



THE WORLD FOOD PRIZE

2020 Norman E. Borlaug International Symposium

Breaking New Ground: *Building Resilience Today for Improved Global Food Systems Tomorrow*

The Role of Media in Shaping Public Engagement in Food Systems

2020 Borlaug Dialogue Whova Event Chat Archive

Ellen Franzenburg

Welcome to the panel discussion on climate positive agriculture! Introduce yourself! Please share your name, affiliation, and something you are looking forward to hearing about in this session.

My name is Ellen Franzenburg, and I work with the World Food Prize Foundation. I am looking forward to sharing additional resources with you during this session!

Amy Bettle

Hi Ellen, I'm watching from Des Moines, Iowa! Excited to hear interesting perspectives in this session as it is super essential to how people understand science, agriculture, and world news!

Abbey Riemenschneider

Goodmorning/Afternoon/Evening Everybody!! Abbey here from Ames, IA! I am so excited to hear from our experts and learn something new!

Ellen Franzenburg

Check out all the speaker biographies below the video. You can read all about our distinguished speakers there anytime.

Donald Gee

Hello! This is Donald Gee and I'm watching from Johnston, Iowa

Morgan Day

#FoodPrize20 -- we want to hear your thoughts on the ideas presented this year!

Sarah Schwartz

Sarah Schwartz, communications coordinator at the ADM Institute for the Prevention of Postharvest Loss at the University of Illinois - Urbana-Champaign.

Ellen Franzenburg

Check out some interesting agriculture-specific media projects:

<https://foodtank.com/news/2016/02/whats-the-buzz-media-thats-all-about-agriculture/>



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Learn more about the World Food Prize Foundation Borlaug-Ruan Internship here: https://www.worldfoodprize.org/en/youth_programs/borlaugruan_international_internship/borlaugruan_interns/

Adam Roberts: The change from information based reporting to more emotive, narrative reporting mirrors the shift away from "old guard" media to a more democratized journalism via social media.

Ellen Franzenburg

Be sure to read this article: Strengthening the media abilities to effectively communicate on food security and nutrition

<https://insight.wfp.org/strengthening-the-media-abilities-to-effectively-communicate-on-food-security-and-nutrition-176a310da3b3>

Morgan Day

Lazarus Lynch: "Today the roles have shifted [away from journalists] to the people. I respect the profession of journalism and journalists, but have moved to a new sense of power. The people can tell their stories."

Alexa Lamm: "Disseminating science has never been more difficult in the current landscape."

Nichola Dyer

Very glad to see WFP conducting a session on the role of the media, and with such a great choice of panelists

Morgan Day

Alexa Lamm: Right now, there is a general lack of trust in science, and this is compounded by the diverse and trust-based relationships we have to the place we seek information. If those sources are not science or evidence-based, we see more fragmentation.

Ellen Franzenburg

Check out this FAO guide for journalists: <http://www.fao.org/3/a-at683e.pdf>

Morgan Day

Adam Roberts: "In the media space we have to think much harder about how those in the social media space have some of the same restrictions as journalists. If [people on social media] post absolute falsehoods, there should be consequences. We should regulate the digital media space in the same way we regulate the old media space." Accountability and regulation in media!



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Lazarus Lynch: "The tendency with regulation means that there is a tendency to suppress certain voices." How do we ensure that any regulation of our old and digital media spaces does not marginalize certain voices?

Ellen Franzenburg

Find out more about CAST, the Council for Agricultural Science and Technology, and how they communicate research objectives and findings:

<https://www.cast-science.org/>

Morgan Day

Alexa Lamm: "We need to be outcomes oriented instead of output oriented."

Gabriela Cruz

Hi I am Gabriela Cruz from Portugal, Europe. In my country and in Europe is so difficult to farmers to have access to media

Nichola Dyer

Great session, thanks for the insights

Shelley Taylor

Excellent session! Thank you!

Meghan Walters

Awesome session! So enjoyed these perspectives - wish there was more time with you all.

Morgan Day

Adam Roberts: "We need to train ourselves to distinguish reliable sources from the unreliable sources. And we need to be ready to pay for this as citizens."

Donald Gee

Really great session! Thank you!

Shelley Taylor

Would like it to be longer!

Morgan Day

Lazarus Lynch: "Surround yourself in diverse voices that you can trust, and understand that our voice is our tool of power."

Great closing thoughts from our speakers!



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Kenneth Quinn

Meghna, Wonderful job moderating an interesting and dynamic exchange. So pleased Lazarus was part of the panel

Meghna Ravishankar

Ken, thanks so much! Glad you could join!

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