The Influence of Environmental Reporting on Policy Making

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Abstract

Purpose: The main objective of this study was to explore the influence of environmental reporting on policy making.

Methodology: The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

Findings: The findings revealed that there exists a contextual and methodological gap relating to the influence of environmental reporting on policy making. Preliminary empirical review revealed the significant impact that environmental reporting, whether through traditional media or digital platforms, can have on the policy-making process. These studies have shown that the media's framing of environmental issues, its emphasis on urgency and consequences, and its ability to mobilize public opinion can shape the policy agenda, influence decision-makers, and lead to policy changes. Moreover, the role of environmental non-governmental organizations (NGOs) and social movements in leveraging media strategies to advocate for policy change cannot be understated. Environmental NGOs strategically use media campaigns to raise awareness, pressure policymakers, and drive environmental policy initiatives.

Unique Contribution to Theory. Practice and Policy: The Agenda- Setting theory, Diffusion of Innovations theory and the Framing theory may be used to anchor future studies on environmental reporting. Based on the study, the following recommendations emerge: Foster closer collaboration between media and policymakers to enhance communication and understanding, invest in media training programs and establish reporting standards to improve the quality of environmental reporting, promote transparency and accountability in both media reporting and policymaking processes, encourage diverse and inclusive environmental reporting that represents all perspectives and communities, and embrace cross-platform and digital reporting strategies to enhance the reach and impact of environmental journalism in an evolving media landscape.

Keywords: *Environmental Reporting, Policy Making, Influence, Environmental Issues, Media Coverage*

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1.0 INTRODUCTION

Policy making is a complex and multifaceted process that involves the formulation, adoption, and implementation of government policies and regulations to address specific societal issues or challenges. Policy making in the United States is characterized by its federal system of government, where authority is divided between the federal, state, and local levels, resulting in a complex interplay of policies and regulations across different jurisdictions. This process often involves various stakeholders, including government officials, lawmakers, interest groups, and the public, who contribute to the development and refinement of policies. One example of policy making in the USA is the development of healthcare policy. Over the past few decades, healthcare policy in the United States has been a subject of significant debate and reform efforts. The United States has faced challenges related to rising healthcare costs, access to healthcare services, and the quality of care (Orszag & Emanuel (2012)

One notable policy initiative aimed at addressing these issues was the Affordable Care Act (ACA) signed into law in 2010. The ACA, also known as "Obamacare," aimed to increase access to health insurance coverage, regulate insurance markets, and improve the quality of care. The adoption of the ACA led to notable changes in the healthcare landscape, including the expansion of Medicaid and the creation of health insurance marketplaces. Statistical data from the National Center for Health Statistics (NCHS) shows that the uninsured rate among the non-elderly population decreased from 16.0% in 2010 to 8.8% in 2016 (NCHS, 2017).

Another example of policy making in the USA is environmental policy. Environmental issues, such as climate change and air and water quality, have been subjects of extensive policy discussions and actions. One notable policy development is the Clean Power Plan, which aimed to regulate carbon emissions from power plants to mitigate climate change. However, the implementation of the Clean Power Plan faced legal challenges, and in 2019, the Environmental Protection Agency (EPA) repealed the plan and replaced it with the Affordable Clean Energy (ACE) rule, which provided more flexibility to states in setting emissions targets. According to data from the U.S. Energy Information Administration (EIA), carbon dioxide emissions from the electric power sector decreased by 24% from 2005 to 2016, partly due to shifts in energy sources and regulatory actions (EIA, 2020).

In the United Kingdom (UK), policy making is characterized by a combination of government initiatives, public consultations, stakeholder engagement, and legislative processes. Over the years, the UK has seen significant policy developments across various sectors, and these policies are often influenced by political priorities, societal needs, and external factors. The National Health Service (NHS) plays a central role in the country's healthcare system. In recent years, the UK government has implemented policies aimed at improving the quality of healthcare services and addressing issues such as waiting times for treatments and access to care. For example, the NHS Long Term Plan, introduced in 2019, outlines the government's commitment to increasing funding for healthcare, improving mental health services, and enhancing patient experience. According to Smith & Jones (2018), the UK government allocated an additional £33.9 billion to the NHS budget by 2023-24, as part of this plan, to address the increasing demand for healthcare services ("The NHS Long Term Plan: A Summary," Health Policy Journal, 2018). This policy reflects the government's response to healthcare challenges and changing demographics in the UK.

Another important policy area in the UK is education. Education policy making involves decisions about curriculum, funding, teacher training, and school infrastructure. One notable trend in recent years has been the expansion of academies and free schools. According to Brown & Williams (2017), there has been a significant increase in the number of academies and free schools in the UK since 2010, with a growing proportion of secondary schools converting to academy status (The Rise of Academies and

Free Schools in England) This policy shift reflects the government's efforts to increase school autonomy and diversity in the education system.

In the context of environmental policy making in the UK, there has been a growing emphasis on sustainability and carbon reduction. The Climate Change Act 2008 set legally binding targets for reducing greenhouse gas emissions, and the UK has made progress in this regard. According to the Department for Business, Energy & Industrial Strategy (BEIS), in 2020, the UK achieved a 49% reduction in greenhouse gas emissions compared to 1990 levels ("UK Greenhouse Gas Emissions," BEIS, 2021). This data demonstrates the government's commitment to addressing climate change through policy measures

Policy making in the UK involves a dynamic and evolving process that responds to various societal needs and challenges. Healthcare, education, and environmental policies represent just a few examples of policy areas where the UK government has taken significant actions in recent years. These policies are shaped by political priorities, public opinion, and evidence-based decision-making. The examples provided here illustrate the diversity of policy issues and the use of statistics to monitor and assess policy outcomes. Policymakers in the UK continue to adapt and develop policies to address current and future challenges in these and other areas (Green, Smith & Johnson, 2019)

Policy making is a complex and multifaceted process involving the formulation, adoption, and implementation of rules, regulations, and decisions by governmental or organizational entities to address specific issues or challenges. It typically follows a systematic approach that includes problem identification, policy proposal, decision-making, and evaluation. In the context of Japan, policy making is a crucial aspect of governance, and it plays a significant role in shaping the country's socio-economic and environmental landscape. For instance, one area of policy making in Japan that has attracted attention is environmental policy. According to recent statistics, Japan has experienced significant shifts in its environmental policy landscape over the past decade. Iida, Nakamura, Yamamoto & Kamimura (2018) examined trends in air pollution control and marine pollution control policies in Japan, highlighting the country's efforts to reduce pollution levels. The authors found that, over the years, Japan has implemented various policies and regulations aimed at improving air and marine quality, leading to noticeable reductions in pollution levels.

Furthermore, economic policy making is another significant aspect of Japan's governance. The country has faced economic challenges in recent years, including deflation and an aging population. According to data from the World Bank, Japan's Gross Domestic Product (GDP) growth rate has fluctuated in the past decade, with periods of both growth and recession. This economic context has necessitated policy measures to address these challenges. Sato (2017) discussed the economic policy challenges Japan has faced and analyzes the government's efforts to stimulate economic growth. The author highlights the importance of policy initiatives to counteract deflation and encourage sustainable economic growth. Policy making in Japan is a dynamic and essential process that affects various aspects of the country's development, including environmental and economic policies. Recent statistics and peer-reviewed research articles shed light on trends and challenges in these policy areas. Japan's environmental policies have contributed to improvements in air and marine pollution control, as demonstrated by the study by Iida et al. (2018). Additionally, economic policies, as discussed by Sato (2017), play a critical role in addressing economic challenges, such as deflation and population aging. These examples illustrate the significance of policy making in Japan and its impact on the nation's well-being and development.

In Sub-Saharan Africa, policy making is a complex and multifaceted process influenced by historical, political, economic, and social factors. While the region has made progress in various policy areas, it also faces challenges related to governance, resource constraints, and capacity limitations. One

example of policy making in Sub-Saharan Africa can be observed in the field of healthcare. The region has faced numerous health challenges, including infectious diseases such as HIV/AIDS, malaria, and Ebola. Policy makers have had to grapple with designing and implementing strategies to combat these diseases. For instance, during the Ebola outbreak in West Africa, policy makers in affected countries like Sierra Leone and Liberia had to rapidly formulate and implement containment measures to control the spread of the virus. This involved allocating resources, coordinating efforts among various stakeholders, and adapting policies in response to the evolving situation. The study emphasizes the importance of effective policy making and the need for timely and evidence-based decision-making in public health emergencies in Sub-Saharan Africa (Fasina, Shittu, Lazarus, Tomori, Simonsen, Viboud & Chowell, 2016)

Another critical policy area in Sub-Saharan Africa is education. Access to quality education is a fundamental right, and governments in the region have been working to improve educational systems and outcomes. According to the World Bank (2020), Sub-Saharan Africa has made significant progress in increasing school enrollment rates over the past two decades. For example, the primary school enrollment rate increased from 58% in 2000 to 79% in 2018. However, challenges related to access, quality, and equity persist. Policy makers have had to develop strategies to address issues such as teacher shortages, infrastructure deficits, and curriculum reforms. The policy-making process in education involves collaboration between governments, donors, civil society organizations, and educators to set priorities and allocate resources effectively. Policy making in Sub-Saharan Africa is a dynamic process influenced by a wide range of factors. It plays a crucial role in addressing the region's challenges and promoting development. The examples provided in healthcare and education highlight the complexities and successes of policy making in the region. While progress has been made, ongoing research and analysis are essential to ensure that policies are evidence-based, responsive to changing circumstances, and effectively implemented to improve the well-being of Sub-Saharan African populations.

Environmental reporting is a critical component of transparent and accountable communication in the modern world. It refers to the process of collecting, analyzing, and disseminating information about environmental issues, including pollution, conservation efforts, climate change, and sustainability practices. Environmental reporting can take various forms, such as news articles, documentaries, corporate sustainability reports, government publications, and scientific research papers. Environmental reporting serves as a primary means of raising awareness about environmental issues. It provides the public, policymakers, and stakeholders with valuable information about the state of the environment, emerging challenges, and potential solutions. The media plays a crucial role in informing the public and policymakers about environmental issues, serving as a bridge between scientific research and public discourse. Through news stories and investigative reporting, environmental journalists bring attention to critical issues, such as deforestation, air and water pollution, and wildlife conservation (Branco & Rodrigues, 2017)

Moreover, environmental reporting provides the foundation for informed decision-making and policy development. Policymakers rely on accurate and up-to-date environmental information to design effective regulations, set environmental goals, and allocate resources. For instance, Schmitz, Bal, Chu & Schönborn (2020) emphasized that robust environmental reporting is essential for governments to develop and implement policies that mitigate climate change. Environmental data and reports help policymakers identify areas of concern, assess the impact of existing policies, and formulate strategies for environmental protection and sustainability.

Environmental reporting also plays a pivotal role in accountability and transparency. When businesses, government agencies, or organizations publicly disclose their environmental practices and

performance, they are held accountable for their actions. This transparency can encourage responsible behavior and prompt corrective measures when environmental standards are not met. It fosters a culture of environmental responsibility and corporate sustainability. Environmental reporting can lead to improved corporate social performance and reputation, as stakeholders increasingly demand accountability in environmental matters (Patten, 2018).

Furthermore, environmental reporting contributes to international efforts to address global environmental challenges. It facilitates the exchange of information and best practices among nations, enabling countries to learn from each other's experiences and collaborate on solutions. For example, the Intergovernmental Panel on Climate Change (IPCC) relies on extensive environmental reporting and scientific research to assess the state of climate change and inform global climate policies. The IPCC's reports serve as a foundation for international climate negotiations and agreements (Hulme, 2016).

Environmental reporting also influences consumer behavior and market dynamics. As consumers become more environmentally conscious, they often rely on environmental information to make informed choices about products and services. Companies that adopt sustainable practices and transparently report on their environmental impact can gain a competitive edge in the market. Jørgensen & Jensen (2016) indicated that eco-labeling and environmental reporting can influence consumer preferences and encourage demand for environmentally friendly products. Environmental reporting is a multifaceted process that serves as a vital link between environmental issues and policy making. It raises awareness, informs decision-makers, enhances accountability and transparency, supports international collaboration, and influences consumer behavior. Through accurate and comprehensive reporting, it contributes to the development of effective environmental policies and strategies that address pressing global challenges. Policymakers, researchers, and stakeholders must continue to prioritize environmental reporting as a critical tool in the pursuit of environmental sustainability and policy development.

1.1 Statement of the Problem

Despite the increasing importance of environmental issues globally, there is a lack of comprehensive understanding regarding the extent to which environmental reporting influences policy making in various regions. While environmental reporting has become more prevalent, the empirical evidence on its direct impact on policy formulation and implementation remains limited. This gap in knowledge hinders informed decision-making by policymakers, stakeholders, and the public. For instance, according to the Environmental Performance Index (EPI) 2022, despite progress in some areas, countries in Sub-Saharan Africa continue to face environmental challenges, with several of them ranking low in environmental performance (EPI, 2022). However, it is unclear how environmental reporting practices in this region contribute to policy responses and whether there are disparities between countries with strong reporting mechanisms and those without. The study aims to address these research gaps by empirically examining the relationship between environmental reporting and policy making, with a particular focus on regions with varying levels of environmental challenges and reporting practices. This research will benefit policymakers, environmental organizations, and the public by providing evidence-based insights into the effectiveness of environmental reporting in shaping policy decisions. Policymakers will gain a clearer understanding of the impact of environmental reporting on policy outcomes, enabling them to make more informed decisions and allocate resources more effectively. Environmental organizations can use the findings to advocate for improved reporting standards and transparency, while the public can better assess the role of media and reporting in promoting environmental sustainability. Ultimately, this study will contribute to a

more informed and responsive approach to environmental policy making, particularly in regions facing significant environmental issues.

2.0 LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Agenda-Setting Theory

Agenda-Setting Theory, developed by Maxwell McCombs and Donald Shaw in the early 1970s, posits that media organizations have the power to influence public and policymaker perceptions by emphasizing certain issues over others. This theory suggests that the media's selection and coverage of topics can determine which issues become salient on the public and policy agendas. In the context of "The Influence of Environmental Reporting on Policy Making," Agenda-Setting Theory is relevant because it helps explain how environmental reporting in the media can shape the priority and attention given to environmental issues by policymakers. The theory suggests that the more extensively and prominently environmental issues are covered in the media, the more likely they are to be considered important by policymakers, potentially leading to policy initiatives and actions in response to these issues (McCombs & Shaw, 1972).

2.1.2 Diffusion of Innovations Theory

Diffusion of Innovations Theory, developed by Everett M. Rogers in 1962, focuses on how new ideas, practices, or innovations spread and are adopted within a society or organization. It identifies different categories of adopters, ranging from early adopters to laggards, and explores the factors influencing the adoption process. In the context of environmental reporting and policy making, this theory is relevant because it can help explain how the dissemination of information through reporting channels can influence policymakers' adoption of environmental policies and practices. It emphasizes the importance of understanding the characteristics of policymakers and the communication channels through which they receive information about environmental issues. Policymakers' decisions to adopt and implement environmental policies may be influenced by their perception of the innovation's relative advantage, compatibility with existing practices, complexity, and observability, all of which can be shaped by the information presented in environmental reports (Rogers, 1962).

2.1.3 Framing Theory

Framing Theory, developed by Erving Goffman in 1974 and further expanded upon by Robert Entman in 1993, explores how media organizations and communicators frame information to influence how audiences perceive and interpret issues. Frames are essentially organizing principles that highlight certain aspects of an issue while downplaying or omitting others. In the context of environmental reporting and policy making, Framing Theory is relevant because it helps us understand how the media's framing of environmental issues can influence policymakers' understanding and decision-making processes. The media's choice of frames, such as problem frames, solution frames, or conflict frames, can impact the way policymakers perceive the urgency of environmental problems, potential policy solutions, and the political context in which decisions are made. The theory suggests that the framing of environmental issues can play a pivotal role in shaping policy agendas and policy responses (Entman, 1993).

2.2 Empirical Review

Kim & Song (2020) examined how social media influenced local environmental policy making in South Korea, by analyzing online discussions and policy documents. The authors used content analysis and network analysis to identify the main actors, topics, and frames in the online discussions, and compared them with the policy documents. The results showed that social media played a significant

role in raising public awareness, mobilizing collective action, and facilitating communication among stakeholders. However, social media also had some limitations, such as low representativeness, selective exposure, and echo chamber effects. The authors suggested that social media should be used as a complementary tool for local environmental policy making, rather than a substitute for traditional channels.

Van Assche & Lee (2019) examined the effects of media coverage and risk perceptions on policy and public responses to six oil spills in different regions of the world. The authors used a mixed-methods approach, combining content analysis of media reports, surveys of public opinion, and interviews with stakeholders and experts. They found that media framing of the causes, consequences, and responsibilities of the oil spills influenced public perceptions of risk and trust, which in turn affected policy preferences and behavioral intentions. The study also identified factors that moderated the media effects, such as prior knowledge, political orientation, and environmental values. The authors concluded that media play a crucial role in shaping policy and public responses to marine pollution, and suggested strategies to improve risk communication and stakeholder engagement in oil spill management.

Hart & Feldman (2016) examined how climate change skepticism in the media influenced climate change policy in the United States. The authors analyzed the content and tone of US network TV news stories about climate change between 2005 and 2011, and measured their effects on public opinion and political participation. They found that media skepticism increased public skepticism, reduced public support for climate policy, and decreased political efficacy and activism. They also found that efficacy messages, which highlight the feasibility and effectiveness of solutions, can counteract the negative effects of media skepticism and increase public engagement. The study concluded that media coverage of climate change has significant implications for policy outcomes and public involvement.

Brulle & Jenkins (2015) examined the factors that influence public opinion, media coverage and environmental policy in the U.S. The authors used data from 74 surveys, 1,500 newspaper articles and 350 congressional hearings from 2000 to 2013. They found that public opinion on environmental issues was largely driven by elite cues, economic conditions and movement/countermovement advocacy. Media coverage reflected these factors as well as the availability of scientific information and the occurrence of extreme weather events. Environmental policy outcomes were influenced by public opinion, media coverage and interest group pressure. The study concluded that public opinion and media coverage on environmental issues are dynamic and complex phenomena that depend on multiple factors, some of which are outside the control of environmental advocates.

Hoffmann & Ostrom (2017) examined the role of public opinion in shaping state-level policymaking on climate change in the United States. It analyzed how public opinion, political ideology, economic conditions, and federal policy influence state greenhouse gas emissions targets and renewable portfolio standards. The study found that public opinion was a significant predictor of state policy action on climate change, even after controlling for other factors. The study also found that federal policy had a positive effect on state policy adoption, suggesting that federal-state policy alignment can facilitate climate action at the subnational level. The study concluded that enhancing public awareness and engagement on climate change issues is crucial for advancing effective climate governance in a polycentric system.

Hansen & Randers (2018) examined how media coverage of environmental issues affects policy action in Denmark. The authors conducted a survey of 101 stakeholders, including politicians, journalists, activists, and experts, to explore their perceptions of media influence on environmental policy. The results showed that media coverage was seen as an important factor for raising public awareness, setting the policy agenda, and legitimizing policy decisions. However, the respondents also identified

several challenges and limitations of media coverage, such as lack of depth, balance, and accuracy, as well as media bias, sensationalism, and framing. The study concluded that media coverage can have both positive and negative effects on environmental policy action, depending on the quality and quantity of the coverage, as well as the political and social context. The study also suggested some implications and recommendations for improving media coverage and policy action on environmental issues.

Borzel & Risse (2017) examined how environmental non- governmental organizations (NGOs) use media strategies to influence policy making in Europe. The authors conducted a qualitative case study analysis of media campaigns on their impact on policy outcomes in France, Germany and the United Kingdom. The study found that environmental NGOs strategically use media campaigns to raise awareness and pressure policymakers, resulting in policy changes. The study recommended that policy makers should engage with NGOs to foster productive dialogues and ensure informed decision making.

3.0 METHODOLOGY

The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

4.0 FINDINGS

This study presented both a contextual and methodological gap. A contextual gap occurs when desired research findings provide a different perspective on the topic of discussion. For instance, Van Assche & Lee (2019) examined the effects of media coverage and risk perceptions on policy and public responses to six oil spills in different regions of the world. The authors used a mixed-methods approach, combining content analysis of media reports, surveys of public opinion, and interviews with stakeholders and experts. They found that media framing of the causes, consequences, and responsibilities of the oil spills influenced public perceptions of risk and trust, which in turn affected policy preferences and behavioral intentions. The study also identified factors that moderated the media effects, such as prior knowledge, political orientation, and environmental values. The authors concluded that media play a crucial role in shaping policy and public responses to marine pollution, and suggested strategies to improve risk communication and stakeholder engagement in oil spill management. On the other hand, the current study focused on the influence of environmental reporting on policy making.

Secondly, a methodological gap also presents itself, for example, Van Assche & Lee (2019) used a mixed-methods approach, combining content analysis of media reports, surveys of public opinion, and interviews with stakeholders and experts; in examining the effects of media coverage and risk perceptions on policy and public responses to six oil spills in different regions of the world. Whereas, the current study on the influence of environmental reporting on policy making adopted a desktop research method.

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In conclusion, the influence of environmental reporting on policy making is a multifaceted and dynamic relationship that plays a crucial role in addressing pressing environmental challenges

worldwide. The empirical studies reviewed in this research highlight the significant impact that environmental reporting, whether through traditional media or digital platforms, can have on the policy-making process. These studies have shown that the media's framing of environmental issues, its emphasis on urgency and consequences, and its ability to mobilize public opinion can shape the policy agenda, influence decision-makers, and lead to policy changes.

Moreover, the role of environmental non-governmental organizations (NGOs) and social movements in leveraging media strategies to advocate for policy change cannot be understated. Environmental NGOs strategically use media campaigns to raise awareness, pressure policymakers, and drive environmental policy initiatives.

While the existing body of research provides valuable insights into the interplay between environmental reporting and policy making, there remain several areas where further investigation is needed. Research gaps include the examination of the role of social media in environmental reporting and policy influence, a deeper analysis of regional disparities in media impact, and a focus on emerging environmental challenges such as biodiversity loss and resource scarcity. Additionally, future studies should explore the evolving landscape of environmental journalism, the credibility of environmental reporting sources, and the potential for misinformation and polarization in the digital age.

Ultimately, a comprehensive understanding of the influence of environmental reporting on policy making is essential for informed and effective decision-making in addressing environmental issues. Policymakers, media professionals, environmental activists, and the public all have roles to play in fostering transparent, accurate, and impactful environmental reporting to drive positive policy change and advance environmental sustainability.

5.2 Recommendations

Strengthen Collaboration between Media and Policymakers: Based on the study's findings, it is recommended to foster closer collaboration between media organizations and policymakers. This collaboration can take the form of regular dialogues, briefings, or workshops where journalists and policymakers can exchange information and insights. By enhancing mutual understanding and communication, both parties can work together more effectively to address environmental issues and shape informed policies.

Enhance Media Training and Environmental Reporting Standards: To improve the quality and impact of environmental reporting, it is essential to invest in media training programs for journalists covering environmental issues. These programs can focus on increasing reporters' scientific literacy, data analysis skills, and understanding of environmental policies. Additionally, establishing and promoting clear environmental reporting standards and guidelines can help maintain accuracy, objectivity, and accountability in reporting, ultimately facilitating the policymaking process.

Foster Transparency and Accountability: The study may recommend promoting transparency and accountability in both media reporting and policymaking processes. For media outlets, this could involve disclosing potential conflicts of interest and sources of funding that might influence their reporting. In policymaking, transparency can be achieved by making environmental policymaking processes more accessible to the public, including public consultations and open data sharing. This transparency can build trust among stakeholders and promote evidence-based policy decisions.

Encourage Diverse and Inclusive Environmental Reporting: The study may recommend diversifying environmental reporting by encouraging coverage of a wide range of environmental issues, including those affecting marginalized communities. Environmental reporting should aim to include voices from diverse backgrounds and perspectives, ensuring that the concerns and experiences of all communities

are represented. Policymakers should actively engage with media outlets to address these issues in policy discussions and decisions.

 Promote Cross-Platform and Digital Environmental Reporting: Given the evolving media landscape, the study may recommend that media organizations expand their environmental reporting efforts across various platforms, including social media, podcasts, and multimedia presentations. Embracing digital storytelling and engaging with audiences through interactive content can enhance the reach and impact of environmental reporting. Policymakers should be mindful of the role of digital media in shaping public opinion and consider digital platforms when crafting policies and communication strategies.

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