

## Trade stories, trade perceptions: media coverage and public views of trade and development

9.00 to 11.00, Room E, WTO public forum, Friday, 5th October

### Key questions

- 1 How does the media cover the so-called Doha Development Agenda (DDA)? How are the challenges and problems reported? Whose views are reflected in reporting?**
- 2 How does coverage vary between countries, between the North and South, and between type and editorial position of media organisations?**
- 3 How can editors and journalists address the challenges of engaging public audiences on trade and development issues? What opportunities exist and how can they be exploited?**
- 4 Attracting and working with the media – what has been the experience of civil society, North and South?**

Media coverage has an important influence on public opinion on the trade and development challenges at stake in the Doha negotiations and other international trade talks. Its role merits greater recognition in discussions for the future of global governance. The levels and quality of media coverage, alongside other public communication on trade, are vital to public understanding of trade and therefore to the effectiveness of wider national participation in bodies such as the WTO.

In 2006 Panos London organised a panel at the WTO forum on the media and trade, discussing the relationship of the media with trade decision-making and the challenges facing journalists, particularly developing country journalists, in covering trade. In 2007 Panos London will widen the debate to discuss the pros and cons of different types of media coverage in targeting different audiences.

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### Speakers

- John Kamau, associate editor, Business Daily, Nation Media Group, Kenya
- Amy Barry, acting head of media, Oxfam, UK
- Rune Saugmann Andersen, Institute of Political Science, University of Copenhagen, Denmark
- Warren Giles, journalist, Bloomberg News Geneva, Switzerland

### Moderator

Jon Barnes, head of globalisation programme, Panos London

### Discussant

Dipankar De Sarkar, European bureau chief, Indo-Asian News Service (IANS), India/UK

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### Resources

- Panos London Working Paper: *Trade challenges, media challenges: strengthening trade coverage beyond the headlines*: [http://www.wto.org/english/forums\\_e/public\\_forum\\_e/trade\\_challenges.pdf](http://www.wto.org/english/forums_e/public_forum_e/trade_challenges.pdf)
- Full report of Panos London session: 2006 WTO public forum: What WTO for the XXIst century? pp 47–61: [http://www.wto.org/english/res\\_e/booksp\\_e/public\\_forum06\\_e.pdf](http://www.wto.org/english/res_e/booksp_e/public_forum06_e.pdf)
- *Trading places* – Panos international print features on the Hong Kong summit and the collapse of the Doha talks: <http://www.panos.org.uk/global/tradingplaces.asp>
- Panos media briefings on international trade negotiations and the politics of trade reform and poverty reduction: <http://www.panos.org.uk/global/reportsection.asp?ID=1023>
- The role of the media in boosting public awareness and debate of trade policy-making, WTO Public Forum 2006 panel programme [www.wto.org/english/forums\\_e/public\\_forum\\_e/session\\_26\\_num22\\_e.htm](http://www.wto.org/english/forums_e/public_forum_e/session_26_num22_e.htm)