

Free access to climate change broadcasting material developing regions

Media in the global South received a big boost this week in their ability to cover climate change thanks to the Broadcast Media and Climate Change: a public service remit conference held this week in Paris. The conference, was sponsored by UNESCO, the United Nations Environmental Programme, and others.

By [Molly Slothower](#) 10 Sep 2009

Broadcasters, broadcast associations, and climate science organisations were brought together to discuss the role that the media can play in spreading awareness about climate change adaptation and mitigation.

"Coming just three months ahead of the United Nations Climate Change Conference in Copenhagen, Denmark, the outcome of this international conference on broadcast media and climate change will contribute to the high-level discussions in December," Djibril Kebe, UNESCO media officer, told MediaGlobal.

Media in less developed countries traditionally has had a difficult time covering climate change due to the difficulty of accessing up-to-date, regionally specific, and accurate information regarding climate change. Several media partners of the conference, including the BBC, France Télévisions, and the Global Humanitarian Forum, will now be working with UNESCO to provide access to audiovisual climate change material to media in developing countries for free.

The conference also laid the foundation for a worldwide media partnership on climate change, and for providing free training to media organisations on how to broadcast climate change information.

Article published courtesy of [MediaGlobal](#)