



6th unicef
AWARDS



for Children-Related Programmes
in Telugu TV Channels

THE AWARDS AT A GLANCE

Impact- Over The Years

Editions	Subject	Channels Participated	No of Programme	Total Duration of Content Analysis	No of Awards	Percentage of Airtime Dedicated to Subject
1 st Edition	Girl Child Issues	News Channels – 8 Entertainment Channels – 3	112	846.43	13	0.40%
2 nd Edition	Girl Child Issues	News Channels -12 Entertainment Channels – 3	531	5244.20	12	1.46%
3 rd Edition	Girl Child Issues	News Channels – 12 Entertainment Channels – 3	702	5595.23	15	1.55%
4 th Edition	Girl Child Issues	News Channels -13 Entertainment channels – 4	1009	5599.21	11	1.37%
5 th Edition	Children Issues	News Channels -13 Entertainment Channels – 4	970	5526.38	12	1.35%
6 th Edition	Children Issues	News Channels – 17 Entertainment Channels – 2	2578	11386.23	11	2.50%

The UNICEF Awards for Gender Sensitive Programmes was initiated by UNICEF Office for Andhra Pradesh and Karnataka, in partnership with CMS (Centre for Media Studies) in 2009. From the fifth edition (2013), focus of the Awards expanded from Girl Child to Children-Related issues.

The overall response and participation of Telugu TV channels is encouraging. The content analysis of programming over the years establishes a substantial increase in both quantity and quality of gender programming and later on children issues. Also, the numbers of content violations have reduced over the years.

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EXECUTIVE SUMMARY

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The UNICEF Awards for children-related programmes for Telugu TV Channels returned with its sixth edition in 2014 and received an encouraging response from the visual media. In this edition of the Awards, the channels went beyond the drive of the TRP race and devoted 11,386.23 minutes of their prime-time space (6:30p.m. to 10:30p.m.) to championing the cause of children. Complementary relationship between UNICEF, CMS and the Telugu television industry has led to producing impactful and quality programmes on Child Protection, Child Education, Child Health and Child Development issues in the states of Andhra Pradesh and Telangana.

A Jury of four eminent persons headed by Mr. P.V.R.K. Prasad was formed in July, 2014. The Jury met on July 28, 2014 to formulate and finalize the modalities of the sixth edition of the UNICEF Awards. Based on the finding of the previous editions, the Jury made two major changes this edition.

First change was the criterion for participation, it was reduced from two years of satellite transmission to six months of uninterrupted transmission. As a result of this, five new News channels participated in the Awards this year – 6TV, 10TV, V6 News, CVR News and ETV Telangana. Second change was to exclude the entertainment channels – Gemini, MAA, Zee Telugu and ETV – from the competition due to their lack of significant participation in the last five editions of the Awards.

To initiate the Awards programme, a letter was sent to the channels in advance with key dates related to the same. On August 1, 2014, the Awards were officially launched at the Media Symposium. From August 6 to November 14, 2014, (100 days) CMS recorded, monitored and analyzed over 4,56,000 minutes (7,600 hours) of content churned out by the 19 news channels during prime-time.

Throughout the 100 days of monitoring period, CEOs, Editors, Input Editors, Output Editors, Desk In-charge, Reporters and Cameramen of TV channels were given feedback about their programmes. Channels were also given ideas on which issues to focus on, and how to do comprehensive, well rounded reporting. The interactions with channels were helpful in understanding the problems and limitations of the news channels, which were then shared with the Jury members.

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Another significant initiative that was introduced in this edition was media orientation workshops on 'Child Rights' and 'Maternal and Child Health'. The purpose of these workshops was to strengthen the capacity of media for better reporting on the respective subjects.

In these 100 days, the channels together contributed a record number of 2,578 programmes on children-related issues which accounts for 11,386.23 minutes – this is approximately 2.5 percentage of the channel's prime-time in the 100 days of monitoring of 4,56,000 minutes. The News Stories dominated the entries with 2,175 programmes. The other formats which were covered by the channels were – 111 News Features, 64 Discussions, 40 Documentaries, 2 Fictional Programmes, 42 Public Service Messages and 144 Other Formats. A significant enhancement this year was a total of 76 Self-Nominations with a total duration of 1524.33 minutes.

In this sixth edition of the Awards, there was a substantial increase in the number of programmes and the total time contributed by the participating 19 channels. In all, the percentage of prime airtime dedicated to children in this edition of UNICEF Awards is 2.5 per cent. This is significant improvement from the previous year contribution of 1.34 per cent. In terms of quality better programmes and a wider range of issue related to children were covered. Overall it has been found that the quantity and quality of programming on children has improved substantially.

The Jury noted that channels had done some excellent programmes on children's issues. They spent more than 42 hours in viewing the entries and short listed 121 programmes. After a tedious process, 24 nominations were finally selected and 11 Awards were declared. The channels were awarded for their dedicated efforts on December 16, 2014 in Hyderabad, at the sixth UNICEF Awards function.

INTRODUCTION

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India is the largest democracy of the world and is also home to the largest number of children in the world.¹ Out of 1.2 billion population in India, 447 million (nearly 40 per cent) are under 18 years of age. Andhra Pradesh and Telangana together account for seven per cent (84.7 million people) of India's total population.² In Andhra Pradesh, out of 49.4 million population, children in the 0-6 years group constitute 10.6 per cent (5.2 million).² In Telangana out of 35.2 million population, 0-6 years children constituted 11.1 per cent (3.9 million).²

Despite India's impressive progress, every year 1.45 million children do not live to celebrate their fifth birthday and 55,000 women die during or after childbirth. In Andhra Pradesh, crude death rate is five per 1,000 population³ and in Telangana, crude death rate is 4.14 per 1,000 population.³

Maternal Health

India continues to contribute about a quarter of all global maternal deaths. WHO defines maternal mortality as the death of a woman during pregnancy or in the first 42 days after the birth of the child due to causes directly or indirectly linked with pregnancy.⁴ Maternal Mortality Rate (MMR) in Andhra Pradesh and Telangana is 110 deaths for every 100,000 live births.⁵ About half of the total maternal deaths occur because of haemorrhage and sepsis. A large number of deaths are preventable through safe deliveries and adequate maternal care.

Child Health

The Infant mortality rate (IMR) in India is 63 deaths for every 1,000 live births. Of these 47 per cent of the deaths occur within the first week of birth. In Andhra Pradesh and Telangana, the IMR is 41 deaths for every 1,000 live births.⁵ The major challenge for Andhra Pradesh and Telangana is to combat the Neonatal Mortality Rate (NMR) that stands at 27 deaths for every 1,000 live births.⁵ Despite some positive efforts, Andhra Pradesh and Telangana need to invest in improving their neo-natal care facilities, better coverage of antenatal care facilities, capacity building of health care providers, build infrastructure to meet the demand at government hospitals, especially in the remote areas where the situation is far more alarming.

Child Nutrition

Only 54 per cent of mothers in Andhra Pradesh breast-feed their newborns within the first one hour of their birth and around 38 per cent of mothers in Telangana breast-feed their newborns within the first one hour of their birth.⁷ Breast-feeding is the first crucial step to ensuring good health in infants. Early initiation of breast feeding by the mother is very important for the physical and cognitive development of the child. The transition from exclusive breast-feeding to family foods, referred to as complementary feeding, typically covers the period from 6 to 18-24 months of age, and is a very vulnerable period. It is the time when malnutrition starts in many infants, contributing significantly to the high prevalence of malnutrition in children under-five world-wide.⁸

Anaemia is a leading cause for maternal mortality and low birth weight; it is a wide spread public health problem affecting infants, children, adolescent girls and women of reproductive age.

Water, Sanitation and Hygiene (WASH)

Only 36 per cent in Andhra Pradesh and 54 per cent in Telangana have drinking water source within their premises.² Around 67.3 per cent in Andhra Pradesh and 73.6 per cent in Telangana reported piped water as the main source of drinking water.² The quality of drinking water and sanitation facilities, though, remains a challenge.

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Timely and adequate provision of clean water and sanitation services is not only important for individuals and communities but it is also a fundamental human right. Unsafe water, lack of access to water along with lack of sanitation facilities and hygiene claim the lives of an estimated 1.5 million children under the age of five each year globally.¹¹ Diarrhoea is one of the largest killers of children worldwide. Hence, clean water, sanitation and hygiene means reduced risk of illness and better attendance in school for children.¹²

Child Education

Literacy rate of children above seven years in Andhra Pradesh is 67.4 per cent and in Telangana is 66.5 per cent.² There is a minimal gap of 16.74 per cent and 23.84 per cent in the literacy rates of children in urban and rural areas of Andhra Pradesh and Telangana respectively.² The net enrolment ratio of children 6-14 years in Andhra Pradesh is 80 per cent and 78 per cent in Telangana.¹³ The dropout rate is highest at the higher secondary level (15 to 18 years) with 27 per cent in Andhra Pradesh and 16 per cent in Telangana.¹³

About 16 per cent of the children of Standard I – II of primary schools in rural Andhra Pradesh and Telangana cannot read letters or words and 11 per cent cannot recognise numbers 1 to 9. The learning outcomes among the students of Standard

III and above is even worse with 34 per cent of children of Standard III-V in rural Andhra Pradesh unable to read even Standard 1 level text.¹⁴

Child Protection

Early marriage of girls often leads to miseries and is a common practice in most of rural India. Despite clear evidence of rising age at marriage, 52 per cent of women in Andhra Pradesh and 48 per cent women in Telangana between the ages of 20-24 years are married before they reached the legal age of 18 years.⁷ Child labour is another crucial issue that continues to deprive children in the two states of their rights to education and nutrition. Andhra Pradesh and Telangana rank high on incidences of child labour, leaving the children unprotected from abuse and hazards, nine per cent children between the ages 5-14 years are child labour.¹⁰

¹The Situation of Children in India A profile – UNICEF Report | ²Estimates from Census, 2011 | ³Estimates from Vital Statistics of India, CRS, 2010
⁴UNICEF India Website | ⁵Estimates from SRS, 2010-2012 | ⁶MDG India Report, 2014 | ⁷DLHS III, 2007-2008 | ⁸WHO website | ⁹CES, 2009 | ¹⁰NFHS-III, 2005-2006 | ¹¹Progress on Sanitation and Drinking Water – 2013 Update: UNICEF and WHO Joint Monitoring Program | ¹²UNICEF, WHO 2009 | ¹³Estimates from Employment and Unemployment: NSS 68th round pooled (Central & State) Sample, 2011-2012 | ¹⁴Estimates from ASER, 2012

BACKGROUND

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Background of the UNICEF Awards

Media is one of the most influential tools for promoting and securing the rights of children whose protective environment continues to be compromised due to corporal punishment, child marriage, child labour, etc. However, reporting on children and young people has its special challenges. In some instances, the act of reporting on children places them at risk of retribution or stigmatization. In the context of a highly commercialized and competitive media landscape, where getting higher television rating points and earning more revenue is the top priority of the channels, it is all the more important to sensitise the media about covering children-related issues in an age-appropriate, sensitive manner so that their rights are not compromised.

Since 2009, UNICEF in partnership with CMS has initiated the UNICEF Awards. The prime focus of the Awards is to motivate the TV channels to produce programmes around issues related to children and their rights. Originally, these Awards were introduced to address the plight of the girl child in the state of Andhra Pradesh. Hence these Awards were called 'UNICEF Awards for Gender-Sensitive Programmes in Telugu TV Channels'. These Awards were very well received by the Telugu TV channels. Inspired by the success of these Awards in the fifth edition, the canvas of these programmes was widened to include both boys and girls from birth to 18 years and pregnant mothers. The Awards were also made theme based – Child Health, Child Education, Child Protection and Child Right to Food Security and Nutrition. In the fourth edition, the Self-nomination concept was also introduced to include programmes telecast during the other parts of the day (non prime-time) and year, other than the 100 days monitoring period. The initiative of self-nomination encourages the channels to create programmes throughout the year and allows for acknowledging the work done by them beyond the 100 days campaign.

Over the years, these Awards have been very well received and the channels have increased their coverage manifold on issues related to children and pregnant mothers. In fact, these Awards have motivated and inspired the Telugu TV Channels to produce a great deal of innovative, impactful and quality programmes on children's issues in the state of Andhra Pradesh and Telangana. Several channels have initiated special campaigns to contest for these prestigious Awards and have continued their initiative much after the Awards too.

6th UNICEF Awards for Children-Related Programmes in Telugu TV Channels

The sixth edition of the UNICEF Awards aims to reach out further to bring about more awareness on core issues related to children and push the envelope to produce more quality programmes.

Purpose of the Awards

1. To create better awareness, knowledge and understanding about reporting development issues such as child survival, growth and development.
2. To build the capacity of the Telugu TV channels to understand the rights of the children and Ethical guidelines of reporting children issues.
3. To encourage the editorial staff and the producers of the channels to pay attention to the children related programme content.
4. To create a platform by which the Telugu TV Channels can be recognized and rewarded for their efforts of covering these issues.

Components of the Awards

1. Media Symposium
2. Focused one-on-one interaction with channel representatives
3. Media tracking, monitoring and content analysis
4. Media workshops on reporting on children's issues
5. Evaluation of programmes by eminent Jury panel
6. Award Ceremony

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THE JURY

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UNICEF Awards have had the honour of having many distinguished men and women as the jury Chairpersons. These included Late Dr. V.S. Rama Devi, former Governor of the States of Karnataka and Himachal Pradesh, who headed the first two editions of the Awards; thereafter, Justice B. Subhashan Reddy, former Chief Justice of Madras and Kerala High Courts and the First Chairman of AP Human Rights Commission, headed the third edition of the Awards. Likewise, Dr. Mohan Kanda, IAS (Retd.), former Chief Secretary of Andhra Pradesh, headed the fourth edition; and Dr. Shanta Sinha, Ramon Magsaysay Award and Padma Shri Awardee, headed the fifth edition of the Awards.

All the Jury Chairpersons have been supported by very committed and knowledgeable Jury members, who command great respect in both the Civil Society and the Media.

The Jury panel for the sixth edition of the Award is represented by reputable personalities from the Academia, Civil Society Organisations, Government and Media. They are visionaries, who possess rich experience, are great motivators and champions of the cause of children's rights.

Jury Chairperson



Mr. P.V.R.K. Prasad is an IAS officer (Retd.) with an illustrious career. Since he joined the Indian Administrative Services in 1966, he has served in many capacities such as Information Advisor/Additional Secretary to the Prime Minister Mr PV Narasimha Rao; for the Government of Andhra Pradesh he has served as -Special Chief Secretary of Human Resource Development; Principal Secretary of Higher Education; Collector of Khammam district; Commissioner of Information and Culture; and many more. While he served as the Commissioner of Information and Culture he was in-charge of the Andhra Pradesh State Film Television and Theatre Development Corporation and was the Chairperson of the prestigious Nandi Awards. He has

been a recipient of many awards including the 'RastraRatna Award' by Karnataka Government for his services rendered as Executive Officer, Tirumala Tirupati Devasthanam. He is also a renowned author of number of books and publications in Telugu, Kannada and English.



Jury Members

Ms. Shyama Sundari has the distinction of serving as Jury member for the second time in succession. She thus brings along with her the previous experience of being a Jury member and serves as a crucial bridge between the fifth and sixth Jury members. Presently she is Joint Director with the Department of Women Development and Child Welfare, Government of Telangana. She has been involved in the implementation of several women and children-related schemes and programmes of the Government of Andhra Pradesh and Government of India. Currently, she is responsible for issues related to Integrated Child Protection Scheme, children institutions and adoption.



Mr. Mohd. Raheemuddin has a Masters in Social Work and Masters in Law from Osmania University. He has worked for over eight years with MV Foundation as their legal advisor and media coordinator. He has had the privilege of working with many NGOs helping them with legal issues on Child Rights and Disability Rights. He has been an advocate in High Court of Andhra Pradesh, and Hyderabad, Rangareddy District courts. Presently he is a member of State Commission for Protection of Child Rights.



Dr. Nagamallika Gudipaty is an Associate Professor in the Department of Mass Communication and Journalism, in The English and Foreign Languages University, Hyderabad. Presently, she heads the Department of Journalism as well as the Department of Film Studies and Visual Communication. She has had over 20 years of teaching experience at various universities teaching both undergraduate and post graduate students. Her area of interest includes Television and Newspaper Analysis.

METHODOLOGY

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Mr. Sonykutty George, Dr. Shantha Sinha, Mr. Nadendla Manohar, Ms. Amala Akkineni, Mr. Sekhar Kammula, and Ms. P. N. Vasanti at the 5th UNICEF Awards Function, December 10, 2013, Hyderabad

An elaborate process is followed for organising the UNICEF Awards. There are several steps involved in it, such as identifying the channels; constituting the Jury; setting up selection guidelines for programmes; developing the tracking and monitoring tools; conducting media symposium; developing resource material to share with media; organising Jury meetings and the Awards function. Parallel to this, another process takes place that includes mobilizing and enrolling CEOs, Editors, Input Editors, Output Editors, Desk In-charge and Reporters of Telugu TV channels and sensitizing them about the whole initiative, updating them about gaps in media reporting, and finally ensuring their participation in the exercise.

Jury Consultation Meeting

The process for formulating and finalizing the methodology of the sixth edition of the UNICEF Awards was undertaken at the Jury Consultation Meeting held on July 28, 2014. In the meeting, CMS oriented the newly constituted Jury with the entire process of the last five editions of the Awards. It was then left to the Jury members to deliberate and decide on matters related to Themes, Award categories, Selection Guidelines and Self-nominations.

The Jury lay down the guidelines, rules and regulations for short listing the programmes and evaluation parameters for

the Awards. They finalize parameters, such as the name of participating channels, monitoring schedule, time-band and self-nomination criteria. These selection parameters and all the modalities of the Awards decided by the Jury members are shared with the participating channels at the Media Symposium, which is the official launch of the Awards.

Guidelines for Short Listing Programmes

1. Fast news/headlines and news items under 15 seconds are not accounted for time dedicated by the channels. Only those news stories, which are above 15 seconds are accounted for the time devoted by channels.
2. News stories, which are above 60 seconds duration, are considered eligible for judging.
3. Repeat telecasts of previous years' programme are not screened for judging. However, duration of such programmes is accounted for the time devoted by channels.
4. Reality shows involving children are ineligible.
5. Plagiarized programmes are summarily rejected.
6. Only those programmes that focus on children are identified and sorted by format and theme for screening before the Jury.
7. Jury has the discretion to exclude any programme, which does not conform to the objectives of Awards.

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8. Prime-time programmes that extended for a few minutes after the 10:30 p.m. bar are considered so that its logical end could be viewed for judgement.
9. Programmes that generalize or focus on an isolated issue or event are not short listed.
10. Programmes that focus on stray instances of crime and individual cases are not short listed.
11. Prime time programmes, which are received as self-nominations are judged on par with the 100 days campaign programmes. Self-nominations telecast during non-prime-time get less weightage as compared to prime-time programmes.
12. Commissioned programmes are accounted for the time devoted by the channels. However, such programmes are not considered for competition.
13. Programmes which depict children in a pitiful manner, only to garner sympathy, or ask for donations are not short listed.
14. Programmes that violate the dignity of the child and invade their privacy, or imagery, which might put the child, siblings or peers at risk, are not short listed.
15. Programmes that are over sensationalized or stigmatize any child; or descriptions that expose a child to negative reprisals—including physical or psychological harm—are not short-listed.

Evaluation Parameters for Programmes

1. Message-research and presentation (30 pts.)
2. Inspirational value-sensitivity and positive outlook (20 pts.)
3. Originality and innovation in treatment of theme (15 pts.)
4. Quality of footage/other production values (15 pts.)
5. Addressing legal/rights issues (10 pts.)
6. Overall assessment by Jury—the impact (10 pts.)

Participating Channels

Telugu News channels with satellite transmission and a standing of at least six months are considered for UNICEF Awards. The following 19 channels fulfilled this criterion: **ABN Andhra Jyothy, CVR News, DD Yadagiri, ETV Andhra Pradesh, ETV Telangana, Gemini News, HMTV, iNews, Mahaa News, NTV, Sakshi TV, Studio N, TNews, TV5, TV9, V6 News, Vanitha TV, 6TV and 10TV.**

Monitoring Schedule and Time Band

Children-related programmes that are telecast from August 6 to November 14, 2014 in the time band of 6:30 p.m. to 10:30 p.m. were tracked monitored and recorded for the Awards.

Self-Nominations

Programmes telecast anytime on any day starting from January 1, 2014 to August 5, 2014 were submitted as self-nomination by a participating channel. Programmes telecast in prime-time had higher weightage.

Award Themes

Award Themes were aligned to the UNICEF India Country Programme's 2014-2017 goals and objectives of advancing the rights of children to survival, growth, development, participation and protection. Hence, the focus of the Awards was on the four themes:

Child Health— covers improved survival, growth and development of infants, young children and their mothers, particularly the marginalized amongst them. More specifically it could also focus on maternal health, neonatal health and respiratory diseases among young children.

Child Education— covers child's right to quality elementary education, gender or socio-economic issues related to delivery of education and different provisions of RTE. Documentaries in this theme could also be based on issues related to universal access to improved water, sanitation and hygiene facilities in schools.

Child Protection— encompasses protection of children from abuse, exploitation, violence, preventable separation of children from their families, homes, communities and schools. The subject of child protection includes child labour, child trafficking, gender-based sex selection and violence against children.

Child Right to Food Security and Nutrition— As the title suggests, this theme incorporates food security, age-appropriate nutrition, optimal infant and young child feeding, nutrition of the mother, hygienic food, anaemia in young children, vitamin deficiency and stunting.



Mr. Mohd.Raheemuddin, Dr. K. Ramachandra Murthy, Ms. Ruth Leano, Mr. P.V.R.K. Prasad, IAS (Retd.), Dr. Nagamallika Gudipaty, Ms. Shyama Sundari and Mr. Prosun Sen at the Media Symposium. August 1, 2014. Hyderabad

Award Categories

Award for News Story– A good news story must provide answers to the 5 W’s and 1 H: Who? What? Where? When? Why? How? Programmes by news channels to be considered for an Award in this category on children’s issues, must talk about people, have an angle, maintain objectivity, comprise quotes, be crisp, powerful and shun decorative, flowery treatment with at least one of the following important characteristics relative to the intended audience: proximity, prominence, timeliness, human interest, good visuals, powerful script, apt narration and reportage.

Award for Discussion– The purpose of the discussion is to interpret and describe the significance of an issue in light of what was already known, and to explain any new understanding or fresh insights about the problem. Discussion is a competent deliberation that is rooted in knowledge. A good discussion programme should have relevant subject experts’ discussion on social issues from different perspectives. In cases of live telecasts, the outcome of such programmes depends on the abilities of the anchor/moderator to evoke effective responses with provocative and pointed questions and interventions at appropriate junctures.

Award for Documentary– Documentary films constitute a broad category of non-fictional motion pictures intended to document some aspect of reality, primarily for the purposes of instruction or maintaining a historical record. It

encapsulates the real world and real people to convey its message as opposed to fiction. Four Awards for each theme were initiated for documentary category in this edition.

Award for Fictional Programme– This category constitutes programmes, which highlight children’s issues, but with fictional characters and storylines through genres such as serials, tele-films and short stories. Programmes, which were to be considered for Award in this category, had to ensure that there was no content in them, which had defamatory connotation, or constituted an unwarranted infringement of the privacy of identifiable individuals or organizations.

Award for Public Service Message (PSM) – A PSM should seek to persuade audience to take a specific action, adopt a particular viewpoint or raising awareness on changing public attitudes and behaviour towards a social issue. To be considered for an Award in this category, the programmes must highlight child rights issues based on facts, have a clear and realistic message, be persuasive, engage the audience and get to the point within seconds.

Award for Topical Issue– A topical issue is one that is contemporary and of current interest; one about which many people are talking at the same time; an issue which belongs to a particular location or a place or current affairs. Programmes in this category comprise of fictional and non-fictional presentations shored by facts on such issues, which have captured the popular imagination and are of particular interest to the present times.



Representatives of the participating Telugu TV Channels at the Media Symposium. August 1, 2014. Hyderabad

Award for Inspiring Story—This category constitutes news stories which promote the children or educate and motivate viewers. This award is meant to recognise and reward those inspirational news stories which raises the awareness on different issues and try to find solutions to difficult problems; to encourage young people to get involved, to suggest new answers to old questions , to find new ideas, new ways of thinking and to question some of the perceived inevitabilities by which we live.

Award for Channel Most Committed to Children— This highest and most coveted Award will be conferred on a channel, which has maintained consistency in content and quality in covering children’s issues. It should not only produce high quality programmes, but also dedicate a significant amount of prime-time to children-related issues.

Launch of the Awards– Media Symposium

The sixth edition of the UNICEF Awards was launched with a Media Symposium in Hyderabad on August 1, 2014. The symposium was attended by 70 representatives from the participating channels. Eminent Journalist , Dr. K. Ramachandra Murthy, was the Chief Guest. The Jury Chair, Mr. P.V.R.K. Prasad, IAS (Retd.), and Jury members Ms. Shyama Sundari, Mr. Mohd.Raheemuddin and Dr. Nagamallika Gudipaty attended the meeting. Ms. Ruth Leano, Chief, UNICEF Office for Andhra Pradesh, Telangana and Karnataka and Mr. Prosun Sen, Advocacy and Communication Specialist, UNICEF Office for Andhra Pradesh, Telangana and Karnataka

were also present. Ms. Anita Medasani, Regional Manager, CMS moderated the programme.

Highlights of the Media Symposium

Mr. Prosun Sen requested the media for their continued support for the cause of children in the states of Andhra Pradesh and Telangana.

Ms. Ruth Leano in her address urged the media to cover different aspects of child rights– survival, development, protection and participation. She requested them to build on awareness, maintain sensitivity and bring in innovative ways in making programmes about children’s issues. She officially launched the sixth edition of the Awards.

Ms. Anita Medasani covered all the modalities of the Awards and shared the methodology used to arrive at the winners. She also shared the key dates for monitoring, self-nominations and the Awards.

Jury member Ms. Shyama Sundari as a previous Jury member, she shared recommendations on how to make the programmes more effective and what to avoid in keeping with the best interest of the children. She applauded the media for taking up the cause and dedicating their prime-time to the children’s issues. She requested them to garner more information about the important Acts relating to children, especially the JJ Act and POCSO Act.



Dr. R. Akhileshwari, Mr. Prosun Sen, Mr. Mohd. Raheemuddin and Dr. Mamatha Raghuvveer at the Media Workshop on Reporting on Child Rights. September 23, 2014. Hyderabad.

Chief Guest Dr. K Ramachandra Murthy, thanked UNICEF and CMS for taking this initiative and continuing the Awards for so many years. He reminded the media that these Awards are unique

and one of its kind, held only in the states of Andhra Pradesh and Telangana, hence the media should take full advantage of this and do more and better. He reminded them of the power of media in agenda setting and told them to do more well-rounded reporting that can push the cause they are working/reporting. They should aim to bring in policy changes.

Jury Chairperson Mr. P.V.R.K. Prasad urged for media's active role in safeguarding and promoting the rights of the children and reminded them of the power of media in agenda setting, especially for Child Rights. He also told the media to maintain self-regulation and to take up the social cause.

One-on-One Meetings with the Channel Representatives

One-on-One meetings were held in the month of September and October, 2014. The CMS team visited all the participating channels and counselled 63 personnel on children's issues.

The main purpose of these meetings was to give feedback to the channels about the programmes they are doing, give them ideas about what more they can do, remind them about the important dates and time of monitoring, encourage them to send in self-nominations, talk to them about important issues relating to four important theme of the Awards. But most importantly to remind them about their commitment towards a social cause, this is often found much needed as the channels are lost in the TRPs race and preoccupied with political coverage. CMS team has often found that after



Poster for Informing and Motivating the Channels.



Ms. Anita Medasani, Dr. Laxmi Bhawani, Dr. Jaya Shridhar, Mr. Prosun Sen and Dr. Sanjeev Upadhyaya, at the Media Meet: Reporting on Maternal and Child Health. November 11, 2014. Hyderabad

these meetings, channels have performed better in terms of quantity and quality. These meetings are very important part of advocacy with the media to raise awareness about the content and quality of the programmes.

Media Workshop on Reporting on Child Rights

A Media Workshop was held on September 23, 2014 in Hyderabad. The workshop was well attended by 40 journalists representing 15 Television channels and 13 newspapers (Telugu, English and Urdu). Other members present were – Mr. Prosun Sen, Advocacy and Communication Specialist, UNICEF Office for Andhra Pradesh, Telangana and Karnataka; Dr. R. Akhileshwari, Media Trainer, Educator and a Senior Journalist; Dr. Mamatha Raghuveer and Mr. Mohd. Raheemuddin, SCPCR member and practicing lawyers. Ms. Anita Medasani, Regional Manager, CMS, moderated the programme.

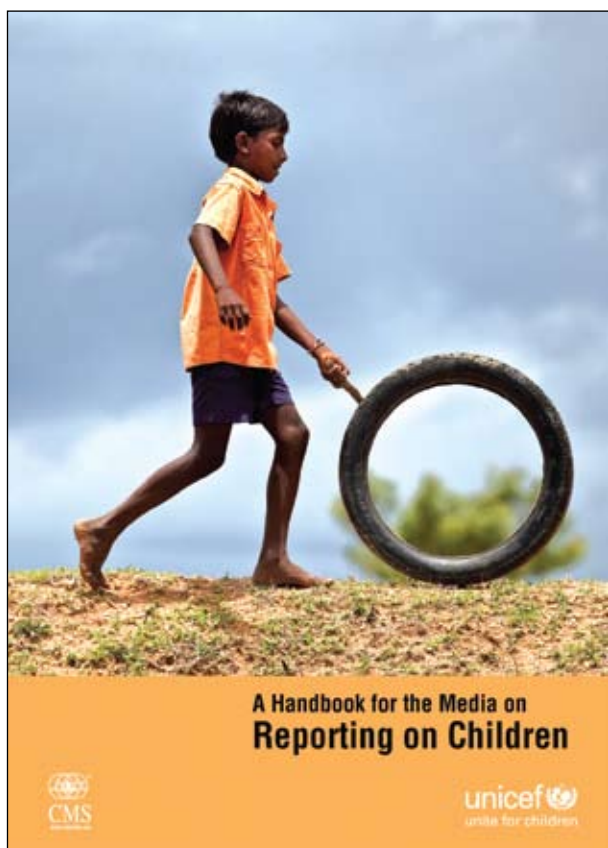
CMS developed a resource book for the Media on Reporting on Child Rights, which was shared with all the participants of the workshop.

Highlights of the Workshop

Ms. Anita Medasani explained the components of the workshop and shared the print media baseline study report findings.

Mr. Prosun Sen explained in depth the larger framework of protection of Child Rights as defined in the UNCRC.

Dr. Mamatha Raghuveer presented the policies and laws protecting the children and where the gaps are. She spoke about some of the articles in the Constitution and the laws protecting the children. She gave a lot of examples of recent issues highlighted by the media and connected them with the Acts and the importance of reporting them in news.



Resource Handbook for the Media Workshop on Reporting on Child Rights. September 23, 2014.

Dr. R. Akhileshwari brought out practical problems that journalists face in reporting children related issues. She shared some print articles that were examples of ineffective reporting and violating the rights of children. She also highlighted some articles that were bringing out larger issues well and making a positive difference.

Towards the end, there was open house where the journalists asked each of resource person relevant questions and also highlighted the problems they face in reporting issues.

Media Meet: Reporting on Maternal and Child Health

A Media Meet was held on November 11, 2014 in Hyderabad. The workshop was well attended by 33 journalist representing 17 TV channels and 13 newspapers and 3 newswires (Telugu, English and Urdu). Other members present from UNICEF Office for Andhra Pradesh, Telangana & Karnataka were Mr. Prosun Sen, Advocacy and Communication Specialist, Dr. Sanjeev Upadhyaya, Health Specialist and Dr. Laxmi Bhawani, Nutrition Specialist. Media Trainer and expert Dr. Jaya Shridhar, Professor Health Journalism, Asian School of Journalism, Chennai also attended the workshop. Ms. Anita Medasani, Regional Manager, CMS moderated the programme.

CMS developed a resource book on Reporting on Maternal and Child Health pertaining to Andhra Pradesh and Telangana, which was shared with all the participants of the workshop.

Highlights of the Media Meet

Mr. Prosun Sen told the journalist about 2014 being the 25 years of the Convention on the Rights of the Children. He emphasized the role of media and urged them to support the cause of maternal and child health in the States of Andhra Pradesh and Telangana.

Dr. Sanjeev Upadhyaya presented the scenario of maternal and child health in the state of Andhra Pradesh and Telangana in comparison to India. He explained that neonatal period was important as it plays maximum impact in saving newborns, and bringing down the IMR in the States of Andhra and Telangana.

Dr. Laxmi Bhawani, presented nutritional requirement of pregnant mother and children of different age groups. She emphasized the importance of proper nutrition for the critical development of intellect of a child and ensuring later life capabilities as an adult.

Dr. Jaya Shridhar spoke on the challenges of reporting on health and explained to the media what constitutes good reporting on health issues pertaining to children. She specially emphasized on the need for health reportage to go beyond the existing problem and suggest the way forward. There was also a discussion on the UNICEF Ethical Guidelines of Reporting on Children and correct reporting on health issues and common violations.

Ms. Anita Medasani gave the vote of thanks to all participants and urged the media to write more and write differently, write to make a difference to the children in the state.



Resource Handbook for the Media Meet on Reporting on Maternal and Child Health. September 23, 2014.

CONTENT ANALYSIS

6

Monitoring and Analysis of the programmes telecast by the channels and submitted as self-nomination constitute as the most important and intensive part of the UNICEF Awards. This year CMS researchers began tracking, monitoring and recording the prime-time (6:30 p.m. to 10:30p.m.) programmes from August 6, 2014 to November 14, 2014. In this 100-day monitoring period, a total of 4,56,000 minutes (7,600 hours) of digitally-recorded programmes were scanned and children-related programmes were captured and collated for further analysis by format and theme. A brief synopsis of all the programmes identified was prepared and presented to the Jury for viewing and evaluation.

In this sixth edition, in order to encourage new channels to enter the competition, the criterion for participation was reduced from two years of satellite transmission to six months of uninterrupted transmission. As a result five new News channels participated in the Awards this year - 6TV, 10TV, V6 News, CVR News and ETV Telangana.

It was also decided to exclude the entertainment channels– Gemini, MAA, Zee Telugu and ETV from the competition, due to their lack of significant participation in the last five editions of the Awards. The entertainment channels also agreed that they were not able to participate much as they sell their slots and have less control over their content. It was also found that these channels often had serials that went beyond the 100-day campaign and often their focus was in the direction that did not align with the best interest of children. Keeping all these factors in mind, the Jury decided to drop these channels from the Awards.

Response of the Channels

Overall, the amount of prime time dedicated to children-related issues by Telugu TV Channels during the 100 days tracking period was 11,386.23 minutes. This was more than double the time dedicated by channels in the last edition or any edition so far. There was significant increase in the number of programmes and the total time contributed by the participating 19 channels on children-related issues. This was partly because there were five new News channels participating this year.

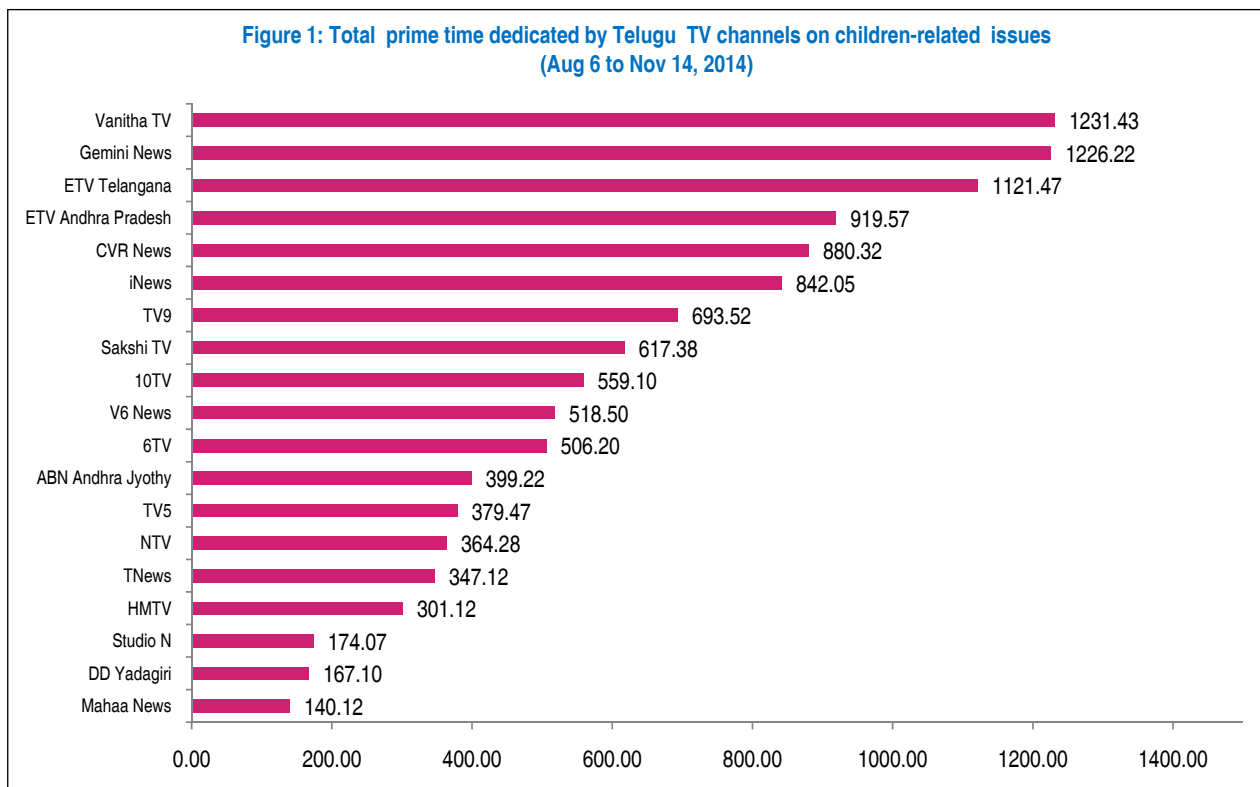
Table 1: Highlights of media monitoring in minutes from 2009 - 2014

Particulars	2009	2010	2011	2012	2013	2014
Total duration of content analysis	846.43	5244.2	5595.23	5599.21	5487.03	11386.23
Total recording time*	211140	360000	360000	408000	408000	456000
Percentage of airtime dedicated to children issues	0.40%	1.46%	1.55%	1.37%	1.34%	2.50%

* In 2009, 2010, 2011 and 2012 (percentage of airtime was dedicated to girl child issues)

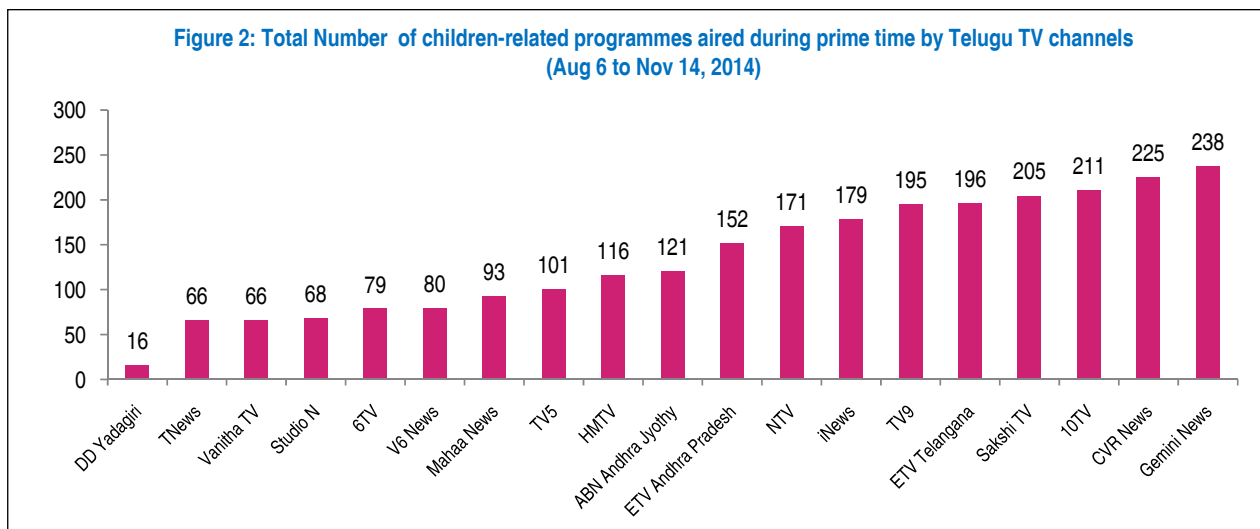
Total Airtime Dedicated by Telugu TV Channels

A total of 11386.23 minutes of prime-time was dedicated to children-related issues by the 19 participating TV channels. Record time of 11,386.23 minutes is approximately 2.5 percentage of the channel’s prime-time in the 100 days of monitoring of 4,56,000 minutes (Figure 1).



Total Number of Children-Related Programmes

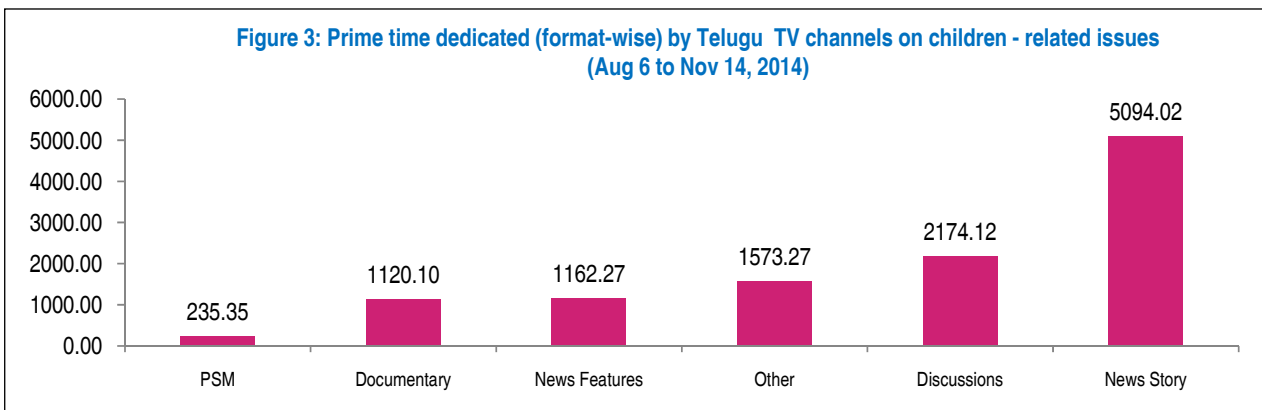
A record of 2,578 numbers of programmes dealing with various issues concerning children were telecast by the channels during the 100 days campaign. Overall, a large segment of programmes focused mainly on two themes – Child Protection and Child Education. The issues covered in these programmes included– individual criminal cases, harassment of children, rape, kidnappings, murder, suicides, atrocities on children especially corporal punishment, lack of facilities in schools and child labour (Figure 2).



Overview of Programmes

Out of the 11,386.23 minutes of prime time spent on children-related issues, the maximum time was spent on News Stories with 5,094.02 minutes (44.7%), 1,162.27 minutes (10.2%) was spent on News Features, 2,174.12 minutes (19.1%) were spent on Discussion format, 1,120 minutes (9.8%) was spent on Documentaries, 235.35 minutes (2.1%) was spent on PSM and 1,573.27 (13.81%) was spent on Other Formats (Figure 3).

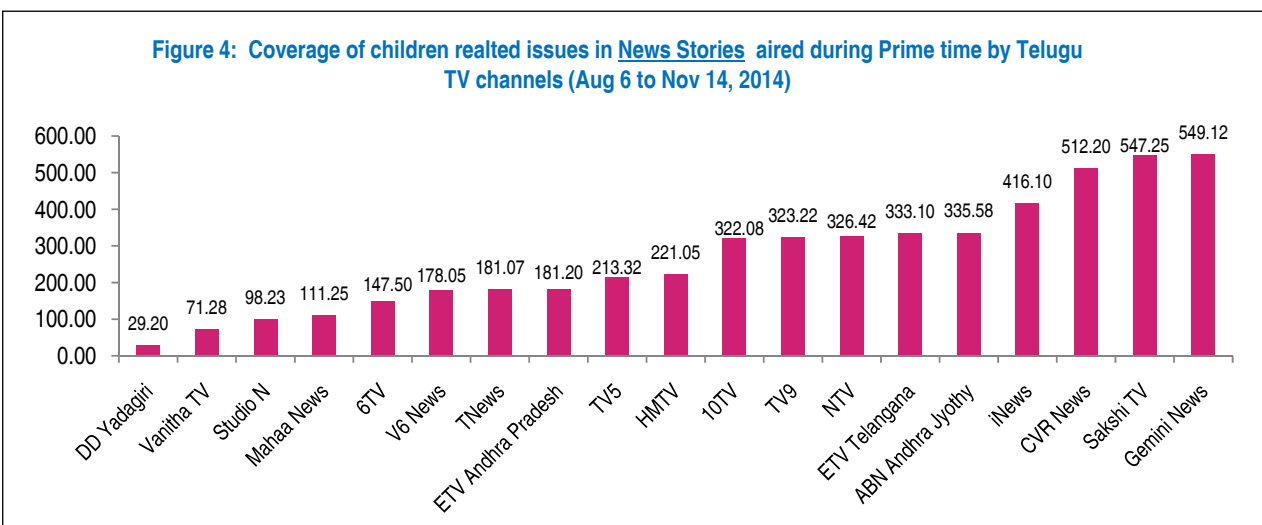
Out of 2,578 numbers of programmes shown to the Jury members, a total number of 121 programmes were short listed.



News Stories

As in the previous edition of the Awards, News Stories continued to be the preferred genre of discourse. A total number of 2,175 News Stories came this year out of which 19 of them were short listed. These programmes accounted for 5,094 minutes. All 19 channels did News Stories this edition out of which Gemini News dedicated the highest 549.12 minutes, followed by Sakshi TV 547.25 minutes (Figure 4).

This year the news coverage was on more diverse subjects. However, like last, year some important issues were once again covered either as fast news or under 60 seconds or were just reported as what happened and not beyond that. Last year, very few channels did follow-up stories, but this year many channels did follow up stories.

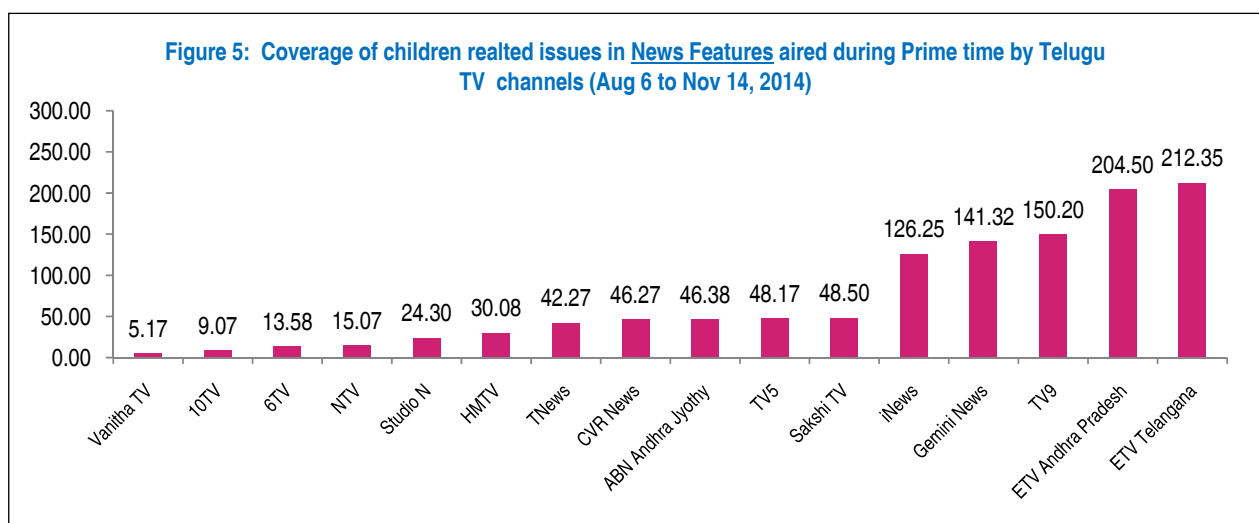


News Features

A total number of 111 News Features came this year out of which 37 of them were short listed. These programmes accounted for 1,162.27 minutes. Out of 19 channels, 16 channels did News Features this edition out of which ETV Telangana dedicated 212.35 minutes, topping the list followed by ETV Andhra Pradesh with 204.50 minutes, TV9 with 150.20 minutes and Gemini News with 141.32 minutes (Figure 5).

The News Features this year focused on a wide variety of subjects– voices of children, positive stories on schools that are running successfully, role model schools, lack of facilities in schools, begging mafia, lack of specialist doctors in government hospitals, nutritional food for children, Arab sheiks doing illegal activities in Muslim female community.

News Features were a pleasure to watch this year as they moved away from the trend of showing children in sympathetic way. Also this year in many cases solutions were focused instead of dwelling on the problems. Overall the Jury was happy see this positive trend and the quality of the News Features, and decided to give four Thematic Awards for News Features category.

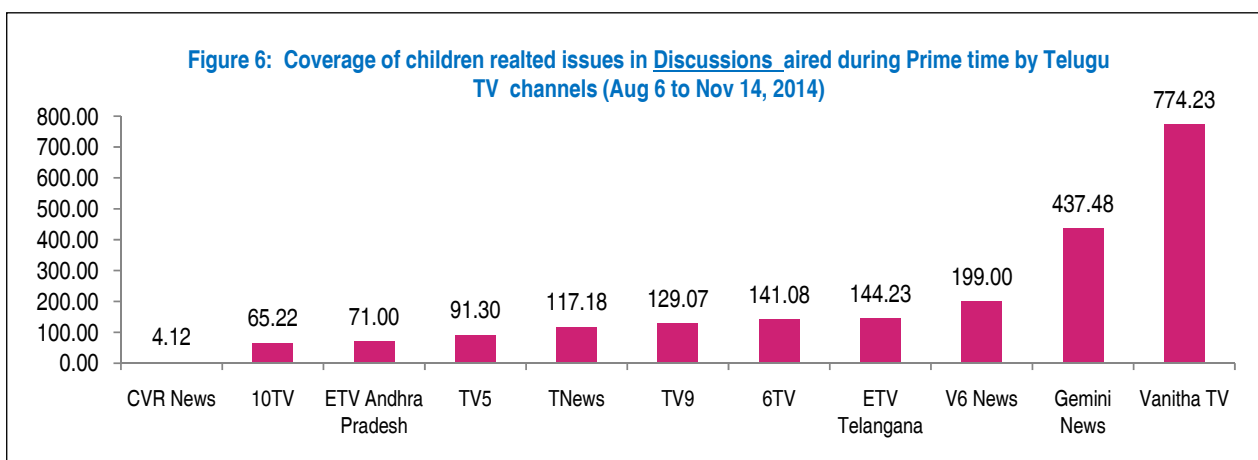


Discussions

A total number of 64 Discussion programmes came this year out of which 31 Discussion programmes were short listed. These programmes accounted for 2,174.12 minutes. Out of 19 channels, 11 channels did Discussions this edition out of which Vanitha TV dedicated the highest 774.23 minutes followed by Gemini News 437.48 minutes (Figure 6).

Two years back the Discussions programmes were focusing less on the issues and becoming more a platform for political debates and they were lacking in quality content. Contrary to this, the quality of Discussions this year was commendable. The Discussions were very rich in information due to experts from various backgrounds bringing in their perspectives. The Discussion panellist included– psychologists, doctors, educationalist, advocates, civil society activists, government officials, NGOs working in the areas, parents and children. Even the moderator did a good job moderating the discourse this year. CMS received feedback from some channels that some of the Discussion programmes evoked good responses from the concerned government officials, NGOs and viewers.

Figure 6: Coverage of children related issues in Discussions aired during Prime time by Telugu TV channels (Aug 6 to Nov 14, 2014)



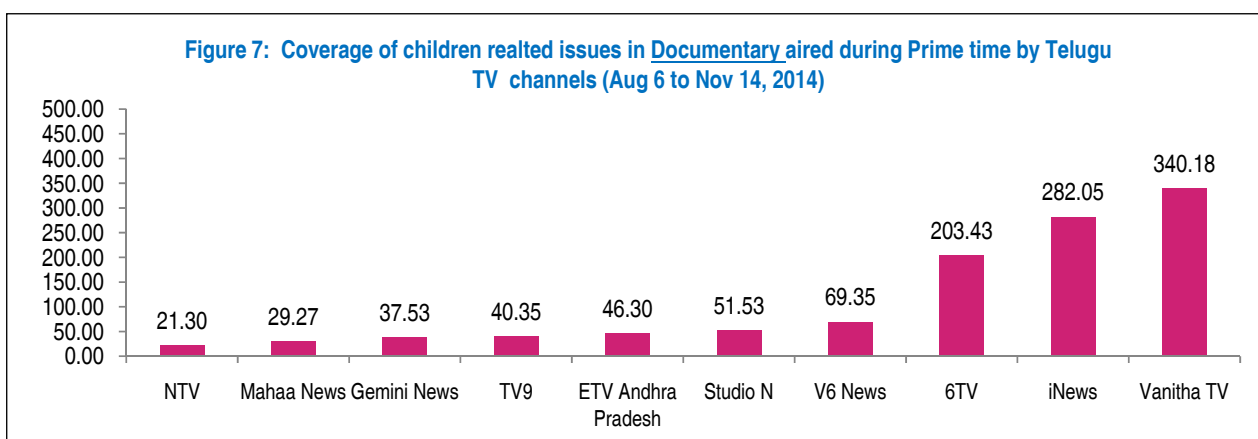
Documentaries

A total number of 40 Documentary programmes came this year out of which 11 of them were short listed. These programmes accounted for 1,120.10 minutes. Out of 19 channels, 10 channels did Documentaries this edition out of which Vanitha TV dedicated the highest 340.18 minutes followed by iNews with 282.05 minutes and 6TV with 203.43 minutes (Figure 7).

There was a positive trend of protecting the victim's identity and hardly any violating of children's rights were seen in this edition. This again has been the focus of the UNICEF Awards programmes.

In the previous edition, the channels did Documentaries on spectrum of important issues relating to children, but this year the Documentaries lacked the variety of subject, creativity, the power of effective visuals, channels used excessive and repeated narration by the narrator, repetitive footage and loud background music. Overall the Jury was not happy with the quality of the Documentaries, and decided not to award four Thematic Awards for Documentary category.

Figure 7: Coverage of children related issues in Documentary aired during Prime time by Telugu TV channels (Aug 6 to Nov 14, 2014)

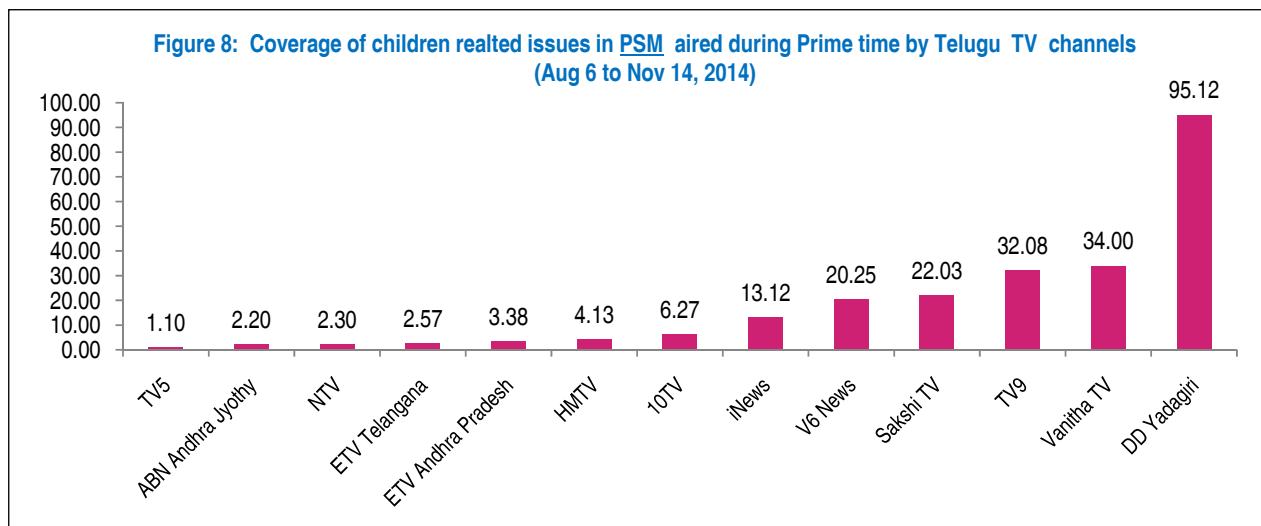


Fictional Programmes

There were only two Fictional Programmes that came during the 100 days period, which was done by one channel DD Yadagiri. This format did not have any self-nominations either. Hence, Jury decided not to give any Award to the Fictional Programme category this year. The main reason for such poor number of entries in this format was because this year most of the participating channels were News channels.

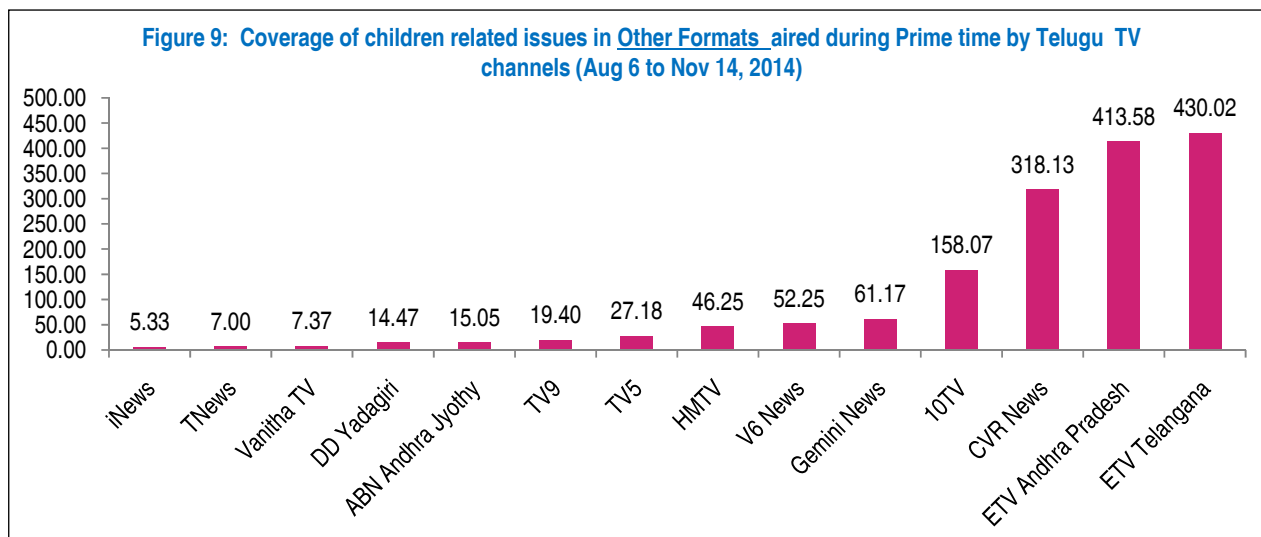
Public Service Messages (PSM)

A total number of 42 PSMs came this year out of which seven of them were short listed. These programmes accounted for 235.35 minutes. Out of 19 channels, 13 channels did PSMs this edition out of which DD Yadagiri dedicated the highest 95.12 minutes followed by Vanitha TV with 34 minutes and TV9 with 32.08 minutes. Even though the Jury shortlisted some PSMs the Jury felt they lacked creativity. Hence, Jury decided not to give any Award to PSM category this year (Figure 8).



Other Formats

A total number of 144 Other Format programmes came this year out of which 16 of them were short listed. These programmes accounted for 1,573.27minutes. Out of 19 channels, 14 channels did programmes in Other Format this edition out of which ETV Telangana dedicated the highest 430.02 minutes followed by ETV Andhra Pradesh with 413.58 minutes and CVR News with 318.13 minutes. Programmes that primarily focused on social issues such as– Youth working with needy children (YUVA by ETV Andhra Pradesh and ETV Telangana), NGO’s working towards children issues, Success stories of role model working on children’s issues (Zindagi by V6 News and Margadarshi by ETV Andhra Pradesh and ETV Telangana) and channels dedicating time for Missing children (Missing programme by CVR News), etc. (Figure 9).



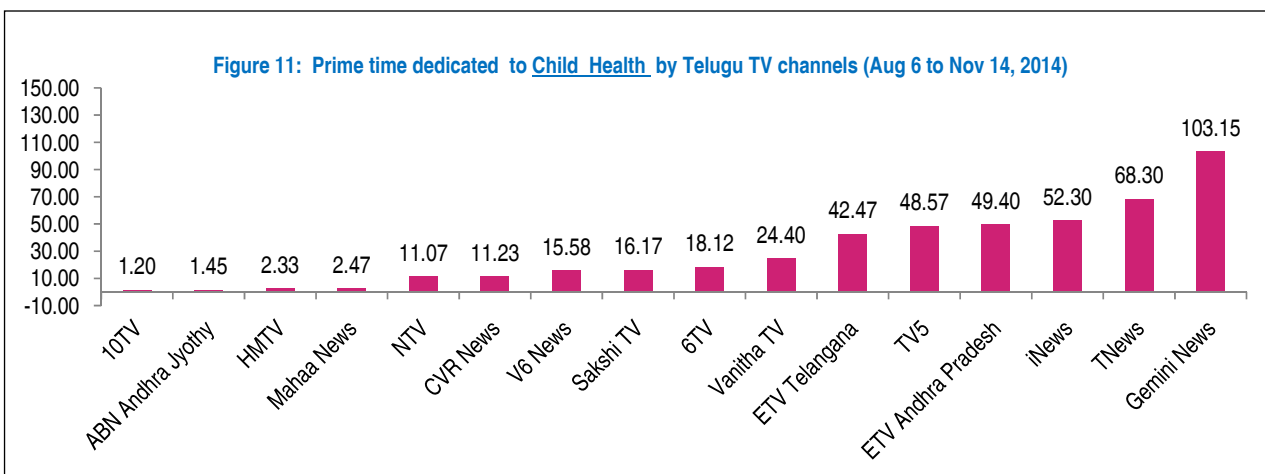
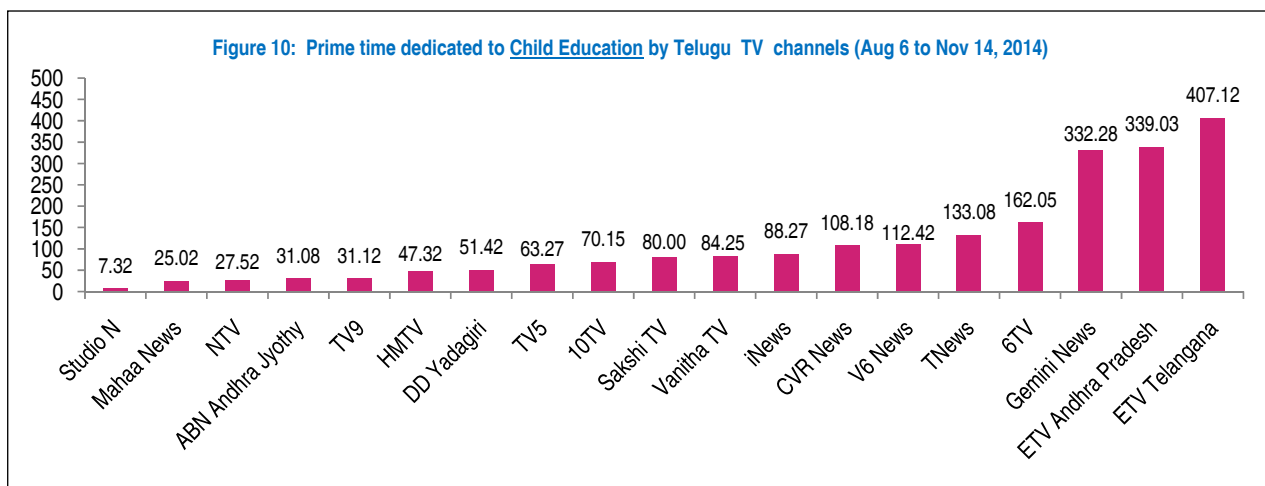
Self-Nomination

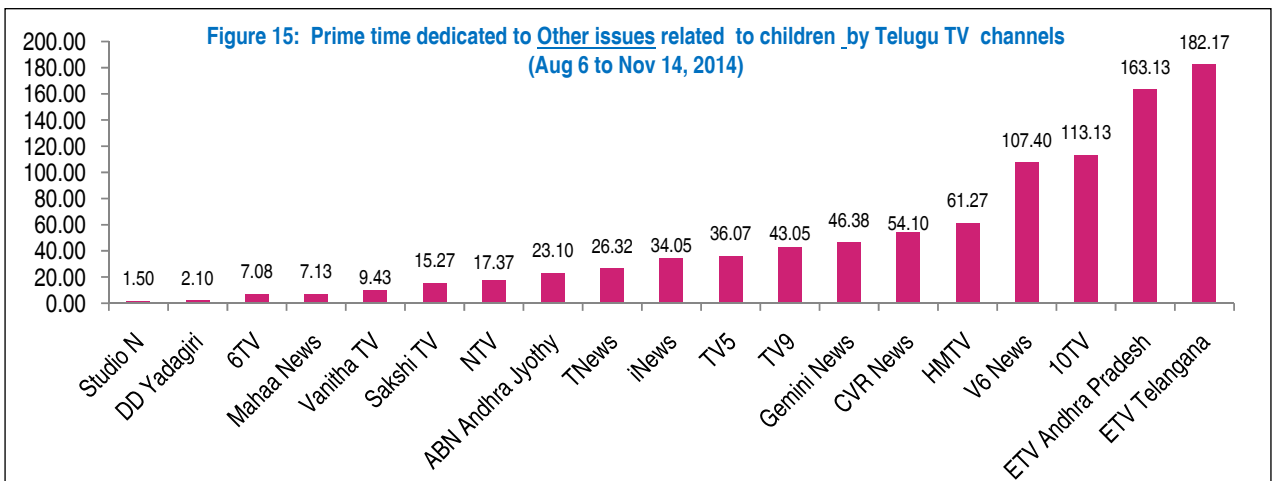
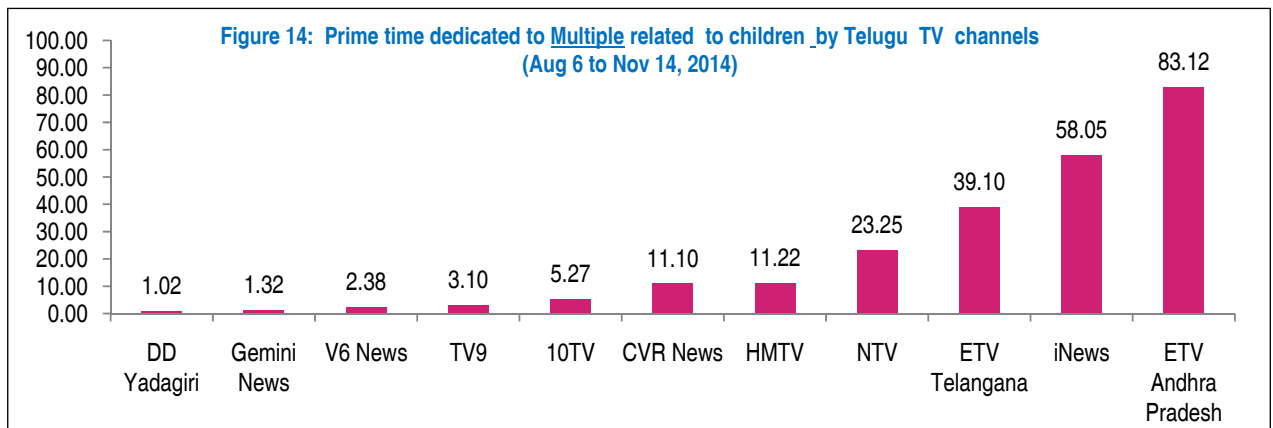
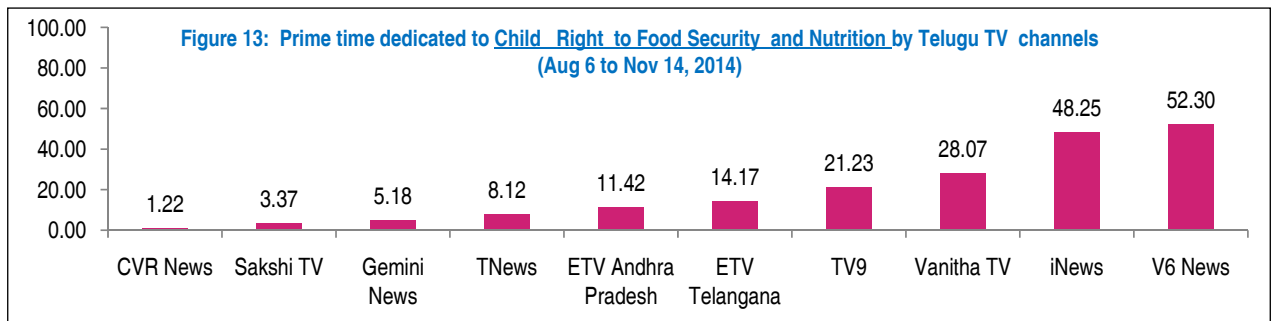
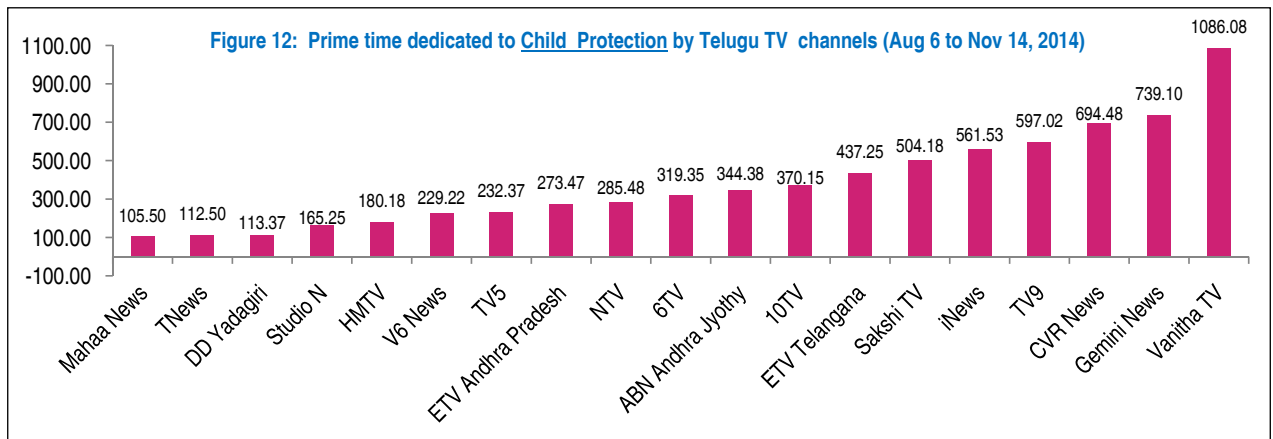
Self-nominations include programmes telecast anytime on any day starting from January 1, 2014 to August 5, 2014. This edition there was a good response from the channels. CMS received a total of 76 self-nominations with a total duration of 1524.33 minutes.

Out of 19 channels, 15 channels submitted self-nominations. ETV Telangana and 10TV submitting the highest number of programmes. Format wise, the entries comprised of eight News Stories, nine News Features, 14 Documentaries, 26 Discussions, five PSMs and 14 Programmes in Other Format.

Air Time Dedicated to Children-Related Themes by Various Channels

Figure 10 to 14 illustrates air time dedicated by Telugu television channels during the 100-day monitoring period on Award themes such as Child Education, Child Health, Child Protection, Child Right to Food Security and Nutrition, Multiple and Other Issues.





JURY REPORT

7



The Jury heartily compliments UNICEF and CMS for initiating the UNICEF Awards for Children-Related Programmes in Telugu TV Channels. We were happy to have been associated and help championing this important cause by being the jury members for the sixth edition of the UNICEF Awards.

As jury members, we saw some excellent News reports, News Features and Discussion on issues faced by the children of Andhra Pradesh, Telangana and the nation as a whole. We acknowledge the invaluable role the TV channels have played in highlighting children's issues. These Awards have certainly encouraged the TV channels to highlight important issues related to children. We also recognize the effort made by the TV channels while reporting injustice and violation of children's rights during prime-time while disregarding the pressures of profiteering and TRPs.

While selecting the programmes, we took into account whether the programmes helped to enrich our community to ensure a society that embraces children as its most precious resource and a society that is actively committed to children's safety and emotional well-being. In this endeavour, we kept an eye on whether the programmes involved the parents, community leaders, social workers and government functionaries.

We first met in September 2014 to start the process of reviewing. The entire process of reviewing, analyzing and selecting the winners out of a total of 2,578 programmes took an exhaustive period of more than 42 hours.

This entire process was divided into three phases. In the first phase, we looked at all the programmes which were grouped based on the theme and format. The programmes were then shortlisted based on the following criteria - Programme that communicated the message well; Programme that had a logical conclusion; Programme that tried to capture respective stakeholder's bytes and News that went beyond what happened. The second phase involved reviewing the shortlisted 121 programmes by viewing them the second-time and in some cases third-time. In the third and the final phase, top-graded three programmes in each Award category were further scrutinized in depth, meticulously analyzed, and viewed the fourth-time for clarity of content, message, and its overall quality.

After deliberations and discussions, we arrived at 9 Awards out of 24 nominations and two Jury Special Awards. While the entire nomination process was demanding, the end result was very rewarding with a unanimous decision taken on the winners of the sixth UNICEF Awards.



Jury Observations and Suggestions

As we viewed some hundreds of programmes and discussed them intensely, we felt compelled to share some of our thoughts and observations through the following recommendations:

When reporting specific gaps in the provisioning of services of education, health, protection and other issues, in view of credibility and objectivity of the report, voices from respective government officials and other stakeholders need to be included as far as possible, so that both sides of the story can be heard.

Some programmes projected protection of children in state as a hopeless situation. Such exaggeration of situation only creates panic, hopelessness and despair among the viewers. While the media has the social responsibility to depict lapses in the system and nudge the authorities towards taking corrective measures, care should also be taken to avoid creating a sense of helplessness.

Titles of the programmes tell the viewer about the content of the programmes. We came across some programmes titles that were misleading, as the titles said something and the experts deviated from the intended topic. And in some cases the programmes were positive but the titles were negative.

Background music sets the tone of the programmes. We observed that some positive programmes were using loud and negative music.

Awards categories need a fresh look for the next edition. News Features seems to be a popular format for the participating channels. Hence this format should be thematic, as we did in this edition. Perhaps in the next edition Fictional Programme Format can be dropped, as it's not a popular format.

Public Service Messages are a very powerful way to deliver a message. All channels should consider dedicating some air time to deliver social messages.

Since documentaries are longer expositions of ground realities, a more rounded, well-researched three-dimensional reporting is required, covering aspects of children's entitlements, rights pertaining to the theme, state's obligation and actions of civil society. It should facilitate awareness among the viewers and educate them on whom to approach and where they can go to get services when they find children's rights are being violated.

Finally, we wish to specially thank CMS for their perseverance and coordination with the TV Channels, their professionalism in assisting the Jury in seeking and achieving excellence. We want to thank CMS and UNICEF for giving us this opportunity. We want to congratulate the media for doing a great job!

NOMINATIONS

8

The eligibility criterion that was previously shared with the participating channels was strictly adhered to while scrutinizing the 2,578 programmes that figured in the 100 days media monitoring. After more than 42 hours of viewing and deliberations by the Jury, 121 number of programmes were short listed and out of which 24 programmes were nominated. The final evaluation to arrive at the winners was very challenging since there were many good programmes. In all, the Jury finalized 11 Awards.

Shortlisted Programme Summary

Programme Format	Total Programmes	Shortlisted Programmes
News Stories	2175	19
News Features	111	37
Discussions	64	31
Documentaries	40	11
Public Service Messages	42	7
Other	144	16

Award Categories

News Stories and News Features: This category had a large number of good entries. Hence, the Jury decided to introduce extended News as News Feature category and initiate four thematic Awards in this News Feature category.

Discussions: This category had many good entries, the Jury had hard time picking out the best one. Most of the discussion were on Child Protection and on Child Education.

Documentary: Originally there were four Awards for Documentary category, one each for the four thematic areas. However, the Jury felt that the Documentaries that came lacked quality, creativity and diversity. Hence, they decided to give only one Award in Documentary category.

Fictional Programme: There were only two entries in the Fictional Programme category hence, the Jury decided not to give any Award in this category.

Topical Issue: There were few subjects such as accidents (child falling in the bore well), murder (professor killing his children), etc. that were picked up by all channels and which became Topical news. However, none of these programmes or coverage focused on core children' issues, hence Jury decided not to give any Award in this category.

Inspiring Programme: There were many News Stories and Other Format stories that came under this category. After many hours of deliberation, the Jury decided to give one Award in this category.

Public Service Message: Unlike the previous years, this year, the quality of PSMs telecast by channels were not up to the mark. Hence, the Jury decided not to give any Awards in this category.

Jury Special Awards: The Jury decided to give two Jury Special Awards this year. First Award 'Jury Special Award for Gender Sensitive Campaign' was given to a channel for their creative campaign on Girl Child. This campaign was unique, because the channel combines girl child campaign along with a festival celebrations. The second Award 'Jury Special Award for Effective Communication' was given to a programme that was simply thought provoking and creatively done.

Jury Special Mention: Jury wanted to special mention two unique programs of two channels. These programs aired during prime time were special initiatives of these respective channels. While one was showcasing inspiring youth role models, the other was a successful program helping many families find their missing children, complimenting the efforts by the state police and government bodies.

Channel Most Committed to Children: The channel that contributed not only by number and time, but also by the quality and consistency of programmes was considered by the Jury for the prestigious Award 'Channel Most Committed to Children'

The following were the Final Nominations

Awards	Channel	Winner/Nomination
1. Award for News Story		
Baboi Bicchagaallu	NTV	Winner
Story on Play School	HMTV	Nomination
Ee Pillalakemaindi?	ABN Andhra Jyothy	Nomination
2. Award for News Feature on Child Education		
Balabadi	ETV Andhra Pradesh	Winner
Students Questioned AP CM Chandrababu Naidu	Gemini News	Nomination
Kondarika Vidya	ABN Andhra Jyothy	Nomination
3. Award for News Feature on Child Health		
CCMB Report on Vitamin B12	TNews	Winner
Story on Influenza Virus	Gemini News	Nomination
Sukhibhava - Pillalu Aswastatha	ETV Andhra Pradesh	Nomination
4. Award for News Feature on Child Right to Food Security and Nutrition		
Paa Paala Bhairavulu	TV9	Winner
Paa Paalu	6TV	Nomination
Chitikina Baalyam	ETV Andhra Pradesh	Nomination
5. Award for News Feature on Child Protection		
Baalikala Patla Vivaksha Focus on PCPNDT Act	Gemini News	Winner
Angatlo Ammailu Focus on Illegal Nikhas by Arab Sheiks	CVR News	Nomination
Child Line Toll Free Number 1098	Sakshi TV	Nomination
6. Award for Discussion		
Ammailanu Rakshinchukundam	Vanitha TV	Winner
Prathamika Vidya Sthithigatulu	ETV Andhra Pradesh	Nomination
Pillalapai Lyngika Vedhimpulu	Gemini News	Nomination
7. Award for Documentary		
Brahma Geesina Bommalam	Vanitha TV	Winner
Baalala Bharatham	NTV	Nomination
Boocholla Desam	V6 News	Nomination
8. Award for Inspiring Story		
Kattera Chetabattina Chaduvula Saraswati	iNews	Winner
Kotta Bangaru Lokam	Sakshi TV	Nomination
Nenu Meeku Telusa	TV9	Nomination

26

Jury Special Awards

While deciding on the nomination rankings, done with the help of the Evaluation form, the Jury found that some programmes deserved special appreciation. Accordingly, the Jury recommended two more awards.

Jury Special Award for Effective Communication		
Teenmar-Buddaporollotho Biccham	V6 News	Winner
Jury Special Award for Gender Sensitive Campaign		
Bathuku Amma	10TV	Winner

AWARD WINNERS

9



NTV



Award for News Story

Baboi Bicchagaallu - A simple informative story on begging, that went beyond the obvious. It focused on the responsibility of the citizens when they see children begging and what actions they can do to help. The story had insightful and appropriate bytes from the government officials and civil society. It provokes the viewer to think about the issue.

ETV Andhra Pradesh



Award for News Feature on Child Education

Balabadi - A positive story on how a good educational programme, with the limited resources and innovate local teaching aids, is taking care of children of working parents. The news feature was ably supported with quality footage and stakeholder bytes.

TNews



Award for News Feature on Child Health

CCMB Report on Vitamins - A well-researched news feature about the advantages of vitamin B12 and the nutritional needs of pregnant women. The programme had good script, powerful narration, apt visuals, supported by facts and data.

TV9



Award for News Feature on Child Right to Food Security and Nutrition

Paa Paala Bhairavulu - This feature addresses the issue of milk adulteration and the rampant use of Oxytocin for milk production. The news feature successfully covered both sides of the story- the fear of consumer and also the facts by respective stakeholder bytes.

Gemini News



Award for News Feature on Child Protection

Baalikala Patla Vivaksha Focus on PCPNDT Act - An informative feature on gender discrimination presented facts and figure, along with reasons. It also focused on the PCPNDT Act that protects the girl children from discrimination. The programme had powerful narration, good bytes of different experts and was supported by facts and data.

Vanitha TV



Award for Discussion

Ammailanu Rakshinchukundam - A programme telecasted on the International Girl Child Day, was an open discussion with various civil society participants working on issues related to the girl child and child rights. In a positive note, participants shared their achievements and contributions, in an engaging manner. Overall, it was informative, and also inspiring.

Vanitha TV



Award for Documentary

Brahma Geesina Bommalam - A documentary on Autistic Children and their needs, it focused on how these children were gifted and special. The programme was supported by effective bytes of parents and subject experts.

iNews



Award for Inspiring Story

Kattera Chetabattina Chaduvula Saraswati - A real story of a young girl who is a class topper and takes up her father's profession to support the family. In a society where girls are denied education and considered a burden, this girl is a role model. The Jury felt it was inspiring to see a girl in a village taking up a barber's profession and is the pride of a family of six girls.

V6 News



Jury Special Award for Effective Communication

Teenmar- Buddaporollotho Biccham - A simple, short and innovative reporting on children begging. The programme very subtly provoked the viewer to think about the issue with powerful visuals and lucid narration. The Jury felt it had all the attributes of effective messaging.

10TV



Jury Special Award for Gender Sensitive Campaign

Bathuku Amma - The channel proactively captured the true essence of the Telangana State festival 'Bathukamma'. It went beyond the festival celebrations and brought in the message about cherishing girl child for the entire 10 days of the festival. The Jury appreciated the channel's commitment and consistency in successfully mixing culture and entertainment with education.

VanithaTV



Award for Channel Most Committed to Children

In the 100 days of the monitoring, this channel has dedicated the highest duration of time to children-related issues, while maintaining consistency in the quality of programmes. It also had the highest number of programmes short listed by the Jury. It did very good discussions on important issues related to all thematic areas of the Awards.

STATISTICAL TABLES

10

Table 1: Highlights of media monitoring (2009 - 2014) - In Minutes

Particulars	2009	2010	2011	2012	2013	2014
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Percentage of airtime dedicated to children issues	0.40%	1.46%	1.55%	1.37%	1.34%	2.50%

* In 2009, 2010, 2011 and 2012 (percentage of airtime dedicated to girl child issues)

Table 2: Total Coverage on children-related issues

Channel	Number of Programmes	Total Duration in Minutes
ABN Andhra Jyothy	121	399.22
CVR News	225	880.32
DD Yadagiri	16	167.10
ETV Andhra Pradesh	152	919.57
ETV Telangana	196	1,121.47
Gemini News	238	1,226.22
HMTV	116	301.12
iNews	179	842.05
Mahaa News	93	140.12
NTV	171	364.28
Sakshi TV	205	617.38
Studio N	68	174.07
TNews	66	347.12
TV5	101	379.47
TV9	195	693.52
V6 News	80	518.50
Vanitha TV	66	1,231.43
6TV	79	506.20
10TV	211	559.10
Grand Total	2,578	11,386.23

Table 3: Total number of programmes format-wise

Channel	News Story	News Feature	Discussions	Documentary	PSM	Other	Fictional Programme	Total
ABN Andhra Jyothy	115	4	-		1	1	-	121
CVR News	206	6	-	-	-	13	-	225
DD Yadagiri	12	-	-	-	1	1	2	16
ETV Andhra Pradesh	75	19	3	2	5	48	-	152
ETV Telangana	111	18	6	-	6	55	-	196
Gemini News	211	13	10	1	-	3	-	238
HMTV	109	4	-	-	1	2	-	116
iNews	150	13	-	12	3	1	-	179
Mahaa News	92	-		1	-	-	-	93
NTV	165	2	-	1	3	-	-	171
Sakshi TV	196	5	-	-	4	-	-	205
Studio N	63	2	-	3	-	-	-	68
TNews	58	4	3	-	-	1	-	66
TV5	91	6	2	-	1	1	-	101
TV9	173	11	5	2	3	1	-	195
V6 News	60	-	6	3	5	6	-	80
Vanitha TV	29	1	23	7	4	2	-	66
6TV	66	2	3	8	-	-	-	79
10TV	193	1	3	-	5	9	-	211
Grand Total	2175	111	64	40	42	144	2	2578

Table 4: Format-wise total duration of programmes in minutes

Channel	News Story	News Feature	Discussions	Documentary	PSM	Other	Fictional Programme	Total
ABN Andhra Jyothy	335.58	46.38	-	-	2.20	15.05	-	399.22
CVR News	512.20	46.27	4.12	-	-	318.13	-	880.32
DD Yadagiri	29.20	-	-	-	95.12	14.47	29.12	167.10
ETV Andhra Pradesh	181.20	204.50	71.00	46.30	3.38	413.58	-	919.57
ETV Telangana	333.10	212.35	144.23	-	2.57	430.02	-	1,121.47
Gemini News	549.12	141.32	437.48	37.53	-	61.17	-	1,226.22
HMTV	221.05	30.08	-	-	4.13	46.25	-	301.12
iNews	416.10	126.25	-	282.05	13.12	5.33	-	842.05
Mahaa News	111.25	-	-	29.27	-	-	-	140.12
NTV	326.42	15.07	-	21.30	2.30	-	-	364.28
Sakshi TV	547.25	48.50	-	-	22.03	-	-	617.38
Studio N	98.23	24.30	-	51.53	-	-	-	174.07
TNews	181.07	42.27	117.18	-	-	7.00	-	347.12
TV5	213.32	48.17	91.30	-	1.10	27.18	-	379.47
TV9	323.22	150.20	129.07	40.35	32.08	19.40	-	693.52
V6 News	178.05	-	199.00	69.35	20.25	52.25	-	518.50
Vanitha TV	71.28	5.17	774.23	340.18	34.00	7.37	-	1,231.43
6TV	147.50	13.58	141.08	203.43	-	-	-	506.20
10TV	322.08	9.07	65.22	-	6.27	158.07	-	559.10
Total	5094.02	1162.27	2174.12	1120.10	235.35	1573.27	29.12	11,386.23

Table 5: Theme-wise total number of programmes

Channel	Child Education	Child Health	Child Protection	Child Right to Food Security and Nutrition	Multiple	Other	Total
ABN Andhra Jyothy	14	2	97	-	-	8	121
CVR News	45	7	151	1	3	18	225
DD Yadagiri	10	-	5	-	-	1	16
ETV Andhra Pradesh	51	6	65	1	7	22	152
ETV Telangana	64	7	83	2	3	37	196
Gemini News	55	10	153	1	1	18	238
HMTV	24	2	77	-	3	10	116
iNews	17	10	133	2	5	12	179
Mahaa News	18	3	65	-	-	7	93
NTV	16	4	138	-	2	11	171
Sakshi TV	20	3	172	1	-	9	205
Studio N	3	-	64	-	-	1	68
TNews	23	7	27	1	-	8	66
TV5	20	2	72	-	-	7	101
TV9	24		151	1	1	18	195
V6 News	23	3	33	2	1	18	80
Vanitha TV	7	1	55	-	-	3	66
6TV	4	1	72	-	-	2	79
10TV	20	1	152	-	4	34	211
Total	458	69	1765	12	30	244	2578

Table 6: Theme-wise total duration of programmes in minutes

Channel	Child Education	Child Health	Child Protection	Child Right to Food Security and Nutrition	Multiple	Other	Total
ABN Andhra Jyothy	31.08	1.45	344.38	-	-	23.10	399.22
CVR News	108.18	11.23	694.48	1.22	11.10	54.10	880.32
DD Yadagiri	51.42	-	113.37	-	1.02	2.10	167.10
ETV Andhra Pradesh	339.03	49.40	273.47	11.42	83.12	163.13	919.57
ETV Telangana	407.12	42.47	437.25	14.17	39.10	182.17	1,121.47
Gemini News	332.28	103.15	739.10	5.18	1.32	46.38	1,226.22
HMTV	47.32	2.33	180.18	-	11.22	61.27	301.12
iNews	88.27	52.30	561.53	48.25	58.05	34.05	842.05
Mahaa News	25.02	2.47	105.50	-	-	7.13	140.12
NTV	27.52	11.07	285.48	-	23.25	17.37	364.28
Sakshi TV	80.00	16.17	504.18	3.37	-	15.27	617.38
Studio N	7.32	-	165.25	-	-	1.50	174.07
TNews	133.08	68.30	112.50	8.12	-	26.32	347.12
TV5	63.27	48.57	232.37	-	-	36.07	379.47
TV9	31.12	-	597.02	21.23	3.10	43.05	693.52
V6 News	112.42	15.58	229.22	52.30	2.38	107.40	518.50
Vanitha TV	84.25	24.40	1086.08	28.07	-	9.43	1,231.43
6TV	162.05	18.12	319.35	-	-	7.08	506.20
10TV	70.15	1.20	370.15	-	5.27	113.13	559.10
Total	2198.08	467.00	7347.27	191.32	236.52	947.25	11,386.23

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