when writing about issues that are hard to understand or foreign to the readers.

4.1 Gathering Information

Keep your mind open as you report. Don't start by deciding exactly what story you will write and then going out to get the details that fit that story while ignoring everything else. At the start of your reporting, be prepared to explore in different directions. During your reporting, you may find that the real story—the important and interesting story—is different from what you thought at first.



Photo © lean Russell

A journalist collects information in three ways:

1. Direct observation: they see for themselves.
2. Interviewing: they talk to people and ask questions.
3. Research: they read and use documents.

Understand first and foremost that malnutrition starts at the community level. Ask yourself if there is enough food available to provide for the nutrition needs of all people? In order for adequate food to be available, there must be on the one hand adequate food production, and on the one hand sufficient funds at the national, local and family level to purchase enough food. However, you must remember that food availability is just part of the picture. Malnutrition can often be a warning sign of much deeper problems in society.

Objective: Identify the central question

1. Attempt to answer it, or show the different answers provided by different individuals or groups who are connected with the issue or the topic you are reporting on. Decide who you need to speak to:
 - Eyewitnesses
 - Involved parties
 - Experts (Example: nutritionists or economists or government officials)
2. Don't let anyone—including your editor—decide for you what your story is about. Make the story your own:
 - Add colorful details and descriptions.
 - Choose which data to include.
 - Do not copy the language of a report or press release.
 - Write in simple language so your readers understand. Tell them how the information affects their lives.
3. Things to pick out from a report or press release:
 - Dates - see how recent the research is and how relevant it is to your story
 - Statistics
 - Quotes
 - Explanations
4. Put the story into context. Ask yourself the following questions:
 - Is this happening anywhere else?
 - What effect is this having on other sectors (such as tourism, trade, health, and agriculture)?
 - Has this ever happened before?
 - What are the trends?

4.2 Piecing the Story Together

Many journalists say the hardest thing about writing is deciding how and where to start. The first sentence of the story is the most important. If the lead is interesting, readers will want to finish the story. If it's boring or lacks a human interest angle, they will turn the page.

Once a reporter decides on the lead, the next step is to organize the rest of the story. How does a reporter piece together the information in an order that makes the most sense? Even the most experienced writers often have trouble with organization. Although they have collected a great deal of information, it is sometimes difficult to decide what information should be used, and what should be left out.

In feature articles, the ending of the story also is important. Some writers end their stories with the least important information. Others like to leave the reader with a strong impression of the story's theme, sometimes using a strong quotation. Finding the right ending or "kicker" can be a challenge.

For good writing, a journalist needs good reporting. If a reporter is having problems writing a story, it is often because he/she did not talk to enough people, or did not gather enough information. If a reporter does not do perform sufficient time of reporting, the story will not be clear in your mind.

Let's review and put what you have learned from Part III into practice. Below are three examples of writing exercise with explanation and edits highlighted in yellow.

4.3 Example Exercise 1. Feature Article on Economic Woes Hit Food Supplies

When reporting on the rise of food prices, journalists need to be aware of how people respond to food crises in order to give readers a full and accurate picture of food security. In the countryside, people mainly rely on what they produce themselves, supplementing their diets by trading on the market. In the towns, on the other hand, people rely almost entirely on markets for food. There, social mechanisms play a vital role in keeping food accessible. These mechanisms include mutual aid, family support, food aid and loans. Residents of towns use these strategies to improve their food security by ensuring that available food is also accessible.

Headline: **Economic Woes Hit Food Supplies**

Byline: Geoffrey Cain

The economic downturn of 2008 spread around the world, worsening worries for the 1 billion people already worried about getting enough to eat. **[The first sentence is called the lead, sometimes spelled lede in journalism jargon. Your goal is to grab the reader with an interesting fact, and set up the problem in the story.]** One of the hardest-hit countries in Southeast Asia was Cambodia. All across the country, workers in manufacturing, like those in garment factories, were either laid off or given less work. **[Your second and third sentence should build on the lead, explaining the problem clearly to readers.]** This caused incomes to fall for poor working people, leaving them unable to afford many types of food. **[Says who? What's the source for all that info? Needs attribution. That paragraph deals with conditions of three years ago. What's the picture today? Better? Worse? The same? And what's the outlook for tomorrow?]**

Many poor families cut back on their food expenses and contracted new debts, according to the World Food Programme (WFP) office in Phnom Penh. Women and children were particularly vulnerable to shrinking food budgets. According to the 2008 Cambodia Anthropometrics Survey, acute malnutrition in poor urban children during the economic crisis almost doubled, soaring from 9.6 percent in 2005 to 15.9 percent in 2008. **[Has the crisis ended? Is this the latest such report from the WFP? If so, say so.]**

More alarming was the timing of the crisis. It came only months after inflation and



Photo © Botumroath Keo Lebun

high oil prices caused food prices to rise dramatically. That put pressure on the poor to cut back on food consumption. The earlier rice crisis of 2007 and 2008 **[Wasn't that report issued in 2008?]**, had devastating effects on poor farmers. In May 2008, when inflation was already high, 1 kilogram of rice in Cambodia cost 3,200 riel (\$0.78). A year later, when the economic crisis took hold, **[Didn't the crisis take hold before 2009?]** rice prices had fallen to 2,500 riel (US\$0.61), a 22 percent decline **since ????**, according to the Economic Institute of Cambodia, a think-tank in Phnom Penh. Because of the steep drop in food prices (and thus, profits), farmers were unable to repay their debts during the rice crisis. **[But wasn't the drop in rice prices good for people who buy rice?]**

International organizations tried to overcome the rice crisis, but programmes often ignored food security issues. **[What is "food security"? And what are "food security issues"?)** However, some groups recommended more food-focused strategies **[What are "food-focused strategies"? Sounds like bureaucratic jargon]** to help impoverished workers. The report on Sustainable Agriculture and Food Security in Asia and the Pacific (ESCAP, 2009), released during the crisis, criticized Asian policymakers for not doing more to fight food insecurity. **[What is "food insecurity"? Answer it in plain English, not gobbledegook.]**

Governments needed to do more to encourage the poor to grow private gardens, according to the ESCAP report. Private gardens would allow people to grow their own food, cushioning them from fluctuations in income and food prices. **[Have the poor grown private gardens? What impact has the report had? What are the results? Have governments done more since then?]**

The report also urged policymakers to establish common property rights over water and enacted **["enacted"? Are schemes enacted?]** work-for-food schemes that guaranteed employment. These proposals, the group argues, would create a more steady **["steady" or "more steady"?)** supply of food and water that could resist the shocks of global markets.

The effects of the economic downturn have subsided **[lessened?]**. Even so, Cambodia remains one of the most malnourished countries in Asia. Almost half of Cambodian children under five years old are stunted. **[Where does that statistic come from?]** Nutritional ailments, such as Iodine Deficiency Disorder, Vitamin A Deficiency and Iron Deficiency Anaemia, are widespread. These ailments hamper the full realization of Cambodia's human potential **[The article ends on a depressing note. What's being done to improve conditions in Cambodia? Isn't any other country helping Cambodia?]**

No kicker.

4.4 Example Exercise 2. Feature Article on How Vulnerable are Pregnant Mothers and Their Babies?

Headline: **How Vulnerable are Pregnant Mothers and Their Babies**

Byline: *Geoffrey Cain*

Pregnant women require large intakes of food every day to nourish their babies, far more than other people. **[The first sentence is called the lead, sometimes spelled lede in journalism jargon. Your goal is to grab the reader with an interesting fact, and set up the problem in the story story.]** Pregnant and lactating women are therefore highly susceptible to the effects of malnutrition, research suggests. This is why pregnant and lactating women are particularly hard hit by food supply shocks **[Your second sentence should build on the lede, explaining the problem clearly to readers.]** Malnutrition can prevent pregnant women from lactating properly after they give birth. This prevents them from properly feeding their newborns. Without proper breastfeeding, children are deprived of much-needed immunities and nutrition, including calcium and vitamin D.

Children are most vulnerable to malnutrition between inception and their second birthday. The effects of early childhood malnutrition become permanent if no improvement is made during this period. **[The following two to three paragraphs comprise the body of your article. These should be additional facts in diminishing.]**

Malnourished Pregnant Women

Malnutrition during pregnancy may cause more than a third of child deaths each year, some experts argue. Malnutrition during pregnancy increases the risk of both the mother and child dying during childbirth. **[This article has multiple sections. The second section, titled "Malnourished Pregnant Women," explains one side specifically about pregnant women. It expands into the topic with more detail than the first section.]**

Malnourished babies are born with low birth weights and are prone to birth defects, retarded growth, poor coordination and vision, and cognitive impairments.

Malnourished mothers may develop anemia, premature delivery, obstructed labor, and postpartum hemorrhaging—a term for excessive bleeding after childbirth that can cause infection and death. Pregnant and lactating women represent a segment of the population most in need of proper nutrition, and yet they often end up malnourished **[These final paragraphs offer minor details on the topic.]**

[Rather than being limited only to Cambodia, many countries are experiencing crises in maternal mortality.]

[Assuming Kenya section will be deleted from final product, but leaving graphs here for future reference.]

Kenya Data suggest that when countries experience food shortages, pregnant women are typically more malnourished than children and men. For example, when a drought swept Kenya in the mid-2000s, more than half of pregnant women in the northern remote district of Samburu were found to be malnourished, according to a 2006 survey by the UN children's fund (UNICEF). On average, district children were better off: only 19 percent of them were acutely malnourished, the survey found. This suggests a malnourishment gap between women and children.

Today, Kenya has an infant mortality rate of 53 deaths per 1000 live births, an indicator of malnourishment. From 2003 to 2008, 10 per cent of infants suffered from low birth weight. Proper nutrition during pregnancy could have prevented some of these problems.

Trends Among African Women In Africa, women often shoulder the burden of securing food for their families. At the same time, they are disadvantaged and constrained by economic forces.

This helps explain why pregnant women do not tend to get enough nutrients. African women own on average 1 per cent of all land and receive less than 10 per cent of credit given to small-scale farmers, reveals a 2005 study in African Health Sciences, a peer-reviewed journal. These trends leave many African women helpless to get adequate nutrition for themselves during pregnancy. Many women are illiterate and lack a political voice. These factors make them particularly prone to food insecurity.

Edited Article: **How Vulnerable are Pregnant Mothers and Their Babies?**

By: *Geoffrey Cain*

Pregnant women require large intakes of food every day to nourish their babies, far more than other people. Pregnant and lactating women are therefore highly susceptible to the effects of malnutrition, research suggests. This is why pregnant and lactating women are particularly hard hit by food supply shocks. Malnutrition can prevent pregnant women from lactating properly after they give birth. This prevents them from properly feeding their newborns. Without proper breastfeeding, children are deprived of much-needed immunities and nutrition, including calcium and vitamin D.

Children are most vulnerable to malnutrition between inception and their second birthday. The effects of early childhood malnutrition become permanent if no improvement is made during this period.

Malnourished Pregnant Women Malnutrition during pregnancy may cause more than a third of child deaths each year, some experts argue. Malnutrition during pregnancy increases the risk of both the mother and child dying during childbirth.

Malnourished babies are born with low birth weights and are prone to birth defects, retarded growth, poor coordination and vision, and cognitive impairments.

Malnourished mothers may develop anemia, premature delivery, obstructed labor, and postpartum hemorrhaging—a term for excessive bleeding after childbirth that can cause infection and death. Pregnant and lactating women represent a segment of the population most in need of proper nutrition, and yet they often end up malnourished.

4.5 Exercise 4. Feature article on A Solid Start for Toddlers: Complementary Food

A feature has carefully constructed beginning, middle and end, like a good short story. A good feature story is filled with good quotations, details and explanations of the significance of what is happening. The writer ties together extensive personal observations, document research and interview.

Headline: **A Solid Start for Toddlers: Complementary Food**

Byline: *Botumroath Keo Lebun*

Pourn Ouk is a 38-year-old single mother who worries about three things in life: milk, money and her son Smey. **[A common way to do a feature on a trend or something else that affects many people is to start with a short story about one of those people.]** Ouk is one of the millions of mothers in developing countries fighting poverty on a daily basis. Her constant battle is the fight against malnutrition to keep her one-year-old son, Smey, alive and healthy. **[This feature began by de- scribing one woman's food security problem. Here Ouk is the person used as an example to illustrate the general situation.]**

[The rest of the story explains the lead and supports it with details, quotations and examples.]

Nutritionists say childhood malnutrition is very common in most developing countries and malnourished children grow up with worse health and lower educational achievements. Malnutrition can result from the lack of a single vitamin in the diet, or it can be because a person is not getting enough balanced and nutritious food to eat due to a lack of basic understanding of diet and education and/or poverty. **[Provide background and context so that the readers understand what the story is about. The first two theme paragraphs tell what the story is about.]**

According to the World Health Organization (WHO), malnutrition is present in 35 per cent of all child deaths. **[Provide statistic and data adding to the background and context for the reader understand what the story is about.]** WHO estimates that two out of five children are stunted in low-income countries, and that malnutrition contributes to about one third of 9.7 million child deaths worldwide. **[These sentences provide the context, describing the event or situation affecting infants and children.]** In 2005, WHO estimated that one third of all children less than five years of age in low middle income countries were stunted. **[Attribute to sources.]** Projections of current trends to 2015 point to declines in the prevalence of both stunting and underweight among children, though such declines will fall short of the 50 per cent reduction in under-nutrition established as an indicator for fulfilling the first Millennium Development Goal. Insufficient breastfeeding causes another 1.4 million child deaths. Other deficiencies, such as lack of vitamin A, iodine and zinc, account for 1 million child deaths. **[Provide background information: What caused these deficiencies?]** These lacks of nutrients have great impact on children worldwide such as overall growth and mental development leading to stunting, and poor cognition functioning and school performance.

Globally, Cambodia is considered to be one of the 36 “high burden” countries in the world for maternal and child under-nutrition. An estimated 1 in 12 children die before reaching their fifth birthday, according Cambodia Demographic and Health Surveys (CDHS) 2008. **[Adding to the context of the article, this paragraph puts Cambodia’s maternal and child-nutrition in the world.]**

Dr. Quach says the problems stem from mothers’ lack of understanding on basic issues of infant nutrition and health. “Poor nutrition is the main factor responsible for poor health and if nutrition can be improved during the window of opportunity which starts from birth to 24 months,” explains Dr. Quach. “After this window period the impact is greater and has a more permanent effect.”

Dr. Sok Saroeun agrees. "Beyond the age of six months, an infant's energy and nutrient needs may exceed what breast milk alone can supply," explains Dr. Sok of Princess clinic and professor of medicine in Phnom Penh. "Mothers need to complement breast milk with semi-solid foods and high energy and nutrient density like beans, meat, rice, green leaves vegetables and other foods such as bananas."

[Voices from health experts make the story credible and provide different or same viewpoints on breastfeeding practices.]

For babies of 6-8 months old, only 33 per cent of that age group receives complementary foods, according to CDHS 2008. **[The writer provides more statistic and relevant information about the story.]** To raise awareness on complementary feeding practices, the United Nations Children's Fund (UNICEF) plans to support the Cambodian government campaign for a National Nutrition Programme to tackle children's nutrition nation-wide this year. UNICEF plans to work with the Cambodian government to promote a complementary feeding campaign by providing educational materials to mothers in community clinics and baby friendly hospitals. **[The two sentences address who are involved and what's going to be done about the issue?]**

"In the next coming months, UNICEF and its implementing partners will implement a national complementary feeding campaign to reach pregnant mothers and children to improve the babies' nutrition," says Joel Conkle, UNICEF-Cambodia programme officer who specializes in food and nutrition issues. "The communication materials will include information on complementary feeding of food groups and the daily feeding frequency for certain age groups." **[Quotations that support previous paragraph of the story to tell the reader what exactly the programme officer said. It mentioned its campaign to raise awareness on complementary feeding in the country.]**

[Often, after the theme paragraph, the writer returns to more details about the person, illustration or scene in the beginning of the story. This article has no kicker, quotation or anecdote that relates to the beginning (Ouk) of the story.]

Edited Article: **A Solid Start for Toddlers: Complementary Food**

By: *Botumroath Keo Lebun*

Pourn Ouk is a 38-year-old single mother who worries about three things in life: milk, money and her son Smey. Ouk is one of the millions of mothers in developing countries fighting poverty on a daily basis. Her constant battle is the fight against malnutrition to keep her one-year-old son Smey alive and healthy.

Nutritionists say childhood malnutrition is very common in most developing countries and malnourished children grow up with worse health and lower educational achievements. Malnutrition can result from the lack of a single vitamin in the diet, or it can be because a person is not getting enough balanced and nutritious food to eat due to a lack of basic understanding of diet and education and/or poverty.

According to the World Health Organization (WHO), malnutrition is present in 35 per cent of all child deaths. WHO estimates that two out of five children are stunted in low-income countries, and that malnutrition contributes to about one-third of 9.7 million child deaths worldwide. In 2005, WHO estimated that one third of all children less than five years of age in low middle income countries were stunted. Projections of current trends to 2015 point to declines in the prevalence of both stunting and underweight among children, though such declines will fall short of the 50 per cent reduction in under-nutrition established as an indicator for fulfilling the first Millennium Development Goal. Insufficient breastfeeding causes another 1.4 million child deaths.



Pourn Ouk, a 38-year-old single mother and her son, Smey, 16 months old.

Other deficiencies, such as lack of vitamin A, iodine and zinc, account for 1 million child deaths. These lacks of nutrients have great impact on children worldwide such as overall growth and mental development leading to stunting, and poor cognition functioning and school performance.

Globally, Cambodia is considered to be one of the 36 “high burden” countries in the world for maternal and child under-nutrition. An estimated 1 in 12 children die before reaching their fifth birthday, according Cambodia Demographic and Health Surveys (CDHS) 2008.

Dr. Quach says the problems stem from mothers' lack of understanding on basic issues of infant nutrition and health. "Poor nutrition is the main factor responsible for poor health and if nutrition can be improved during the window of opportunity which starts from birth to 24 months," explains Dr. Quach. "After this window period the impact is greater and has a more permanent effect."

Dr. Sok Saroeun agrees. "Beyond the age of six months, an infant's energy and nutrient needs may exceed what breast milk alone can supply," explains Dr. Sok of Princess clinic and professor of medicine in Phnom Penh. "Mothers need to complement breast milk with semi-solid foods and high energy and nutrient density like beans, meat, rice, green leaves vegetables and other foods such as bananas."

For babies of 6-8 months old, only 33 per cent of that age group receives complementary foods, according to CDHS 2008. To raise awareness on complementary feeding practices, the United Nations Children's Fund (UNICEF) plans to support the Cambodian government campaign for a National Nutrition Programme to tackle children's nutrition nation-wide this year. UNICEF plans to work with the Cambodian government to promote a complementary feeding campaign by providing educational materials to mothers in community clinics and baby friendly hospitals.

"In the next coming months, UNICEF and its implementing partners will implement a national complementary feeding campaign to reach pregnant mothers and children to improve the babies' nutrition," says Joel Conkle, UNICEF-Cambodia programme officer who specializes in food and nutrition issues. "The communication materials will include information on complementary feeding of food groups and the daily feeding frequency for certain age groups."



Photo © Botumroath Keo Lebun

4.6 Story Ideas to Pitch to Your Editor

- Food processing and storage
- Community food resources
- Agriculture production and constraints
- Livestock management
- Health assets and hazards
- Water resources and hazards
- Village infrastructure
- Land use patterns and seasonal variations
- Credit sources for villagers, either institutional or informal
- Crops and other food production; harvests and gathering
- Social safety nets
- Sharing of food and other resources
- Access to land and other resources
- Critical issues related to the adequate care of family members
- Food needs of young children
- Pregnant and nursing women
- Other individuals vulnerable to food insecurity
- Is Cambodia Likely to Meet MGD Goals by 2015
- Food distribution within households
- The relationship between nutrition and food security
- People living with HIV AIDS and their nutrition intake
- The villagers' perspective on food and nutritional insecurity
- Healthy feeding habits and unhealthy feeding habits
- Malnutrition and diseases: illustrative stories
- Calendar story on weather forecast

*Calendars have a particular importance in food and nutrition security studies because seasonal variations in production and consumption are often critical to food security and nutritional well-being.

Turning Press Releases Into News Articles

In Part III of this handbook, you learnt that hard news stories follow the rigid rules of the inverted pyramid.

Information from the press release must be digested and rewritten by the journalist so that the general reader can understand it—any jargon must be changed to everyday language. All information should be rechecked and follow-up interviews with the participants must be conducted.

Many stories are written from news releases distributed by governments, businesses, non-governmental organizations (NGOs) and development partners including the United Nations, World Bank, and ADB.

Consider the press release to be a starting point for stories. Keep in mind that organizations write press releases to promote themselves, their work, cause or product. Thus, the information is often incomplete or one-sided.

Good journalists use their creativity and reporting skills to turn a press release into a news story. Using your own knowledge or research, add background and content to the topic raised in the release. If needed, you should call up the source of the release to ask further details.

Many releases are written in bureaucratic and technical language. Don't forget to ask yourself, and tell your readers: What does all this mean for real people?

5.1 Press Release Checklist

Here's a checklist to consider when an editor drops a news release on your desk:

Find a press release that is newsworthy. Ask yourself, what's the news or interesting information here?

1. Is the release hard news or soft news?
2. What is the human-interest angle?

3. Review the information carefully. See who is involved and ask yourself if you have all the relevant information to create a story.
4. Apply the 5Ws and H approach. What's missing?
5. Even if you don't require more information, call the contact (his or her name should be located on the top or bottom of the press release). This person will usually be more than happy to provide you with more information.
6. Ask the contact to elaborate on the story. Verify that the facts they are giving you are in sync with the press release you have. Ask them for any vital information that seems to be missing and clarify any contradictory statements.
7. Interview other sources. Get "the other side" of the story.
8. Have strong quotations from experts and officials to support the body of your story

5.2 Samples of Press Releases

Look at the two examples of press releases from two United Nations agencies on the following pages. These releases contain some good information, and with a little work you can turn press releases like these into good stories. Don't forget that your audience often needs other information to be able to understand the new event you are reporting. You should include in your article a short summary of the context and the background. The context means the current general situation related to that new event. The background means what happened in the past related to that event.



Office of the United Nations Resident Coordinator

PRESS RELEASE

MDG Fund Joint Programme for Children, Food Security and Nutrition brings stakeholders together

Phnom Penh, 8 June 2010: A new Joint Programme for Children, Food Security and Nutrition will be launched in Cambodia on Tuesday, 8 June. Government ministers, UN agencies and other stakeholders will gather at the Office of the Council of Ministers in Phnom Penh to launch the three-year joint programme, designed to improve food security and reduce under-nutrition among children, pregnant women, and lactating mothers.

The joint programme, to be implemented between 2010 and 2012, was developed in close consultation between four government ministries, six UN agencies and other relevant stakeholders. The programme will be piloted in two provinces, Svay Rieng and Kampong Speu, considered by the World Food Programme to be "chronically food insecure". Lessons learned will be used to scale up the programme across the country.

UN Resident Coordinator Douglas Broderick commented, "The Joint Programme provides a unique opportunity to strengthen the Government's response to food insecurity and malnutrition in Cambodia. It is also a significant step forward for the UN in Cambodia to "Deliver as One."

Funding for the programme is provided by the Spanish government through the Global MDG Achievement Fund, a fund that aims to accelerate progress towards achievement of the MDGs in selected countries. USD 5 million has been allocated for this three-year programme.

The joint approach will build on existing experiences of government, NGOs and several UN agencies in implementing nutrition and food security programmes and will work with current initiatives to ensure coordination at both national and provincial levels. The programme focuses on strengthening implementation of existing policies, as well as developing new policies specifically addressing malnutrition. It also aims to establish an integrated food security and nutrition monitoring system in Cambodia.

The joint programme will contribute to the achievement of national targets for Cambodia's Millennium Development Goals 1, 4 and 5, namely to eradicate extreme poverty and hunger, reduce child mortality and improve maternal health. The programme will also contribute to achieving other national strategic development goals, including those set out in the country's first National Nutrition Strategy and the Strategic Framework for Food Security and Nutrition in Cambodia.

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For further information, please contact:

Margaret Lamb, UN Communications Officer, a.i.

Phone: (855) 023 216 167, ext. 124, Mobile: 012 707 457, Email: margaret.lamb@one.un.org

Carly Witheridge, UNICEF Communication Officer

Phone: (855) 023 426 214, ext. 209, Email: cwitheridge@unicef.org

UNITED NATIONS IN CAMBODIA

Background: Children and nutrition in Cambodia

Levels of maternal and child under-nutrition are considerably high in Cambodia. Poverty, food insecurity, inadequate knowledge and poor nutrition and feeding practices are the main causes of malnutrition among women and children in the country.

The Cambodia Anthropometrics Survey in 2008 showed that 39.5 percent of children below the age of five were chronically malnourished, 28.8 percent were underweight and 8.9 percent were acutely malnourished. Some of these statistics indicate stagnation, even reversal, in progress made in recent years.

Malnutrition is an important contributing factor for high maternal and child mortality rates in the country. Despite good progress over the last few years in reducing the number of child deaths, Cambodia has one of the highest child mortality rates in the region. The national under-five mortality rate of 83 per 1000 live births equates to more than 30,000 deaths per year among children below the age of five.

In addition to mortality, poor nutrition prevents children from developing to their full potential and leads to reduced cognitive ability in adult life.

While there have been some improvements in the nutritional status of women and children over the last decade, progress has been slow and under-nutrition remains a barrier to realizing children's rights and achieving equity and economic development in Cambodia.

The Joint Programme for Children, Food Security and Nutrition will be implemented jointly by government agencies: Council for Agricultural and Rural Development (CARD), the Ministry of Labour and Vocational Training, the Ministry of Health, the Ministry of Agriculture, Forestry and Fisheries, the Ministry of Education, Youth and Sport, the Ministry of Information, and UN Agencies: UNICEF, World Health Organization (WHO), World Food Programme (WFP), Food and Agriculture Organisation (FAO), the International Labour Organization (ILO) and UNESCO.

5.3 Example Exercise 1. UN MDG-Fund Joint Programme

This press release provides figures on women and children's maternal and mortality rate in the country. Do not overload your stories with statistics. Try to write your stories with a human face, in a way your readers or listeners can easily understand. Avoid food security and nutrition jargon where possible. And if you must include technical terms, always explain them. Check that your facts and figures are correct. Look up the names of specific people and places and anything else you are presenting as fact to be sure you are stating the truth.

The inverted pyramid for hard news stories follows the pattern of giving general information first and more detailed information later.

Headline: **UN and Ministries to Launch \$5M Food Security Project**

Byline: *Donald Lee*

The UN and government ministers will meet on Tuesday in Phnom Penh. to launch a program to improve access to food and reduce malnutrition in children and young mothers. **[The lede is placed in the first paragraph explaining what the story is about.]**

The 3-year program will be first implemented in Svay Rieng and Kampong Speu provinces and eventually to the rest of the country. According to the UN, the program hopes to push progress in Cambodia's Millennium Development Goals in the areas of eradicating extreme poverty and hunger, reducing child mortality and improving maternal health. **[The story grows more and more detailed are described further down in the following paragraphs.]**

The Global Millennium Development Goals Achievement Fund, via the Spanish government, has provided \$5 million to be allocated for the project.

"The Joint Programme provides a unique opportunity to strengthen the government's response to food insecurity and malnutrition in Cambodia," Douglas Broderick, a UN coordinator, said. **[Quote from the expert or leading authority as provided in the press release.]**

Levels of maternal and child malnutrition are considerably high in Cambodia and leads to high maternal and child mortality rates—one of the highest in the region. The Cambodia Anthropometrics Survey in 2008 showed that 39.5 percent of children below the age of five were chronically malnourished. **[Background information of the topics discussed above should be placed toward the bottom of the story.]**

Edited Article: **UN and Ministries to Launch \$5M Food Security Project**

By: *Donald Lee*

The UN and government ministers will meet on Tuesday in Phnom Penh to launch a program to improve access to food and reduce malnutrition in children and young mothers.

The 3-year program will be first implemented in Svay Rieng and Kampong Speu provinces and eventually to the rest of the country. According to the UN, the program hopes to push progress in Cambodia's Millennium Development Goals in the areas of eradicating extreme poverty and hunger, reducing child mortality and improving maternal health.

The Global Millennium Development Goals Achievement Fund, via the Spanish government, has provided \$5 million to be allocated for the project.

"The Joint Programme provides a unique opportunity to strengthen the government's response to food insecurity and malnutrition in Cambodia," Douglas Broderick, a UN coordinator, said.

Levels of maternal and child malnutrition are considerably high in Cambodia and leads to high maternal and child mortality rates—one of the highest in the region.

The Cambodia Anthropometrics Survey in 2008 showed that 39.5 percent of children below the age of five were chronically malnourished.



Photo © Botumroath Keo Leburn



Joint Press Release

Ministry of Agriculture, Forestry and Fisheries (MAFF), Food and Agriculture Organization of the United Nations (FAO) and World Food Programme (WFP)

MAFF, FAO and WFP jointly observe World Food Day 2010

15 October 2010, Phnom Penh – The Ministry of Agriculture, Forestry and Fisheries (MAFF), the Food and Agriculture Organization of the United Nations (FAO) and the World Food Programme (WFP) will, tomorrow, jointly observe World Food Day 2010 to commemorate the 65th Anniversary of the establishment of FAO in Quebec City, Canada on 16th October 1945.

Under the theme **“United Against Hunger”** this year’s World Food Day aims to raise public awareness and highlight the benefit of many players working together, so that food security can be improved, especially to recognize the efforts made in the fight against world hunger at national, regional and international levels.

The event will be presided over by His Excellency Teng Lao, Secretary of State, on behalf of His Excellency Dr. Chan Sarun, Minister for Agriculture, Forestry and Fisheries, with the participation of honored guests the Senior Representatives of the Ministry of Water Resources and Meteorology, the Ministry of Education, the Council for Agricultural and Rural Development, the Provincial Governor of Kampong Thom, Mr. Tim Ekin, FAO Representative a.i. in Cambodia, Mr. Jean-Pierre de Margerie, WFP’s Country Representative, the European Union Delegation to Cambodia and other Senior Government Officials of line ministries. The event will be held at Sankor Commune, Kampong Svay District, Kampong Thom Province.

About 200 Government officials, and representatives from UN agencies, diplomatic mission, local and international NGOs and over 700 farmers from Sankor and Trapeang Russey Communes will be invited to participate in this important event.

During the day, rice seed and fertilizers will be distributed to the 705 poorest farming families. Each family will receive 20 kg of rice seed and 85 kg of fertilizers. These supplies have been made available through the Food Facility Project, which is fully funded by the European Union and implemented by the FAO.

"Food insecurity and hunger constitute major obstacles to achieving the Cambodia Millennium Development Goals. In order to intensify small-scale agricultural production in Cambodia, the EU is proud to help farmers in securing sustainable access to quality seeds, irrigation water and improved technologies", said Mrs. Michelle Labeau, Chargé d' Affaires a.i. of the EU Delegation to Cambodia.

5.4 Example Exercise 2. World Food Day

Below is an example of a hard news article written from a United Nations press release in Cambodia. The article is considered newsworthy because of the large number of people participating in the event and the relevancy of the event.

Headline: **Kompong Thom Province To Host World Food Day**

Byline: *Donald Lee*

The Ministry of Agriculture and the Food and Agriculture Organization of the United Nations (FAO) along with around 700 Cambodian farming families will take part in an event to celebrate World Food Day on Monday. **[For hard news stories the nut graf is placed in the first paragraph.]**

The event is to commemorate the 65th Anniversary of FAO and will be held in the Kompong Svay district of Kampong Thom. FAO was established in Quebec City, Canada, on October 16, 1945.

This year's theme, "United Against Hunger," plans to show the efforts made in the fight against world hunger at the national, regional and international levels.

The farming families will be given 20 kg of rice seed and 85 kg of fertilizers through a program called the Food Facility Project that is fully funded by the European Union. **[Details will be more specific further down.]**

"Food insecurity and hunger constitute major obstacles to achieving the Cambodia Millennium Development Goals. In order to intensify small-scale agricultural production in Cambodia, the EU is proud to help farmers in securing sustainable access to quality seeds, irrigation water and improved technologies", said Michelle Labeeu, Chargé d' Affaires of the EU Delegation to Cambodia. **[Quotes in hard news stories will directly reinforce what was said above in the story.]**

The Cambodia Millennium Development Goals include national targets to end extreme poverty and hunger, reduce child mortality, and improve maternal health. **[This far down in the story, the reporter should define terms and give background information on the subjects addressed above. These items are not essential in the story and are put down here so that editors can easily make cuts when fitting the story inside the paper.]**

"The fight against hunger and poverty in Cambodia requires that more food can be produced and accessed," said Tim Ekin, FAO Representative in Cambodia. "It is also necessary to boost agricultural investment and encourage social safety nets in those regions where the poor and hungry live," added Mr. Ekin. **[This paragraph provides a quotation that supports the previous paragraph of the story. It tells us the problem and who will tackle the problem.]**

Edited Article: **Kompong Thom Province To Host World Food Day**

By: *Donald Lee*

The Ministry of Agriculture and the Food and Agriculture Organization of the United Nations (FAO) along with around 700 Cambodian farming families will take part in an event to celebrate World Food Day on Monday.

The event is to commemorate the 65th Anniversary of FAO and will be held in the Kompong Svay district of Kampong Thom. FAO was established in Quebec City, Canada, on October 16, 1945.

This year's theme, "United Against Hunger," plans to show the efforts made in the fight against world hunger at the national, regional and international levels.

The farming families will be given 20 kg of rice seed and 85 kg of fertilizers through a program called the Food Facility Project that is fully funded by the European Union.

"Food insecurity and hunger constitute major obstacles to achieving the Cambodia Millennium Development Goals. In order to intensify small-scale agricultural production in Cambodia, the EU is proud to help farmers in securing sustainable access to quality seeds, irrigation water and improved technologies", said Michelle Labeeu, Chargé d' Affaires of the EU Delegation to Cambodia.

The Cambodia Millennium Development Goals include national targets to end extreme poverty and hunger, reduce child mortality, and improve maternal health. "The fight against hunger and poverty in Cambodia requires that more food can be produced and accessed," said Tim Ekin, FAO Representative in Cambodia.

"It is also necessary to boost agricultural investment and encourage social safety nets in those regions where the poor and hungry live," added Mr. Ekin.

Resources

6.1 Publications

"Bringing Biodiversity to the plate: Nutrition education a vital ingredient," Biodiversity International, 5 November 2010.

"Data Management and Mapping Tools and Systems for Food Security." Romano, Paolo. Report prepared to support to the EC Programme on Linking Information and Decision-Making to Improve Food Security for selected greater Mekong Sub-Regional Countries, June 2010.

"Education for development in Asia: experiences and policy lessons," International Institute for Educational Planning, UNESCO, November 2002.

"A Global Survey and Review of Farmer Field Experiences," Braun, A., Jiggins, J., Roling, N., van den Berg, H., Snijders, P., Report prepared for the International Livestock Research Institute, 12 June 2006.

"Past experiences and needs for nutrition education: Summary and conclusions of nine case studies," Smith, B. Prepared for FAO, Agriculture and Consumer Protection

"Scoping Study on Natural resources and Climate Change in Southeast Asia with a Focus on Agriculture," International Water Management Institute South East Asia, May 2009.

"Ten Years of IPM Training in Asia: From Farmer Field School to Community IPM," Pontius, J., Dilts, R., Bartlett, A., FAO, Regional Office for Asia and the Pacific.

"Cambodia Demographic and Health Survey 2010 - Preliminary Report," National Institute of Statistics, Directorate General for Health, and ICF Macro, Ministry of Planning, 2011.

"Cambodia Food Price and Wage Bulletin." World Food Program, Issue 26, April 2011.

"National Policy on Infant and Young Child Feeding," National Nutrition Program

Cambodia, Phnom Penh: National Maternal and Child Health Center, Ministry of Health, First Published 2002, Revised 2008.

“Cambodia Food Security and Nutrition Quarterly Bulletin.” Council for Agricultural and Rural Development (CARD), the Ministry of Agriculture, Forestry and Fisheries (MAFF), the Ministry of Water Resource and Meteorology (MoWRAM), the Ministry of Planning (MoP), the Ministry of Health (MoH) and the National Committee for Disaster Management (NCDM), United Nations Children’s Fund, World Food Programme, EC-FAO Food Security Programme, World Health Organization, Issue 2, January – March 2011.

Guide to the Cambodian Labour Law for Garment Industry, Phnom Penh, Cambodia, Better Factories Cambodia and International Labour Organisation, 2008.

Analysis of Rural Cambodian Women’s Maternal Health Care, by Afadelyya Adam and Dr. Rachel Polando, March 2010

Country Health Information Profile [Cambodia]. WHO Western Pacific Region (2010)

National Institute of Statistics, Online Statistics, Cambodia General Population Census (2008)

World Health Organization. Why Do so Many Women Still Die in Pregnancy or Childbirth?”

6.2 Websites

FAO (2006) Integrated Food Security and Humanitarian Phase Classification (IPC) Framework, ESA Policy Brief, 06-01
http://fao.org/es/ESA/policybriefs/pb_01.pdf

FAO (1996) World Food Summit: Rome Declaration and Plan of Action. October 1996 <http://www.fao.org/wfs>

WFP (2005) Emergency Food Security Assessment Handbook.
http://www.wfp.org/operations/emergency_needs/EFSA_section1.pdf

Food Insecurity and Vulnerability Information and Mapping System (FIVIMS) <http://www.fivims.org> FIVIMS helps countries carry out a more careful characterization of the food insecure and vulnerable population groups, improving understanding through cross-sectoral analysis of the underlying causes, and using evidence-based information and analysis to advocate for the formulation and implementation of

policies and programmes enhancing food security and nutrition.

FAO - "Global Forum on Food Security and Nutrition – FSN Forum. Knowledge Sharing for Improved Food Security and Better Nutrition: Two Years of Online Discussions." 2010. http://km.fao.org/fileadmin/user_upload/fsn/docs/FAO_FSN_Booklet_140110_WEB-NBP_LIGHT.pdf

Humanitarian Early Warning Service (HEWS). HEWS is an inter-agency partnership project aimed at establishing a common platform for humanitarian early warnings and forecasts for natural hazards. The main objective of HEWSweb is to bring together and make accessible in a simple manner the most credible early warning information available at the global level from multiple specialized institutions. <http://www.hewsweb.org>

Decent Work and the Millennium Development Goals – MDG 5
<http://www.ilo.org/public/english/bureau/pardev/download/mdg/mdg5.pdf>

The Work of ILO in Cambodia, International Labour Organization, 2005
http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/documents/publication/wcms_bk_pb_191_en.pdf

MDGF-199 2: Joint Programme for Children, Food Security and Nutrition in Cambodia.
<http://sdnhq.undp.org/opas/fr/proposals/suitable/1798>

UNESCO Securing the Food Supply
http://www.unesco.org/water/wwap/facts_figures/food_supply.shtml

UNESCO Promoting food safety and nutrition in China through media
http://portal.unesco.org/ci/en/ev.php-URL_ID=29677&URL_DO=DO_PRINTPAGE&URL_SECTION=201.html

6.3 Media Training Resources

BBC Training and Development
<http://www.bbctraining.com/onlineCourses.asp>

The Coalition of Journalists on Environment and Agriculture (Science writing network launched in Malawi to increase science reporting relating to issues such as climate and agriculture. by Charles Mkoka 13 August 2004, SciDev.Net)
<http://www.scidev.net/en/sub-suهران-africa/news/sciencewriting-network-launched-in-malawi.html>

Food Security Information for Decision Making: Learning Center

<http://www.foodsec.org/dl/elcpages/food-security-learning-center.asp?pgLanguage=en&leftItemSelected=food-security-learning-center>

Health Journalism is designed to educate journalists and journalism students to meet the health needs of their audiences around the world. USG International Broadcasting Bureau (IBB)

<http://www.bbg.gov/>

Media training on Poverty, Food Security and Social Protection

<http://www.wahenga.net/node/1232>

Online learning system devised by the BBC World Service Trust for media professionals in developing countries.

<http://www.i-learn.co.uk/About/>

Radio Broadcasting for Health: A decision maker's guide

http://www.who.int/management/programme/health_promotion/RadioBroadcastingHealth.pdf

Resources and training support for journalists and research methods

<http://aec.msu.edu/FS2/test/links.cfm?Lang=en&Country=51&Topic=115>

UNESCO hosted meeting on Media Training, Journalism Education and Gender Equality

<http://www.unifem.org.au/AnnouncementRetrieve.aspx?ID=37329>

UNSECO – Communication and Information: Journalism Education and Training

<http://www.unesco.org/new/en/communication-and-information/media-development/journalism-education-and-training/>

WHO Communications Toolkit

http://www.who.int/nuvi/advocacy/communications_toolkit.pdf

World Food Programme – “WFP Nepal organizes first media training on food security”

<http://www.wfp.org/countries/Nepal/News/WFP-Nepal-organizes-first-media-training-on-food-security>

A video instructional series on writing and reporting for college and high school classrooms and adult learners; 15 half-hour video programs and coordinated books - Annenberg/CPB Learner.org

<http://www.learner.org/resources/series44.html>

6.4 List of Non-Governmental Organizations, Government Ministries and UN agencies

Below is a list of abbreviations and acronyms of NGOs, Government Ministries and United Nations Agencies implementing food security and nutrition programmes in Cambodia. This list is a good start for journalists who want to find similar agencies in their own country.

Non-Governmental Organizations (NGOs)

CARE

Web: www.careinternational.org.uk

An international development organisation. CARE's activities in food and livelihood aim to increase people's access to better livelihood opportunities, establish savings and credit groups in villages and, through support and training, improve rural people's farming techniques and financial skills. Health is one of the many other realms they work in which they encourage communities to adopt safe reproductive health and family planning practices, particularly targeting young people through adolescent-friendly services.

Garment Manufacturers Association in Cambodia

Web: www.gmac-cambodia.org

GMAC's vision is "to make Cambodia a Preferred Partner in the competitive Global Apparel Market." They represent all export-oriented factories in the Kingdom and aim to influence policy and the legal environment to ensure growth and development of the textile and apparel industry in Cambodia.

Khmer Women's Cooperation for Development

Web: www.psp.org.kh

A Cambodian NGO, KWCD's main goal is to contribute to poverty reduction, promote the rights of vulnerable groups and to improve the quality of health care in Cambodia. KWCD is committed to pursuing the involvement of Cambodian citizens especially women and children to improve their quality of lives.

Reproductive and Child Health Alliance (RACHA)

Web: <http://www.racha.org.kh>

A Cambodian NGO, RACHA focuses on community health programming that improves the quality and utilization of local public health service provision. RACHA is highly regarded as an emergent authority on localised approaches to reproductive and child health issues and is well respected by the Royal Cambodian Government, donors and local partners.

World Vision International – Cambodia

Web: www.wvi.org

WVI aims to empower their staff and targeted communities to take part in building a future for Cambodian children. A future that includes the “fullness of life” and the will to carry out the work that transforms community members, making families stronger and more resilient to economic uncertainties. Their strategy prioritises the following strategic dimensions: vulnerable children, empowered communities, transformed systems and structures, through a refined sectoral focus that will include food and water security, education, health, and HIV&AIDS.

Government Ministries**CARD: Council for Agriculture and Rural Development**

Web: www.card.gov.kh

Assists the Royal Government of Cambodia with coordination and leadership of agricultural and rural development. One of the four CARD focus areas is Food Security and Social Protection.

CDHS: Cambodia Demographic Health Survey

Web: www.nis.gov.kh/nada/ddibrowser/?id=10

The National Institute of Statistics of Ministry of Planning and the National Institute of Public Health of Ministry of Health release the Cambodia Demographic and Health Survey. The primary objective of the CDHS is to provide the Ministry of Health, Ministry of Planning, and other relevant institutions and users with updated and reliable data on infant and child mortality, maternal mortality, utilization of maternal and child health services, women’s status, domestic violence, and knowledge and behavior regarding HIV/AIDS.

MAFF: Ministry of Agriculture, Forestry and Fisheries

Web: www.maff.gov.kh

A government ministry that is responsible for governing activities of agro-culture (cultivating land, raising crops, and feeding, breeding and raising livestock). Some MoA’s are also charged with overseeing the forestry and/or fishery industries.

MOEYS: Ministry of Education, Youth and Sport

Web: www.moeys.gov.kh/

A Cambodian government ministry with goals to 1) universalize 9 years of basic education and developing opportunities for functional literacy 2) modernize and improve the quality of education through effective reform 3) link education/training with the labor market and society 4) rehabilitate and develop youth and sport sub-sector.

MoH: Ministry of Health

Web: www.moh.gov.kh

A government ministry that is in charge of health care and welfare.

Ministry of Information

Web: www.information.gov.kh

A Cambodian Government ministry responsible for public information and for monitoring the activities of the Cambodian media. The Ministry includes a Cabinet, two Directorates General, the three national media agencies - Agence Kampuchea Presse, National Radio Kampuchea (RNK) and National Television Kampuchea (TVK) and a Media Training Centre.

MoP: Ministry of Planning

Web: www.mop.gov.kh

A Cambodian government ministry that is responsible for guiding and managing national socioeconomic development planning, including through the management of the statistical functions of the Government. It works in close cooperation with other Ministries and institutions in Cambodia to fulfill these planning and statistical roles, at both the central and sub-national levels.

MoWA: Ministry of Women's Affairs

Web: www.mwva.gov.kh

A Cambodian government ministry that acts as a catalyst and advocate to encourage public institutions, civil society and the private sector to integrate gender equality into their policies and programs, and as a coordinator and facilitator. It is responsible for monitoring and evaluating policies and programs to assess their contributions to achieving the Government's goals in promoting gender equality and the empowerment of women.

NIS: National Institute of Statistics

Web: www.nis.gov.kh

NIS is part of the Ministry of Planning is the focal point on statistical matters in Cambodia. The NIS compiles and consolidates statistics provided by decentralized offices and also collects primary data through household and establishment surveys and population censuses. Also, agricultural censuses, establishment censuses shall be conducted by NIS in cooperation with relevant ministries.

United Nations Agencies**FAO: Food and Agriculture Organization of the United Nations**

Web: www.fao.org

A United Nations agency that helps developing countries and countries in transition

modernize and improve agriculture, forestry and fisheries practices and ensure good nutrition for all. FAO's main Cambodian programmes focus on food security and nutrition, eradication of the avian influenza, and support of livestock production.

ILO: International Labour Organization

Web: www.betterfactories.org/ilo

A United Nations agency which seeks the promotion of social justice and inter-nationally recognized human and labour rights. In Cambodia, the ILO's Decent Work Country Programme (DWCP) addresses a wide range of issues, including skills and human resources development, youth and women's employment, the informal economy, SMEs, social protection, industrial relations and social dialogue, and labour market governance.

UNESCO: United Nations Education, Science and Cultural Organization

Web: www.unesco.org

A United Nations agency whose mission is to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information.

UNICEF: United Nations Children's Fund

Web: www.unicef.org

A United Nations agency that works for children's rights, their survival, development and protection. The Cambodia office of UNICEF mainly works in child protection, education, health and nutrition, HIV and AIDs and local governance and WASH (improving water supply, sanitation and hygiene).

WFP: World Food Programme

Web: www.wfp.org

A United Nations agency tackling worldwide hunger issues. This food aid arm of the UN aims to improve food security and nutrition for the hungry poor by building longer-term social capital and physical assets, but also by building models and strengthening capacities that promote the development of sustainable national food security systems.

WHO: World Health Organization

Web: www.wpro.who.int

A United Nations agency that directs and coordinates authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends.

Appendix

1. Codes of Ethics

Good journalists have more than just reporting and writing skills. They also are ethical, which means they know the difference between right and wrong behavior, and they always try best to do what is right.

As stated in the beginning of this handbook, journalists have important jobs because their stories reach many people and influence their opinions and actions. Journalism therefore can be a powerful tool for public service. With this power comes a responsibility to be truthful, independent, fair and respect the rights of others.

When journalists are unethical, they can harm many people, including their sources, their newspapers, their readers and society.

These are ten codes of ethics to which journalists should commit:

1. Report and interpret honestly, striving for accuracy, fairness and disclosure of all essential facts. Do not suppress relevant available facts, or give distorting emphasis. Do your utmost to give a fair opportunity for reply.
2. Do not place unnecessary emphasis on personal characteristics, including race, ethnicity, nationality, gender, age, sexual orientation, family relationships, religious belief, or physical or intellectual disability.
3. Aim to attribute information to its source. Where a source seeks anonymity, do not agree without first considering the source's motives and any alternative attributable source. Where confidences are accepted, respect them in all circumstances.
4. Do not allow personal interest, or any belief, commitment, payment, gift or benefit, to undermine your accuracy, fairness or independence.

5. Disclose conflicts of interest that affect, or could be seen to affect, the accuracy, fairness or independence of your journalism. Do not improperly use a journalistic position for personal gain.
6. Do not allow advertising or other commercial considerations to undermine accuracy, fairness or independence.
7. Do your utmost to ensure disclosure of any direct or indirect payment made for interviews, pictures, information or stories.
8. Use fair, responsible and honest means to obtain material. Identify yourself and your employer before obtaining any interview for publication or broadcast. Never exploit a person's vulnerability or ignorance of media practice.
9. Present pictures and sound which are true and accurate. Any manipulation that could mislead should be disclosed.
10. Do not plagiarize.



Photo © Heng Sinith

2. Journalism and Media Glossary (A-Z)

A

actuality: In radio, the sound of something actually happening, people speaking etc. Can also mean specifically audio material recorded out of the studio on location, either voices or other sounds such as ambient noise. Sometimes called a sound bite. In television sometimes called sync.

advance: (1) A story looking ahead to a future event. (2) To bring a story forward in a bulletin or earlier in a newspaper. (3) An up-front payment for commissioned work, such as a longer article or a book.

advertorial: An advertisement written in the style of a news item or feature, often provided by the publisher to complement adverts sold on that page. Ethically, advertorials should be clearly identified as such.

advocacy journalism: A type of journalism in which journalists openly and intentionally takes sides on issues and express their opinions in reporting. It attempts to be factually based and is not to be confused with badly-practised objective journalism or propaganda.

analogue television and analogue radio: The original method of transmitting television or radio signals using radio waves, increasingly being replaced by higher quality digital broadcasting (television and radio), transmitted in a digital data stream.

angle: Short for news angle, it is that aspect of a story which a journalist chooses to highlight and develop. Usually the most newsworthy of its key points. Also called hook or peg.

attribute: To identify who said something, either as a quote or as reported speech. Attribution is important to maintain credibility.

B

background: (1) Information which is not part of the news event but which helps to explain more about the situation and the story. (2) Another name, usually US, for off-the-record. A backgrounder is the story written.

balance: A basic journalism principle of giving both sides of an argument in a fair way so readers or listeners can make up their own mind.

banner: A headline stretching across the width of a page, usually at the top. Also called a streamer.

beat: (US) A specialist area of journalism that a reporter regularly covers, such as police or health. See also round.

blurb: Brief information about the writer, usually either at the top or bottom of the article.

box: (1) The solid frame put around a print story to give it prominence. (2) The short article inside the box frame, often associated with some aspect of a major story on the same page. Also called a breakout. See also sidebar.

byline: The writer's name, printed at the beginning or end of an article.

C

caption: In print, short pieces of text placed below or beside pictures to describe them and identify the photographers and/or owners. Also called a cutline. In television, information superimposed over a picture, usually at the top or bottom of the screen, describing what is being shown. Often used to name and describe the person speaking.

churnalism: Journalism that churns out rewrites of media releases.

circulation: Number of copies sold by newspapers and magazines. See ABC, The Audit Bureau of Circulations above.

conflict of interest: When a journalist allows something with which he or she has a personal stake to interfere with their duty to be fair and objective in covering a story. For example, having shares in a company could make a finance reporter say uncritically good things to boost that company. Conflicts of interest can be real or perceived. Even perceived conflicts of interest should be declared openly.

cover story: The most important story featured on the front cover of a magazine, often by an illustration.

curtain raiser: Story written before a predicted event, setting the scene for when it happens. Often used at the start of an election campaign, sporting competition or season etc.

cuttings job: An article written using mainly material from other articles, with little or no original input by the writer. A shoddy or lazy form of journalism.

D

dateline: A line in contrasting type at the top of a story stating the city and/or country from which the story was filed. Used mostly with foreign stories, with the reporter's byline. Rarely also contains the date of filing.

deck: (1) The number of rows in a headline. (2) A sub head(line) below the main headline, describing a key part of the story. See also sub head.

defamation: To say something bad about a person which does them harm. Also called libel and slander.

direct quote: The exact words used by a person, written within quotation marks and usually attributed to them.

display type: A size of newspaper type larger than that used for the main body of a story, usually in headlines, advertisements etc.

double-spread: Two facing pages of a newspaper or magazine across which stories, pictures, adverts and other components are spread as if they were one page.

drop intro: Also called a delayed intro. A style of intro writing in which the main key point is not mentioned until the second or third sentence. Used for effect, often in humorous stories.

E

edit: To prepare raw material - such as text or recorded vision - for publication or broadcast, checking aspects such as accuracy, spelling, grammar, style, clarity etc. See also sub-editor.

edition: A newspaper or magazine printed in a single run of the presses. It may be changed for different purposes, e.g. country edition, city edition, final edition etc.

editor: (1) The person - usually a journalist - in charge of the editorial content and direction of a newspaper, magazine or other news outlet. (2) A person in charge of a special section of news output, e.g. sports editor, political editor etc. (3) Someone who prepares material for print or broadcast. See also news editor.

editorial: (1) An article written by, or on behalf of, an editor, giving the news organisation's opinion on an issue. (2) An adjective describing issues relating to news content as opposed to advertising or other non-news aspects of a newspaper or magazine.

editorial cartoon: A cartoon which appears on the editorial page, commenting on a current controversy.

editorial page: A page where the newspaper or magazine's editorial (1) is printed, often with letters to the editor. Also called an opinion page.

edit suite: A small room equipped with specialist television or radio editing equipment where pre-recorded material can be processed into a final news report, feature or documentary.

exclusive: Popularly called a 'scoop'. An important or significant story which no other news outlet has.

F

fact: Something which is true and can be proved to be true by objective methods. Compare with opinion.

fade: In broadcasting, to gradually change the intensity of a sound or picture. Fade-up or fade-in increases the intensity (e.g. volume of a sound or brightness and clarity of a picture), fade-down or fade-out decreases it.

fairness: In journalism, fairness requires not favouring one viewpoint over another in collecting and presenting news and opinion. Different viewpoints are presented accurately, even those with which the journalist personally disagrees.

feature: A longer article or radio story, usually in greater depth and complexity than a simple news item. Features may grow from a current news event or simply be examining a timeless issue. Features which are not strongly connected to hard news events are often called soft features. In radio, features usually have a mixture of elements, including the reporter's voice, interviews and other sounds. Longer features may be called documentaries.

footage: (1) Video or film recordings, originally on tape and measured in feet. See also stock footage. (2) Raw, unedited film or video materials.

G

get: A very good or exclusive interview.

gobbledygook: Language which sounds as if it makes sense but is either meaningless or confusing to the listener or reader. An extreme form of jargon.

graf: Mainly US, short for a paragraph of text, which may also be known as a par. gutter journalism: A derogatory term for media which use sensational reporting without concern for the harm it will do individuals.

H

hard copy: Something printed on paper. Compare with soft copy, where words or pictures exist in computerised form as data.

hard news: Immediate and factual accounts of important events or developments. Compare with soft news.

headline or head: A word or short phrase in large type at the top of an article designed to either summarise the news or grab the reader's attention and make them want to read it. In broadcasting, headlines are short summaries of a few important stories that will follow in full in the bulletin. Closing headlines come at the end of a bulletin.

human interest story: A news story or feature which focuses on individual people and the effects of issues or events on them. Human interest stories are often used to make ideas more real and concrete in the minds of the viewer, reader or listener. Human interest stories can also cover unusual and interesting aspects of other people's lives which are not particularly significant to society as a whole.

I

in-cue: A written note of the first few words of a piece of pre-recorded audio (report or interview) to signal to the presenter or production staff how it will start. See also out.

interview: A formal, usually structured conversation between a journalist and a source to get information for a story.

intranet: A private computer network within a company or organisation for internal users only.

intro: The first paragraph containing the most newsworthy part of a news story. In features and documentaries the intro may just lead the reader or listener into the story. Known as a lead in the US.

introduction: In broadcasting, a few words or sentences read by the presenter, telling listeners or viewers about the report which immediately follows.

inverted pyramid: The most common structure for writing a news story, with the main news at the start and the rest of the detail following in decreasing order of importance.

investigative journalism: Finding, reporting and presenting news which other people try to hide. It usually takes longer and requires more research than ordinary news reporting.

J

jargon: Specialised language concerned with a particular subject, culture or profession. It is not usually found in the everyday speech of ordinary readers or listeners and so should be avoided in the general media if possible.

jingle: Short piece of music played on radio to identify a regular feature, program or product being advertised.

journalism: The communication of current issues and events to an audience in a structured way, usually in relation to a set of generally agreed social principles such as accuracy.

journalist: Someone who finds and presents information as news to the audiences of newspapers, magazines, radio or television stations or the Internet. Journalists traditionally work within a set of generally agreed societal principles or within professional codes. Professional journalists are usually trained and receive payment for their work.

jump line: A line of type at the bottom of an incomplete newspaper or magazine article which directs the reader to another page where the story is continued. Also the line at the top of the continued article stating the page from which it was continued, also called a 'from' line. See also spill.

K

key points: Important facts or pieces of information which must be included in a news story. Some will go in the intro, others into the body of the story

kicker: (1) The first sentence or first few words of a story's intro, set in a larger font size than the body text. (2) A small headline in different type above and slightly to the left of the main headline. (3) A few words at the beginning of a caption to grab the reader's attention. (4) An ending that finishes a story or bulletin with a climax, surprise, or punch line (see also tailpiece).

kill: To cancel or delete all or part of a story. See also to spike.

L

layout: (1) A plan of how stories, pictures and other elements are to appear on the finished page of a newspaper or magazine. Sometimes called a dummy. (2) A set of stories, pictures and illustrations about a single subject.

layout sub: A sub-editor who specialises in planning the layout of pages.

lead: (Pronounced 'leed') (1) The first story in a news bulletin or on the front page of a newspaper. Also called a 'splash'. (2) In the US, the first paragraph in a story. See also intro. (3) A tip that may lead a reporter to a story.

lock-up: An agreed process by which journalists are taken to a room to see advance copies of a major announcement, such as a government budget, and in which they stay to prepare stories for release as soon as the budget is delivered in parliament or congress.

log: A record of events. (1) In broadcasting, a log (or logger) is a recording of everything which goes to air, kept for legal or regulatory purposes. (2) In television news production, a list of the elements in a report, usually compiled as the material is filed. Similar to a shotlist.

M

markup: A sub-editor's written instructions on a piece of copy on how to handle the text.

masthead: The name of a newspaper in a banner in special, distinctive type at the top of the front page.

media conference: Also called press conference or news conference. When reporters are gathered together to question someone in the news, usually taking it in turns to ask questions. Such gatherings are usually organised by an individual or company to deal with all the media in one session or to promote a new product or service.

media kit: (1) A set of materials provided to journalists by an organisation to promote their products or services. It may contain written documents, photographs, charts, schedules and other information the organisation wants journalists to focus on. (2) Information on advertising and other service costs made available by media companies to potential advertisers.

media release: Also called a press release, information sent to the media to give an organisation's views on an issue or promote a product or service.

morgue: A newsroom's library, where old newspapers, clippings and pictures are stored for reference.

N

news: Information which is new, unusually and interesting or significant to the recipient. It is usually about people or related in some way to their lives. News is produced in a

structured way by journalists.

news break: In broadcasting, a scheduled or unplanned interruption in programming to present a short news bulletin, either previewing an upcoming news program or to give breaking news of an important event.

news list: A list of stories for coverage in the current edition of a newspaper or forthcoming news bulletin. It is usually prepared by the news editor.

newsprint: A cheap, low grade of paper made from recycled paper and wood pulp, used for printing newspapers.

newsworthy: Aspects of an event or development that make it worth communicating in a news story or feature.

nut graf or nut graph: A paragraph telling the essential elements of a story briefly, i.e. 'in a nutshell'.

O

OB: Short for outside broadcast. Radio or television programs broadcast from a location outside the studios, usually live, using an OB van or OB truck.

obit or obituary: An article summarising the life and achievements of a person recently dead.

objective journalism: A basic type of journalism practiced in democracies in which the journalists do not allow their personal biases to affect their work, they take a neutral stance even on difficult matters and give a fair representation of events and issues. Compare with advocacy journalism.

off the record: (1) Information given to a journalist as background on condition that it will not be used in a story. (2) Information given to a journalist for use in a story on condition that the source will not be identified. Type (2) is also called non-attributable information. NB. Journalists should check exactly which of these conditions the source expects. See also background above.

on the record: Information given by a source who has agreed to be identified in the story. Compare with off the record and non-attributable above.

op-ed page: The page in a newspaper opposite the editorial page, containing opinion columns, sometimes readers' letters and other items expressing opinions.

open question: Also called an open-ended question, a question which cannot be answered with a simple 'Yes' or 'No', but requires the interviewee to give more information. 'What happened?' is an open question. Compare with closed question above.

over-dub: To dub sound on top of another sound, so the original sound can still be heard in the background. Usually used to put voice over background or wild sound or to put a translation in one language over the original words spoken in another language.

P

package: A completed television news story pre-prepared for a news bulletin and ready for transmission. A package will contain a written introduction for the newsreader, the reporter's edited report complete with vision and sound and an out-cue for the end.

paraphrase: A summary of a person's words given instead of a direct quote for greater understanding by the audience. See also reported speech.

plagiarism: To use the work of another person as if it was one's own, without attribution. It is unethical.

proof: A copy of a page which has been typeset ready for printing, provided to editors, sub-editors or proof readers to correct errors or make final changes before the printing presses start production.

propaganda: Information presented intentionally to influence a mass audience to support or oppose something. Propaganda is usually motivated by self interest and can range from being selective in what it chooses to highlight or ignore to actively lying about events and issues. Not to be confused with advocacy journalism.

pull-out quote or pull quote: A specially powerful or significant quote or put to bed: When journalists have finished their work on preparing a newspaper and it is sent to the presses for printing.

Q

Q & A: (1) A conversation or interview printed verbatim in question and answer form
(2) In broadcasting, questions and answers between a studio presenter and someone in another location, either an interviewee or a reporter in the field.

quotation marks: Marks in a text to show the start and the end of a quote. Usually either single (') or double (") inverted commas, depending on house style. Sometimes called

speech marks.

R

ratings: A measure of the popularity of a television or radio program or part of a program by comparing its audience to the population as a whole.

raw: In broadcast journalism, material before it has been processed, especially edited. (1) Raw footage is the original sound and vision of a television report before being edited or additional sounds, captions etc are added. (2) Raw feed is this footage transmitted from location to the base studio or to other television stations, where it will be processed.

redletter: An important breaking news story. From the newspaper practice of highlighting an exclusive, breaking news story in red type.

round: A reporter's specialist area of coverage, such as 'a police round'. Reporters develop personal contacts in these areas who can give them information. Often called a 'beat' in the US or a 'patch' in the UK.

rundown: A list of stories for a news bulletin. (1) A television line-up with additional technical information for studio and control room staff. (2) An amended line-up filed after the bulletin including any last-minute changes.

running story: News which is reported as it happens while events unfold. See also breaking news.

rushes: Early edited version of video or film that needs further editing.

S

scoop: An important or significant news published or broadcast before other competing media know of it.

sign-off: In broadcasting, the reporter or presenter's goodbye at the end of a report or bulletin, often their name and - in - reports from the field - location.

slander: An older term for the spoken form of defamation. Compare with libel.

slug: A key word or phrase that identifies a news story while it is being prepared.

soft news: Stories about topics which are interesting and new but which have little or no material effect on people's lives. Soft news focuses on interesting individuals rather than on major events or developments which impact on lots of people. Compare with

hard news.

sound bite: A short segment of someone speaking, usually the most significant or interesting part of what they said.

source: (1) Where information comes from, usually a person who gives a journalist information. (2) In live television, the signal from a camera.

spin: Putting a positive slant on something bad or emphasizing only the positive aspects while ignoring the negatives. Compare with balance.

storyboard: A sequence of drawings or diagrams used in planning movies or longer television reports, showing approximately how the shots will appear.

straight news: A straightforward account of factual news with little or no comment or analysis.

style guide: A document or online set of rules on how language is used in a particular organisation. See also house style.

subhead: (1) A small headline below the main headline. (2) A small headline inserted in the body of a story to visually break up a long column of type.

syntax: The rules by which words in a language are put together in relation to each other to make sentences.

T

tabloid: A small, compact format newspaper, usually less than 43 cm (17 inches) long. Also used to describe a newspaper style that uses short, simply-written stories and headlines with lots of pictures to illustrate more sensational content. Compare with broadsheet.

tagline: (1) Contact information for an article's author, published to enable readers to provide feedback. (2) Also called a signature line, information about the author appended to the bottom of an email or blog. (3) In advertising, a word or phrase invented by marketers to help identify a specific brand, e.g. the tagline for the movie *Jaws* was 'Just when you thought it was safe to go back in the water'.

tear sheet: A page cut or torn from a newspaper to show someone - such as an advertiser - that a story of picture was used.

typeface: In printing, a set of letters, numbers and punctuation marks designed in one particular style. The typeface of this glossary is Ariel. The typeface of this sentence is

Courier New.

typo: An error in typing a story.

U

underrun: A program or report which is not long enough to fill its allotted slot on the schedule. See also run to time.

Unidirectional mic: A microphone which picks up sound from only one direction. Compare with omnidirectional and bidirectional microphones.

user-generated content: Web sites where most of the content is sent in by its users in the form of articles, comments, video, photographs etc.

V

verbatim: The actual words used by a speaker.

verso: The left-hand page of a newspaper or magazine. Compare with recto.

video blogger or vlogger: A blogger who publishes video on the Internet.

voice over (VO): A television technique in which a reporter or narrator speaks while vision is being shown on screen. See also out of vision.

W

web scraping: Software which trawls web sites for content it can copy to its own site.

windshield: A foam cover protecting a microphone from wind noise. It also helps to reduce popping. Also called a windsock.

wires: Stories or photographs provided by wire services for journalists to use in reporting or compiling

wrap: In broadcasting, (1) a summary of an evolving issue or the events of a day, often drawing on material in reports which have already gone to air or (2) a collection of news in brief NIBs.

wrap-up questions: The final questions in an interview, in which the interviewer clarifies any outstanding issues and checks they have not missed anything, e.g. 'Is there anything else you can tell me about the crash?'

write-off story: A short, front-page version of a story, which is repeated in full with more details inside the newspaper.

WWWWW & H: Who? What? Where? When? Why? and How? The six most important questions journalists should ask and news stories should answer.

Source: <http://www.thenewsmanual.net/Resources/glossary.html>



The handbook project is grounded in the belief that the media can, and should, play an important role in informing the general public and decision makers in developing countries about issues concerning agriculture production, food security and nutrition.

There is, however, limited media coverage and communication about these issues. One reason concerns the lack of easily accessible information about the complex relationships between agriculture production, food security, and nutrition. Another reason concerns the difficulty of reporting about these issues. The Media Handbook aims to address these problems in two ways. First, the handbook provides a concise summary of the basic issues concerning agricultural production, food security, and nutrition. Second, the handbook provides guidance to media practitioners about how to communicate information about these issues to different audiences.

