

MEDIA COVERAGE OF HEALTH ISSUES

Mass media is a poor vehicle for communicating scientifically accurate information about health and medicine because of:



Sensationalism



Inaccuracy



Time constraints

Reporters usually have values of the public good in mind, but editors and producers need to rework the information in such a way that creates a good story



There's possibility for improved engagement with mass media

Be Informative

Reporting for the good of the public should be of primary importance.



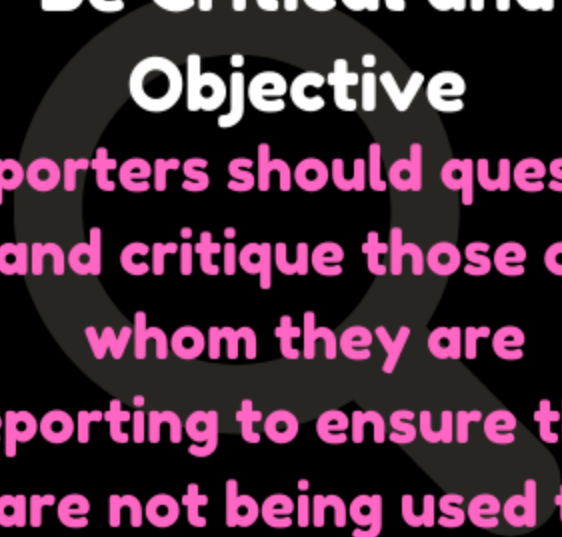
Accuracy

Commercial goals of the media often sensationalise stories through the use of dramatic headlines. Make a commitment to accuracy



Be Critical and Objective

Reporters should question and critique those on whom they are reporting to ensure they are not being used to further any agenda



Rely on Experts

Specialist medical reporters have the capacity to produce better quality stories. Familiarity with technical aspects of health enhance their ability to accurately report complex issues

