

FOR INFORMATION

Communication Report

Purpose

To inform members of the status of the Trust's ongoing communications activities.

Background

Communications covers the full range of activities the Trust uses to convey its messages – including website, electronic updates, press coverage etc. The Trust's communications should project professionalism, urgency, and a strong sense of mission, and demonstrate the link between our issue and themes of importance not just to the scientific community, but to a broader public and certainly to funders – e.g. agriculture, biodiversity, climate change, environment, poverty eradication.

Recent Activity

Speeches and Presentations

PopTech Meeting USA 17-20 October 07
Santa Fe Institute, USA 2-3 Nov 07
CSSA Meeting in New Orleans 3-6 Nov 07
Speech to locals in Svalbard 27 February 07
Pink Palace Museums Memphis 7-10 March 08
Wernsman Seminar at the North Carolina State University 12-15 March 08

Crop Diversity Topics

Crop Diversity Topics are mailed to the entire mailing list of the Trust. Two Topics have been produced since EB2:

- Big Words
- Hardwired!

These are annexed.

Opening of the Svalbard Global Seed Vault

The Seed Vault has continued to be of great interest to press around the world. Articles have appeared throughout the period, with particular periods of interest surrounding a November press release and the opening ceremony itself.

In November a press release was put out covering the 'cooling down' period in preparation for the Vault's opening. This was designed to be an interesting story in itself, and also to heighten press interest in the opening, as the Vault was effectively closing until that date. The release was widely picked up.

For the opening, the primary aim was for it to be a news story, as opposed to a special interest item. This aim was achieved, with the Vault's opening featuring prominently in

news bulletins and newspapers around the world. Significantly, many networks sent foreign correspondents as opposed to science or environment specialists.

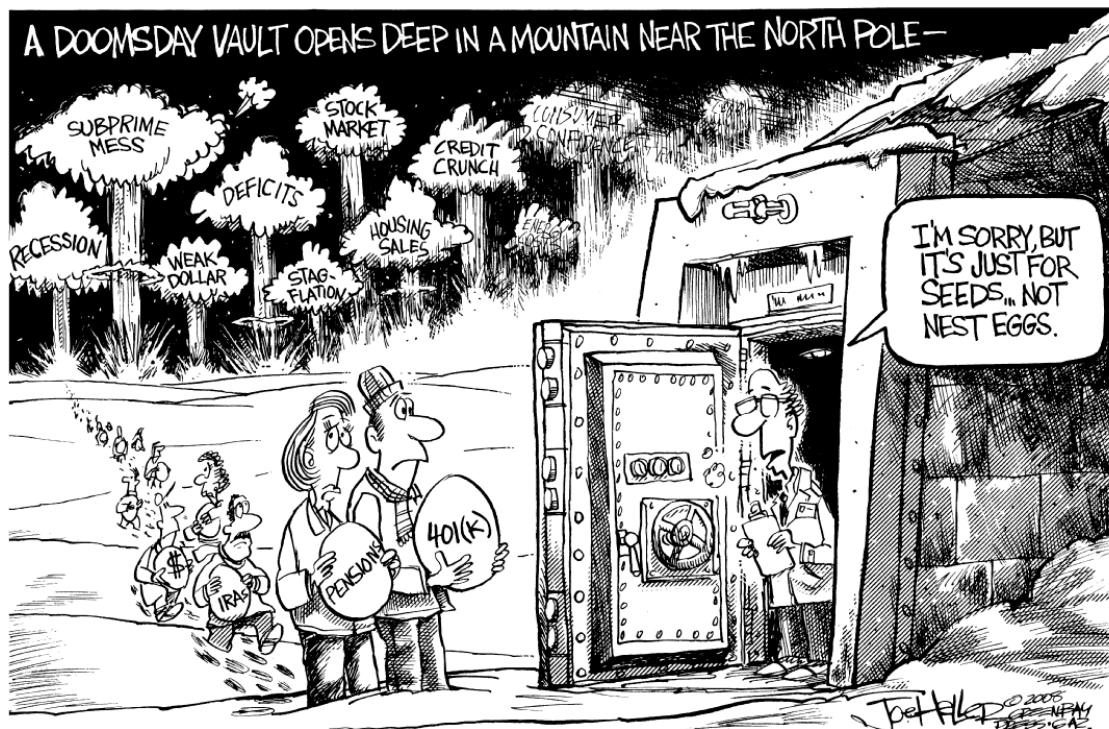
In the months leading up to the opening, the Trust had made a great deal of material available to the media, with the result that TV stations were able to show not just the footage taken by them in Svalbard, but use footage of crop diversity in countries of origin, as well as footage of seeds being packed and prepared for shipping to Svalbard. This contributed to the media interest, and their confidence that they could create a visually interesting story. In turn this meant they invested in sending journalists to Svalbard.

Interest was further built by regional releases about the preparation of the seeds, and the resulting sense that seeds were converging on Svalbard from around the world. In addition, to ensure that the tone of the coverage was appropriate to the significance of the subject, material made available to journalists was scientific in nature, with a 20-page report on crop diversity and the Vault prepared specifically for the opening.

Among journalists attending there was a heavy bias towards television, probably as print journalists had covered it so widely before. Many of the world's most important networks were there, and the story was featured at peak viewing times on breakfast shows and evening news programmes. Details of the crews in attendance are annexed. Many networks produced three different pieces to keep the story running for 36 hours (day before, morning and evening bulletins of the opening day itself). Reuters and AP TV were present, and their footage, combined with footage made freely available by the Trust and by the ceremony organizers, meant that the story was featured on many more networks than had sent crews to cover the event.

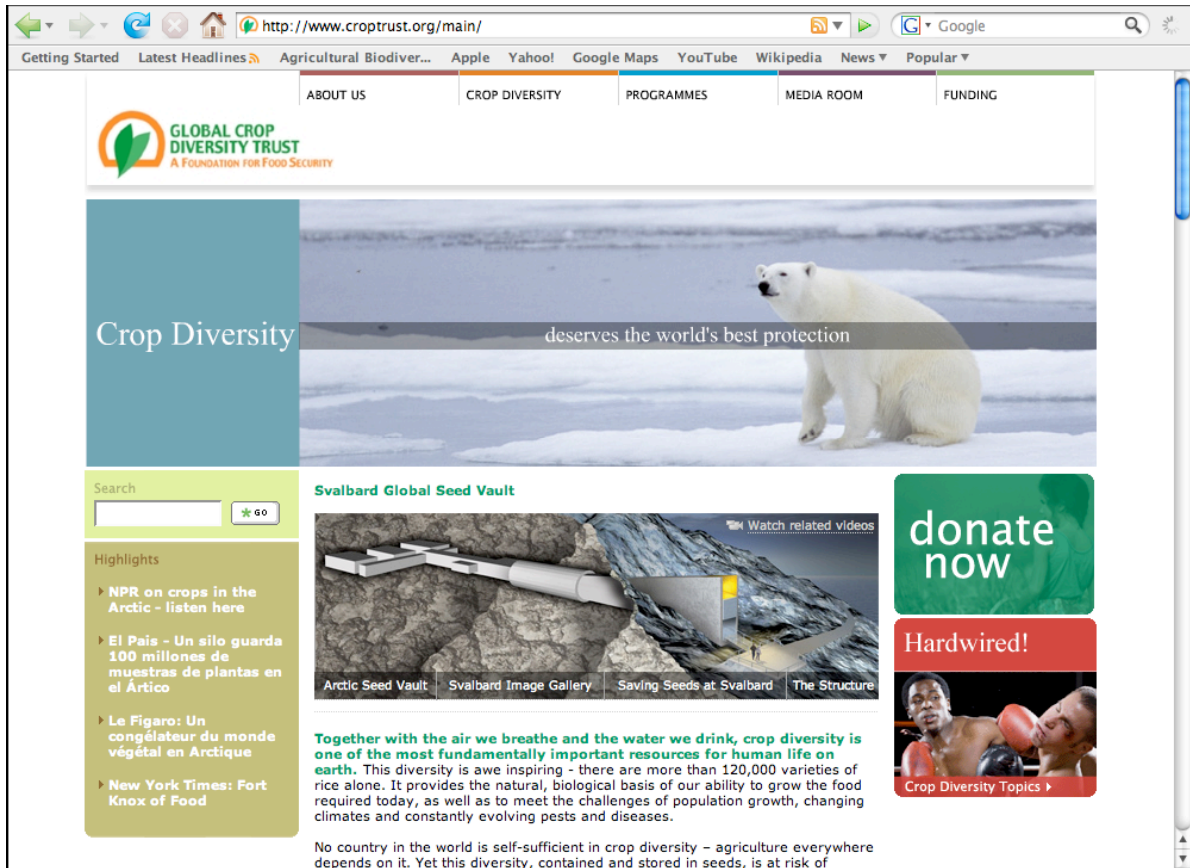
Highlights from the media coverage are annexed.

From the Chicago Tribune:

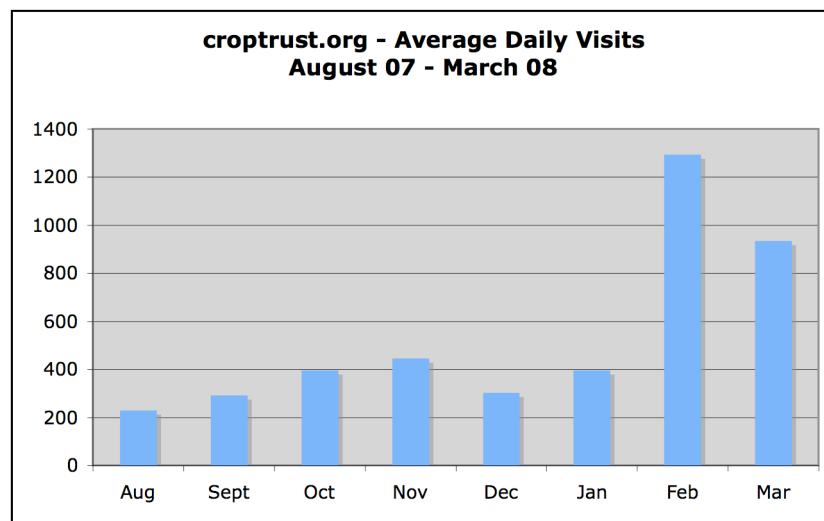


Website

Beyond the regular updates which the website receives, in advance of the opening of the Svalbard Global Seed Vault the homepage was reconfigured to ensure that the site was the first port of call for those interested in the vault (see below). An interactive graphic was also added to the Seed Vault pages (<http://www.croptrust.org/main/arctic.php?itemid=211>), and a copy made available to press wishing to use it.



The website has continued to receive an increasing number of visits, with some 20,000 visits during the three days of the Seed Vault opening.



Action

That Members discuss the Trust communication activities and provide feedback.

Annex A
Annex B

Crop Diversity Topics (7 pages)
Highlights of global media coverage for the Svalbard opening
(18 pages)

Crop Diversity Topics

Big Words



1 Big Words
Biological Inflation
\$13,000,000,000

2 To Learn More
about the Topic

3 Happenings at the Trust

The Global Crop Diversity Trust is an independent international organization whose mission is to ensure the long term conservation of crop diversity, the biological foundation for agriculture and food security.

BIG WORDS

Official documents in the field of crop diversity all have a familiar ring to them. Take a look at the Global Plan of Action adopted by 150 countries in 1996, or the International Treaty on Plant Genetic Resources adopted in 2001. Or even the legal documents associated with the creation of the Global Crop Diversity Trust. All refer to the need to develop a *rational, effective, efficient and sustainable global* system for conserving crop diversity and making it available. Yes. Of course. Sure. Why not add goal-oriented, participatory, gender sensitive, regionally balanced, and scientifically-based too?

One could be forgiven for tuning out in the middle of the litany. Some descriptors have become so automatic as to numb the senses. The words are used frequently but contemplated rarely.

Biological Inflation

Let's look at a couple of the words, starting with "efficient" and "effective".

Forty years ago the leading scientists in the field, still revered today, concluded that a small number of facilities would be required to handle the *long-term* storage of plant genetic resources. Six or seven perhaps. At the time, several hundred thousand samples had been collected.

Today, the FAO list of genebanks runs to 1400. These facilities are holding more than 6 million samples, two-thirds acquired since the mid-1980s when collecting from fields and farms began to decline before finally drying up completely in the 1990s. Where did the samples come from? Not from collecting obviously, but from the few genebanks that continued to honour requests.

Recently this conclusion was underscored when a genebank director showed me photos of his new facility, remarking proudly that they had collected many thousands of samples in the past year that were now safely conserved. I was impressed. Astonished, actually. "Did you collect all of those samples in your country?" "Oh no", he replied, "we collected most of them from the CGIAR", referring to a group of ten international genebanks. Instead of a collecting expedition, there was an email. Today, another genebank is being built in that particular country. And, it seems they would like financial support for it.

Of the more than 6 million samples in genebanks, perhaps 1.5 million are "unique", the majority of the remaining being duplicates "collected" when collecting started to be done by postcard and email.



Someone is paying to store literally millions of excess duplicate samples. Calls for the development of an "effective" system imply that the existing system is flawed. It is difficult to discern a "benefit" in this "every-man-for-himself" approach, especially as the International Treaty provides facilitated access to genetic resources and alternative uses for the funds (for plant breeding for instance) are so compelling.

Today, it's 1400 collections. 6 million samples. 1.5 million unique. Tomorrow, we could easily have 2000 institutions storing 10 million copies of the same 1.5 million samples. We're on track towards that dubious destination. But, can we afford the fare? Where does it all end? One is reminded of the old adage that tells us to be careful – if you don't know where you are going, you might just end up getting there.

\$13,000,000,000

Using the per sample conservation costs of the CGIAR, we estimate that \$49 million would be needed annually to maintain all samples currently held by developing countries and the CGIAR. To generate such income annually the Global Crop Diversity Trust would need to have a non-depleting fund of \$1.22 billion, making a 4% return. But, this figure might actually be too conservative! Why? Because these samples are spread amongst 711 facilities, each needing its own set of equipment, a good roof and a staff regardless of the number of samples held. If recent CGIAR genebank upgrading costs are any indication, it could easily require more than \$1 billion to bring the 711 facilities up to standard. Maintaining that standard – calculating this time on the basis of per institution rather than per sample costs – could require a trust fund of \$13 billion!

Contrast these "options" - \$1.22 billion or \$13 billion (plus a billion dollars of upgrading) – with the original estimate the Trust made, namely that a non-depleting fund of \$260 million would accomplish the job, forever.

We have choices to make. And the choices have consequences. We can store more samples than needed in more facilities than necessary. Or, we can cooperate by devising – and here comes one of those words – a "rational" system based on a division of labour that makes sense scientifically, administratively and financially.

Theoretically the conservation job can be done for any of these prices:

\$260,000,000

\$1,300,000,000

\$13,000,000,000

What won't work, what won't be effective, is the \$13 billion dollar approach (finance every collection and facility regardless of redundancy or scientific need) with the \$260 million dollar fund. That's a strategy where everyone gets a little money, but not enough to do the job individually or collectively. Success requires that we adopt a strategy in line with our resources, bearing in mind that the goal is not to conserve all genebanks but to conserve all diversity.

If we are to design an "effective" system, we would be wise to focus on developing a truly "efficient" system. An inefficient system might still function and even make a number of people happy. But it will cost much more. More than we are ever likely to have.

So we return to words. Rational. Effective. Efficient. Sustainable. Global. They really do mean something.

TO LEARN MORE ABOUT THE TOPIC

Fowler, C. and T. Hodgkin, "Plant Genetic Resources for Food and Agriculture: Assessing Global Availability". Annual Review of Environment and Resources. Vol. 29. 16 July 2004 .

"The Role of the Global Crop Diversity Trust in Helping Ensure the Long-Term Conservation and Availability of PGRFA" <http://www.croptrust.org/main/role.php>

HAPPENINGS AT THE TRUST

The Trust has announced a \$1.5 million competitive grants scheme for enhancing the value of crop diversity. This program will support evaluation of collections with priority given to screening for traits of utility to the poor and for adaptation to climate change.

The Rockefeller Foundation, Stanford University and the Trust recently convened a small 3-day workshop on crop diversity and climate change. The meeting brought together some of the world's leading climate scientists, plant breeders and genebank managers to discuss how we can ensure that agriculture, with the help of our genebank collections, really will be able to adapt to a climate changed world. More news coming to our website soon.

Finally, we welcome new staff members: Layla Daoud, Suzy Gemma, Hang Nguyen, Kerri Wright Platais, Anna Stolyarskaya, Kem Turner and Kijo Waruhiu. You can find biographical sketches and photos of all the staff at: <http://www.croptrust.org/main/staff.php>

Cary Fowler

Cary Fowler
Executive Secretary

The Global Crop Diversity Trust Website: www.croptrust.org Email: info@croptrust.org

[Unsubscribe from Crop Diversity Topics](#)

Hardwired!



1 **Hardwired!**
A crop diversity crisis?
Clear and present danger

2 **To Learn More
about the Topic**

3 **Happenings at the Trust**

The Global Crop Diversity Trust is an independent international organization whose mission is to ensure the long term conservation of crop diversity, the biological foundation for agriculture and food security.

HARDWIRED!

Admit it. Together with a cup of coffee, the daily headlines – murders, wars, scandals and the like – pump us up. We are addicted to the drama of it all.

We're not alone. Animal communication, as Prof. Ray Jackendoff of the Center for Cognitive Sciences at Tufts University observes, focuses on the immediate and pressing as well: food, danger, threat, reconciliation.

Chimpanzees, born in captivity, react with terror upon first seeing a snake. No teaching, no learning required. Like other animals, we as a species are hard-wired to respond to imminent threat. Literally hard-wired, according to psychologist Stephen Pinker of Harvard University. We are programmed to react and react quickly to a punch being thrown in our direction, as well as to something that jumps out of the dark and startles us. We have reflexes, physical, mental and social.

We are *not* hard-wired, it seems, to respond so quickly or appropriately to threats that are around the corner, regardless of their size, certainty or deadline. Armies can be mobilized over night to counter threats, real *or* perceived. Climate change, on the other hand, engenders debate and careful consideration as if the biggest danger it poses lies in quick and decisive action. Mobilization takes time.

Politicians dealing with crop diversity are similarly inclined to deal with immediate and flashy issues while underestimating the importance of even larger chronic problems. Focused on financial and legal matters, delegates to a recent meeting of the Governing Body of the International Treaty on Plant Genetic Resources scarcely uttered the phrase "climate change". Lost in earnest discussions of "benefit sharing" was the fact that some 50% of crop diversity collections held in developing countries are in urgent need of rescue and regeneration after years of slow deterioration. The problem was first noted in 1996.

A crop diversity crisis?

Most unique samples could rot and die without an emergency or crisis being proclaimed. We don't immediately feel pain by *not* conserving crop diversity.

Agricultural crises will occur (that's a certainty), but we will probably never have a "crop diversity crisis", because of the lag time between cause and effect. Today's oversights in caring for this resource provoke tomorrow's emergencies, but at most we are hard-wired only to deal with the latter.

What would constitute a crisis or an emergency for crop diversity? Obvious answer: A big, valuable, unique collection could be wiped out.

But wait; isn't this *exactly* what is happening? Consider the 50% regeneration figure cited above, based on data supplied by the countries themselves. We are losing diversity. The loss is just not happening *quickly* enough to be defined, like a punch being thrown at our face, as an imminent threat. That's the good news, I suppose. It's also the bad news.

Hard choices are only made when no other options remain.

For the moment, too many of us are still exploring the option of "business as usual". In international arenas, this manifests itself as old "us versus them" politics as countries jockey for position. They curse and cajole rather than collaborate.

We will have reached a different plane in the decades-old debate over plant genetic resources when our bio-politicians recognize the threat around the corner and start to enunciate and support strategies for dealing with it - when they realize that positioning agricultural systems to provide food security in a climate changed world *is* the supreme benefit to be generated from crop diversity.

In the plant genetic resources world, neither donor nor recipient is hard-wired to respond to unarticulated threats with unarticulated remedies. But in the absence of such a shared vision, political and financial support is inadequate. Should we be surprised?

Clear and present danger

This does not mean that threats and dangers are not out there, or that plans don't exist for dealing with them. By 2050, the world's population will increase by 37% to 9.2 billion, resulting in a commensurate need for more food. Rising incomes are likely to generate even greater demand. Currently yields of crops that the poor depend upon, such as roots and tubers (cassava, yam, sweet potato, taro) are on track to provide just a 29% increase by 2050, meaning that an already bleak situation will get worse. More frightening, that 29% does not factor in a changing climate and the multitude of additional challenges that will pose to agriculture.

Producing more food will be especially challenging in developing countries, given the additional and negative impact climate change will have. Either we can cut the forests and bring more land into agricultural production - but at what cost? Or, we can try to increase crop yields on existing land. This cannot and will not be done without use of crop diversity.

So here's the threat: 800 million malnourished today, and a very uncertain ability to feed those people, plus many more tomorrow, in an environmentally sustainable manner.

What do we need to do with our collections of crop diversity to prepare for this?

- Identify and secure existing diversity in facilities capable of conserving and distributing it, quickly;
- Safety duplicate it in another genebank plus the Svalbard Global Seed Vault;
- Screen it for traits plant breeders and farmers need now and are about to need, and develop information systems to help users identify and deploy these resources;
- Guarantee funds to maintain a global system in which unique diversity is secured, and encourage countries to provide additional and adequate support to meet their specific national needs regarding conservation and use.

In short, make absolutely sure crop diversity is as safe, as financially secure, and as readily available for use as it can be. Accomplish this and humanity will benefit immeasurably. In the long run, this is the contribution the Trust hopes to make to implementation of the International Treaty, and to humanity.

Pinker and others think humans are hardwired not just to focus on present dangers but to cooperate. Who knows? If he is right, we should soon see some evidence in the field of crop diversity. Climate change and population growth are poised to throw a combination of punches that would impress even Mohammed Ali. But to escape those punches, we have to move now.

TO LEARN MORE ABOUT THE TOPIC

Steven Pinker, *The Blank Slate: The Modern Denial of Human Nature*, Penguin. 2003.

See the website of the International Treaty on Plant Genetic Resources for Food and Agriculture:

<http://www.planttreaty.org/>

HAPPENINGS AT THE TRUST

The Trust has initiated a massive global initiative addressing virtually all of the bullet points printed above. For more information, visit our website: <http://www.croptrust.org/>

The Trust has moved into wonderful new offices overlooking the Circus Maximus at the Food and

Agriculture Organization of the UN, in Rome. We are grateful to FAO for their generosity and assistance.

Finally, we say "thank you" and bid farewell to our colleague Brigitte Laliberté, who headed our work developing regional and crop conservation strategies. Brigitte assumes a new position as coordinator of the Global Public Goods initiative with the genebanks of the CGIAR, based at Bioversity International. We look forward to continuing to work closely with her!

Cary Fowler

Cary Fowler
Executive Secretary

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Highlights of global media coverage for the Svalbard opening

The opening of the Svalbard Global Seed Vault generated huge global news coverage in TV, print, radio, and online formats. More than four hundred stories were published or aired on TV networks on the day of the opening ceremony in North America alone. Broadcasts on *60 Minutes*, *ABC World News*, ABC's *Good Morning America*, NBC's *The Today Show*, and *CBS Evening News* reached at least twenty-six million people in the United States. In addition, over 600 national, regional, and local TV and radio outlets in North America, and at least thirty international broadcast outlets, including BBC News and Deutsche Welle (Germany), aired stories during the week of the opening.

In total, more than twenty-two international media outlets traveled to Svalbard to attend the opening ceremony on February 26th, including reporters and camera crews from ABC News, Associated Press, Agence France-Presse, BBC News, CNN International, *Financial Times*, *Nature*, NBC News, *Le Figaro*, and Reuters.

Many of the world's top newspapers published stories on the opening of the seed vault, most notably thirteen front-page stories by influential publications like *Berliner Zeitung* (Germany), *Globe and Mail* (Canada), *International Herald Tribune*, *New York Times*, and long feature pieces by *Financial Times*, *La Nación* (Argentina), *La Tercera* (Chile), and the *Memphis Commercial Appeal*.

We tracked radio and TV stories on the seed vault to six continents in at least ten languages, including French, Spanish, German, Italian, Norwegian, Swedish, Japanese, and Turkish. Print, wire, and online coverage were tracked to websites in even more languages and countries.

Highlights of the online media coverage included a WashingtonPost.com live chat with Cary Fowler; online slide shows on many news sites including PBS' Online NewsHour, NYTimes.com, and NationalGeographic.com; and prominent journalist blogs such as on BBC News and the *New York Times* Dot Earth Blog. The seed vault opening was also listed as a top story on CNN, Yahoo! and Google News for February 26th.

The tone of the media coverage was overwhelmingly neutral to positive. Some outlets took an "odd news" angle to the story, but the majority conveyed the reason why conserving crop diversity in the vault was important. Following the announcement of the opening, several top newspapers published editorials praising the nature of the project. A *Japan Times*' editorial dubbed the seed vault as one of the "smartest measures we can take to safeguard future generations and one that all governments should be prepared to support". Similarly, an *Ottawa Times* editorial remarked that the seed vault is "recognition that diverse seeds are crucial to human survival".

In addition to mainstream media, evidence of the spread and impact of the media campaign manifested in other non-traditional news stories, including an editorial cartoon in the *Chicago Tribune* and a quip on the seed vault on *Saturday Night Live*'s "Weekend Update" skit. The effectiveness of editorial cartoons and jokes presumes widespread public awareness of the seed vault's existence, thus demonstrating the penetration of the media outreach into the general public consciousness.

The following newspapers ran editorials on the significance of the opening of the seed vault:

Chicago Tribune (editorial cartoon)
Chilliwack Progress (Canada)
Columbus Dispatch
Corpus Christi Caller-Times
Enid News
The Guardian (UK)
Hartford Courant (USA)
Japan Times
New Scientist (UK)
Ottawa Citizen (Canada)
Owen Sound Sun Times (Canada)
El País (Spain)
Times Colonist (Canada)

The following newspapers ran front page stories on the opening:

Arab News (Saudi Arabia)
Berliner Zeitung (Germany)
Globe and Mail (Canada)
Hospodarske Noviny (Czech Republic)
Indian Express
International Herald Tribune
Knoxville News-Sentinel
Memphis Commercial Appeal
La Nación (Argentina)
New York Times
Satakunnan Kansan (Finland)
Virginian-Pilot
Windsor Star (Canada)

Media Interviews for Cary Fowler	
60 Minutes	Scott Pelley
ABC	Jim Sciutto/Angus Hines
ABC Radio (Australia)	Rafael Epstein
BBC (UK)	Sarah Mukherjee
BBC News Hour	Greg Morsbach
CBC Canada	JF Belanger
CBC Radio – The Current (Canada)	Anna Maria Tremonti
CBC TV – The Current (Canada)	Carolina Rzeznikewiz
Channel Islam International	Ejaz Khan
CNN	Becky Anderson
<i>Commercial Appeal</i>	Bart Sullivan
Deutsche Welle Radio – Inside Europe	Helen Seeney
Deutsche Welle Radio (Germany)	Rajiv Sharma
<i>Die Zeit</i> (Germany)	Hans Schuh
<i>Financial Times</i> (UK)	Fiona Harvey
<i>Guardian</i> (UK)	Gwaldys Fouche
<i>International Herald Tribune</i>	Elisabeth Rosenthal
KCRA TV 3 (USA)	David Bienick
KQDS Minnesota Public Radio	Jason Manning
<i>Le Figaro</i> (France)	Alice Bomboy
Mancow Show	Erich Muller
NBC	Dawna Friesen
<i>New York Times</i> Dot Earth Blog	Andrew Revkin
NPR's Science Friday	Ira Flatow
NPR's The Diane Rehm Show	Diane Rehm
PRI's The World	Clark Boyd
Sky News (UK)	Catherine Jacob
Tokyo Broadcasting System	Maryam Nikbin
<i>Vanity Fair</i> (Germany)	Clemens Bomsdorf
WashingtonPost.com – Live Online	Rocci Fisch
WKNO-FM	Candice Ludlow
ZDF (Germany)	Ines Trams

Media Interviews for Daniel Debouck	
Radio France International	Marion Urban
RCN (Colombia)	RCN interviewer
RTBF (Belgium)	Sophie Brems
Voice of America French	VOA French interviewer

Media Interviews for Julian Laird	
BBC 5Live	Kate Arkless Gray
CBS Radio	CBS interviewer
RAI – Superquark (Italy)	RAI interviewer
RTE Radio 1 with Pat Keeney	Pat Keeney

Media Interviews for Rodomiro Ortiz (CIMMYT)	
<i>La Nación</i> (Argentina)	Yolanda Yebra
Radio Caracol (Colombia)	Cesar Augusto Moreno
Radio Red (Mexico)	Sergio Sarmiento
SciDev.net	Arturo Barba

Media Interviews for Geoff Hawtin (CIAT)	
Rogers Television (Newfoundland)	Roger Samson

Media Interviews for Grethe Evjen	
Deutsche Welle Radio	Deutsche Welle Radio interviewer
PRI's The World	Clark Boyd

Media Interviews for Jean Hanson (ILRI)	
Radio 702 (South Africa)	Gary Oberholzer

The document below contains an index of the major wire, print and broadcast coverage tracked to date. Full text of the stories will be uploaded to an FTP site. A separate CD will also contain selected TV and radio clips.

Svalbard Global Seed Vault Opening Media Coverage by Country

ALGERIA

Print

El Watan

ARGENTINA

Print

Clarín

La Nación

AUSTRALIA

Wire

Australian Associated Press

Broadcast

ABC

Print

The Advertiser

The Age

Courier-Mail

Daily Telegraph

Financial Review

Gold Coast Bulletin

Herald Sun

Hobart Mercury

MX

Sunday Times

Weekly Times

Online

Commodity Online

AUSTRIA

Print

Salzburger Nachrichten

BELGIUM

Print

De Morgen

BRAZIL

Print

Folha de São Paulo

Gazeta Mercantil

O Globo

Veja Magazine

BULGARIA

Print

Capital Weekly

CANADA

Wire

Canadian Press

Selected Broadcast

(In addition to the coverage listed below, many local TV and radio affiliates in Canada aired segments on the seed vault).

CBC's The Current

CTV

Print

Calgary Herald

Chilliwack Progress

Edmonton Journal

Globe and Mail

Leader Post

Nanaimo Daily News

Ottawa Citizen (2)

Owen Sound Sun Times

Times Colonist

Toronto Sun

Truro Daily News

Vancouver Province

Voie Agricole

Windsor Star

Online

La Terre Online

CHILE

Broadcast
TVN

Print
Diario Financiero
El Mercurio
Publimetro
La Tercera

CHINA

Wire
Xinhua

Print
China Daily
Shanghai Daily

CZECH REPUBLIC

Wire
ČTK

Print
Hospodarske Noviny
Prague Post

DENMARK

Wire
Ritzau

Print
Politiken

FINLAND

Print
Ilta Sanomat

FRANCE

Wires
Agence France-Presse (5)
Agence France-Presse—English (3)
Agence France-Presse—German
Agence France-Presse—Spanish
Agence France-Presse—Portuguese
Agence France-Presse—Japanese

Broadcast
AFP TV

Arte TV
Europe1
France2
FrequenceTerre
RTL

Print

Aujourd'hui en France
Centre Presse
La-Croix
Les Echos
Le Figaro
France Soir
L'Humanité
L' Independent
International Herald Tribune
Libération (2)
Midi Libre
Le Monde
La Nouvelle République
Oueste France
Le Parisien
Paris Match (forthcoming)
Sud-Ouest
Le Télégramme
Tele Z (forthcoming)

Online

Actu Environnement
Developpement durable le journal
Enerzine.com
Enviro2B
Eparsa Magazine
L'Express Online
Le Figaro.fr
France Info
Futura-Sciences
Metro France Online
Notre Planete Online
Nouvel Observer Online
Novethic.fr
SpectroSciences.com
La Tribune Online
Usine Nouvelle Online

GERMANY

Wires

Deutsche Press-Agentur—English

Broadcast

ARD

DW Spectrum

N-TV

Spiegel TV

ZDF

Print

Ausdruck Verlag

Berliner Zeitung (2)

Die Tageszeitung

Die Welt

Die Zeit

Financial Times Deutschland

Frankfurter Allgemeine Zeitung

Focus Magazine

Handelsblatt

Rheinische Post Duesseldor

Stuttgarter Nachrichten

Stuttgarter Zeitung

Sueddeutsche Zeitung

INDIA

Wire

Press Trust of India

Print

DNA (Daily News & Analysis)

Financial Express

The Hindu

Hindu Business Line

Indian Express

Times of India

IRELAND

Print

Irish Independent

Irish News

Irish Times

ISRAEL

Print

Jerusalem Post

ITALY

Wires

Adnkronos
AGI
ANSA (2)
ANSA—Spanish
APCOM
Inter Press Service

Broadcast

AGR TV
Mediaset TG5
RAI
Sky TV

Print

Il Sole 24 Ore
La Repubblica
Vita Magazine

Online

Ecoblog.it
La Repubblica Online
La Stampa Online

JAMAICA

Print

Jamaica Observer

JAPAN

Print

Agricultural News
Japan Times

Broadcast

TV Asahi (will air on April 7, 2008)

Online

Asahi Shimbun
CNN Japan

KENYA

Broadcast

Kenya Broadcasting Corporation

Print

Daily Nation

KUWAIT

Print

Kuwait Times

LUXEMBOURG

Print

Cordis News—Italian
La Voix du Luxembourg

MALAYSIA

Print

Malaysia Sun
Star

MEXICO

Wire

Notimex

Broadcast

Once Noticias
Radio Red

Print

Cronica
Excelsior
La Expansión
La Jornada
Ovaciones
Milenio
Mural
Reforma
El Sol de Mexico

NETHERLANDS

Wires

ANP

Print

Agrarisch Dagblad
BN/DeStem
DAG
Dagblad De Pers
Eindhovens Dagblad
de Gelderlander
NRC Handelsblad
Provinciale Zeeuwse Courant
de Stentor
De Twentsche Courant Tubantia
de Volkskrant (2)

Vakblad Natuur bos Landschap

Online

Dagblad Noorden
De Telegraaf
Leeuwarder Courant
Radio Netherlands Worldwide
Radio Netherlands—Arabic
deVerdieping Trouw

NEW ZEALAND

Print

Manawatu Standard
Marlborough Express
New Zealand Herald
Waikato Times

NIGERIA

Print

Vanguard

NORWAY

Wire

NTB (3)
NRK (2)

Broadcast

Scanpix

Print

Adressa
Aftenposten
Dagbladet
Nationen
Nordlys
Norway Post
Fremover
VG

OMAN

Print

Times of Oman

PANAMA

Print

La Prensa

PHILIPPINES

Wires

Philippine Information Agency

Pinoy Press

Print

Philippines Daily Inquirer

PORTUGAL

Print

Diario de Noticias

QATAR

Wire

Al Jazeera

RUSSIA

Wire

ITAR-TASS

Print

Moscow Times

SAUDI ARABIA

Print

Arab News

SERBIA

Print

Blic

SINGAPORE

Print

Straits Times

SLOVAKIA

Print

SME

SOUTH AFRICA

Wire

South African Press Association

Broadcast

Jenny Crwys-Williams Show, Talk Radio 720 (Clip forthcoming)

Print

Beeld

The Mercury

Pretoria News

The Star

SPAIN

Wires

Agencia EFE (2)

Europa Press

Broadcast

El Mundo

Print

ABC

El Comercio

Diario Montañes

Diario Vasco

Ideal

El Mundo

El Norte de Castilla

El Pais

La Verdad

Online

El Economista Online

El Mundo Online

El Pais Online

SWEDEN

Broadcast

DagensTV

Online

Svenska Dagbladet

SWITZERLAND

Wire

SDA

Broadcast

TSR

Print

Le Matin

Tages-Anzeiger

Les Temps

Tribune De Geneve

THAILAND

Print

Bangkok Post (2)

The Nation

TURKEY

Broadcast

Haber3 TV

Print

Hürriyet

Milliyet

Turkish Daily News

UAE

Print

Gulf News

UK

Wires

Reuters

Reuters—Portuguese

Reuters—Spanish

Reuters-German

Broadcast

BBC World News

BBC World Service

BBC Programming

BBC5 Live

Guardian.co.uk

Independent Television Network

Reuters

Sky News

Print

Belfast Telegraph
Birmingham Post
Daily Express
Daily Mail
Daily Post
Daily Telegraph
Evening Standard
Financial Times
The Guardian (2)
The Herald (2)
Independent (2)
The Journal
New Scientist
Press & Journal
The Scotsman (2)
The Sun
Sunday Telegraph
The Times (2)

Selected Online Coverage

BBC News
BBC Brasil
Environment Times
Nature News
SciDev.net
Telegraph.co.uk

Blogs

BBC Online
Reuters

USA

Wires

Associated Press (4)
Associated Press—Spanish
Associated Press—French
Associated Press—German
Bloomberg
Bloomberg—Spanish
Environment News Service
United Press International
United Press International—Spanish

Selected Broadcast

(In addition to the coverage listed below, over 200 local TV and radio affiliates in the US aired segments on the seed vault).

60 Minutes
ABC News
ABC's Good Morning America
ABC's World News with Charles Gibson
AP TV
CBS Evening News
CNN American Morning

CNN Headline News
CNN Newsroom
CNN Situation Room
Mancow Show
National Public Radio- Diane Rehm Show
National Public Radio- All Things Considered
National Public Radio- Bryant Park Project
National Public Radio- Science Friday
NBC Nightly News
NBC Today Show
Public Radio International
Saturday Night Live
Science Update
Voice of America
Weather Channel's Forecast Earth (Forthcoming)

Print

Arkansas Democrat-Gazette Weekday
Buffalo News
Charlotte Observer
Chicago Tribune (2)
Columbus Dispatch
Commercial Appeal
Corpus Christi Caller-Times
Daytona Beach News-Journal
Des Moines Register
Good Magazine (forthcoming)
Hartford Courant
High Plains/Midwest Ag Journal
Houston Chronicle
Kansas City Star
Knoxville News-Sentinel
Los Angeles Times
Miami Herald
Newsweek
New York Sun
New York Times (2)
Philadelphia Inquirer
Pittsburgh Post-Gazette
San Francisco Chronicle
San Jose Mercury News
Seattle Times
Star-Ledger
Star Tribune
St. Paul Pioneer Press
Time Magazine (news brief)
Time Magazine for Kids
The Oklahoman
Orange County Register
USA Today
Virginian-Pilot
Wall Street Journal (news brief)
Wall Street Journal Europe
Washington Post (3)
Washington Times

White House Bulletin

Selected Online Coverage

CNN.com

National Geographic Online

ScientificAmerican.com

Washington Post Online Chat

Blogs

Atlantic Monthly: Daily Dish

Conde Nast Portfolio

New York Times Online: Dot Earth

Wired News