

# **Responsible Journalists II: Fact Finding Report**

**A quantitative and qualitative analysis of  
environmental reporting in Malaysia from  
2009 – 2010**

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Report by  
Wild Asia (Malaysia)  
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*A social enterprise dedicated to promoting sustainability in Asia*

[www.wildasia.org](http://www.wildasia.org)

## About Wild Asia

Wild Asia is a **social enterprise** working to promote concepts of sustainability through global standards, raising awareness, promoting education and developing practical implementation models. Wild Asia has worked exclusively in Asia and has built up a wide experience base in dealing with the complexities and challenges of promoting sustainability in this part of the world.

## How are we different?

We believe that the sustainability issues faced by businesses do not start and end on their property, hence solutions must reflect this. We examine the broader nature of these problems and help our partners engage with their local community and the environment to find long-term solutions. Through this integrated approach we aim to see our clients stimulating broader changes in their communities, and become leaders in sustainability. Our training and education services ensure that this vision is shared and understood throughout the organisation, and that best practices are adopted and adhered to.

This holistic approach provides integrated and meaningful solutions, including education and training to ensure it is self-sustaining. Our status as a social enterprise means that our profits are used to fund our social mission, and carry the message of sustainability to an ever-widening audience.

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## 1. Executive Summary

As part of the Responsible Journalist Programme, a fact finding exercise was conducted over a period of 2 months to identify the number of environmental stories that were covered in 2009 – 2010, a total of 4463 stories. From the vast pool of stories, a sample of 150 stories was further analyzed to identify the gaps, challenges and improvement areas for the future of environmental reporting.

This independent fact finding research and analysis will give an overview of the state of environmental reporting in Malaysia and will outline some key concerns and recommendations for consideration.

The next steps after this report is for Wild Asia to meet with editors from mainstream and independent media to present the findings and discuss challenges and areas of concern which Wild Asia may be able to address during the Responsible Journalist workshop.

## 2. The Programme

### 2.1. About Responsible Journalist Programme

“Responsible Journalists” (RJ) is a partnership programme between Wild Asia and HSBC which started in 2010 and now in its second year running. Built on HSBC’s commitments to social engagement and Wild Asia’s technical expertise, RJ aims is to inspire positive broad social and environmental change by improving the scope, depth and quality of media reporting of these important issues. The workshops aim to function as a catalyst to inspire media practitioners to create stimulating social and environmental stories that will impact our society.

### 2.2. Objectives of RJ Programme

- To see an **increase** in environmental and social reporting through published articles (mainstream, online and on the RJ page on WA's website).
- To **educate** and **inspire** journalists and the media to look deeper into the root causes of sustainability issues, by helping them understand the inter-related nature of social and environmental problems.
- To **create** a tangible and practical experience for journalists and the media to learn what is needed when sourcing for information to cover social and environmental stories

## 3. Fact Finding

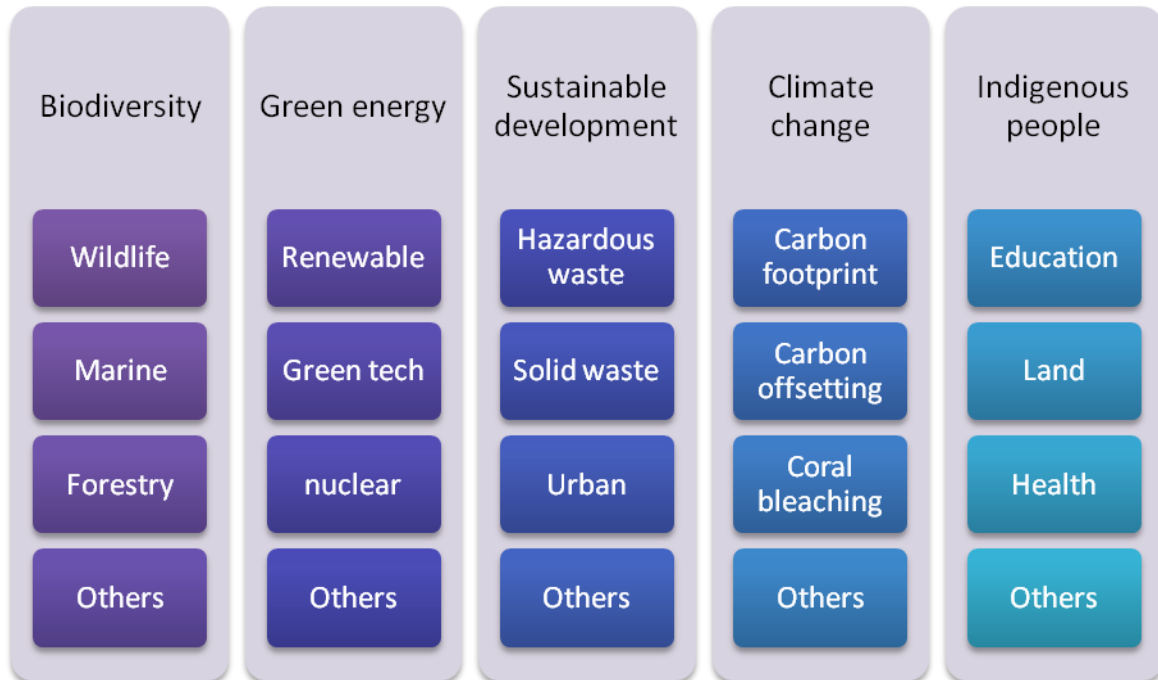
### 3.1. Fact finding objectives

Environmental news in Malaysia rarely makes it to the front page unless it is disaster-related. Since there is limited research on media reporting specifically on environmental issues and the minimal media exposure on environmental issues, we have been motivated to conduct an independent quantitative research on various media outlets for the year 2009 and 2010. The research aims to provide us with an overview of the current position of environmental news in Malaysia both local and international. The research also provided us an insight into how media outlets approach environmental issues by analyzing the sections in which these news pieces often appear.

### 3.2. Our approach

Over the course of two months, news reports from 2009 and 2010 on environmental issues were calculated by month and year. Articles were tabulated based on keyword search hits using The Star’s

news archive and a total count was conducted by month and year. Since 'environment' is a wide topic, we had narrowed the scope by determining key topics such as "biodiversity", "sustainable development", "climate change", "green energy" and "indigenous people". These key topics were further narrowed into sub-topics as follows;



**Notes:** "Others" consist of articles which contained the key topics but a variety of smaller sub-topics that will be too much to list.

The aim was to get some numerical statistics of stories which were covered under the main topics and sub-topics. This would give us an understanding of what issues are frequently reported by the media and which topics are seldom highlighted.

On top of that, we also recorded and tabulated the type of reporting for these environmental stories, whether the stories are news reports, feature articles, business type articles or letter and opinions. By having an understanding of the nature of reporting, Wild Asia is able to analyse how the stories are developed and the gaps and challenges when presenting different types of stories.

Further into the research, a sample of 150 environmental stories from 2009 – 2010 were chosen for an in-depth analysis of reporting to help us understand the level of environmental reporting in Malaysia, from the depth of news to the way environmental news is being presented.

### 3.3. Situation analysis

Based on the quantitative research results, for both 2009 and 2010 we found that the topic of climate change appears more than the other key topics. The hits that appeared showed articles with mentions of "climate change". This could be driven by a topic that largely discussed by environmentalists around the world especially with a targeted interest in the proceedings from the Copenhagen Climate Change Summit in 2009.

It is also interesting to note that for a developing country undergoing a lot development (urban and rural), sustainable development ranks third among the main topics with relatively low coverage on issues such as solid and hazardous waste. It is not surprising that green energy remained one of the lowest trending main topics as Malaysia in the preliminary stages of exploring and expanding in alternative energy. See **Figure 1: Total news reports based on main topics in numbers and percentage in 2009** and **Figure 2: Total news reports based on main topics in numbers and percentage in 2010** below.

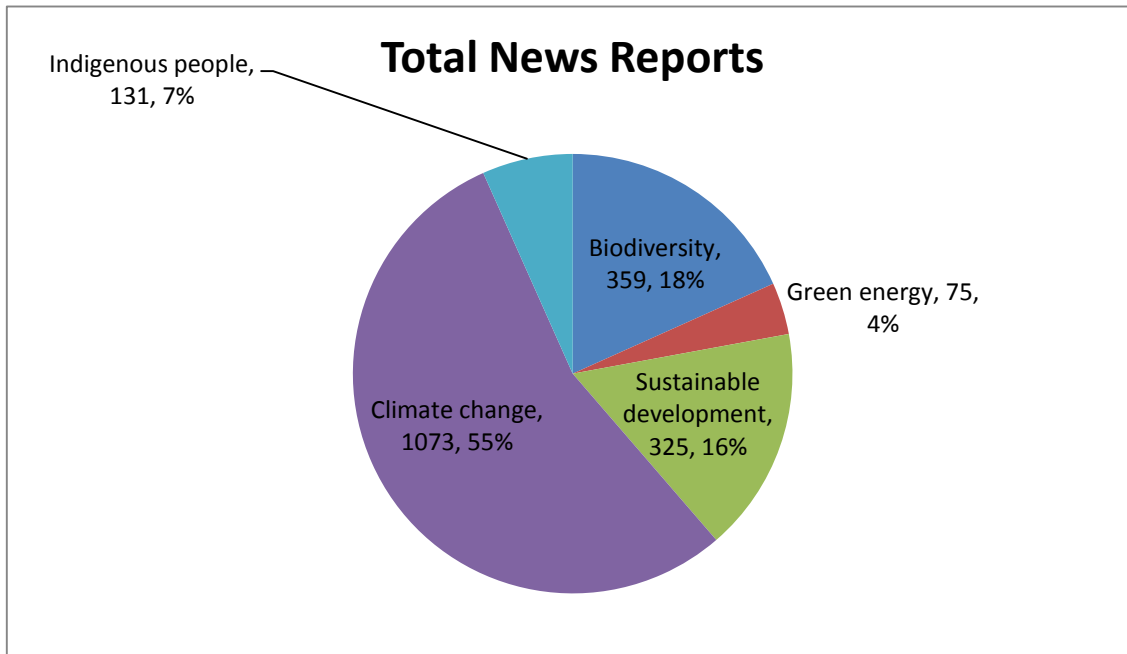


Figure 1: Total news reports based on main topics in numbers and percentage in 2009

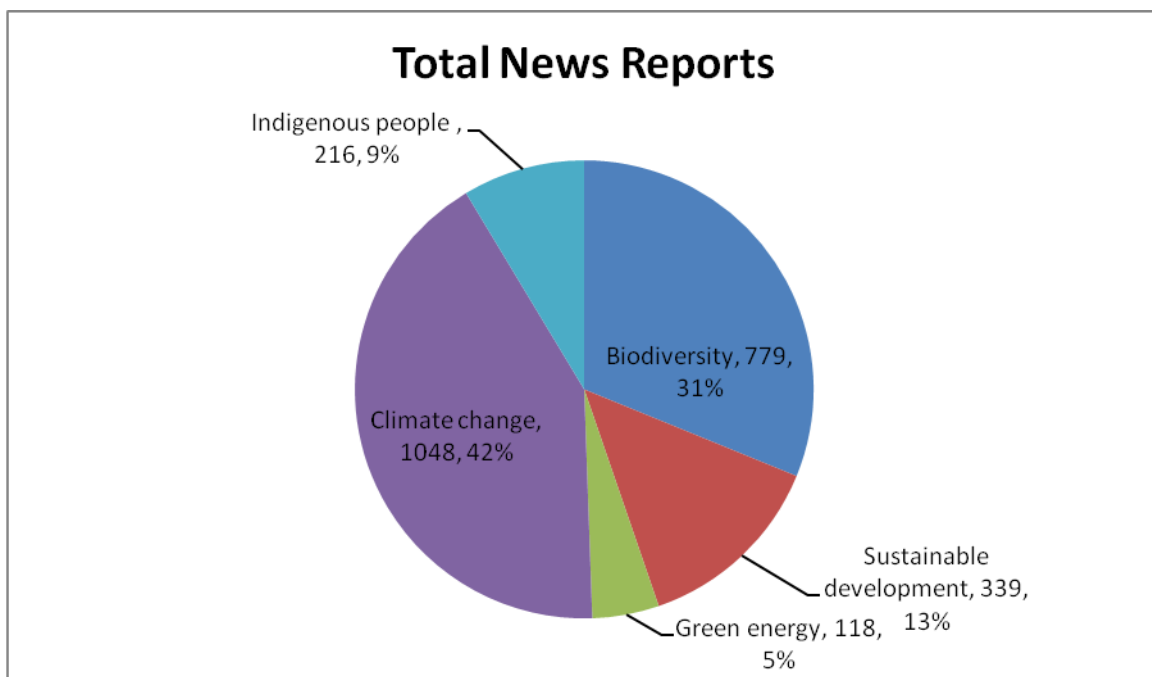
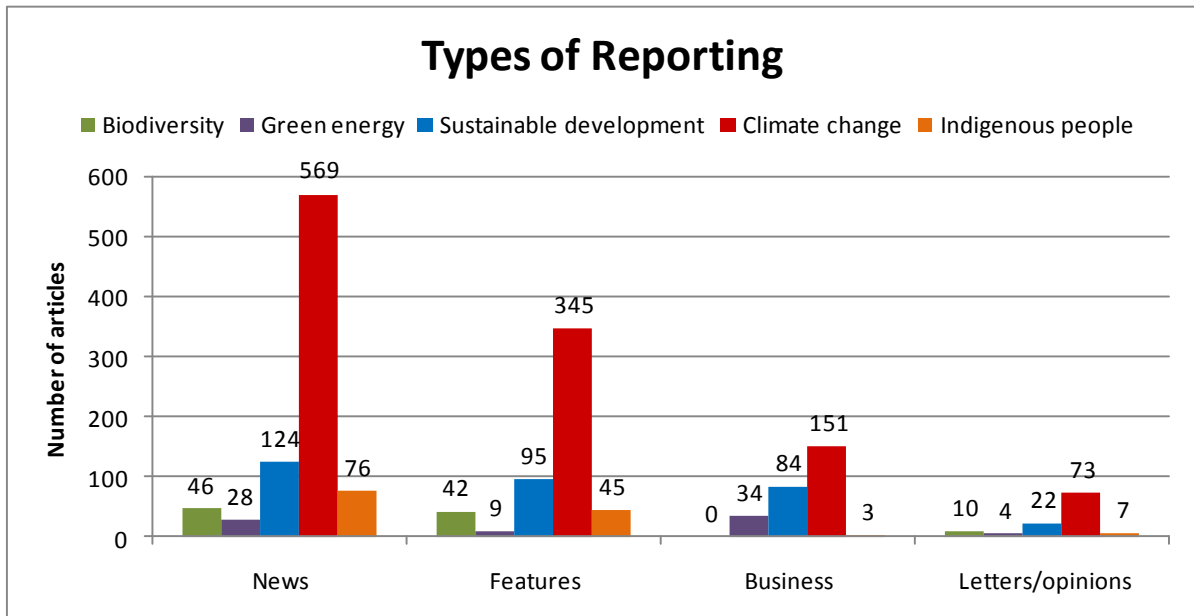
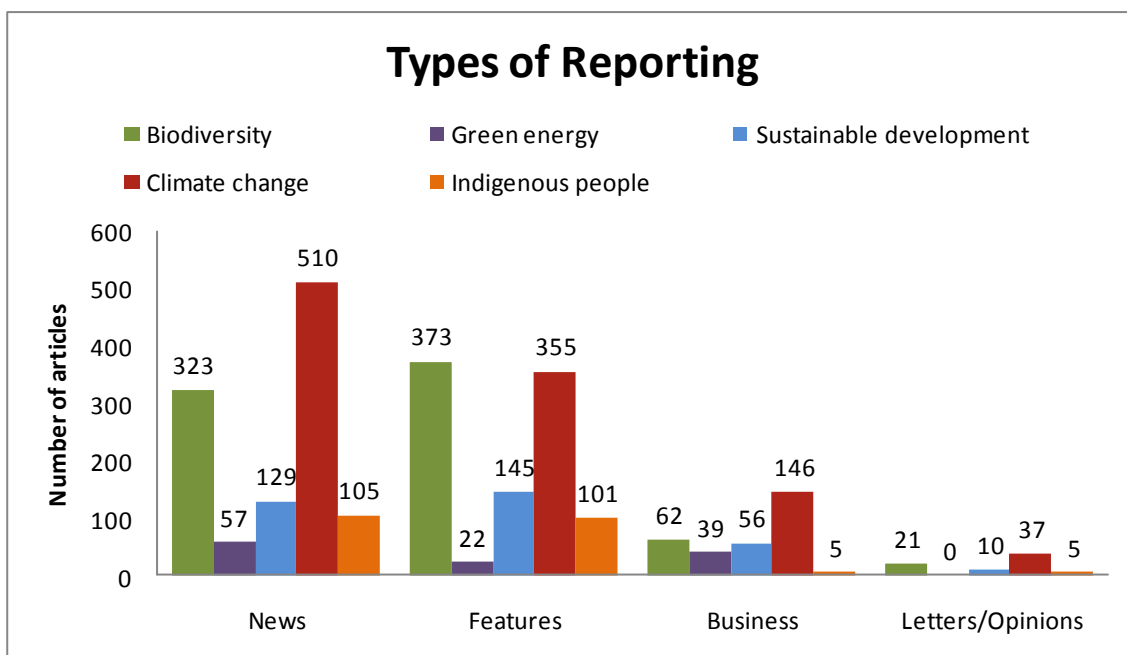


Figure 2: Total news reports based on main topics in numbers and percentage in 2010

The chart below **Figure 3: Environmental news & types of reporting in 2009** and **Figure 4: Environmental news & types of reporting in 2010** showed that a majority of environmental reports appear in the 'news' section (main, nation, prime news, etc) followed by features (Star Metro, Life & Times, Education, Streets etc), business and letters/opinions. This affects the way news is being reported and how it is presented. Points are further expanded below in the qualitative analysis. See



**Figure 3: Environmental news & types of reporting in 2009**



**Figure 4: Environmental news & types of reporting in 2010**

### **3.4. Key challenges**

Based on a sample of 150 stories from 2009 and 2010, we can identify some main key challenges and constraints faced by mainstream media outlets when reporting on environmental issues. These constraints are highlighted not to discourage the media, however Wild Asia hopes that by gaining a greater understanding about the business of newspapers and the media, we can support editors and offer suggestions that work within respective editorial and business strategies.

#### **Resources vs Priority**

As most newspapers and magazines are largely dependent on advertising, the priority of stories will tend to lean towards hot topic news or advertiser-friendly fare like products, entertainment and celebrities. This also means that only the big mainstream newspapers like The Star, NST, Utusan have the breadth to highlight issues big and small, and allow space for debate.

This influences the number of environmental stories being covered and how environmental news is being reported. Perhaps it could be due to the lack of space or resources, environmental news is most frequently published as news articles as shown in Figure 4. Environmental news can sometimes come off as purely "press conference" or "push" reports, meaning the reporter was sent to cover the story and an article was published because an organisation or government agency called for a press conference (this includes launches of projects/initiatives). The proportion of this type of reports reveals just how much of the environmental news published is dictated by a party interested in pushing an agenda.

#### **Building credibility and networks**

Malaysian politics tend to leverage on hot issues and the media exacerbates the situation by picking up these stories. This perpetuates the cycle where environmental issues that are politicised tend to get more coverage as we saw in the case of the Lynas Rare Earth Plant in Gebeng, Pahang. Civil society is often marginalized and struggles to be credible and influential even if they provide more balanced views and does the most legwork in research. Given the feudalistic roots of Malaysian society, political power is still perceived as the effective agency for change.

With shrinking resources for traditional media, journalists are left to harvest information on their own resulting in non-exhaustive, dry or unbalanced reporting. Journalists will have to rely on the groundwork done by NGOs. It is pertinent for journalists to know these groups and build rapport to be able to convey their messages in a non-partisan way instead of depending on quotes to tell the story.

As can be seen in environmental journalism in international media which feeds off a robust civil society and activist movements, greater exposure for these groups give them greater influence and enable them to grow and get more resources to conduct extensive research, and in turn benefit the media as credible sources of information.

#### **Presentation of news**

It is the role of the media to communicate and present stories that will engage and interest the public. Most environmental news reports are laden with quotes taken straight from press conferences or reports filled with dry facts and jargon. In order for environmental news to appeal to the public, the complex issues need to be first understood by the journalists and then distilled for the reader. News stories with a strong visual appeal also buy the interest of readers, after all – one of the main objectives of environmental reporting is to create change at some point.

However, we understand the realities of the media business. The lack of staff, resources, column inches or pages devoted to environmental stories may lead to how the stories are being presented. There is a need to put more focus on the value of making stories more appealing and balancing public interest versus interest to the public.

### **3.5. Recommendations and next steps forward**

The following recommendations are points to consider in order to build a stronger voice and base for the environmental reporting scene in Malaysia.

#### **Stronger editorial voice**

The common practice among editors and journalists is to stay on the safe side by presenting lots of facts surrounding a certain topic, and letting the authoritative voices join the dots in quotes. But a journalist may not always get that perfect quote that paints the whole picture. Furthermore that macro-view ends up being tied to the personality and image of the organisation of the person quoted, making it potentially easier to discredit.

Journalists should be encouraged to have a stronger editorial voice in joining these dots, rather than leaving it to the reader. The linkages between factors and issues may not be obvious to the layman. The risk here is editorialisation over objectivity, but editors and journalists should be encouraged to moderate this balance so that objectivity does not become an excuse for obscurantism.

#### **Education of and cooperation with marketing**

For as long as the traditional media business model depends on advertising (and even in the so-called new media, this model is still dominant), the editorial strategy will be influenced by advertisers, one way or the other. Marketing and advertising staff at both the media organisation and the advertiser have to be sensitive to the global trends for environmental awareness, and the arguments for balancing public interest over interest to the public. There are two ways to go about this: a media organisation can have such strong editorial (and thus, readership) that they can effectively firewall themselves from almost any commercial interests and work in a relationship where editorial precedes marketing. This ideal however is almost non-existent except for organisations like the New York Times; but even in Malaysia there is room for moderating the balance of this relationship. One way is to get the parties involved, including the marketing executives and the media planners, etc, to see the value for both the paper and their brands in advocating stronger environmental journalism.

#### **Attractive content**

The use of graphics and images are eye-catching tools to draw readers (and hence advertisers). Photo essays should be encouraged, but what is often neglected is carefully crafting the text outside the body of the article, i.e. the headline, the stand first, and especially, the captions. The casual reader is more likely to be caught by an eye-catching image, then read the caption, followed by the headline and standfirst.

The caption can be enticingly informative. Instead of stating the blindingly obvious ("Man sits on a chair"), captions can draw the reader into the body of the article by ("This Orang Asli-made rattan chair may just change the political economy of Raub") and likewise for the headline and standfirst. Headlines can be quirky and naughty, attracting the curious reader to peruse the standfirst which nails the point of the article, whilst still leaving enough breadcrumbs to lead the reader into reading at least the first paragraph.

### 3.6. Areas for consideration consider

Below are some questions for considerations for editors.

- How much freedoms (and encouragement) are reporters given to chase their own stories? What are the incentives and obstacles for editors to give this freedom? (branding as a proactive, independent news source vs commercial interests, censorship)
- Are the interests of advertisers in line with a more robust editorial strategy? ('clean industry' companies like HSBC might be more willing to advertise a robust environmental section versus everyday consumer goods advertisers reluctant to be associated with)
- How do journalists seek out / choose independent / authoritative sources?
- Topic for discussion: Is it better to separate environmental news within its own section or incorporate it within related sections? Promoting a separate section allows for better identity and branding for both the news and the advertiser; this however could ghettoize the news in a low public sensitivity scenario, whereas putting it in other related sections makes it more relevant to different stakeholders. What is the right mix for everyone?

## 4. Conclusion

Environmental journalism in Malaysia has thus far been a field that has been limited by editorial, commercial and political constraints. Its impact here is not commensurate with the growing global awareness for environmental issues, and the influence these issues have on public policy. There is a need for editors, journalists and the media organisation as a whole to integrate this understanding into their practices.

Editorial strategy in covering environmental issues should be reconfigured to give optimal exposure that can be both interesting and useful to readers. The complexities of such issues can be creatively conveyed to provide a keener understanding on its greater social impact, making it relevant to all stakeholders. The commercial interests of advertisers need not be compromised, and can even be enhanced with creative approaches to environmental reports. The freedom to investigate can hone and develop the skills and expertise of younger journalists. Increased networking with NGOs and grassroots organisations can be a mutually beneficial relationship that helps improve the depth of research, credibility, and balance in such reports.

Given the increasing prominence of environmental issues in our lives and public policy, there is an imperative to improve the quality and accessibility of environmental journalism that can nurture an aware and informed public.

## Appendix 1: List of 150 stories for qualitative analysis

**2009**

No	Date	Media	Headline	Section	Writer
1.	5-Jan	New Straits Times	Teachers' taunts drove Orang Asli teens away	Prime News	
2.	5-Jan	Sinar Harian	Tiga kampung sambut satu program		
3.	13-Jan	The Star	Lifeline for tigers	Star Two	Tan Cheng Li
4.	2-Feb	New Straits Times	Fortunes of our wetlands ebb and flow like the tide	Prime News	Evangeline Majawat
5.	2-Feb	New Straits Times	Wasteful ways leave us high and dry	Prime News	Evangeline Majawat
6.	2-Feb	New Straits Times	Landmark attraction suffers an eyesore	Nation	Zarina Abdullah
7.	11 Feb	The Nut Graph	Humankind needs two Earths to survive: Foundation	News	Shashi Kala
8.	3-Mar	The Star	No Quick Fix	Star Two	Tan Cheng Li
9.	7-Mar	New Straits Times	The weaving queens	Nation	Evangeline Majawat
10.	21 Mar	New Straits Times	In Raptures	YOU	Evangeline Majawat
11.	31 Mar	The Star	What an hour	Star Two	Ian Yee
12.	12-Apr	New Sunday Times	Deeply green in the workplace	Sunday People	Rachael Philip
13.	21-Apr	The Star	Habitat loss	Star Two	Hilary Chiew
14.	23-Apr	New Straits Times	Still a long way to sustainable development	Prime News	Evangeline Majawat
15.	23-Apr	New Straits Times	The turtles' cause needs to be egged on	Prime News	Evangeline Majawat
16.	3-May	Sunday Star	Green initiatives	Star Education	Richard Lim
17.	3-May	New Sunday Times	Airlines weighing in on carbon offsets	Letters/opinion	Lilei Chow
18.	5-May	The Star	Steps to a cleaner world	Star Two	Tan Cheng Li
19.	7-May	New Straits Times	Wildlife pet owners get creative	Prime News	Evangeline Majawat
20.	11 May	The Edge	Spending responsibly and sustainably	Net Value	Tay Kay Luan
21.	13 May	New Straits Times	Joint bid to safeguard Coral Triangle	Prime News	Evangeline Majawat
22.	15 May	New Straits Times	Making a dent in the trade	Prime News	Evangeline Majawat
23.	26 May	The Star	The road to ruin	Star Two	Tan Cheng Li
24.	26 May	The Star	Lost Wilderness	Star Two	Tan Cheng Li
25.	12-Jun	New Straits Times	Rare wonders of Malaysian nature	Prime News	Evangeline Majawat
26.	19-Jun	New Straits Times	Awareness through God	Prime News	Evangeline Majawat and Sean Augustin
27.	19-Jun	New Straits Times	Sermons elevate concerns	Prime News	
28.	7-Jul	The Star	Sanctuaries sacrificed	Star Two	Tan Cheng Li
29.	14-Jul	New Straits Times	Think local, plan local and go local	Travel Times	

30.	27-Jul	The Edge	The new consumer movement		
31.	27-Jul	The Edge	Saving our liquid asset		Anandhi Gopinath
32.	1-Aug	New Straits Times	Youths voice their concern	Prime News	Evangeline Majawat
33.	1-Aug	New Straits Times	Using new media to spread message	Prime News	Evangeline Majawat
34.	9-Aug	New Straits Times	Call to do away with department for orang asli	News	Evangeline Majawat
35.	16 Aug	Sunday Star	Safe, clean and abundant	Star Mag	Elizabeth Tai and Martin Vengadesan
36.	8-Sep	The Star	Green crusaders	Star Two	Sharmila Nair
37.	15 Sept	The Star	Fleeting effect	Star Two	Tan Cheng Li
38.	19 Sept	The Star	Do your part to reduce global warming	Star Biz Week	Angie Ng
39.	22 Sept	The Star	For the environment	Star Two	Sharmila Nair and Ian Yee
40.	3-Oct	New Straits Times	Exploitation is easier	Prime News	Evangeline Majawat
41.	3-Oct	New Straits Times	Sedili Wetlands rare and unprotected	Prime News	Evangeline Majawat
42.	7-Oct	The Sun	Less talk, more action on the environment		
43.	25-Oct	New Straits Times	Indigenous handicraft reaching global market	News	
44.	25-Oct	New Straits Times	Temuans in transition	News	Evangeline Majawat & Beatrice Thomas
45.	3-Nov	The Star	Eco Blogger	Star Two	Hilary Chiew
46.	17-Nov	New Straits Times	Now it pays to go green	Life and Times	Santha Oorjitham
47.	1-Dec	The Star	Heating Up	Star Two	
48.	6-Dec	New Straits Times	Beware of too much 'greenwashing'	Opinion	Erica Berenstein - AFP
49.	15 Dec	The Star	Making an impact	Star Two	Sharmilla Ganesan
50.		The Nut Graph	Are We Coordinated Over Green?	Columns	Koh Lay Chin

## 2010

No	Date	Media	Headline	Section	Writer
1.	5-Jan	The Star	New use for food scraps	Star Two	Tan Cheng Li
2.	2-Feb	The Star	Wet Wonders	Star Two	Tan Cheng Li
3.	14 Feb	New Straits Times	Preserving the feline's habitat	Sunday Spotlight	Chai Mei Ling and Evangeline Majawat
4.	14 Feb	New Straits Times	Their survival ensures healthy ecosystem	Sunday Spotlight	
5.	14 Feb	New Straits Times	Poaching a major threat to tigers	Sunday Spotlight	
6.	16 Feb	New Straits Times	Leopard found mutilated	Prime News	Evangeline

		Times			Majawat
7.	8-Mar	New Straits Times	Earth Hour's back: More Malaysians to go green on March 27	Nation	Evangeline Majawat
8.	15 Mar	New Straits Times	Tasty deal...tree shrews pitch in		Evangeline Majawat
9.	20-Apr	New Straits Times	Breaking the circle of poverty	Prime News	Desmond Davidson
10.	22-Apr	New Straits Times	Simple life of the Negritos	Life and Times	Sharon Ng Kooi Kin
11.	22-Apr	Berita Harian	Orang asli juga mahu pembangunan	Sentral	
12.	22-Apr	Sinar Harian	Kerajaan peka masalah orang asli	Sentral	
13.	22-Apr	New Straits Times	Raising green bar with KPI ratings	Nation	
14.	22-Apr	New Straits Times	Using stardom to highlight conservation efforts	Nation	
15.	26-Apr	New Straits Times	Seeking Unesco listing of park	Nation	
16.	26-Apr	Berita Harian	Ekopelancongan disusun semula sejajar usaha pemuliharaan alam	Rencana	
17.	26-Apr	New Straits Times	Call of the hornbills	Life and Times	Rachael Philip
18.	3 May	New Straits Times	Raptors show way to save Temenggor		Sean Augustin and Evangeline Majawat
19.	3 May	New Straits Times	Tanjung Tuan oozes with history		
20.	4-May	The Sun	Get Temenggor gazetted	News	
21.	4-May	Utusan Malaysia	Kemasul Koridor Hutan Asli		Ali Mahmood
22.	5-May	Malaysian Insider	Nuke plant jolts environmentalists	Malaysia	Lee Wei Lian
23.	16 May	Sinar Harian	Siswazah orang asli tagih peluang berbakti	Rencana	
24.	17 May	Sinar Harian	Kerajaan tidak abai hak orang asli	Sentral	
25.	20 May	Malaysian Insider	Orang Asli NGO submits protest memo over land rights	Malaysia	Bernamea
26.	21 May	New Straits Times	Grooming kids to be top notch tour guides	Nation	Evangeline Majawat
27.	25 May	The Star	Involving youths in protecting rainforest	Star Metro North	Ivan Loh
28.	25 May	Utusan Malaysia	Kemelut loji arang batu Sabah	Rencana	Ketua Biro Sabah Utusan Malaysia
29.	26 May	The Star	Save our forests	StarTwo	Foong Thim Leng
30.	26 May	The Star	Empowering the orang asli	Main	
31.	28 May	Malaysian Insider	Orang Asli get RM6.5mi in landmark case	Malaysia	Bernamea
32.	29 May	The Star	Give more thought to the needs of orang asli	Main	Yogeswaran Subramaniam
33.	30 May	New Sunday Times	The new face of the Orang Asli	Letters/Opinions	Datuk Abdul Jabar Che Nai
34.	5-Jun	New Straits Times	Giving the orang asli a better life	Prime News	Rozanna Latiff

		Times			
35.	5-Jun	The Star	Park Issues	Starweekender	
36.	6-Jun	Berita Minggu	Sungai kian nazak		
37.	8-Jun	The Star	Wanted: Laws	Star Two	Tan Cheng Li
38.	9-Jun	New Straits Times	Our appetite for fish may wipe them out	Prime News	Evangeline Majawat
39.	10-Jun	Berita Harian	Harapan nikmati tenaga elektrik makin genting	Sentral	
40.	12-Jun	The Star	Spotlight on orang asli handicraft	Saturday Metro Central	Chitra S. Nathan
41.	12-Jun	New Straits Times	Land control is key for Orang Asli	News	Dr. Colin Nicholas
42.	16-Jun	Malaysian Insider	Orang Asli department not irrelevant, says minister	Malaysia	Bernamea
43.	23-Jun	Malaysian Insider	Orang Asli: poverty to be reduced to zero by 2020	Malaysia	Bernamea
44.	16 July	New Straits Times	Corrective steps in place	News focus	Sean Augustin, Evangeline Majawat and Rozanna Latiff
45.	16 July	New Straits Times	Resurrection of Paya Indah	News focus	
46.	16 July	New Straits Times	The importance of wetlands	News focus	
47.	16 July	New Straits Times	300 present memo protesting uncontrolled sand mining	News focus	
48.	17-Jul	New Straits Times	When mining starts, wildlife disappears	Prime News	Sean Augustin and Evangeline Majawat
49.	20-Jul	The Nut Graph	The plastic menace	Columns	Gan Pei Ling
50.	22-Jul	Malaysian Insider	A billion for Orang Asli, claims government	Malaysia	Bernamea
51.	23-Jul	New Straits Times	Giving corals a breather	Prime News	Evangeline Majawat
52.	24-Jul	New Straits Times	Only 12 dive sites off-limits	Prime News	Evangeline Majawat and Maizatul Ranai
53.	2-Aug	The Star	Errors in DEIA leaves Sabahans stunned	Star Metro South and East	Ruben Sario
54.	3-Aug	The Star	The green kitchen	Star Two	S. Indramalar
55.	3-Aug	The Star	Ways without oil	Star Two	Julia Black
56.	4-Aug	Utusan Malaysia	Usaha lindungi ikan lumba-lumba	Sabah-Sarawak	
57.	6-Aug	The Star	Flood mitigation works threatening firefly colonies	Main	Tan Cheng Li
58.	8-Aug	Utusan Malaysia	3 kawasan dijangka ditutup	Timur	Irman Hashim
59.	12 Aug	New Straits Times	Going 'green' this fasting month	Prime News	Evangeline Majawat
60.	13 Aug	Utusan Malaysia	Puteri Rantau Abang kembali mendarat selepas 32 tahun menghilang	Dalam negeri	
61.	18 Aug	Utusan	Musang hitam pudar dikesan di	Terkini	

		Malaysia	kawasan konsesi balak		
62.	24 Aug	New Straits Times	Turtle park hooks up with vet to save Eva	Nation	Alina Simon
63.	25 Aug	Utusan Malaysia	UKM bina pusat penyelidikan	Johor	Norazman Abdul Raim
64.	31 Aug	Utusan Malaysia	Tagal atasi kepupusan ikan air tawar	Pahang	Haris Fadilah Ahmad
65.	6-Sep	New Straits Times	Consuming juveniles dooms fisheries	Prime News	Evangeline Majawat
66.	9-Sep	The Star	Goodbye to Tranquility	Star Metro Central	
67.	12 Sept	New Straits Times	Sunscreen risk to coral life	News	Evangeline Majawat
68.	24 Sept	Utusan Malaysia	Status pulihara balak disemak agar tidak jejas perdagangan	Sabah-Sarawak	
69.	25 Sept	Utusan Malaysia	Perhilitan Terengganu tangkap 4 gajah liar	Timur	
70.	9-Oct	New Straits Times	Pricing to push green agenda	Nation	Evangeline Majawat
71.	9-Oct	Malaysian Insider	RM200m allocated to provide treated water for Orang Asli	Malaysia	Bernamea
72.	16-Oct	The Star	Stop buying mangrove logs	Saturday Metro Central	Stuart Michael
73.	18-Oct	Malay Mail	One caged, more still running wild	Letter/Opinion	SM Mohd Idris
74.	24-Oct	New Straits Times	For nature's sake, keep it simple	Viewpoints	Evangeline Majawat
75.	24-Oct	Utusan Malaysia	Badak sumatera diancam pupus	Pahang	Musazlila Mustapar
76.	29-Oct	New Straits Times	22,000 pangolins killed in 14 months	Nation	Joey Catanzaro and Evangeline Majawat
77.	30-Oct	The Star	Separate Waste	Saturday Metro Sarawak	Zora Chan
78.	4-Nov	The Star	Revival of tiffin days	Star Metro North	
79.	4-Nov	Utusan Malaysia	Rakyat bantah Empangan Baram	Sabah-Sarawak	Rania Paran
80.	16-Nov	The Star	Impose total ban on plastic bags, state urged	Star Metro Central	Elan Perumal & Stuart Michael
81.	16-Nov	The Star	Ongoing Massacre	Star Two	Tan Cheng Li
82.	16-Nov	NST	Protect environment, tourism players told	News	
83.	23-Nov	NST	Bring Back the Green	Letters	
84.	24-Nov	Utusan Malaysia	Zoo Melaka terus jadi pusat perlindungan hidupan liar	Selatan	
85.	26-Nov	Utusan Malaysia	Shell Sabah sumbang RM350,000 kepada KYS	Sabah-Sarawak	
86.	1-Dec	Malaysian Business	A thought on nature	Other Thots	
87.	2-Dec	Utusan Malaysia	Denda kesalahan hutan RM1j	Muka Hadapan	Mohamad Shofi Mat Isa
88.	3-Dec	The Sun	Green technology is a must	News	
89.	4-Dec	Malaysian Insider	Bar Council: Orang Asli view needed in amending Aboriginal Act	Malaysia	Bernamea
90.	4-Dec	Utusan Malaysia	Bina rumah baru suku Penan	Sabah-Sarawak	Rania Paran

91.	6-Dec	Utusan Malaysia	Teknologi imej selamatkan kelip-kelip	Megabait	Ashriq Fahmy Ahmad
92.	8-Dec	Utusan Malaysia	Malaysia, Jepun bekerjasama dalam projek teknologi hijau	Ekonomi	
93.	10 Dec	Utusan Malaysia	Usaha Panasonic lestarian alam sekitar	Megabait	Mohd Hazli Hassan
94.	10 Dec	Utusan Malaysia	Usaha pulihara populasi penyu	Sabah-Sarawak	Siti Nor Azizah Talata
95.	12 Dec	NST	Rethink Plan for Iron Ore Plant	Letters	
96.	22 Dec	Utusan Malaysia	Kerajaan diminta warta lebih banyak pulau di Semporna	Sabah-Sarawak	
97.	23 Dec	Berita Harian	Transformasi Orang Asli	Pendidikan	Basir Zahrom & Shah Che Ahmad
98.		The Star	Demand for green buildings on the rise		Angie Ng
99.		The Star	Death rate has been reduced significantly, says Sarawak Forestry Corporation		Rintos Mail
100.		Utusan Malaysia	Lojing Diancam Pencemaran	Timur	Azran Fitri Hashim

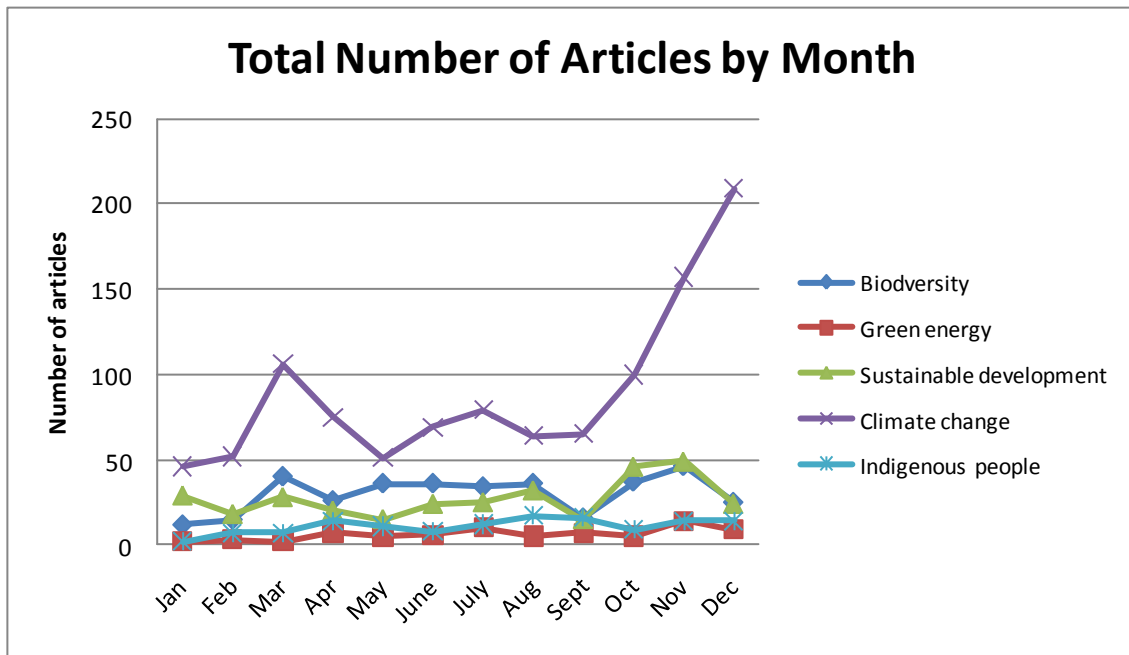
## Appendix 2: Newspapers and sections

Media channel	Sections
The Star	Main Metro Special Biz Week Star Mag Clove In Tech Star two Weekender Fit4Life Sunday Star Education Stuff@ School NIE Variety Motoring
New Straits Times	Letters Life & Times Prime News New Sunday Times Nation Biz Times Streets Learning Curve Focus Tech Travel Times
	Main Business

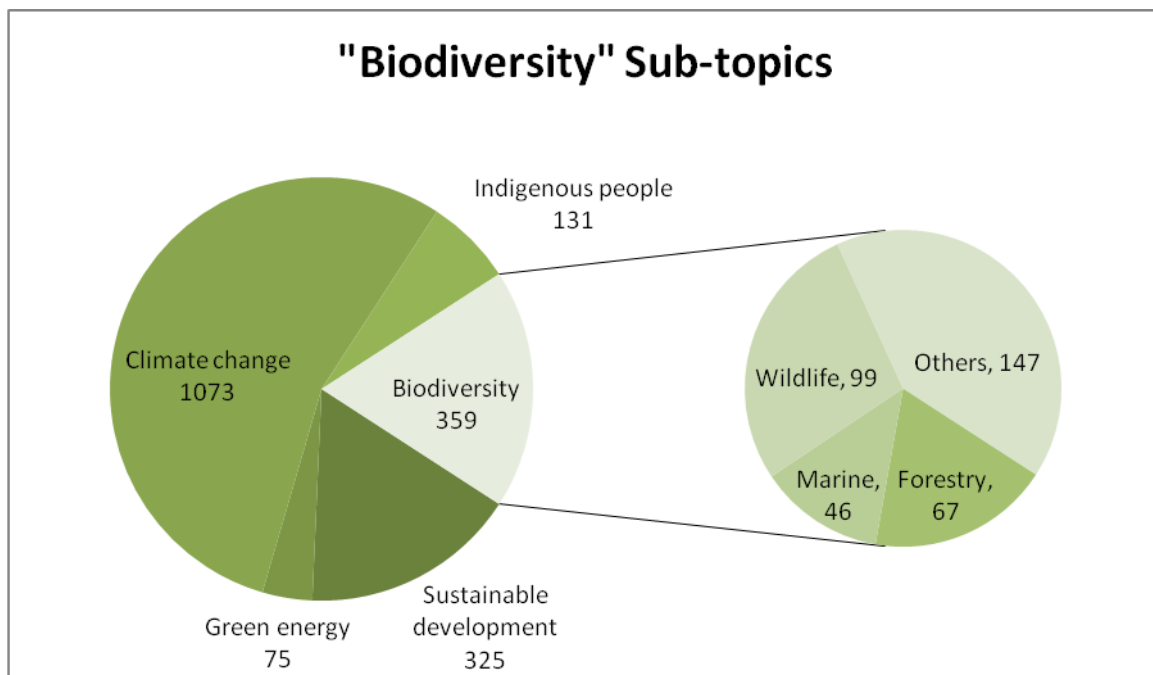
The Sun	Letters Speak Up
The Edge	Net Value Focus Economic watch Corporate Main Forum Comment
Berita Harian	Rencana Nasional Ekonomi Berita Minggu
Utusan Malaysia	Dalam Negeri Rencana Bisnes
Malay Mail	Main Letters
Sinar Harian	Rencana Berita Letters
Mingguan Malaysia	Wawancara
Financial Daily	Main Business Home
Malaysian Reserve	Main Corporate
Malaysian Business	Main Corporate
Kosmo	Berita Bisnes Rencana
The Nut Graph	News
Free Malaysia Today	News
Malaysian Mirror	News
Straits Times Singapore	News
Harian Metro	News
Malaysia Chronicle	News

**Appendix 3: Other graphs from key words search**

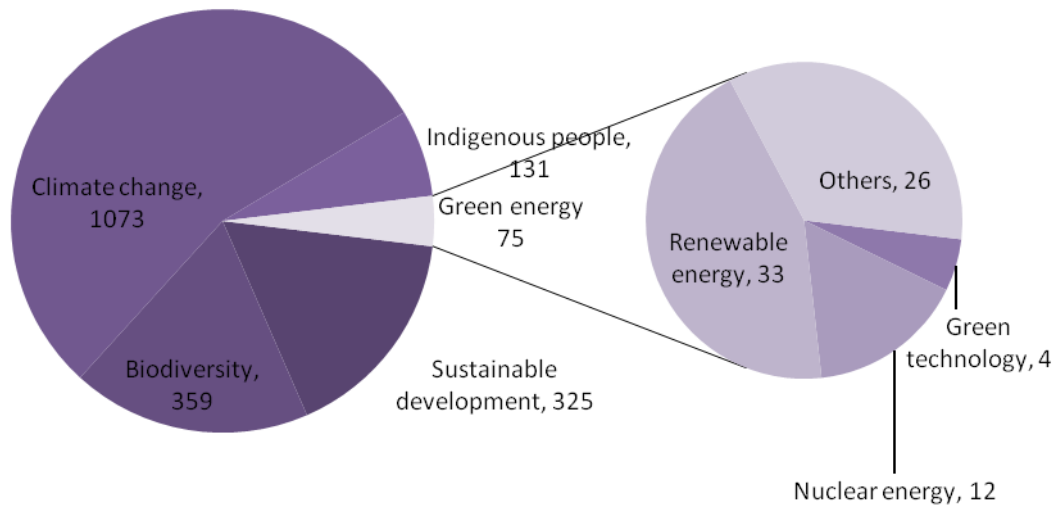
**2009 Results**



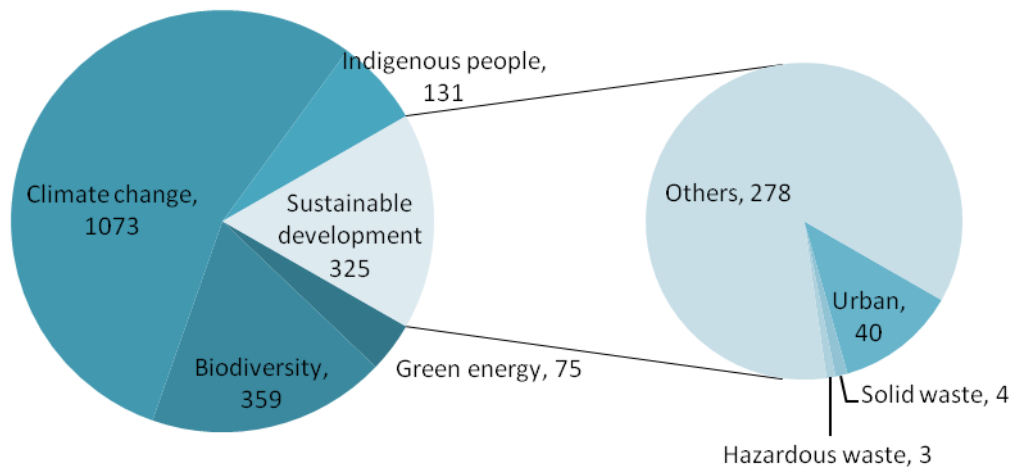
**Break down of sub-topics**

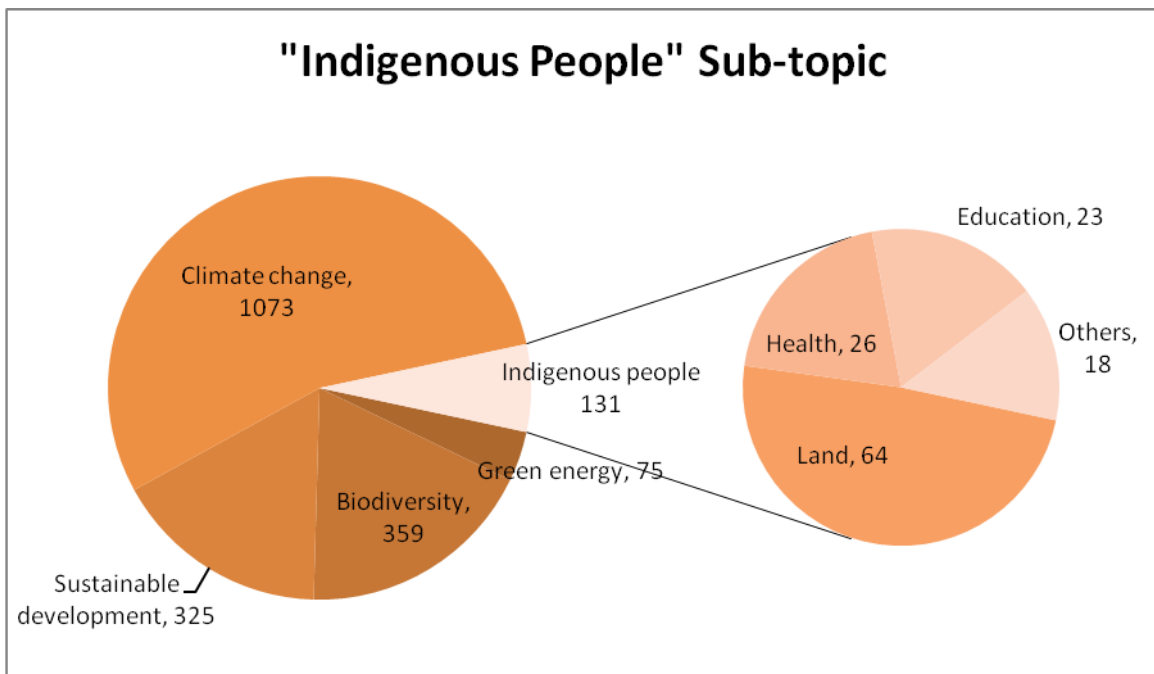
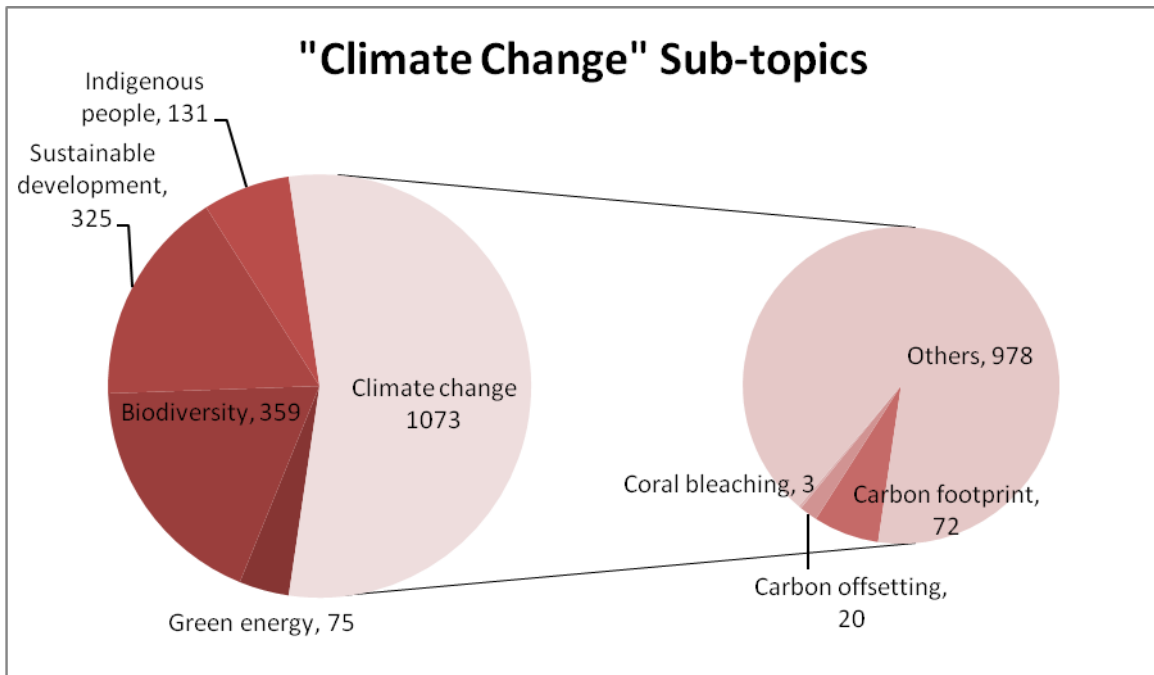


### "Green Energy" Sub-topics

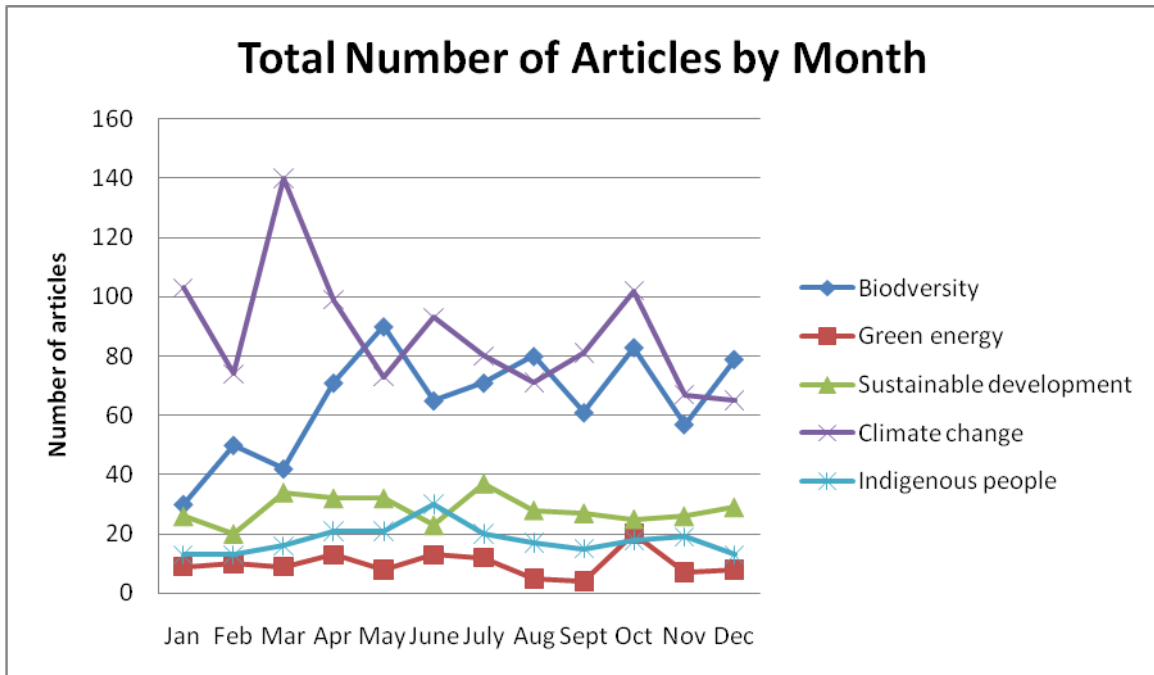


### "Sustainable Development" Sub-topics

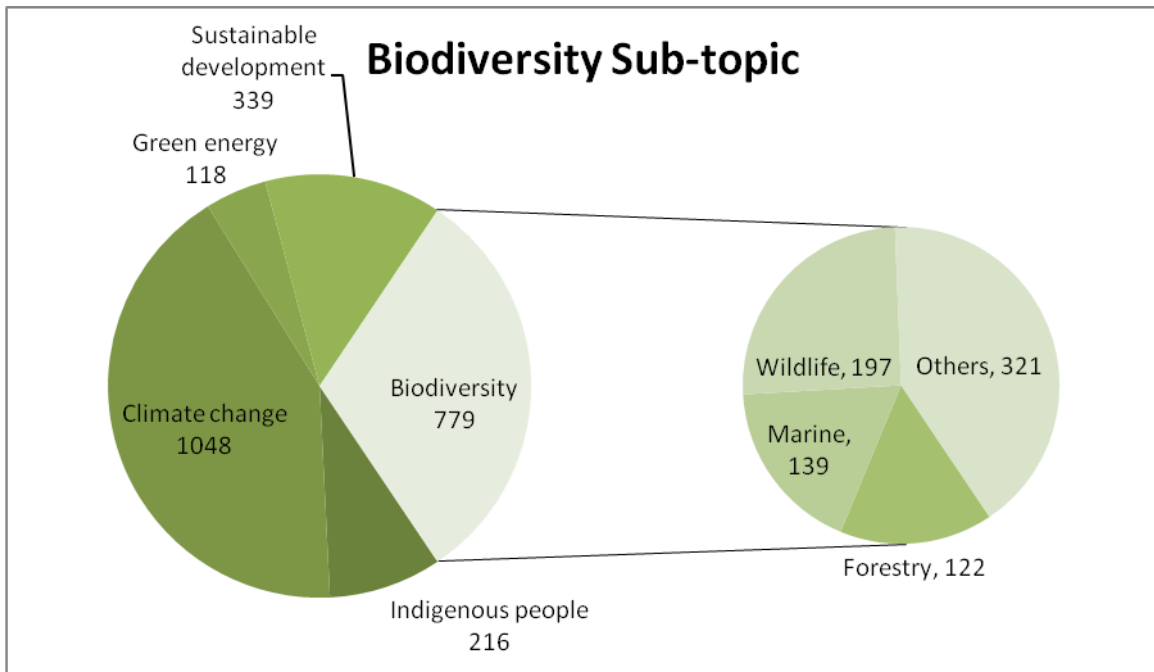




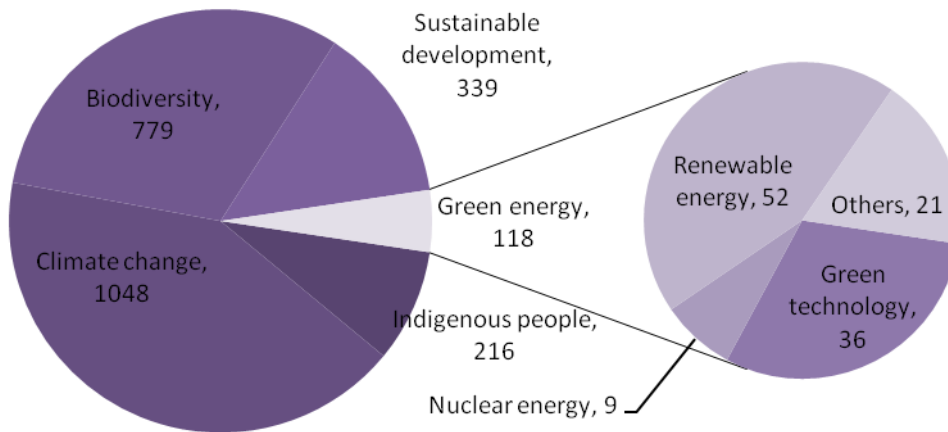
**2010 Results**



**Break down of sub-topics**



### Green Energy Sub-topic



### Sustainable Development Sub-topic

