

Summary: Reporting on Global Health

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- Journalists face challenges when covering international stories:
- Audience may not be aware of this issue and it may not relate to their lives.
- They may not care anyway.
- Causes and solutions are elsewhere.
- There may be a lack of reliable information.
- The HIV story is an example.
 - Pharmaceutical companies systematically denied HIV drugs to people living with HIV in Africa by making their prices prohibitively high for most of those with the greatest need for treatment (poor people in the countries affected).
 - A few journalists exposed this by looking for the story in depth and continuing to cover it over time.
 - But many covered it sporadically, only at certain events etc.
- Other stories are still happening internationally but gaining little media coverage, eg to do with hepatitis C.
- The overriding questions for NGOs therefore remain, of deciding whether to campaign for every disease and every treatment and how to gain the media's attention.