



## Report on environmental coverage in three Vietnamese Newspapers (Investment review, Thanh Nien and Lao Dong) in 2010



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## PREFACE

In recent years, a call for environmental protection efforts has achieved remarkable results. By improving the awareness and responsibility of the community, communication is considered a useful tool for encouraging the public to engage in protecting the environment in particular and sustainable development in general. Communication is defined as a process of exchanging information, ideas, feelings, thoughts, and attitudes between two or more parties. In addition, environmental communication is a social interaction that supports those concerned in understanding key environmental factors, their dependent relationships, and the appropriate way to impact relative issues with the aim of addressing environmental concerns.

In terms of communication tools, the press is an important channel for distributing information from the government. Although the press does not create events, it is a vessel which provides information for concerned individuals/readers who directly contribute to the organizing of events. The press has demonstrated its power to seed ideas and encourage viewer/reader awareness of pressing issues. The press as a mainstream channel helps to shape public opinion. "Journalism is a profession to give readers what they are interested, a profession to display the thoughts as well as the comments of readers" claimed by Samuel G. Freedman, a New York Times journalist.

In 2010, the press was active, reflecting environmental management activities comprehensively and timely and encouraging people to participate in the movement to protect the environment that contributed to the construction of a society with economic development in harmony with social security and environment protection. The press reflected the environmental management honestly, objectively, and from a multi-faced approach, as well as acted as a critical channel that pointed out weaknesses and suggested solutions. Meanwhile, the press – an important information channel - provided social criticism and comment for the management and administration of the Party and State.

To mobilize the participation of press agencies in environmental communication, it is necessary to assess the environmental media coverage to identify issues and support communications. This explains the reasoning behind the decision to conduct the following the research.

## **ACKNOWLEDGEMENTS**

The report was developed in implementing the project entitled “Promoting active participation of civil society in environment governance”, coordination by the International Union of Conservation of Nature (IUCN) with funding of the United Nations Democracy Fund.

The project aims to raise high-level political awareness of the need to expand the participation of local NGOs in environmental reporting and monitoring; to improve the quality and quantity of environmental reporting and analysis, and to build capacity for local environmental NGOs.

First, we would like to express our deepest thanks to the United Nations Democracy Fund and the International Union of Conservation of Nature for their efforts in environmental protection and sustainable development.

We would like to send our thanks to a great many staffs from IUCN office in Vietnam who all supported us to have completed our research and report developing.

The research results obtained from extensive interview with the selected journalists and editors. We have also received consultations and comments from some experts. Our thanks would like to send to the interested individual or organizations who supported and facilitated during the research.

## PART 1: OVERVIEW

### 1.1. Research objectives

- To determine the current situations and trends of environmental news in three wide circulation national newspapers: the Thanh Nien, the Lao Dong, and the Investment Review in 2010.
- To provide information to be used to develop a training course to enhance the role of the media in raising public awareness and understanding of environmental issues.

### 1.2. Reasons for selecting these particular newspapers for the research

These three newspapers were selected because they are:

- Popular nation-wide newspapers;
- Large circulations with wide ranges of readership;
- Considered leaders in social and environmental reporting.

### 1.3. Method and coverage of the research

To assess the current situation of environmental press reporting, the research group used a combination of the survey method to collect information and data through questionnaires from the view of readers and the deep interview method with leading representatives and journalists of the newspapers. The combination of subjective assessment of the readers and the press on environmental reporting, and information provided by the newspapers on discovering, processing, and reporting environmental problems will offer a diversified view of the environmental coverage. The analysis method using the SWOT matrix (strengths, weaknesses, opportunities and challenges) is used to assess the current situations, problems, opportunities, and challenges in the environmental reporting presented by the newspapers.

#### 1.3.1. Assess readers through collecting questionnaires

The questionnaire (Appendix 5) was designed to collect the opinions of readers concerning a total of 988 articles from 886 issues of the three newspapers in 2010. Environmental articles from January 1 to December 31, 2010 were analyzed from all three newspapers:

Name	Frequency	No. of issues	No. of articles	Copies/issue
<i>The Thanh Nien</i>	Daily	365	343	400,000
<i>The Lao Dong</i>	Daily Weekly	365	549	Daily: 80,000 Weekend: 50,000
<i>The Investment Review</i>	Weekly	156	96	40,000

A parallel study analyzed data from Viet Nam News articles published over the same period. This analysis covered six months of articles from January to July 2010. Preliminary results used in this report for comparison are from the analysis a total of 146 from the Vietnam News articles.

The questionnaire was designed in reference to the Environmental Protection Act 2005 for dividing environmental fields and for specific environmental content. The United Nations declared 2010 as the International Year of Biodiversity and the specific contents of natural conservation and biodiversity are slightly different to the environmental issues related to natural resources protection and management, the research group decided to divide this content into a different part of this report.

#### 1.3.2. Interview Editorial leaderships and the journalists

Interview questions (Appendix 5) were designed to collect information on the editorial mechanisms and policies for environmental reporting; on the ability and activeness of journalists in covering environmental topics. Five journalists and editors were interviewed: one editor and one journalist from the Investment Review, one journalist from the Thanh Nien, and two journalists from the Lao Dong.

## PART 2: RESEARCH RESULTS

### 2.1. Overview of the three newspapers

#### 2.1.1. General information operation mechanisms of the three newspapers

The Thanh Nien, the Lao Dong, and the Investment Review are three newspapers having a large number of diverse readers in the nationwide. Basic information about the activities of the three newspapers is summarized in Table 1:

*Table 1: Information activities of the three newspapers*

	<b>The Thanh Nien</b>	<b>The Lao Dong</b>	<b>The Investment Review</b>
<i>Coverage</i>	Nationwide		
<i>Special environmental page</i>	None		
<i>Issuing rate</i>	Daily		Weekly
<i>Headquarters</i>	Ho Chi Minh City	Hanoi	
<i>Quantity issued</i>	400.000 copies/issue	The Lao Dong Daily (from Monday to Saturday): 80.000 copies/issue. The Lao Dong Weekend: 50.000 copies/issue <sup>(1)</sup>	40.000 copies/issue
<i>Representative Office</i>	Representative offices from the North to South	- A permanent office in Ho Chi Minh city, - 2 representative offices in Da Nang and Can Tho; correspondents in provinces, except for several mountainous Northern provinces.	None
<i>Purpose</i>	- Daily political, economical, and social information - Current affairs, the people's hot issues.	- Daily political, economical, and social information. - Current affairs, the people's hot issues.	- Information about macroeconomic policies, investment - business environment and operations of enterprises - businessmen, and updates information of financial and money markets, banking, securities, real estate, labor, and technology.
<i>Main readers</i>	All readers at any ages and with any professions	Government employees, union members, and officers of the business sector	Enterprises and investors.
<i>Correspondent in</i>	Two journalists in charge of environmental reporting		Team of journalists (4-

<sup>1</sup> From now on we will use "the Lao Dong" for both "the Lao Dong Daily" and "the Lao Dong Weekend"

<i>charge of environment</i>	(they also monitor other subjects). The correspondents are responsible for proactively reporting on local environmental events and issues.		6 persons) writes articles about environment and other subjects.
<i>Ratio of environmental news to articles on the newspapers</i>	0.9	1.5	0.6

In 2009 and 2010, the Investment Review received funding from the Department of Science, Education, and Environment (Ministry of Planning and Investment) for the environmental articles. In 2010, the reporting program from the funding lasted in fourth quarter (from September to December 2010). As a result, the Investment Review news published 15 articles on environmental protection, renewable energy, carbon dioxide emission reduction issues and the relationship between business and environment.

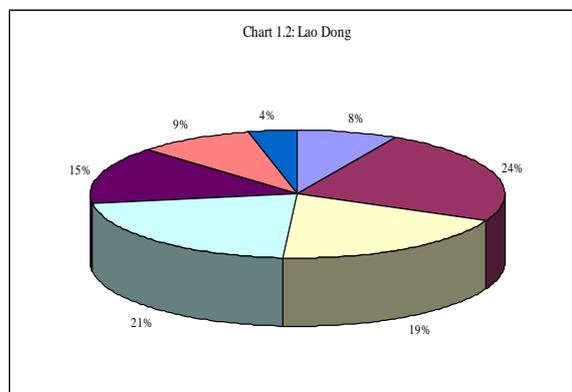
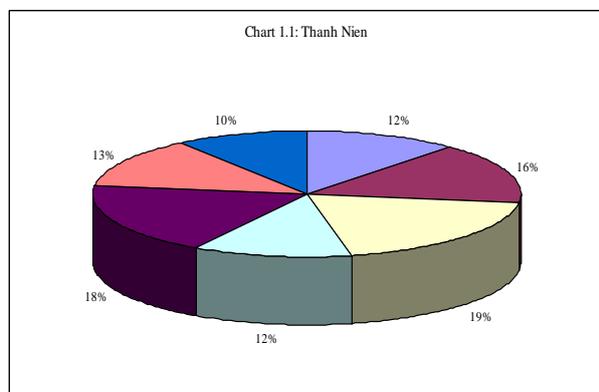
### 2.1.2. Environmental reporting from the newspapers

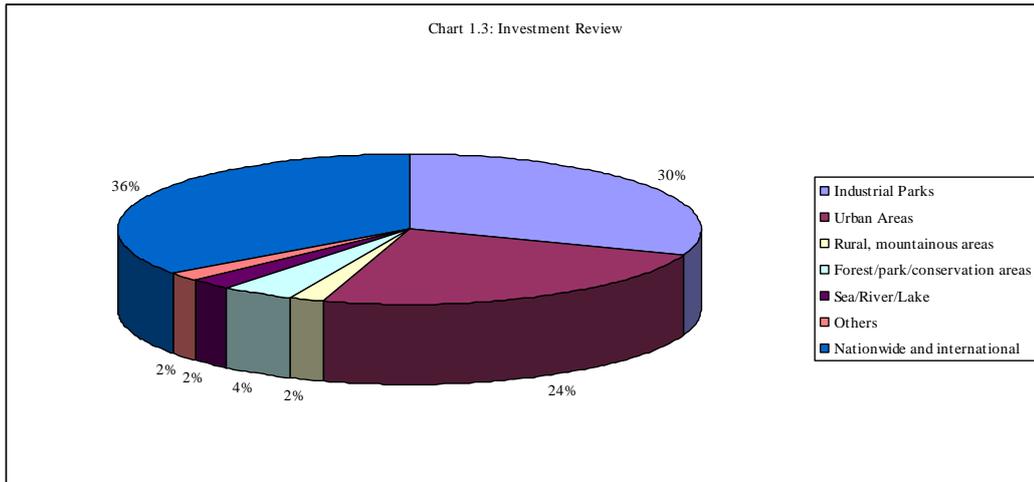
The Thanh Nien and the Lao Dong news have worked with the same mechanism in environmental reporting responsibility as presented above in Table 1. Correspondents and environmental journalists may coordinate with each other to report an important issue under the Editorial Board's orientation. The correspondents report on local environmental issues and the journalists can search for additional information from the ministries and agencies to report the problems at a larger level. The above mechanism puts pressure on journalists, forcing them to follow new cases, hot affairs, and controversial topics. Thus, the work assignments and duty regulation of environmental journalists should encourage them to actively gather information and report environmental issues.

With the Investment Review, the journalists have to keep track of other subjects besides environmental topics, while the Editorial Board does not have a specific norm for environmental news and stories per month. Journalists often discover topics and then propose them to the editor. From the journalists' proposals, the editor will decide to publish articles on the topics or not. The editor directs journalists to write articles on only a number of current events or special subjects.

The geographic distribution of journalists affects environmental coverage. With a nationwide correspondent network, the Thanh Nien and the Lao Dong have the broadest coverage (Chart 1). By contrast, an analysis of English news from the Vietnam News, showed a heavy bias toward southern Vietnam with 71% of articles from this region. Articles of the Thanh Nien and the Lao Dong do not only focus on one or two specific areas but also cover diverse ones from industrial zones and urban areas to rural and mountainous areas.

Chart 1: Area of reporting



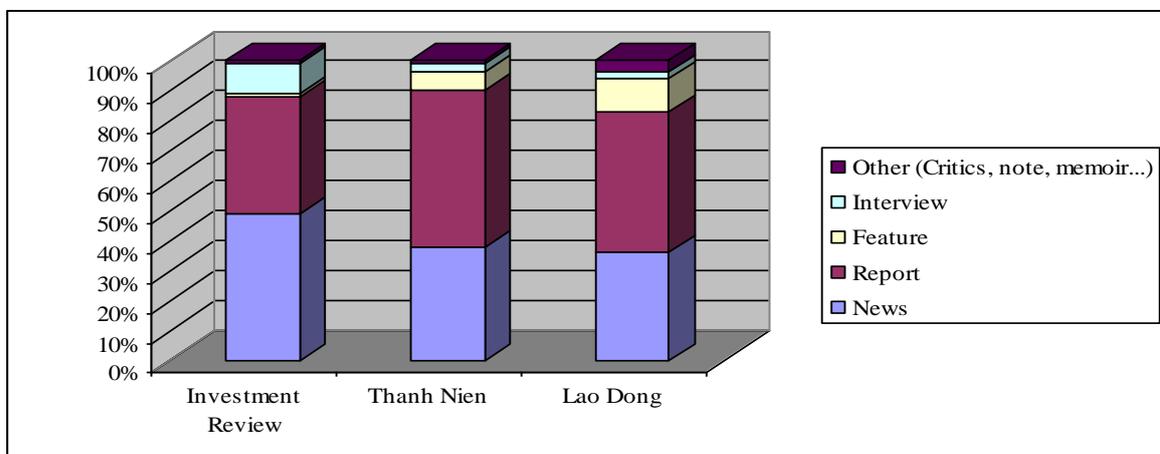


None of the studied newspapers had a special environmental page or issue, and thus environmental articles have not been printed in a fixed position, readers have been unable to search for environmental news in a particular place. In the Thanh Nien<sup>(2)</sup>, environmental articles have been presented in the news pages of Events, Current Events, Economic, Reader Opinions, etc. Environmental news in the Lao Dong may appear in the pages of Current Events, Socio-economic, Labor Union, and Reader or Feature page. In Investment Review, environmental articles can be found in the page of News, Investment Opportunities, Social Life, Business-Entrepreneur, Supply-Demand, and Events-Comments.

The level of public interest decides the location (such as the front page or inside pages) of published articles in each issue. For the three newspapers, the editors are considered to be the first readers to evaluate how news or stories will attract the target audience. Then the editors decide where to place the article: the front page, which includes the most significant issues or an inside page. In 2010, the percentage of environmental articles on the front page was as follows: the Thanh Nien and the Investment Review - 2%, the Lao Dong - 19%. Thus, different editors have had different views on the attractiveness of environmental stories for their target audience.

Interviewing representatives from the three newspapers showed that journalists are assigned an active role in the selection of environmental issues and how to report them. In other words, in many cases environmental reporting depends primarily on the journalist's ability to discover and explore each issue. Journalists will decide whether it is necessary to report an issue and through which type of journalism it will be reported (news, articles, reports, investigations, etc.). Most of the environmental news raises issues. There is no research or in-depth coverage. Nor are there any commentary or opinion pieces on broader conditions and trends. This is presented by the percentage of news and article categories published in three newspapers, shown in the below Chart 2.

*Chart 2: Categories of reporting*



<sup>2</sup> There is special environmental page in Thanh Nien, Sport and Entertainment named "Green Life" (Office of the Thanh Nien Newspaper in Ho Chi Minh city). Due to ineffective operation and budget shortage in economic crisis, the page was discontinued.

Based on journalists' articles, the Editorial Boards and the Editors play the role of controlling information only (checking whether the information will attract public attention), and advise how to attract the most public attention. They will decide whether to publish the article or not. Therefore, if a journalist would like to publish his story, he should satisfy an additional requirement: to understand the newspaper's style (choose a newspaper with editor's interests that correspond to their own). Then they may be able to convince editors to approve of their ideas. Thus, while journalists play an active role in selecting and reporting on environmental problems, editors play a decisive role in deciding what are published and what messages are transmitted.

**2.1.3 General conclusions**

- The level of environmental reporting depends on the specialization level of journalists. Newspapers with journalists who specialize in environmental issues will have more diverse environmental news.
- The network of correspondents has also had a positive impact on environmental reporting.
- Journalists have an important role in exploiting information and editors play a decisive role in the orientation of environmental reporting.
- The three newspapers do not have environmental special pages, so environmental articles are presented in the same pages as other articles on different topics.
- The level of public interest decides the location of published articles (front page or inside pages) in each issue.

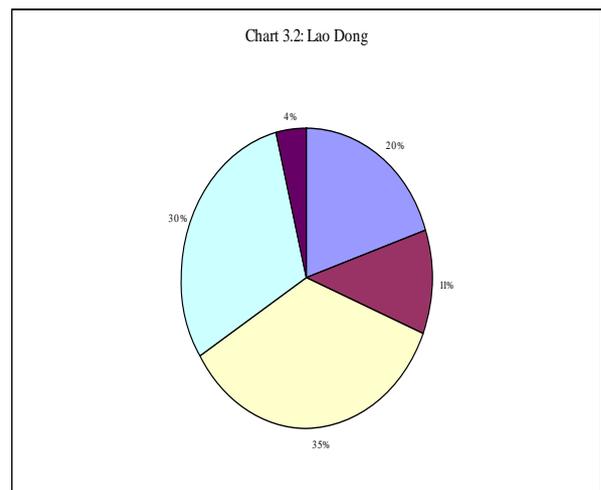
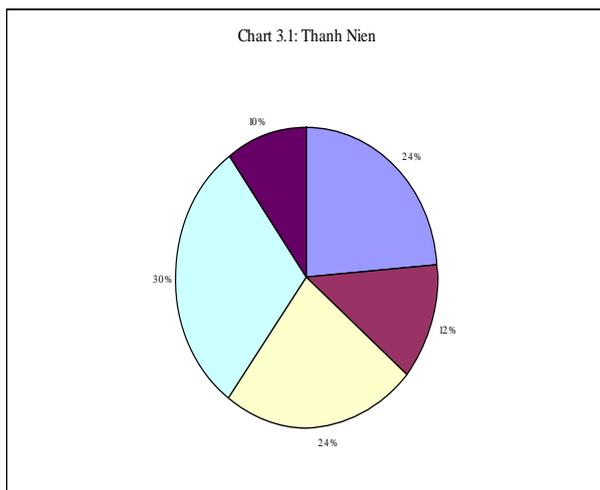
**2.2. The current situation of environmental reporting in these newspapers**

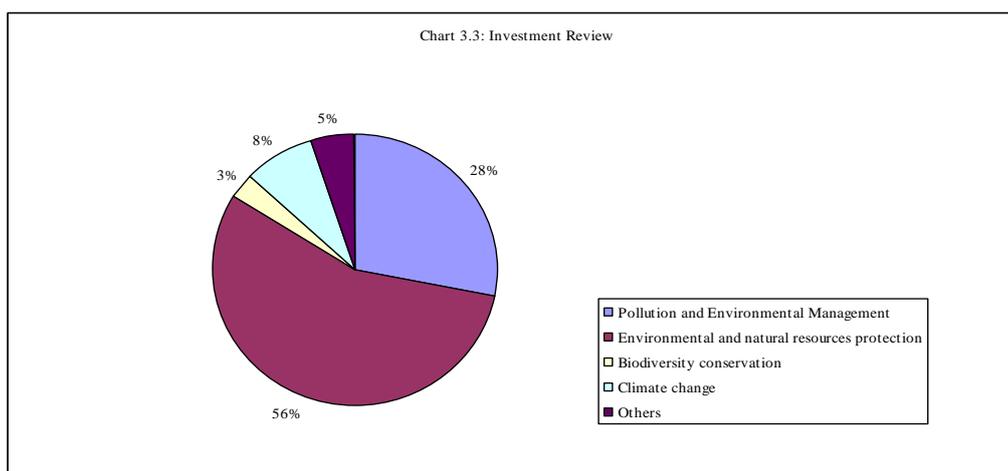
**2.2.1. The reflected fields**

Statistics on the environmental fields shows that:

- Interest level and frequency of media reporting of the three newspapers are different for each environmental field.
- There are more articles in the fields of environmental pollution, environmental management, environmental protection, and natural resources than other environmental fields.
- The frequency of environmental news/stories is different in each newspaper and depends on the attractiveness of each issue, public interest, or awareness of journalist/editors on the importance of environmental information in each field. This is shown in the Chart 3 below:

*Chart 3: The environmental field reported*





## 2.2.2. The reflected contents

### 2.2.2.1. The current situation of environmental pollution

The three newspapers have focused on providing environmental pollution information<sup>(3)</sup> regarding specific topics. However, the reporting level between different topics are not the same. In the field of environmental pollution, the three newspapers have reported frequently on wastewater pollution and wastewater management (surface and ground water), sewage, garbage and garbage management, and hazardous waste.

However, in 2010, the information about other types of pollution was not largely reported on, such as soil pollution, agricultural pollution, and air and smog pollution/environmental health (including air pollution's effect on people's health and food safety) (Table 2).

Table 2: Topics of environmental pollution reflected in the three newspapers

Topics	The Investment Review	The Thanh Nien	The Lao Dong
<i>Pollution in agriculture production</i>	≈ 1%	2%	≈ 1%
<i>Waste, garbage; waste and hazardous waste management</i>	3%	7%	6%
<i>Water pollution and wastewater management (surface and ground water)</i>	7%	5%	7%
<i>Soil pollution</i>	≈ 1%		
<i>Air and smog pollution or environmental health (including air and smog pollution that have affected human health and food safety)</i>	1%	2%	3%

<sup>(3)</sup> Environmental pollution information includes:

- State policies, standards, norms, clean technologies, and cleaner production application
- Training for capacity building and awareness raising of environmental pollution and environmental management
- Managing and responding to environmental incidents, handling polluting facilities, implementing pollution control plans in the national/industrial/local level
- Area pollution (trade villages and industrial parks) on a large-scale (including water, soil, air, and noise pollution)
- Industrial pollution (including mining pollution) to the environment and human health
- Agricultural pollution
- Waste, garbage; waste and hazardous waste management
- Water pollution (surface and ground water), wastewater, and waste management
- Soil pollution
- Air and smog pollution/environmental health (including air and dust pollution that affect human health and food safety)
- Projects; works to recover and regenerate polluted points/areas/regions to deal with rescue environmental problems
- The advanced models and excellent individuals in the field of environmental pollution and environmental management
- Information on international and national workshops in the field of environmental pollution and management
- Other topics in the field of environmental pollution and management

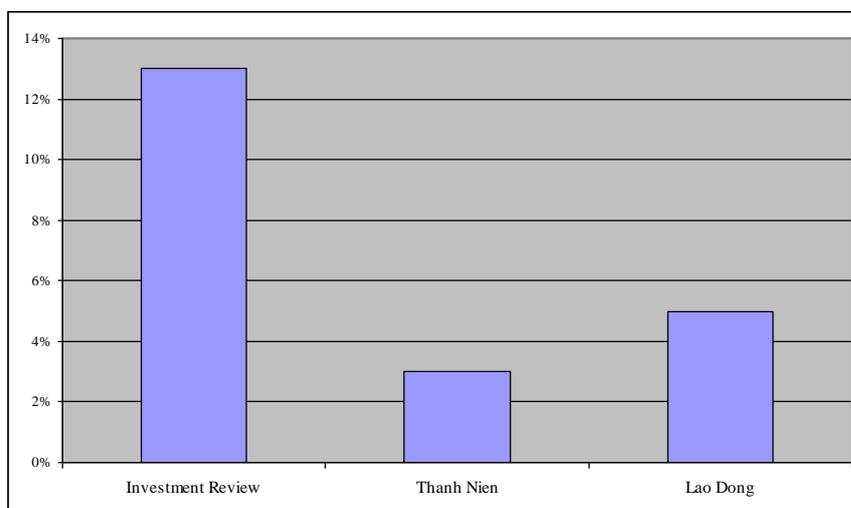
In 2010, these newspapers focused on reporting on violations of enterprises in the discharge of waste in Hanoi's suburbs. The Thanh Nien emphasized continuously that factories in industrial zones near Hanoi's suburbs discharged poisonous gas during the evening (5 articles) and Vedan's compensation for local people affected by the company's untreated discharge into Thi Vai river (in the South of Vietnam) (20 articles). The Investment Review had a series of investigative stories on environmental pollution caused by illegal discharge from the Tungkuang steel factory and the Miwon food factory. The Lao Dong published a series of features on the status of environmental pollution in Da Nang City – the third largest city in Vietnam (4 articles), the Cai Lan Vegetable Oil Company's discharge (3 articles), gold mining in Cao Bang Province because of water source pollution (3 articles), the Tungkuang company's discharge (2 articles), illegal waste buried in Binh Duong Province (5 articles), etc. The results are supported by an analysis of The Vietnam News in which urban and industrial topics were common (23%), including frequent reference to water issues and environmental pollution.

Quantity of features and commentary on large-scale pollution or types of pollution has been different in the three newspapers. Specifically, the percentage of news/articles on large-scale pollution in the three papers has been shown as follows: the Investment Review - approximately 1%, the Thanh Nien - 2%, the Lao Dong - 4%.

News and articles on the State's policies and regulations in the field of environmental pollution has not appeared much in the three newspapers. In detail, the percentages of articles on common policies, standards, and norms that have been applied in clean technologies and cleaner production are as follows; the Investment Review - 2%, the Thanh Nien - approximately 1%, the Lao Dong - 1%.

Between the newspapers, there have been differences in the reporting level on activities of related the government offices, especially in the fields of environmental management and response to incidents, handling of polluting facilities, and implementation of pollution control plans at the national level (Chart 4).

*Chart 4: The reporting percentage on management and response to environmental incidents, handling of polluting facilities, and implementation of pollution control plans at the national level*



### 2.2.2.2. Environmental protection and natural resources

Topics in the field of environmental protection and natural resources<sup>(4)</sup> have been reported differently in the three newspapers as follows Table 3:

<sup>(4)</sup> Environmental protection and resources conservation information includes:

- State policies and programs, management tools for environmental protection, and resource conservation
- Capacity building and awareness raising activities and exchange of information on environmental protection and resources
- Degradation of natural resources and environment (forests, soils, wetlands, water, air, and seas), including the effects of invading immigrated species on environmental ecology
- Processing technology in the environmental and resource protection field
- Projects/programs created for protecting and improving major environmental areas: industrial and urban zones, marines, coasts, and islands, river basins and wetlands, rural areas and mountains, natural and culture heritage environments
- Energy (conventional and renewable)
- Advanced models and experienced individuals in the field of environment and resource protection

Table 3: Topics in the field of environmental protection and natural resources reported

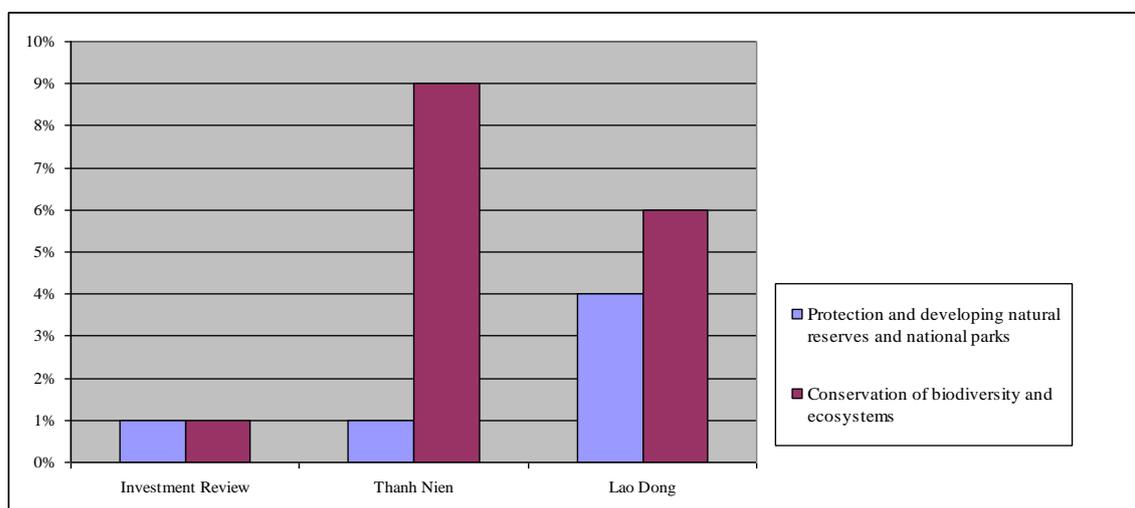
Topics in environmental protection and natural resources field	The Investment Review	The Thanh Nien	The Lao Dong
Capacity building and awareness raising activities	1%	3%	6%
Degradation of natural resources and environment (forests, soils, wetlands, water, air, and seas), including issue of immigrated species	1%	7%	14%
Projects/programs created for protecting and improving environment	5%	2%	

On the issue of natural resources and environmental degradation, the newspapers have also included the dangers of unplanned mining. For example, the Thanh Nien published a series on massive ore exploitation in Bac Kan (8 articles) and a warning on bauxite exploitation (9 articles). The Lao Dong published a special series on fires in the Highlands and South Central areas (more than 10 articles), uncontrolled logging in Cao Bang (2 articles), and unplanned mining that has affected on local people's lives (5 articles).

#### 2.2.2.3. Biodiversity conservation

Biodiversity conservation<sup>(5)</sup> has been reflected at different levels in the three newspapers. This is shown in the following rates: the Thanh Nien - 12%, the Lao Dong - 11%, the Investment Review - 3%. The difference in reporting biodiversity conservation in the three newspapers is shown as follows:

Chart 5: Reporting on the protection and development of nature reserves, national parks and biological diversity and ecological conservation systems



- Information on international and national workshops in the field of environment and resource protection

- Other topics in the field of environment and resource protection

<sup>(5)</sup> Biodiversity conservation information includes:

- Protect and develop natural reserves and national parks, conservation watershed ecology, and specific ecosystems

- Develop and expand the area of forest vegetation

- Protect biodiversity

- Conservation of biodiversity and ecosystems (animals both on land and water, conservation areas, national parks, and biosphere reserves), conservation of genetic resources, also including negative issues as value and endangered species hunting, conservation of genetic resources, etc.

- Typical models in nature and biodiversity protection

- Information on international and national workshops on nature and biodiversity protection

- Other topics in the field of nature and biodiversity protection

The newspapers have provided valuable information for the public audience through individual stories or specific topics. For example, the Thanh Nien printed a special series on the illegal trafficking of nearly 100 monkeys in Phu Yen – a southern province – (6 articles) and a dangerous level of alien species – such as red-ear turtle – (3 articles). The Lao Dong published a series on the decrease of redheaded cranes in Kien Giang (6 articles) and the illegal cutting of elephant tails (3 articles).

Many topics have not been frequently mentioned, such as forest development and expanding vegetation areas and biodiversity conservation, which account for approximately 1% of the articles printed in the three newspapers.

#### 2.2.2.4. Climate change

The three newspapers have had different reporting levels on the topic of climate change<sup>(6)</sup>. It is notable that there have been many articles on extreme weather such as heavy rain, floods, droughts, or disasters such as earthquakes. The rate is as follows: the Investment Review - 1%, the Thanh Nien - 16%, and the Lao Dong - 9% (see Table 4).

Table 4: Topics in the field of climate change reported

Topics in the climate change field	The Investment Review	The Thanh Nien	The Lao Dong
State policy and programs in the climate change field	≈ 1%		
Capacity enhancing, awareness raising and information exchange on climate change	≈ 1%		1%
Scientific research on climate change (sea level rise, greenhouse gas emissions, etc.)	≈ 1%		2%
Energy (energy efficiency, renewable energy, green energy, etc.)	5%	3%	1%
Forestry (PES, REDD, etc.) in the climate change field	1%	≈1%	

In 2010 there were not many articles in the three newspapers providing information on the guidelines, policies, and programs of the State, science of climate change, or measures of climate change adaptation (concerning energy and forests).

#### 2.2.2.5. Discovering weak points of environmental management

The three newspapers mentioned weak points of environmental management regarding specific issues under a certain number of topics. These detections appeared to be correct, because the three newspapers did not publish any corrections in 2010<sup>(7)</sup>.

Information on environmental law enforcement of The government offices has appeared in the three newspapers as follows: the Investment Review - 4%, the Thanh Nien - 6%, the Lao Dong - 2%. Some of the problems reported by the three newspapers have been solved by authorities. After the Thanh Nien

<sup>(6)</sup> Climate change includes:

- State policy and programs of climate change
- Capacity enhancing, awareness raising and information exchange on climate change
- Scientific research on climate change (sea level rise, greenhouse gas emissions)
- Energy (energy efficiency, renewable energy, green energy, etc.)
- Forestry (PES, REDD, etc.) in climate change
- Risk management and disaster prevention in the adaptation to climate change
- Advanced models and excellent individuals in the climate change field
- Information on international and national workshops on climate change
- Other topics in climate change

<sup>(7)</sup> Under the Press Law, if the information reported is inaccurate or completely wrong, the Newspaper must issue corrigenda.

published a series on factories discharging toxic gas at night in Hanoi suburbs, the Ministry of Natural Resources and Environment ordered the Department of Natural Resources and Environment to inspect and coordinate with the Environmental Police under the law in the areas mentioned. The Lao Dong reported on the polluted Cau Trang River (Da Nang City) and since then the city's People Committee has made positive measures such as reviewing pollution treatment projects and punishing the staff related to corruption in the pollution treatment projects. Some detection of weakness in environmental management has received positive feedback, and even solutions. However, other detections by newspapers did not receive any feedback and/or the participation of authorities to solve the problems. This means that the level of shortcomings in environmental management was not strong enough to create public interest or to attain authoritative participation. Specifically, after a series from the Thanh Nien on factories discharging toxic gases, readers did not have the opportunity to read any following information about the results of inspection or solution implemented by the local Department of Natural Resources and Environment. Similarly, after posting a series on the invasion of the redheaded cranes residence area in the Lao Dong, there was no feedback from authorities.

**Box 1: The positive response of the government to the issue of bauxite in the Highlands**

In 2010, bauxite in the Highlands continued to be a controversial issue and attracted special attention from the entire society when the red mud incident occurred in Hungary. Red mud is a byproduct of refining bauxite into aluminum oxide - the basic raw material for aluminum production. At that time, there was two questions for investors and the authorities: whether the two projects in bauxite mining and alumina processing in the Central Highlands were effective economically and whether the accident in Hungary could be repeated in Tan Rai (Lam Dong) or in Nhan Co (Dak Nong).

Apart from updating information in many articles, correspondents of the Thanh Nien and the Lao Dong interviewed state representatives on those two critical questions. Thus, the audience received sufficient information on the government's actions regarding these concerns. Representatives of the Ministry of Natural Resources and Environment – the state environment management agency and representatives of the Ministry of Industry and Trade (the agency managing the projects) – all confirmed that the two projects of bauxite in Highlands were both valuable and safe enough that such accidents would be unlikely to take place in Vietnam. In addition, to address public concerns, the Vietnam Congress, which represents the voice of citizens, made similar conclusions after a delegation of the Committee on Science, Technology, and Environment of the Congress worked with representatives of the bauxite project in Tan Rai and Lam Dong Province and alumina production plant in Dac Nong Province. To get an objective answer on the safety concerns of red mud processing areas, the Ministry of Industry and Trade required Vietnam National Coal and Mineral Industries Group to select an independent foreign consulting organization to re-evaluate the technical design of the red-mud lakes for the two projects. The above information meant that the government made considerable efforts to answers the two questions posed by society. Thus, the fact that the press in general, and the Thanh Nien and the Lao Dong in particular, reported promptly and accurately opinions and solutions of the government's leaders helped readers to understand the issue better in terms other than the opinions of scientists, experts, and businesses.

2.2.2.6. Educational content to raise awareness and responsibility for environmental protection

Depending on the interest level of readers, the three newspapers have printed a certain number of articles per week to provide information to the public and thereby raise awareness and environmental responsibility. The three newspapers have played an important role in informing, encouraging, and mobilizing the participation of the community in sharing their knowledge on current environmental issues. In addition, the information from interviews with local people has been cited. The frequency of information from the source of local people in each newspaper has been the Thanh Nien - 30%, the Lao Dong - 31%, the Investment Review - 8%. Accordingly, local people have gained awareness of their responsibility regarding environmental issues. Thus, using information from local people not only helps to mobilize the community reading about and discovering environmental issues but also helps to raise their awareness and responsibility for environmental protection.

In 2010, the Ministry of Natural Resources and Environmental highlighted 77 excellent persons in the environmental field. The three newspapers have reported on the excellent persons in different frequencies (Table 5).

*Table 5: Information on advanced models and persons in environmental protection*

<b>Advanced models and persons in environmental protection</b>	<b>The Investment Review</b>	<b>The Thanh Nien</b>	<b>The Lao Dong</b>
<i>In the pollution and environmental management field</i>	≈ 1%	1%	≈1%
<i>In the environmental and resources protection field</i>	8%	5%	2%
<i>In the biodiversity conservation field</i>	1%	≈ 1%	
<i>In the climate change field</i>	≈1%	1%	≈1%

Thus, the three newspapers have generally not given much information on the experienced individuals. This trend has affected the increase of professional persons in environmental protection.

Three newspapers have presented different quantities of news/articles about environmental events, such as the environmental anniversaries in 2010. Among eight highlighted events organized by the Ministry of Natural Resources and Environment in 2010, the Thanh Nien and the Lao Dong reported five events and the Investment Review reported only two events. Out of the 16 environmental anniversary days reported by the General Department of Environment, the Thanh Nien published articles on eight days, the Lao Dong on four days, and the Investment Review on two days.

**Box 2: Increased public awareness through the compensation of Vedan Vietnam Company case**

In 2010, an older case from 2008 was focused on by the Thanh Nien and the Lao Dong with new details. This included the fact that Vedan Vietnam Company admitted to polluting the river, but did not compensate for it as required by the local people of Ho Chi Minh City, Dong Nai and Ba Ria Vung Tau province. As mentioned before, the Vedan Vietnam Company case is not recent. The public knew that the company had discharged untreated waste to Thi Vai River from 09/12/2008. Since then, the press has constantly updated new information on the issue through the case details and responses from the government officials, scientists, lawyers, and local people. By the end of 2009, Vedan Vietnam Company admitted that they “once polluted Thi Vai River’s main current approximately 10-11 km”, but did not agree to acknowledge the number of directly affected people.

From January to December 2010, the Thanh Nien and the Lao Dong constantly reported on new happenings concerning the case, providing information on the support and specific help from state agencies, lawyers, and enterprises that enabled local people to pursue the case. Such the information helped the local people to understand that they have the right to sue for damages if their benefits were affected and it also encouraged members of the society to support victims, as well as protect the interests of the public. Thus, the public environmental awareness increased and they actively joined the case. It was the first time witnesses had seen 1,255 farmers from Ho Chi Minh City, Ba Ria Vung Tau, and Dong Nai Province collectively participate in a lawsuit against a foreign invested enterprise. It was also the first time that Vietnam public altogether boycotted a polluting enterprise - one who polluted the environment and affected community benefits. Aside from the government’s determination “to help people and solve the case completely”, these above active actions pressured Vedan Vietnam into agreeing to compensate 45.7 billion VND for farmers in Ho Chi Minh City, 53.6 billion VND for those in Ba Ria Vung Tau Province and nearly 120 billion VND for Dong Nai Province’s farmers.

It was a successful case of environmental reporting through the role of the press. Due to this, people not only recognize issues but also recognize particular actions that may be taken to protect their lives and the environment.

### 2.3. Reporting level

#### 2.3.1 Reporting coverage

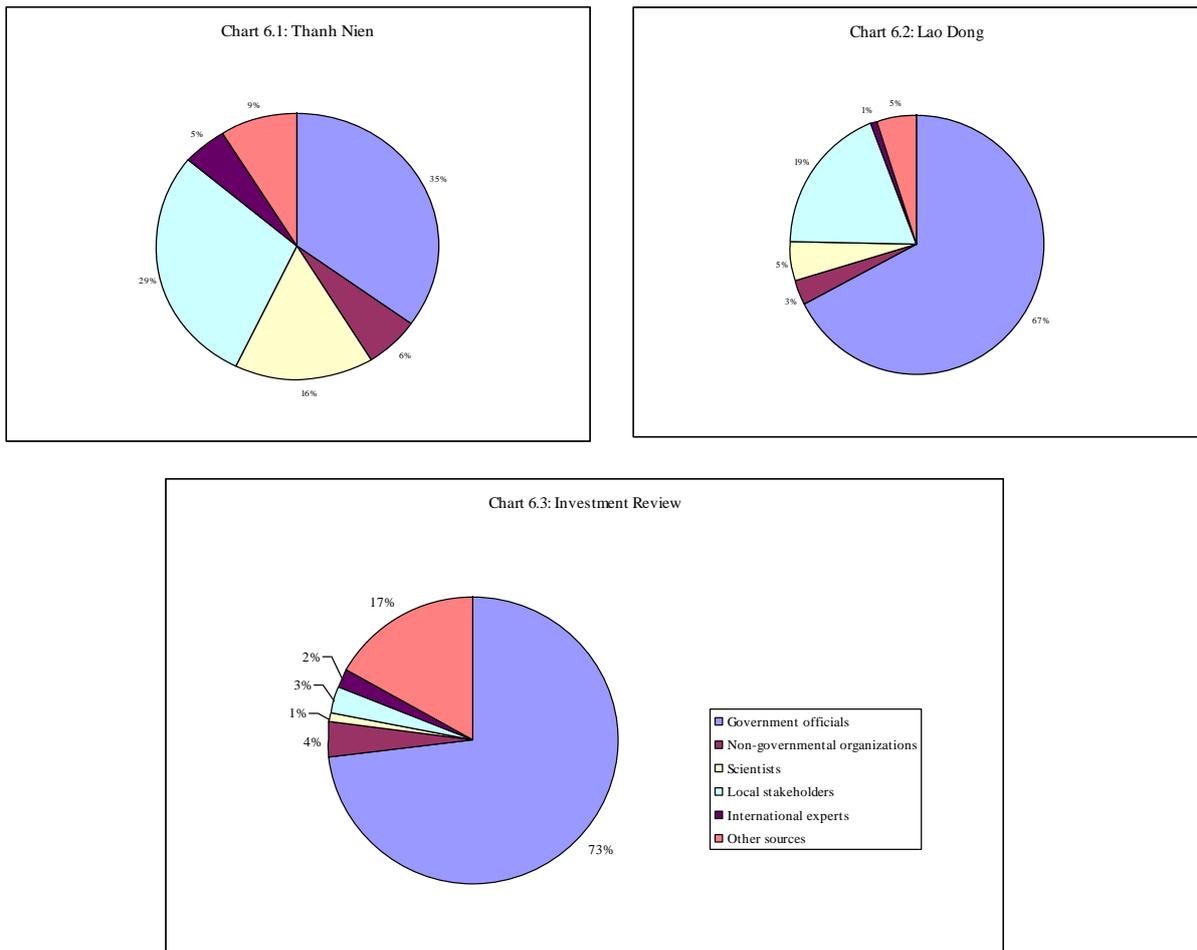
Most of the environmental issues discussed in the three newspapers are local with different proportions. Specifically 66% in the Investment Review, 87% in the Thanh Nien, and 92% in the Lao Dong.

Information on international environmental activities in Vietnam as well as environmental activities of Vietnam in foreign countries were seldom published in the newspapers. Publishing rate as follows: the Investment Review - 4%, the Thanh Nien - 4% and the Lao Dong - 2%.

#### 2.3.2. Sources of information

The three newspapers have reported on the environmental fields from different angles (in terms of the government, citizens, scientists, international experts, businesspersons, etc.), yet the government has been prevalent as the main source. This means that the three newspapers have acted as a “forum” for people to discover positive or negative factors, and to express their views and their thoughts. Depending on the target audience of each newspaper, the information sources are different (Figure 6).

Chart 6: Sources of information



We can then draw the conclusion that the three newspapers have played an intermediary role for posting comments, different views, and environmental sources.

### 2.3.3 Appearance

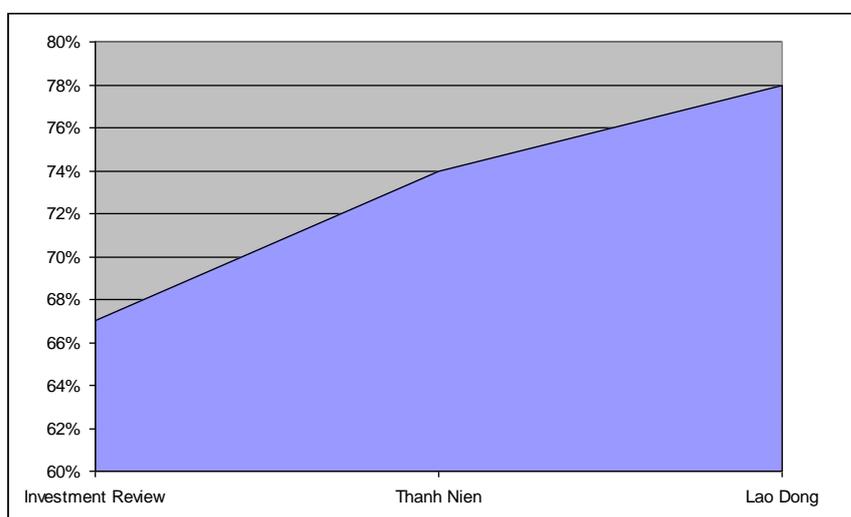
The three newspapers have displayed the strength of sharing information effectively through language, fonts, and headlines (to attract readers to read news/articles) (Table 6). It is easy to understand such news/articles, because the newspapers implement simple Vietnamese terms and effective fonts and headlines, but among the three sources, there are different levels of attractiveness.

Table 6: The expressions of environmental information

Expressions	The Investment Review	The Thanh Nien	The Lao Dong
Language (easy to understand)	97%	99%	99%
Use of Vietnamese terminology	80%	92%	83%
Font (easy to read)	100%	98%	83%
Title (attractive to reader)	56%	68%	75%

The conspicuous level of news/articles is the Investment Review - 67%, the Thanh Nien - 74% and the Lao Dong - 78%. Therefore, to increase environmental reporting, editors should regulate the position of environmental articles (Chart 7).

Chart 7: The conspicuous level of the article position



The three newspapers have expressed different ratios concerning the presence or lack of illustration with the ability to make a lasting impression. Therefore, editors can increase effectiveness of news/articles by selecting illustrations better able to create certain impressions (Table 7).

Table 7: The effectiveness in environmental information expressions

Effectiveness in expressions	The Investment Review	The Thanh Nien	The Lao Dong
Impressive	19%	48%	49%
Unimpressive	47%	38%	40%
Not assessment	34%	14%	11%

### 2.3.4. General conclusions

In 2010, environmental information appeared frequently in the three newspapers. In particular, the Thanh Nien and the Investment Review expressed their principles and visions on environmental topics via reporting, and attracted public attention on issues such as environmental pollution, resource degradation, climate change, etc. This result could be achieved because the Editorial Board reserved a certain space for environmental reporting in most issues. Additionally, since specialized environmental journalists and correspondents have come to understand the taste of particular editors, most environmental news/articles have been published.

Although the Investment Review did not include the environment in its main principles/vision, it presented a large amount of news/articles related to the environment in 2010. This means that the editorial board of the Investment Review has highly acknowledged the relationship between socio-economic issues and the environment, and has identified environmental protection as an important component of the green economy - the economy that the government has developed. On that basis, journalists discovered and reported topics related to sustainable development, such as foreign investment projects (daily discharged waste and polluted environments) contradicting government policies, praiseworthy persons and models of successful implementation (clean technology and energy efficiency projects), and other investment opportunities in specific environmental topics.

The effectiveness of environmental reporting in the three newspapers expressed through public satisfaction (of participants questioned through a survey) with the quality of environmental information in 2010 is as follows: the Investment Review - 70%, the Thanh Nien - 71%, and the Lao Dong - 84%.

From the above notes, we can draw the following conclusions:

- The three newspapers have reported different on environmental areas at different levels of frequency.
- Information on state policies and regulations as well as experienced persons and models has not appeared much in the news.
- Most of the reports on detected weaknesses and shortcomings in environmental management have received positive feedback from state agencies.
- The three newspapers have served as an intermediate unit for posting comments, opinions of local people, and many sources of environmental information.
- To enhance reporting effectiveness, it is necessary to improve the quality of titles and illustrations.

#### **2.4. Strengths and limitations of environmental reporting in the three newspapers**

In this section of the report, strengths, weaknesses, opportunities, and threats of the three newspapers in environmental reporting at the present are integrated in the SWOT matrix below. The insights in this matrix are based on survey data collected from readers of the newspapers in 2010 and three in-depth interview with 3 journalists and 3 editorial leaders.

<b>Strengths</b>	<b>Weaknesses</b>
<ol style="list-style-type: none"> <li>1. All three newspapers have specialized journalists in charge of environmental news. Each environmental journalist knows advantages on how to exploit and access information resources easily.</li> <li>2. Most journalists have been qualified in professional operations and possess sufficient professional knowledge.</li> <li>3. Editorial leaders have paid attention and given guidance to environmental reporting. The Investment Review and the Lao Dong plan to train journalists through participation in workshops and training events.</li> <li>4. Newspapers are considering introducing special payments to encourage journalists to uncover and report on environmental problems. The Thanh Nien has a dedicated budget for environmental stories.</li> <li>5. All three newspapers have special letter pages or “boxes” to encourage feedback and comments from readers to the editor.</li> <li>6. Facilities are good, creating favorable conditions for journalists to operate in.</li> <li>7. The Investment Review has experienced working with sponsor agencies (eg UNDP) and received direct funding from these organizations.</li> </ol>	<ol style="list-style-type: none"> <li>1. None of the newspapers has a special section or page dedicated to environmental issues.</li> <li>2. There are few stories based on site visits.</li> <li>3. Journalists’ awareness and understanding of environmental issues have not met the current requirements. Limited environmental knowledge has affected the quality of newsgathering and writing. It has taken time to learn the information and terminology. Lack of prompt, sensible, and timely performance.</li> <li>4. Journalists have limited English language skills, which limits their ability to access non-Vietnamese information sources.</li> <li>5. Information collection network and collaborators have not been completed, neglecting several topics.</li> <li>6. The Lao Dong and the Investment newspapers house a lack of funding and training opportunities for journalists. Low traveling expenses have somewhat affected journalists’ enthusiasm in detection and going to the field.</li> <li>7. Operational facilities (camera, video camera, etc.) have not met professional requirements, affecting audience attraction based on illustration in articles.</li> </ol>

Opportunities	Threats/Challenges
<ol style="list-style-type: none"> <li>1. Articles on the environment in 2010 that gained reader satisfaction have proportionally increased.</li> <li>2. MONRE's training has equipped journalists' basic environmental knowledge.</li> <li>3. Journalists can access environmental information from MONRE/VEA press conferences and via regular email.</li> <li>4. The Thanh Nien and the Investment Review recognize that environmental news attracts readers and that public interest in the environment is growing (this is related to the number of readers, issues, and profit).</li> <li>5. The Investment newspaper considers environmental reporting as a method of advertising and attracting advertising for the newspapers (for example, a win-win situation could be created between the press and clean technologies enterprises).</li> <li>6. The Investment newspapers have received support from external funding to carry out communications and environmental protection.</li> </ol>	<ol style="list-style-type: none"> <li>1. Since environmental management is the responsibility of different ministries/agencies, there is no single comprehensive government information source.</li> <li>2. There has been no clear-cut policy on the provision of environmental information to the press. The administrative procedures in the process of providing information to the press are not reasonable when journalists need to interview or there are environmental problems.</li> <li>3. Awareness and basic understanding from the public on environmental issues is not high, affecting the process of gathering and reporting environmental problems and supporting the feedback of the public</li> <li>4. There is competition for space, and since it is hard to sell advertising for environmental news, there is little news coverage; banking and finance attract much more advertising, etc.</li> </ol>

Through the SWOT matrix, the research group has deduced the basic points of the current environmental reporting situation, including:

These are nationwide newspapers, whose journalists all have qualifications and professional skills. Readers filled expressed high satisfaction through evaluation forms. However, environmental knowledge of the journalists in general is limited and does not meet the requirements of collecting and reporting environmental issues in the global economic integration today. This is one of the reasons why there is little environmental news with deep analysis to propagate and raise public awareness. The lack of environmental knowledge and professional understanding more or less influences the process of collecting and processing information.

Although all three newspapers are interested in reporting environmental issues and for the most part have policies encouraging journalists to write about the environment, none of these newspapers has a designated page for the environment. Only the Investment Review produces a magazine about the environment once a year, with financial support from external funding. There is the question of why such an important topic, related to all aspects of social life and the development of the nation and the region, fails to become an individual section in each newspaper. This needs to be researched further.

The Thanh Nien and the Investment Review newspapers recognize the benefits and potential economic opportunities of reporting environmental issues that could attract readers, and thus increase the publication quantity, advertisements of environmental technology and products, links to business, etc. The question is how to reasonably exploit this potential market to both obtain environmental awareness and harmonize economic interests regarding of the press and businesses. In addition to the orientation of the newspapers, the government and MONRE should have a policy to create a legal corridor for the newspapers' activities concerning the environment.

There are limitations to accessing information sources for reporting environmental problems, in particular collecting information, making interviews, and gathering opinions of environmental management authorities are often not as simple as expected. The environmental management authorities do not have designated spokespersons and there is a lack of coordination between them when providing information. This influences the orientation and timeliness of the news in the newspapers. A reformation of the mechanisms involved in providing information must take place and be officially announced to the press. Moreover, regulations should be created in order for the press to access information and resources.

## **PART 3: CONCLUSIONS AND RECOMMENDATIONS**

### **3.1. Conclusions**

- Environmental news has been recognized as a key topic for attracting readers. Some newspapers have noted the benefits and opportunities that were a reflection of environmental issues. None of the three newspapers printed a special environmental page or issue. Therefore, regarding all three newspapers, environmental articles are not printed in a fixed position and so readers are unable to easily locate environmental news on particular pages.
- The assignment of duties and regulations for the responsible journalists has a positive impact on the newspaper's reflection of environmental problems. Newspapers with journalists who specialize in environmental issues will have greater diversity in environmental news.
- The level of public concern decides the location (page or pages) of the environmental news in the paper. While journalists play an active role in selecting and reporting on environmental problems, editors play a decisive role in selecting what to publish and what messages to transmit. Improving the quality of environmental reporting therefore requires working with editors.
- The distribution of journalist affects geographic coverage.
- Most of the environmental coverage focused on local issues and there was little news of national or international environmental issues.
- Depending on the ability to access and explore information from journalists and Editorial Board's perspective, environmental news coverage on each newspaper are varied accordingly.
- The government remains a reliable and dominant source of information. Newspapers report the information that the government provides them with. There appears to be minimal independent investigation or use of non-government information (eg NGOs).
- Most of the environmental news raises issues. There is no research or in-depth coverage. Nor are there any commentary or opinion pieces about broader conditions and trends.
- The newspapers tend to detect weaknesses and problems in environmental management activities through problems with specific guidelines, policies and regulations of the state regarding the environment, as well as environmental projects that have not been mentioned much. The newspapers have not trend to focus on highlighting environmental successful models, the environmental days.

### **3.2. Recommendations**

#### *3.2.1. For newspapers*

- Establish an incentive system to encourage journalists to research and investigate environmental issues (rather than depend on what the government tells them).
- Consider a specialized environmental news page to encourage more environmental reporting and raise public interest.
- Organize short training courses to expose journalists and editors to new ideas, methods, data and information sources, etc.
- Dedicate more time to editing text, improving quality of photos and illustrations, formatting articles, etc., to make environmental stories more visually interesting.

#### *3.2.2. For The government*

Improve procedures for providing information to the press. Specifically:

- Provide background information to the press when asked to do so at very least by email or on web site; formulate a public list of people to contact for further inquires.
- Proactively share information with journalists on new and emerging issues.
- Hold press conferences when politically sensitive environmental problems such as oil spills or large-scale industrial pollution occur.
- Cooperate with newspapers to organize short training courses for journalists and editors to improve reporting capacity and build relationships between journalists and government staff.
- Promote problems, such as biodiversity loss, that receive relatively little coverage and encourage journalists to highlight the weaknesses of state management.
- Encourage the establishment of existing networks for environmental journalists and links between journalists, scientists, managers, etc.

## APPENDIXES

### APPENDIX 1: QUESTIONNAIRE

No.:.....

Name of processing:.....

Date: \_\_\_/\_\_\_/\_\_\_

Time of processing: from .....to.....

#### I. GENERAL ARTICLE INFORMATION

1. Article name: .....

2. Journalist/Writer name.....

3. No.:.....

Issued date \_\_\_/\_\_\_/\_\_\_

4. Type of newspaper

<i>Daily</i>	<i>Weekly</i>
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5. Article topics

<i>Pollution and environmental management</i>	<i>Environmental and resources protection</i>
<i>Nature and Biodiversity conservation</i>	<i>Climate change</i>
<i>Others (please specify):.....</i>	

6. Articles related to the **pollution and environmental management field**

<i>Application of State policies, standards, norms, clean technology, and cleaner production</i>	<i>Training for capacity building and raising awareness</i>	<i>Management and response to environmental incidents, handling of polluting facilities, and implementation of national/industrial/local pollution control plans</i>
<i>Pollution of an area (trade villages, industrial parks, etc.) on a large-scale (including water, soil, air, and noise pollution)</i>	<i>Industrial pollution (including mining) to the environment and its effects on human health</i>	<i>Agricultural pollution</i>
<i>Waste and garbage; waste and hazardous waste management</i>	<i>Water pollution (surface and ground water), wastewater, and waste management</i>	<i>Soil pollution</i>
<i>Smog and air pollution/ Environment health(including effects on human health and food safety)</i>	<i>Projects and works to recover and regenerate polluted points/areas/regions for dealing with environmental problems</i>	<i>Advanced models and experienced people</i>
<i>Information on international or national workshops</i>	<i>Other topics (please specify): .....</i>	<i>Accommodations and proposals</i>

7. Articles related to the **environmental and resources protection field**

<i>State policies, programs and management tools</i>	<i>Capacity building, awareness raising activities and the exchange of information</i>	<i>Degradation of natural resources and environment (forests, soils, wetlands, water sources, air, and seas), including the effect of immigrated species invasion on environmental ecology</i>
<i>Processing and environment and natural resources protection technology</i>	<i>Projects/programs built for protecting and improving environmental pollution areas: industrial and urban zones, marines, coasts, and islands, river basins and wetlands, rural areas and mountains, and Natural Heritage and culture</i>	<i>Energy (conventional energy and renewable energy)</i>
<i>Advanced models and</i>	<i>Information on international or</i>	<i>Other topics (please specify):</i>

<i>experienced people in the environment and resource protection field</i>	<i>national workshops</i>	.....
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8. Articles related to the **biodiversity conservation field**

<i>Protection and development of natural reserves and national parks, conservation of specific ecosystems and watershed ecology</i>	<i>Development and expansion of forest vegetation area</i>	<i>Protection of biodiversity</i>
<i>Conservation of biodiversity and ecosystems (flora and fauna both on land and under water, protected areas, national parks, and biosphere reserves) including hunted rare endangered and immigrated species, conservation of genetic resources, etc.</i>	<i>Advanced models in nature and biodiversity protection</i>	<i>Information on international or national workshops</i>
<i>Other topics (please specify): .....</i>		

9. Articles related to the **climate change field**

<i>State policy and programs</i>	<i>Capacity enhancement, raising awareness and information exchange on climate change</i>	<i>Science of climate change (sea level rise, greenhouse gas emissions, etc.)</i>
<i>Energy (energy saving, renewable energy, green energy, etc.)</i>	<i>Forest related issues (PES, REDD, etc.)</i>	<i>Risk management and disaster prevention in the adaptation to climate change</i>
<i>Advanced models and experienced people on climate change</i>	<i>Information on international or national workshops on climate change</i>	<i>Other topics (please specify): .....</i>

10. Articles related to **other fields**

<i>Environmental information (including data announcement)</i>	<i>Environmental law enforcement</i>	<i>Environmental Impact Assessment/Strategic Environmental Assessment (SEA/EIA)</i>
<i>Other topics (please specify): .....</i>		

11. Location (in the article)

<i>Local place</i>	<i>Nationwide</i>	<i>International</i>
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12. Article summary:

.....

.....

.....

13. Recommendations:

<i>Yes</i>	<i>No</i>
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14. Article category:

<i>News</i>	<i>Reports</i>	<i>Features</i>	<i>Interviews</i>
<i>Other (Critics, note, memoir...): .....</i>			

15. Location of issued articles:

<i>Front page</i> <i>End page</i> <i>Inside page</i> <i>(Page No.....)</i>	<i>Easy to see</i> <i>Difficult to see</i>
---	---

16. Title of article:

<i>Attractive</i>	<i>Unattractive</i>
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17. Language:

<i>Easy to understand</i>	<i>Difficult to understand</i>
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18. Environmental terminology:

<i>100% Vietnamese terms</i> <i>About 50% Vietnam terms</i>	<i>About 60-90% Vietnamese terms</i>
--	--------------------------------------

19. Illustrations:

<i>Impressive</i>	<i>Unimpressive</i>
-------------------	---------------------

20. Font:

<i>Easy to read</i>	<i>Difficult to read</i>
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21. Sources of information:

<i>Government officials</i> <i>Scientists</i> <i>International experts</i>	<i>NGOs</i> <i>Local people</i> <i>Other sources</i>
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## APPENDIX 2: RESULTS FROM QUESTIONNAIRE

### Appendix 2.1: List of issued location

No.	Locations	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Local	63	66%	275	87%	499	92%
2	Nationwide	29	30%	29	9%	33	6%
3	International	4	4%	12	4%	13	2%
	<b>Total:</b>	96	100%	316	100%	545	100%

### Appendix 2.2: List of categories pertaining to articles

No.	Categories	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	News	47	49%	120	38%	194	36%
2	Report	37	39%	163	52%	257	47%
3	Features	1	1%	18	6%	59	11%
4	Interview	10	10%	11	3%	13	2%
5	Others (Critiques, memoirs, etc.)	1	1%	4	1%	21	4%

		<b>Total:</b>	96	100%	316	100%	545	100%
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### Appendix 2.3: List of environmental themes

No.	Fields	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Pollution and environmental management	27	28%	101	30%	162	30%
2	Environmental and resources protection	53	55%	82	24%	196	36%
3	Biodiversity conservation	3	3%	42	12%	61	11%
4	Climate change	8	8%	78	24%	107	20%
5	Others	5	5%	13	10%	21	4%
	<b>Total:</b>	<b>96</b>	<b>100%</b>	<b>316</b>	<b>100%</b>	<b>545</b>	<b>100%</b>

### Appendix 2.4: List of the topics under themes

No.	Topics	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Application of State policies, standards, norms, clean technology, and cleaner production	2	2%	1	0%	7	1%
2	Training for capacity building and awareness raising of environmental pollution and environmental management	0	0%	0	0%	0	0%

3	Management and response to environmental incidents, handling of polluting facilities, and implementation of national/industrial/local pollution control plans	12	13%	10	3%	30	5%
4	Pollution of an area (trade villages, industrial parks, etc.) on a large-scale (including water, soil, air, and noise pollution)	0	0%	7	2%	20	4%
5	Industrial pollution (including mining) to the environment and its effects on human health	1	1%	21	6%	4	1%
6	Agricultural pollution	0	0%	7	2%	1	0%
7	Waste and garbage; waste and hazardous waste management	3	3%	25	7%	31	6%
8	Water pollution (surface and ground water), wastewater, and waste management	7	7%	18	5%	38	7%
9	Soil pollution	0	0%	0	0%	1	0%
10	Smog and air pollution/ environment health (including effects on human health and food safety)	1	1%	8	2%	16	3%
11	Projects and works to recover and regenerate polluted points/areas/regions for dealing with environmental problems	1	1%	2	1%	4	1%
12	Advanced models and experienced people in the field of environmental pollution and environmental management	0	0%	2	1%	1	0%
13	Information on international or national workshops in the field of environmental pollution and environmental management	1	1%	1	0%	0	0%
14	Other topics in the field of environmental pollution and environmental management	0	0%	0	0%	9	2%
15	Recommendations and proposals in pollution and environmental management	0	0%	0	0%	2	0%
16	State policies and programs and management tools for environmental protection and resource conservation	13	14%	11	3%	34	6%
17	Capacity building and awareness raising activities and the exchange of information on environmental protection and resource	1	1%	9	3%	32	6%

18	Degradation of natural resources and environment (forests, soils, wetlands, water sources, air, and seas), including the effect of immigrated species invasion on environmental ecology	1	1%	25	7%	75	14%
19	Processing technology in the environmental and resource protection field	3	3%	1	0%	7	1%
20	Projects/programs built for protecting and improving environmental pollution areas: industrial and urban zones, marines, coasts, and islands, river basins and wetlands, rural areas and mountains, and Natural Heritage and culture	5	5%	6	2%	13	2%
21	Energy (conventional energy and renewable energy)	13	14%	6	2%	7	1%
22	Advanced models and experienced people in the environment and resource protection field	9	9%	13	4%	11	2%
23	Information on international or national workshops in the environment and resource protection field	6	6%	4	1%	4	1%
24	Other topics in the field of environment and resource protection	1	1%	9	3%	13	2%
25	Protection and development of natural reserves and national parks, conservation of specific ecosystems and watershed ecology	1	1%	3	1%	20	4%
26	Development and expansion of forest vegetation area	0	0%	0	0%	5	1%
27	Protection of biodiversity	0	0%	1	0%	3	1%
28	Conservation of biodiversity and ecosystems (animals both on land and water and conservation areas, national parks, and biosphere reserves), including hunted rare and endangered species, conservation of genetic resources, etc.	1	1%	33	10%	31	6%
29	Advanced models in nature and biodiversity protection	1	1%	4	1%	1	0%
30	Information on international or national workshops on nature and biodiversity protection	0	0%	0	0%	0	0%

31	Other topics in the field of nature and biodiversity protection	0	0%	1	0%	1	0%
32	State policy and programs in the climate change field	0	0%	1	0%	2	0%
33	Capacity enhancement, raising of awareness, and information exchange on climate change	0	0%	0	0%	4	1%
34	Science of climate change (sea level rise, greenhouse gas emissions, etc.)	0	0%	1	0%	9	2%
35	Energy (energy efficiency, renewable energy, green energy, etc.)	5	5%	9	3%	4	1%
36	Forest related issues (PES, REDD, etc.) in the climate change field	1	1%	0	0%	2	0%
37	Risk management and disaster prevention in the adaptation to climate change	1	1%	13	4%	36	7%
38	Advanced models and experienced people on climate change	0	0%	1	0%	1	0%
39	Information on international or national workshops on climate change	0	0%	1	0%	2	0%
40	Other topics in the climate change field	1	1%	56	16%	47	9%
41	Environmental information (including data announcement)	1	1%	4	1%	1	0%
42	Environmental law enforcement	4	4%	19	6%	10	2%
43	Environmental Impact Assessment/Strategic Environmental Assessment (SEA/EIA)	0	0%	1	0%	2	0%
44	Other topics	0	0%	9	3%	8	1%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.6: List of information sources**

No.	Sources of information	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Government officials	70	73%	109	35%	373	68%
2	NGOs	4	4%	19	6%	14	3%
3	Scientists	1	1%	49	16%	25	5%
4	Local people	3	3%	92	29%	104	19%
5	International experts	2	2%	16	5%	3	1%
6	Other sources	16	17%	28	9%	29	5%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.7: Articles position**

No.	Positions	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Easy to see	64	67%	233	74%	423	78%
2	Difficult to see	32	33%	82	26%	107	20%
3	No assessment	0	0%	1	0%	15	3%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.8: Recommendations in articles**

No.	Recommendations	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Giving recommendation	28	29%	96	30%	200	37%
2	Not giving recommendation	68	71%	220	70%	342	63%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.9: Article position on newspapers**

No.	Locations	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Front page	2	2%	6	2%	105	19%
2	Inside page	93	97%	309	98%	439	81%
3	End page	1	1%	1	0%	0	0%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.10: Attractiveness of title**

No.	Attractiveness	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Attractive	54	56%	216	68%	411	75%
2	Unattractive	42	44%	100	32%	132	24%
3	No assessment	0	0%	0	0%	2	0%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.11: Understandability of language**

No.	Understandability	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Easy to understand	93	97%	314	99%	542	99%
2	Difficult to understand	3	3%	2	1%	3	1%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.12: Environmental terminology**

No.	Terminology	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	100%Vietnamese term	77	80%	292	92%	452	83%
2	Around 60-90% Vietnamese term	19	20%	24	8%	93	17%
3	Around 50% Vietnamese term	0	0%	0	0%	1	0%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.13: Effectiveness of Illustrations**

No.	Effectiveness	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Impressive	18	19%	153	48%	265	49%
2	Unimpressive	45	47%	120	38%	219	40%
3	No assessment	33	34%	43	14%	61	11%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.14: Readability of font**

No.	Readability	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Easy to read	96	100%	311	98%	542	99%
2	Difficult to read	0	0%	5	2%	3	1%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.15: Response towards articles**

No.	Response	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Pleased	67	70%	222	70%	461	85%
2	Unpleased	29	30%	93	29%	81	15%
3	No assessment	0	0%	1	0%	3	1%
	<b>Total:</b>	96	100%	316	100%	545	100%

**Appendix 2.16: List of detailed places in articles**

No.	Detailed places	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Industrial zones	29	31%	36	12%	42	8%

2	Urban areas	23	24%	48	16%	132	24%
3	Rural areas and mountains	2	2%	60	19%	104	19%
4	Forests/national parks/reserved parks	4	4%	37	12%	116	21%
5	Marine, rivers, and lakes	2	2%	56	18%	79	15%
6	Others	2	2%	31	10%	21	4%
7	Nationwide	29	31%	29	9%	33	6%
8	International	4	4%	12	4%	13	2%
	<b>Total:</b>	95	100%	316	100%	545	100%

**Appendix 2.17: List of environmental days/events mentioned in issued articles**

No.	Environmental Days/Events	The Investment Review		The Thanh Nien		The Lao Dong	
		Calculated no.	Rate	Calculated no.	Rate	Calculated no.	Rate
1	Environmental “holidays” (16 days)	2	13%	8	50%	4	25%
2	Vietnam environmental events in 2010 (8 events)	3	38%	5	63%	5	63%

## APPENDIX 3: DEFINITION OF PRESS CATEGORIES

### 1. News

In the media, news is a concise and timely journalistic reflection of recently found events, facts, and real affairs that have happened or are currently happening, which are significant or related to society and can be presented via written texts, voice, images, etc. (*Professional Journalism Textbook, Volume II, Central Communication School, Hanoi, 1978*).

### 2. Report

The term refers to a type of journalistic work with a relatively complete content, consisting of information qualities that focus on the size, nature, trend, and relationships of an event, phenomenon, or problem in social and natural life. (*Ta Ngoc Tan (the chief editor), Journalistic works, Volume 1, Education Publishing House, Hanoi, 1995*)

### 3. Feature

A feature is a journalistic work that reflects happening events, facts, issues in the objective reality related to a particular person's activities and their fate by means of description or narration (Many authors, *Press Category, National University Publishing House, Ho Chi Minh City, 2005*)

### 4. Chronicle

A chronicle is a modern writing type that allows the author to write more comfortably than a feature does, but is still a serious form. It is a style of "literature writing" in the press and sometimes acts as the feature. (*Claudia Mast, Mass Media: Editors' work, Press Agency Publishing House, 2003*)

### 5. Quick report

A quick report is a journalistic category that is able to portray the first moments of an event, typically a current affair that has happened under the form of a multifaceted outline, which the quick report describes; the individual self plays a very important role. (*Duong Xuan Son, Art and Review Journalistic Categories, National University Publishing House Hanoi, 2004*)

### 6. Interview

An interview is a form of a conversation, in which journalists ask questions and interviewees answer them. The interview's purpose in a newspaper is to provide readers with information and debates on current political, economical, and social affairs. The interview satisfies the readers who want to have an explanation of an event or want to hear the opinions of a person who understands these affairs deeply, usually a person of a certain social status or who has worked in the related field. Interviews are also used to introduce people who can talk about the events/issues and inside motives in their own point of view. (*The Occupation and Work of Journalists, Vietnam Journalists Association, 1992*)

### 7. Critical articles

A critical article is a kind of political journalistic approach, using methods such as analysis, explanation, evaluation, and discussion of events in a logical and systematic format, with the aim to highlight any significant social and political issue, and then to orient public awareness and opinions, based on certain ideologies and views (*Many authors, Press Category, Ho Chi Minh City National University Publishing House, 2005*)

### The concept of daily and weekly newspapers

Daily newspapers are published everyday, maybe in the morning, at noon, or in the afternoon. Weekly newspapers are published on a fixed day of a week (at least one issue per week).

## APPENDIX 4: EXPLANATION OF ENVIRONMENTAL FIELDS

### **1. Environmental pollution information includes:**

- Application of State policies, standards, norms, clean technology, and cleaner production
- Training for capacity building and awareness raising of environmental pollution and environmental management
- Management and response to environmental incidents, handling of polluting facilities and implementation of national/industrial/local pollution control plans
- Pollution of an area (trade villages, industrial parks, etc.) on a large-scale (including water, soil, air, and noise pollution)
- Industrial pollution (including mining) to the environment and its effects on human health
- Agricultural pollution
- Waste and garbage; waste and hazardous waste management
- Water pollution (surface and ground water), wastewater, and waste management
- Soil pollution
- Smog and air pollution/environment health(including effects on human health and food safety)
- Projects and works to recover and regenerate polluted points/areas/regions for dealing with environmental problems
- Advanced models and experienced people in the field of environmental pollution and environmental management
- Information on international or national workshops in the field of environmental pollution and environmental management
- Other topics in the field of environmental pollution and environmental management

### **2. Environmental protection and resources conservation information includes:**

- State policies, programs and management tools for environmental protection and resource conservation
- Capacity building and awareness raising activities and the exchange of information on environmental protection and resource
- Degradation of natural resources and environment (forests, soils, wetlands, water sources, air, and seas), including the effect of immigrated species invasion on environmental ecology
- Processing technology in the environmental and resource protection field
- Projects/programs set up to protect and improve environmental conditions in pollution areas: industrial and urban zones, marines, coasts, and islands, river basins and wetlands, rural areas and mountains, and Natural Heritage and culture
- Energy (conventional energy and renewable energy)
- Advanced models and experienced people in the environment and resource protection field
- Information on international or national workshops in the environment and resource protection field
- Other topics in the field of environment and resource protection

### **3. Biodiversity conservation information includes:**

- Protection and development of natural reserves and national parks, conservation of specific ecosystems and watershed ecology
- Development and expansion of forest vegetation area
- Protection of biodiversity

- Conservation of biodiversity and ecosystems (animals both on land and under water and protected areas, national parks, and biosphere reserves), including hunted rare, endangered and immigrated species, conservation of genetic resources, etc.
- Advanced models in nature and biodiversity protection
- Information on international or national workshops on nature and biodiversity protection
- Other topics in the field of nature and biodiversity protection

**4. *Climate change includes:***

- State policy and programs in the climate change field
- Capacity enhancement, raising of awareness, and information exchange on climate change
- Science of climate change (sea level rise, greenhouse gas emissions, etc.)
- Energy (energy efficiency, renewable energy, green energy, etc.)
- Forest related issues (PES, REDD, etc.) in the climate change field
- Risk management and disaster prevention in the adaptation to climate change
- Advanced models and experienced people on climate change
- Information on international or national workshops on climate change
- Other topics in the climate change field

## APPENDIX 5: LIST OF INTERVIEW PARTICIPANTS

No.	Name	Newspaper	Position
1	Mr. Le Trong Minh	The Investment Review	Deputy Editor
2	Ms. Pham Dieu Thuy	The Investment Review	Environmental Project Manager
3	Mr. Bui Quang Duan	The Thanh Nien	Environment Reporter
4	Mr. Dinh Cong Thang	The Lao Dong	Environment Reporter
5	Ms. Dang Duong Ha	The Lao Dong	Environment Reporter

### Content and questions asked

The interviewee's name:

Pen name:

Newspaper's name:

Duration of the interview:

#### 1. Overview of the newspaper:

- 1.1. Journalists' staff
- 1.2. Facilities
- 1.3. Editorial apparatus
- 1.4. Circulation Number
- 1.5. Distribution (geographic coverage, agents)

#### 2. Editorial concerns for environmental issues in 2010

- 2.1. Priority/no priority for environmental articles compared to other issues (royalties and other support)
- 2.2. Requests/no requests to reporters to detect environmental topics daily, monthly, or quarterly
- 2.3. Topics and issues related to environment found by reporters or appointed by editorial board?
- 2.4. Have/Have not got journalist specializing in the environment
- 2.5. After publishing the first articles on an environmental issue, do editorial boards (journalists) often keep updating to make a series of articles? If yes, please clarify and give specific examples.

#### 3. Self-assessment of environmental information in 2010

- 3.1. Number of environmental news, articles released in 2010
- 3.2. Quality of environmental news, reports released in 2010 (strengths and limitations)
- 3.3. Experience of the journalists writing about the environment (strengths and limitations)
- 3.4. Editorial attention to the environmental news
- 3.5. Opportunities and challenges that publishers face in the environmental field
  - 3.5.1. Opportunities
  - 3.5.2. Challenge

#### 4. Recommendations for 2011