The Challenge of Covering Media Reform: A Journalist's Perspective

Media reform is hard to cover. First, the language of media reform is highly technical. More importantly, however, media policy is often siloed from other policy areas. That makes it difficult for journalists to connect media policy to issues people really care about. For readers/viewers who are looking for a job, or struggling with a health care issue, broadband access or media consolidation may not seem to be an issue that has an immediate personal impact. The journalists on this panel have all spent 2012 covering media policy through a training program organized by the Media Consortium. They will report on what they have learned--what resources and training journalists need to cover media policy well, and what kinds of stories resonate best with audiences.

Irene Florez is Bogotá-born and Oakland-based. Part-time editor, part-time creator (read: photo, sound, print), part-time media strategist, she served as the Fall 2012 Media Policy Fellow for the Media Consortium's Media Policy Reporting and Education Project.

Best know as the BRIC breaker at Forbes.com, Ken also serves as a columnist for In These Times, where he writes about the news business. He's also written for the Wall Street Journal, The Nation, and Salon.com. In 2012 he participated in the Media Consortium's Media Policy Reporting and Education Project.

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