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Executive Summary

The UNICEF Awards for Children-Related programmes in Telugu TV channels was initiated in 2009, as an advocacy-based intervention that uses media to address social issues facing the girl child. Later, from the fifth edition onwards, widening the canvas, it covered children's issues in Andhra Pradesh and Telangana states. The goal of these Awards has been to motivate the channels to ensure quality and responsible reporting of children along with highlighting important rights based issues concerning children in the states of Andhra Pradesh and Telangana.

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The UNICEF Awards for the children-related programmes for Telugu TV channels returned with its seventh edition in 2015 and received an encouraging response from visual media. In this edition of the Awards, 20 Telugu channels went beyond the drive of TRP race and devoted 15,126.10 minutes of prime-time space (6:30 pm to 10:30 pm) to championing the cause of children.

It is only fair to say that over the years, complementary relationship between UNICEF, Centre for Media Studies (CMS) and the Telugu television industry has inspired to producing impactful programmes on Maternal and Child Health, Child Nutrition, Child Education and Child Protection issues in the states of Andhra Pradesh and Telangana.

These annual media Awards are a product of team work over a period of several months and culminates with an Awards Function. In early June, 2015, CMS team met with participating Telugu channels and informed them about the upcoming Awards to ensure ample time for preparation. A panel of five Jury members headed by Mr. S. Umapathi, retired IPS officer was formed in June. The Jury members finalized the selection processes for the seventh edition, based on UNICEF Protocol for Reporting on Children, International Federation of Journalists guidelines and the previous editions of the Awards. The Awards were launched on June 30, 2015, at a Media Symposium, where Award modalities were shared with all the participating Telugu channels.

The 100 days campaign of recording, monitoring and analyzing started on July 1, 2015, and ended on October 8, 2015. During this course over 4,80,000 minutes of content was recorded and analyzed by CMS team.

Throughout the 100 days monitoring period, CMS team kept in touch with channel representatives and shared ideas, statistics, issues, problems, etc. Monthly programme reports were shared with each channel, giving them constant feedback and encouraging them to do better programmes. CMS team interacted with over 220 TV media professionals - CEOs, Editors, Input Editors, Output Editors, Producers, Desk In-Charge, Reporters and Scriptwriters. These interactions are an important part of advocacy with the media.

Two new initiatives were taken this edition. First, the launch of the Awards was clubbed with a Workshop where the media was briefed by UNICEF subject experts about the four thematic areas. The second initiative was 'Media Round Table on Reporting on Education and Protection issues'. This Round Table was designed to discuss better reporting on ragging, suicides and sexual abuse, prominent issues that developed in the states of Andhra Pradesh and Telangana during the 100 days monitoring period.

In terms of numbers, in the 100 days, the channels together contributed a record number of 3,256 programmes on children-related issues which account for 15,126.10 minutes. This is approximately 3.15 percentage of the channel's prime-time dedicated to children issues, which is a significant 26 percent increase, since last edition in the total prime-time dedicated by the channels towards children's issues.

The News Stories dominated the entries with 2,714 programmes. The other formats which were covered by the channels were – 286 News Features, 74 Discussions, 94 Documentaries, 76 Public Service Messages (PSM) and 12 Other Formats. A significant enhancement this year was a total of 90 Self-Nominations.

In terms of quality, there were meaningful and informative discussions, well analyzed documentaries and good quality news features. This edition also saw wider range of children issues being covered, stories ranging from remote tribal areas to urban issues, sensitive reporting and many channels doing thorough follow-up stories. It is heartening to see that with each passing year, the number of programmes and the amount of time dedicated to children-related programmes has been steeply increasing.

The Jury appreciated and applauded the channels for being proactive in reporting children's issues and dedicating significant prime-time to critical issues affecting them. The Jury spent an exhaustive 47 hours in viewing more than 632 entries (including self-nominations) out of which 114 programmes were short-listed. After a rigorous selection process, 18 nominations were finally selected and nine Awards were declared. The channels received the Awards for their dedicated efforts on World Human Rights Day, December 10, 2015, in Hyderabad, at the 7th UNICEF Awards Function.



About The UNICEF Awards

BACKGROUND OF THE AWARDS

UNICEF Awards are unique because of its thorough methodology and process. These Awards were initiated by UNICEF in partnership with CMS, in 2009. The Awards are an advocacy-based intervention that uses media to address social issues concerning children in the states of Andhra Pradesh and Telangana. A thorough and transparent process is involved in tracking, monitoring and analyzing the content of the channels to understand the trend of their reporting on children's issues. The prime focus of these Awards has been to motivate the TV channels to produce programmes around issues related to children and their rights.

- 4 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 – Maternal and Child Health, Child Nutrition, Child Education and Child Protection. In the fourth edition, the self-nomination concept was also introduced to include programmes telecast during other times of the day (non-prime-time) and year and also broadcast beyond the 100 days monitoring period. The self-nomination initiative encourages the channels to create programmes throughout the year and allows for acknowledging the work done by them beyond the 100 days campaign. Many workshops/roundtable discussions/symposiums have been organized over the years to facilitate better understanding of reporting children issues-including their rights, laws protecting them, key issues concerning them and in depth understanding of UNICEF's thematic areas.

Over the years, the Awards has met its purpose as they have grown in stature and have been well received by the channels. The channels have increased their coverage manifold on issues related to children and pregnant mothers. In fact, these UNICEF Awards have motivated and inspired the Telugu TV Channels to produce a great deal of innovative, impactful and good quality programmes on Child Health, Child Nutrition, Child Education and Child Protection issues in the states of Andhra Pradesh and Telangana. Several channels have initiated special campaigns to contest for these prestigious Awards and continued their initiative much after the Awards.

SEVENTH UNICEF AWARDS

To organize the annual Awards, an elaborate process and several steps are followed, such as - identifying the channels; constituting the Jury; developing the tracking and monitoring tools; conducting media symposium; developing resource material to share with media; organizing Jury meetings and holding the Awards function. Parallel to this, another process takes place that includes mobilizing and enrolling CEOs, Editors, Input Editors, Output Editors, Producers, Desk-In-charge and Reporters of Telugu TV channels and sensitizing them about the initiative, updating them about gaps in media reporting, and finally ensuring their participation in the exercise.

JURY MEMBERS

In this seventh edition, Mr. S. Umapathi, retired IPS officer who played a major role in anti-human trafficking across the country, a Gopala Krishna Gokhale Awardee, two-time winner of the President's police medal and recipient of the U.S. State Department Award, was the Jury Chairperson, supported by Dr. Mamatha Raghuvver, Social Activist and an Advocate by profession; Mr. R.V.V Krishna Rao, retired Senior Officer of the Indian Information Services; Mr. G. Valliswar, Chief Editor, Bhaarat Today and Dr. K Lalitha, Vice President of Anveshi Research Centre for Women's Studies.

PARTICIPATING CHANNELS

Telugu News channels with at least one year uninterrupted satellite transmission were considered for the Awards.

The following 20 channels participated among those which fulfilled the criterion: **ABN Andhra Jyothy, DD Yadagiri, ETV Andhra Pradesh, Express TV, Gemini News, HMTV, iNews, Jai Telangana, Mahaa News, NTV, Sakshi TV, Studio N, TNews, TV5, TV9, V6 News, Vanitha TV, 6TV, 10TV and 99TV.**

MONITORING SCHEDULE

Children-related programmes that were telecast from July 1, 2015, to October 8, 2015, during the prime-time of 6:30 pm to 10:30 pm were recorded, monitored and analyzed.

SELF-NOMINATIONS

Programmes telecast anytime on any day starting from January 1, 2015, to October 8, 2015, were submitted as self-nominations by participating channels. Programmes telecast in prime-time had higher weightage.

AWARD CATEGORIES

Award for News Story - A news story must provide answers to the 5 W's and 1 H: Who? What? Where? When? Why? How? It must have apt and accurate reportage. (Duration above 60 seconds and under 5 minutes)

Award for News Feature - A news feature must go beyond news, take up the issue, maintain objectivity, focus on getting bytes of different stake holders, do analysis of the situation and have a logical ending. It should shun negative tone, decorative, flowery and feature film like treatment. There are four Awards for each theme in news feature category. (Duration above 5 minutes and under 15 minutes)

Award for Documentary - A documentary should present facts about a person, event or an issue. It should encapsulate the real world and people to convey its message as opposed to fiction. There should be an introduction to issue, proper projection of the issue without bias, data, statistic, background research, focus on getting different bytes of stake holders and analysis of the situation. (Duration above 15 minutes)

Award for Discussion - A discussion programme should have relevant subject experts discussing on thematic issues from different perspectives, debating the pros and cons of a subject. In case 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/interventions at appropriate junctures. The programme should be a deliberation that is rooted in knowledge and help the viewer understand the issue better from different perspectives. (A discussion should have minimum 2 guest experts)

Award for Public Service Message (PSM) - A PSM should seek to persuade audience to take a specific action, adopt a particular viewpoint or raise awareness on changing public attitudes and behaviour towards a social issue. (Duration above 15 seconds and under 90 seconds)

Award for Topical Issue - A topical issue is one that is contemporary and of current interest; an issue that various media are talking about at the same time and which belongs to a particular location or place or current affairs.



Resource Handbook for The Media Symposium on June 30, 2015.



Poster for Informing and Motivating the Channels.

GUIDELINES FOR SHORT LISTING PROGRAMMES

Overall, the UNICEF Protocol for Reporting on Children and International Federation of Journalists guidelines were followed to short-list the programmes. Specifically:

- 1 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.
- 2 Programmes that stigmatize any child; or descriptions that expose a child to negative reprisals - including physical or psychological harm are not short-listed.
- 3 Reality shows involving children and dubbed serials are not considered.
- 4 Programmes which depict children in a pitiful manner, only to garner sympathy, or ask for donations are not short-listed.
- 5 Programmes that are over sensationalized are not short-listed.
- 6 News stories under-60 seconds duration are not accounted for the Awards, however, they will be considered for total time devoted by channel towards the cause.
- 7 Fast news/headlines/news items/scrolling under 15 seconds are not accounted for time devoted by the channel. However, it will be taken into account for the effort put in by the channel towards the cause.
- 8 Repeat telecast programmes of previous years are not considered for Awards this year, however, they will be considered for total time devoted by channel towards the cause.
- 9 Commissioned programmes are not considered for the Awards, however, they will be considered for total time devoted by channel towards the cause.
- 10 Prime-time programmes that extended for a few minutes after the 10:30 pm bar are considered so its logical end could be viewed for judgement.
- 11 Programmes that generalize or focus on an isolated issue or event are not short-listed.
- 12 Programmes that focus on stray instances of crime and individual cases are not short-listed.
- 13 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.

EVALUATION CRITERIA USED BY THE JURY MEMBERS

Message – research, analysis, and legal/rights issues (20 pts)

Overall Impact – inspirational value, sensitivity, and positive outlook (50 pts)

Creativity – presentation and innovation in treatment of theme (20 pts)

Production Value – overall production and footage quality (10 pts)



Award Themes

Award Themes are aligned to the UNICEF India Country Programme 2014-2017 goals and objectives of advancing the rights of children to survival, growth, development, protection and participation. Accordingly, focus of the Awards was on the four themes: Maternal and Child Health, Child Nutrition, Child Education and Child Protection.

MATERNAL HEALTH

Maternal Mortality Rate (MMR) in Andhra Pradesh and Telangana is 110 deaths for every 100,000 live births.¹ About half of the total maternal deaths occur because of hemorrhage and sepsis. A large number of deaths are preventable through safe deliveries and adequate maternal care.

CHILD HEALTH

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,¹ which is very high compared to other southern states and contributes approximately 65 percent of all infant deaths. Three major causes contribute to all deaths in the newborn period: prematurity, low birth weight, birth asphyxia and infections.² Improving women's health during pregnancy, providing appropriate care for both mother and newborn during and immediately after birth and caring for the baby during the first weeks of life, impacts NMR.

In Andhra Pradesh and Telangana, the Infant Mortality Rate (IMR) is 39 deaths for every 1000 live births.¹ Around 69.48 percent of children in Andhra Pradesh and 67.89 percent of children in Telangana under the age of three years are treated for diarrhea with ORS.² Diarrhea and respiratory infections are the number one causes for child deaths in India. Hand washing with soap by caregivers and children prior to food preparation and eating, serving food immediately after preparation, using clean utensils and avoiding feeding bottles helps reduce diarrhea and associated under-nutrition in the child. Moreover, 52 percent in Andhra Pradesh and 48 percent in Telangana do not have latrine facilities within their premises.³ Safe sanitation and hygiene practices prevent the child from disease and stunting.

CHILD NUTRITION

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. Only 54 percent of mothers in Andhra Pradesh and around 38 percent of mothers in Telangana breastfeed their newborns within the first one hour of their birth.⁴

In Andhra Pradesh and Telangana, 33 percent of children less than three years of age are underweight and 38 percent suffer stunted growth. It is globally recognized that children who are undernourished, not optimally breastfed, or suffer from micronutrient deficiencies have substantially lower chances of survival. They are more likely to suffer from serious infections and common childhood illnesses such as diarrhea, measles, pneumonia, and malaria, leading to irreversible damage to their growth, cognitive development, school performance and future productivity as adults.

Anaemia is a leading cause for maternal mortality and low birth weight; it is a widespread public health problem affecting infants, children, adolescent girls and women of reproductive age. More than half of all married women are anaemic and one-third of them are malnourished.

CHILD EDUCATION

The net enrollment ratio of primary level children in Andhra Pradesh is 72.17 percent and 82.55 percent in Telangana. The average annual drop-out rate of primary level children in Andhra Pradesh is 4.35 percent and 5.81 percent in Telangana. The average annual promotion rate of primary level children in Andhra Pradesh is 95.63 percent and 94.09 percent in Telangana.⁵ In rural Andhra Pradesh and Telangana, about 43.7 percent of children of Standard V are unable to read even Standard II level text. Early education and care provides a better platform for learning in later stages of education.⁶

8 There are seven million children in India under the age of 14 years who do not have access to quality education; approximately 50 percent of all children drop out before they complete their elementary education. About 96.7 percent of children (in the age group 6-14 years) are enrolled in school in rural India. However, only 71 percent of the enrolled children are attending school.⁶ There are a total of 1, 07,829 children (6-13 years) who are out of school in Andhra Pradesh and Telangana.⁷

India has 12 million children living with disabilities out of which only one percent of them have access to school.

CHILD PROTECTION

Early marriage of girls often leads to a lot of problems and is a common practice in most of rural India. Despite clear evidence of rising age at marriage, 52 percent of women in Andhra Pradesh and 48 percent women in Telangana who are now between the ages of 20-24 years are married before they reached the legal age of 18 years.⁴ 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 percent children between the ages 5-14 years are child labourers.⁸

Despite India's impressive progress ever year, there are still 1.45 million children who do not live to celebrate their fifth birthday.⁹

Almost 55,000 women die during and after childbirth in India.²

Almost half (48%) of children under five years of age are chronically malnourished.¹⁰

Nearly half (43%) of women aged 20-24 are married before the age of 18 in India.⁴

More than half (55%) of women in India are still anaemic.⁸

Andhra Pradesh and Telangana together account for 84.7 million people (7%) of India's total population.³

In Andhra Pradesh, out of 49.4 million population, children of 0-6 years constitute 5.2 million (10.6%).³

In Telangana, out of 35.2 million population, children of 0-6 years constitute 3.9 million (11.1%).³

In rural India, about 96.7 percent of children in the age group of 6-14 years are enrolled in school. However, only 71 percent of the enrolled children are attending school.⁶

¹ Estimates from SRS, 2010-2012 | ² UNICEF India Website | ³ Estimates from Census, 2011 | ⁴ DLHS III, 2007-2008 | ⁵ U-DICE 2014-2015 | ⁶ ACER, 2014 | ⁷ SRI-IMRB Survey, 2014 | ⁸ NFHS-III, 2005-2006 | ⁹ Maternal and Child Health Integrated Program Report, 2014, USAID | ¹⁰ Children in India 2012, Compiled by the Ministry of Statistics and Programme Implementation, GOI



AWARDS

for Children-Related Programmes
in Telugu TV Channels

MEDIA SYMPOSIUM

30 JUNE, 2015 | HYDERABAD



Media Symposium

Dr. Sanjeev Upadhyaya, Dr. P.V Sharada, Mr. S Umapathi, Mr. Sony Kutty George, Mr Reddy Prakash at the Media Symposium on June 30, 2015. Hyderabad

The seventh edition of the UNICEF Awards was launched at a Media Symposium in Hyderabad on June 30, 2015. The symposium was attended by 34 representatives from participating channels. Eminent retired IPS officer, Mr. S. Umapathi was the Chief Guest. Communication and Media Expert, Dr. P.V. Sharada, and Mr. Reddy Prakash, Education Consultant, attended the meeting. From the UNICEF Hyderabad Office, Mr. Sony Kutty George, Officer-In-Charge and Child Protection Specialist; Dr. Sanjeev Upadhyaya, Health Specialist and Mr. Prosun Sen, Advocacy and Communication Specialist were also present. Ms. Anita Medasani, Regional Manager of CMS Hyderabad, moderated the programme.

HIGHLIGHTS OF THE MEDIA SYMPOSIUM

Mr. Prosun Sen gave the welcome address and introduced all the members of the panel. He requested the media for their continued support for the cause of children in the states of Andhra Pradesh and Telangana.

Mr. Sony Kutty George in his address spoke about the importance of dignified life and its important to a child as it is to any adult. He asked the media to focus their lens on factors that cause a child to lose his/her dignity, like absence of toilets in schools, unhygienic conditions in hospitals etc. He mentioned that every Government department watches the media. Any story on the positive side is an incentive to do better. He praised the media by saying that they are the most respected people holding the most powerful weapons; he urged the media to use the weapon for children's cause.

Dr. Sanjeev Upadhyaya urged the media to do intensive diarrhea campaigns, to create awareness among people of simple things like washing hands etc. He stressed the important role of media in bringing awareness about deadly diseases that can be prevented by simple awareness campaigns. He told the media to focus on neglected tribal areas. He said that focusing on children's lives is better for the economy.

Mr. Reddy Prakash gave an insight of RTE to the media. He said that for all practical purposes, RTE is in full implementation now and has an elusive goal to provide education to all kids. He shared the statistics of RTE and its problems with stress on children with special needs. He felt that to achieve quality education, children must be provided with good pre-school education.

Mr. S. Umapathi opined that media should pick a particular topic affecting children and strategically bombard programmes on it at the same time in all the channels for maximum impact. He urged media to write good child-related stories on Sundays as there is good readership on that day and to concentrate on programmes which have high women/ mother viewership because he feels that once a mother knows, she'll impart it to other family members.

Dr. P.V. Sharada discussed the UNICEF ethical guidelines with examples of some videos and shared her experiences working in the rural areas. She stressed on the significance of clarity in the message, large scale information dissemination and strategic communication. She cautioned the media to plan their messages and stories properly because once they are out; it will be difficult to rectify any mistakes.

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



Media Round Table

Dr. Meena Hariharan, Dr. Mamatha Raghuvveer, Mr. M Murali Krishna, Ms. Sukanya Subramanian, Mr. Ravikanth Reddy and Mr. G. Valliswar at the Media Round Table on Education on October 31, 2015, Hyderabad.

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A Media Round Table on Education was held on October 31, 2015, in Hyderabad. The Round Table was well attended by 48 journalists representing 14 television channels and 12 newspapers (Telugu, English and Urdu). Other members present were- Mr. G. Valliswar, Chief Editor, Bhaarat Today; Dr. Mamatha Raghuvveer, Social Activist and an Advocate by profession; Dr. Meena Hariharan, Centre for Health Psychology, University of Hyderabad and Mr. Ravikanth Reddy, Education Correspondent, The Hindu. From the UNICEF Hyderabad Office, Ms. Sukanya Subramanian, Education Specialist; Mr. M. Murali Krishna, Child Protection Officer and Mr. Prosun Sen, Advocacy and Communication Specialist were also present. Ms. Anita Medasani, Regional Manager, CMS, moderated the programme.

HIGHLIGHTS OF THE ROUND TABLE

Ms. Anita Medasani explained the theme of the Round Table, showed the ASER Report 2014 and shared CMS Media lab report of Print and Electronic Media coverage on Child Education. She praised the media for doing good coverage and urged them to go beyond and cover areas in education and RTE that are overlooked.

Mr. Prosun Sen highlighted that education is a key social and economic marker and is not covered as much as it should be and the critical role of media in doing so. He requested education beat journalists to share their thoughts and experiences and have a healthy dialogue and discussion.

Ms. Sukanya Subramanian presented the challenges in education sector and what media could focus on. Journalists see and analyze the right things and give the best possible solutions and opinions, she

said. She explained the components of RTE in detail and factors behind children not attending school in spite of RTE. She concluded on benefits of positive reporting and media's role in encouraging child-friendly policies and systems.

Mr. M. Murali Krishna spoke about the challenges of child protection in educational institutions. He said that as much as education is expected from a school, protection is expected too. He highlighted on the role of schools in providing safe and healthy environments- emotionally and psychologically- along with good infrastructure and facilities. He explained the positive impact a safe environment in school will have on a child. He requested the media to be specific and pinpoint while covering protection issues with apt research, analysis and solutions to make concerned authorities bring about change.

Dr. Mamatha Raghuvveer spoke about Child Rights and laws concerning children, highlighting on the Juvenile Justice Act. She said that schools are major centers where rights can be implemented and protected. She highlighted concerns regarding corporal punishment and the deep analysis needed while reporting on it to bring about an attitudinal change. She requested media to avoid repeated visuals, sensational style of reporting and explained to them benefits of good reporting, which helped in solving some cases where media footage was taken as evidence. She concluded by saying that more

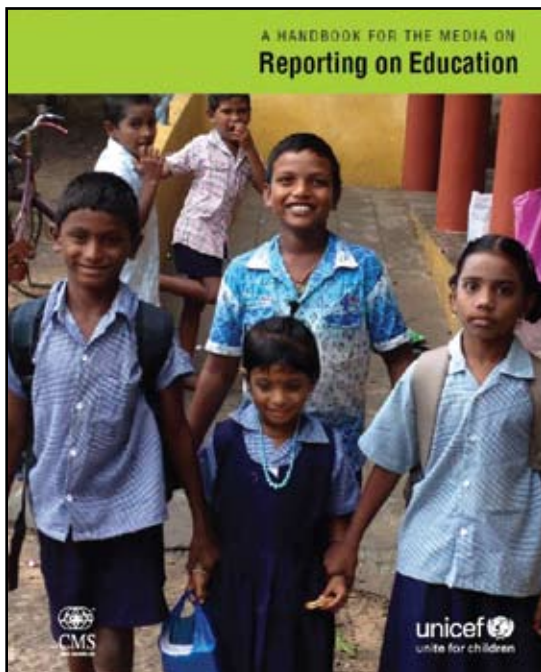
reports on private schools have to be done because maximum children are going there as per ASER.

Dr. Meena Hariharan requested media to focus more on solutions, preventive measures and follow ups related to child protection issues rather than the process. She spoke about positive effects that media can induce if it played a constructive role in solving issues and shared some case studies in which reporting of incidents had negative impact on children's psyche.

Mr. Ravikanth Reddy spoke about the challenges a journalist faces to get a story published especially if it does not have a commercial interest and the importance of a good editor and sub-editor for a good story to come out.

Mr. G. Valliswar highlighted the importance of collective work by journalists and gave a few inspiring examples which brought about policy changes. He requested media to study, research and understand the laws on education and represent stories comprehensively and try to be change inducers.

Towards the end, there was an open house where the journalists asked each of the resource persons relevant questions and discussed the problems, threats and concerns they face while reporting on education.



Resource Handbook for the Media Round Table on Education, held on October 31, 2015.



Participating Channels





Interaction with Channels

Interaction with channels was an important part of advocacy of Child Rights with the media. It helped in understanding the problems and limitations of news channels, which were shared with Jury members to keep in mind while scrutinizing the programmes. It also allows the CMS team to keep in touch with channel representatives and discuss the designing of programmes.

In early June 2015, the CMS team met Telugu channels with minimum one year uninterrupted satellite transmission and reminded them about the upcoming Awards. The goal was to inform channels early so that there is ample time to prepare and plan children-related programmes, enroll new journalists and share story ideas with them. A formal letter was sent to the channels in mid-June with key dates related to the Awards.

During the 100 days monitoring period, CMS team gave monthly programme reports and feedback to the channels about their telecast programmes, suggested ideas for improvement and other issues that can be covered, reminded them about important dates of the Awards and time of monitoring, requested them to send in self-nominations, shared important information on the four themes that they could take up and most importantly- constantly followed up with them about their commitment towards a social cause.

Apart from one-on-one meetings, the team kept in touch with the media regularly through phone call follow-ups, giving them feedback on their programmes and suggestions to make better programmes by adding relevant bytes, mentioning laws related to children and alert them about reporting violations.

CMS team often found that these interactions and feedbacks were much needed as the channels tend to get absorbed in the TRP race and get preoccupied with political and festival coverage while children-related issues take a back seat. The team noticed that these meetings have made the channels perform better in terms of quantity and quality and also led to build a stronger bond with the media, the coming together of which has enhanced collectively the work towards the cause of children – making meaningful, holistic and solution-based news programs.

CMS team interacted with over 220 media personnel on children's issues during the course of the project.



Content Analysis

Monitoring and analysis of programmes telecast by the channels and submitted as self-nominations constitute an important part of the UNICEF Awards. This year, CMS researchers began recording, monitoring and analyzing the prime-time (6:30 pm to 10:30 pm) programmes from July 1, 2015, to October 8, 2015. In this 100 day monitoring period, a total of 4,80,000 minutes 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. A total of 90 self-nominations with 1,254.55 minutes duration were also evaluated by the Jury.

RESPONSE OF THE CHANNELS

In this edition, the amount of prime-time dedicated to children-related issues by the channels was 15,126.10 minutes. This is approximately 3.15 percentage of the channel's prime-time dedicated to children issues. Overall, there was a significant 26 percent increase since last edition, in the total prime-time dedicated by the channels towards children's issues.

In terms of numbers, the channels together contributed a record number of 3,256 programmes on children-related issues, which is again more than the number of programmes that came in the sixth edition. Quality programmes and sensitive reporting were also seen in good numbers in all formats. The channels were observed doing good follow-up stories. It was commendable to see stories of remote tribal areas and Mandals like Adilabad, Hathnoora, Devarakonda, Gattu etc. It is heartening to see that with each passing year, the number of programmes and amount of time dedicated to children-related programmes has been steeply increasing.

In this edition, it was decided to remove the 'Most Committed Channel Award' and the 'Award for Documentary'. However, due to the telecast of good Documentaries this edition, the Jury decided to reinstate the 'Award for Documentary'. There were very few programmes on Child Nutrition. Therefore, 'Award for News Feature on Child Nutrition' was dropped. 'Award for PSM' was also dropped because the Jury felt that the entries lacked creativity.

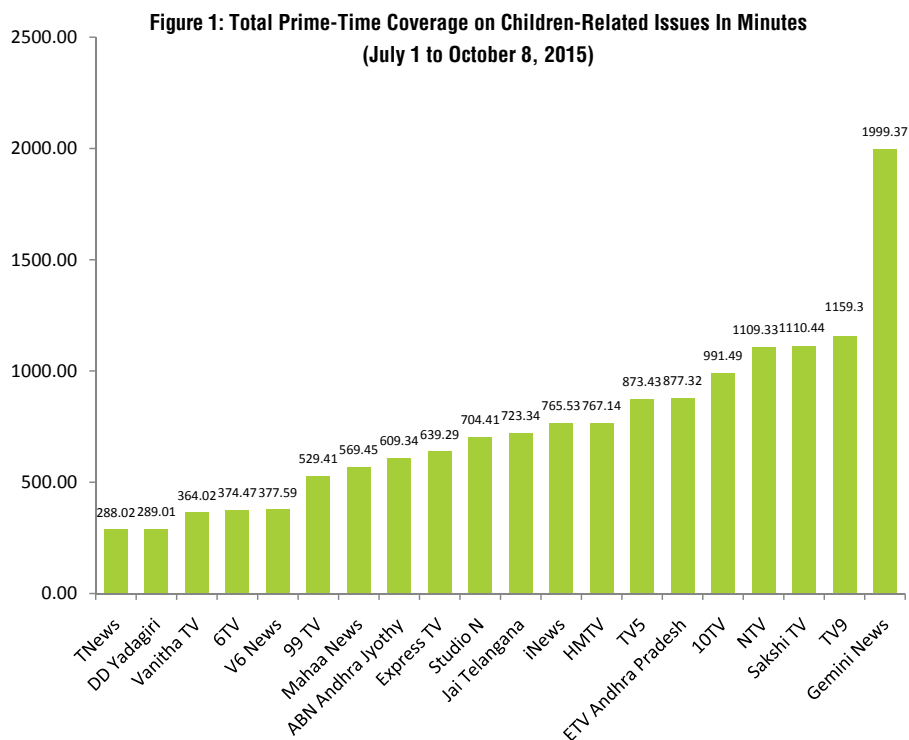
Documentaries and News Features were of good quality in content, script and voice over, however, there were some minor issues like the presence of film songs, constant repetition of visuals, loud music etc. that disqualified some programmes even though they had good scripts. This sensationalized treatment was shunned by the Jury.

Ragging, suicides in education settings and sexual abuse were seen reported by all channels, especially during school and college reopening. Two such stories- 'Rishiteswari' and 'Pratyusha'- was covered profusely by all channels with prolonged follow-ups in many formats. 'Rishiteswari' is a case of suicide due to ragging and 'Pratyusha', a case of abuse by parents. Both these girls were above 18 years and technically not considered children. However, as the issues of ragging and suicides occur due to peer pressure, education pressure, sexual abuse etc. and are prevalent issues effecting the youth in Andhra Pradesh and Telangana states and the country, it was decided by the Jury to consider these stories under the monitoring preview. The Jury also decided to constitute a 'Jury Special Award' for reporting on ragging (topical issue).

In this edition, 20 channels participated, including three new channels participating for the first time this year: 99TV, Express TV and Jai Telangana. These channels together contributed 1,892.04 minutes during the 100 days tracking period. They proactively participated in the Awards and did considerable number of good quality programmes.

TOTAL PRIME-TIME COVERAGE ON CHILDREN-RELATED ISSUES IN MINUTES

A total of 15,126.10 minutes of prime-time was dedicated to children-related issues by the 20 participating TV channels. Record time of 4,80,000 minutes is approximately 3.15 percentage of the channels' prime-time in the 100 days of monitoring. (Figure 1)

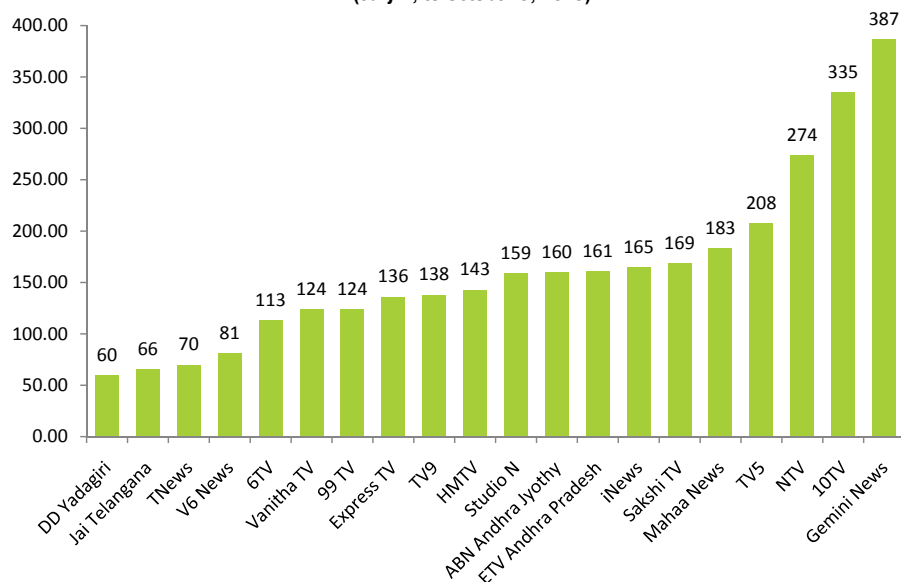


TOTAL NUMBER OF PROGRAMMES ON CHILDREN-RELATED ISSUES

A record number of 3,256 programmes dealing with various thematic 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, ragging, suicides, atrocities on children, corporal punishment, child labour, lack of teachers and facilities in schools, etc. (Figure 2)

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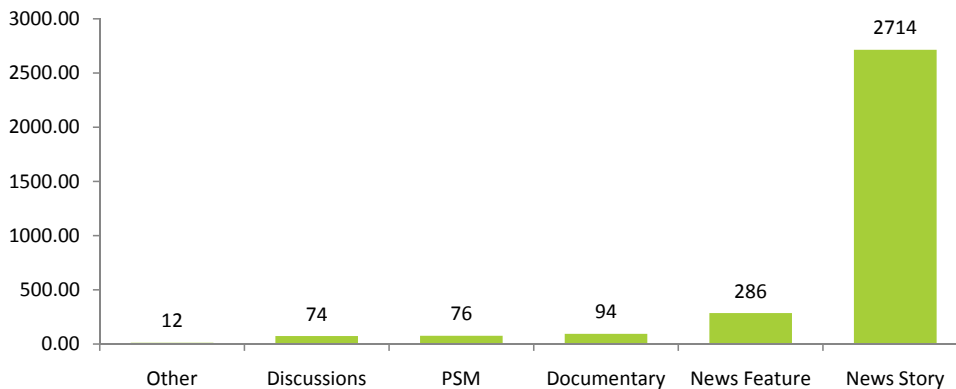
Figure 2: Total Number of Programmes on Children-Related Issues (July 1, to October 8, 2015)



FORMAT-WISE TOTAL NUMBER OF PROGRAMMES

Out of the 15,126.10 minutes of prime-time spent on children-related issues, the maximum time was spent on News Stories with 7,301.35 minutes (48.3 % of the total coverage). Additionally, 2,412.42 minutes (15.9 % of the total coverage) was spent on News Features, followed by 2,804.01 minutes (18.5% of the total coverage) on Discussion format and almost equal duration of 2,091.48 minutes (13.8% of the total coverage) on Documentaries. A meagre 435.09 minutes (2.9% of the total coverage) was spent on PSM, and 80.55 minutes (0.5%) was spent on Other Formats. (Figure 3)

Figure 3: Format-Wise Total Number of Programmes on Children-Related Issues (July 1, to October 8, 2015)

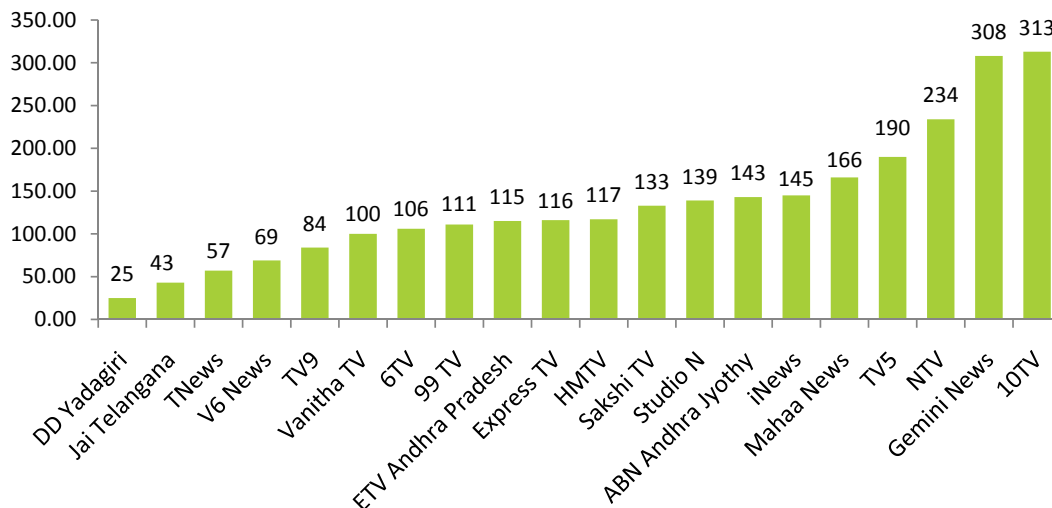


OVERVIEW OF NEWS STORIES

News Stories continued to be the preferred genre of discourse. A total number of 2,714 News Stories were aired this year which accounted for 7,301.35 minutes (48.3% of the total coverage). Out of these programmes, the Jury short-listed eight stories.

Maximum News Stories were on Child Protection followed by Child Education. There was relatively less coverage on Maternal and Child Health and hardly any News Stories on Child Nutrition. Gemini News dedicated the highest 813.26 minutes for News Stories, followed by 10TV with 685.46 minutes. (Figure 4)

Figure 4: Total Number of News Stories Aired on Children-Related Issues (July 1, to October 8, 2015)



OVERVIEW OF NEWS FEATURES

A total number of 286 News Features came this year which accounted for 2,412.42 minutes. Out of these, 47 were short-listed. All channels did News Features this edition. Topping the list is Gemini news with 328.09 minutes followed by ETV AP with 317.15 minutes and TV9 with 315.20 minutes.

News Features were a pleasure to watch this year as they moved away from the trend of showing children in a sympathetic way. Overall, the Jury was happy to see positive and good quality News Features on a wide variety of subjects like lack of facilities in schools, child labour, junk food, obesity, nutritious food etc. There were a few News Features on Child Nutrition which were not of impressive content or quality. Hence, Jury decided to give only three thematic Awards in the News Features category, this year. (Figure 5)

Figure 5: Total Number of News Features Aired on Children-Related Issues (July 1, to October 8, 2015)

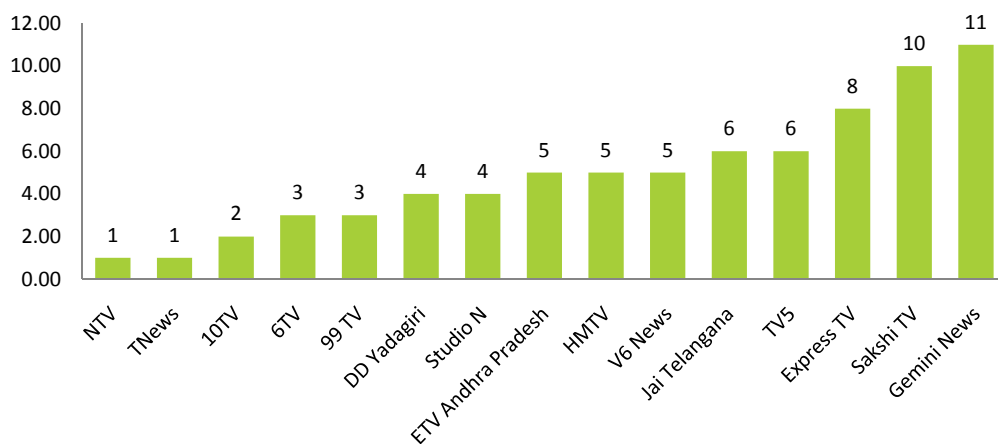


OVERVIEW OF DISCUSSIONS

18

A total number of 74 Discussions which accounted for 2,804.01 minutes featured this year. Out of these, 14 Discussion programmes were short-listed. Fifteen channels produced Discussions with Sakshi TV dedicating the highest duration of 388 minutes followed by Jai Telangana with 349.14 minutes. The quality of Discussions was rich in information due to expert panellists from various backgrounds bringing in their perspectives and elevating the quality of the programmes. (Figure 6)

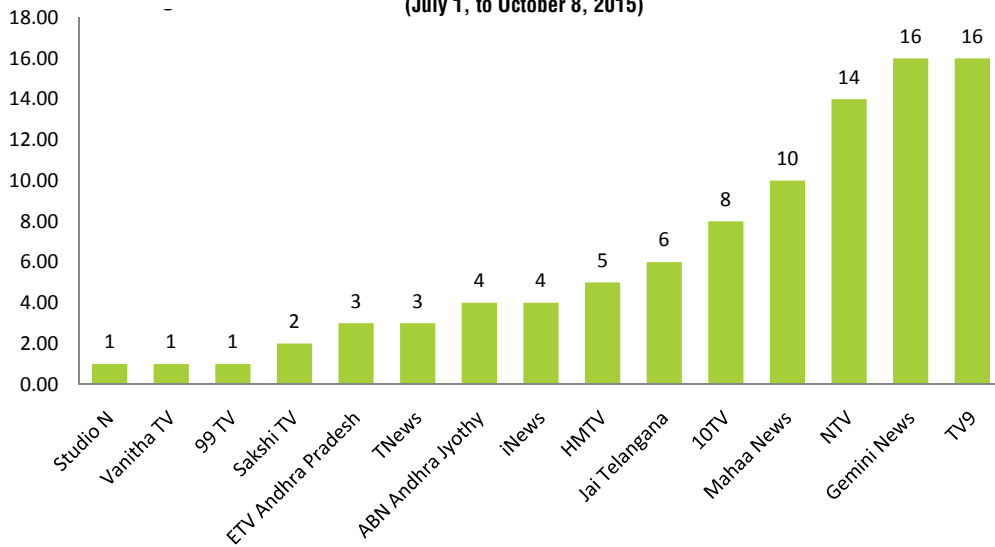
Figure 6: Total Number of Discussions Aired on Children-Related Issues (July 1, to October 8, 2015)



OVERVIEW OF DOCUMENTARIES

A total number of 94 Documentary programmes were broadcast this year which accounted for 2,091.48 minutes. Out of these, 21 Documentaries were short-listed. Fifteen channels did Documentaries this edition with TV9 dedicating the highest 327.39 minutes followed by NTV with 318.25 minutes and Gemini News with 304.20 minutes. The Documentaries covered ragging, mother and child health, trafficking, literacy rates, child marriage and child labour, etc. In this edition, initially, it was decided to remove the ‘Award for Documentary’ as the quality of Documentaries that came in last edition was poor. However, during the monitoring period, many good quality documentaries were telecast and the Jury was happy with them. Therefore, they decided to reinstate the Award this year. (Figure 7)

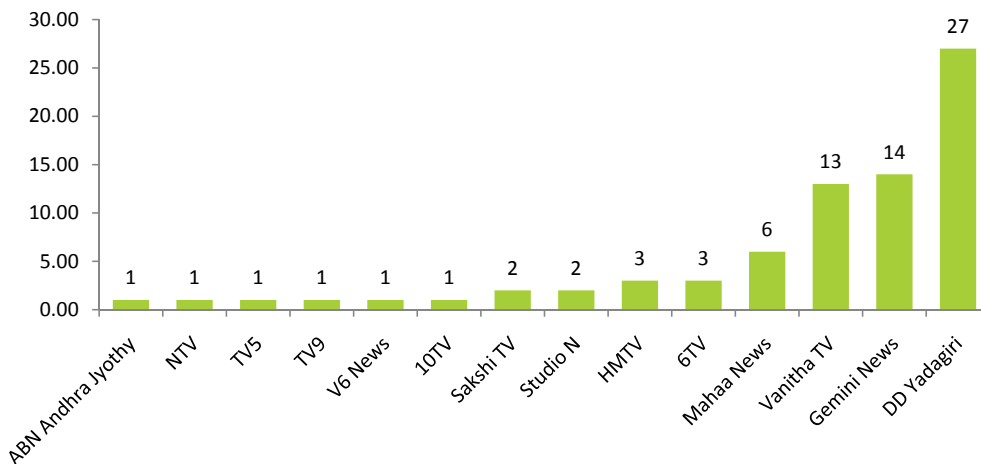
Figure 7: Total Number of Documentaries Aired on Children-Related Issues (July 1, to October 8, 2015)



OVERVIEW OF PUBLIC SERVICE MESSAGES (PSM)

A total number of 76 PSMs were aired this year which accounted for 435.09 minutes. Out of these, 24 of them were short-listed. Fifteen channels did PSMs with Gemini News dedicating the highest 210.48 minutes followed by iNews with 92.22 minutes and DD Yadagiri with 52.22 minutes. The Jury decided to skip the PSM Award this year as none of the PSMs were impactful enough. (Figure 8)

Figure 8: Total Number of PSM Aired on Children-Related Issues (July 1, to October 8, 2015)





OVERVIEW OF OTHER FORMATS

A total number of 12 other format programmes came this year out of which none were short-listed. These programmes accounted for 80.55 minutes. Eight channels aired programmes in other formats with DD Yadagiri dedicating the highest 19.39 minutes followed by HMTV with 16.34 minutes and T News with 12.20 minutes. The programmes focused on anganwadis, child marriages, poverty, nutritious food, teacher harassments etc.

OVERVIEW OF SELF-NOMINATION

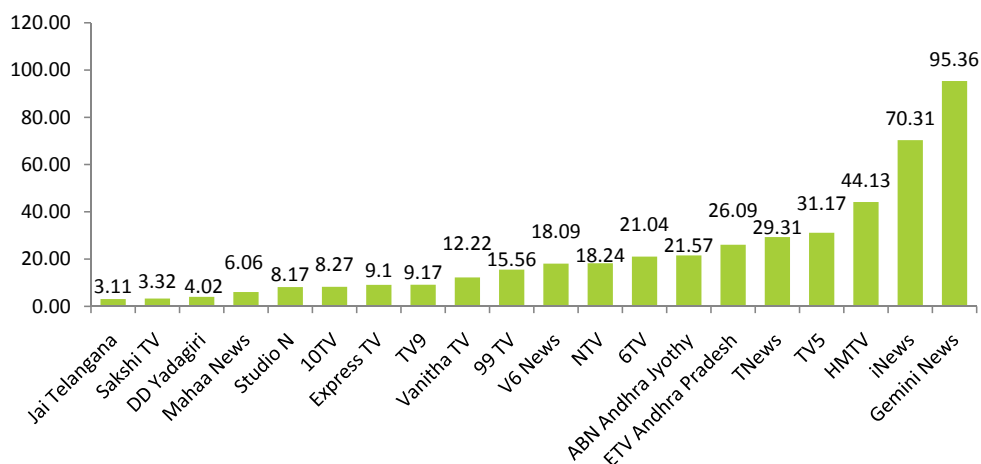
Self-nominations include programmes telecast anytime on any day starting from 1st of January, 2015, to October 8, 2015. In this edition, there was good response from 15 channels. A total of 90 self-nominations with a total duration of 1,254.55 minutes were received. TV 9 and ABN Andhra Jyothi submitted the highest number of programmes. Format-wise, the entries comprised of 19 News Stories, 33 News Features, 25 Documentaries, 7 Discussions, 3 PSMs and 3 programmes in Other Formats.

TOTAL PRIME-TIME COVERAGE ON AWARD THEMES IN MINUTES

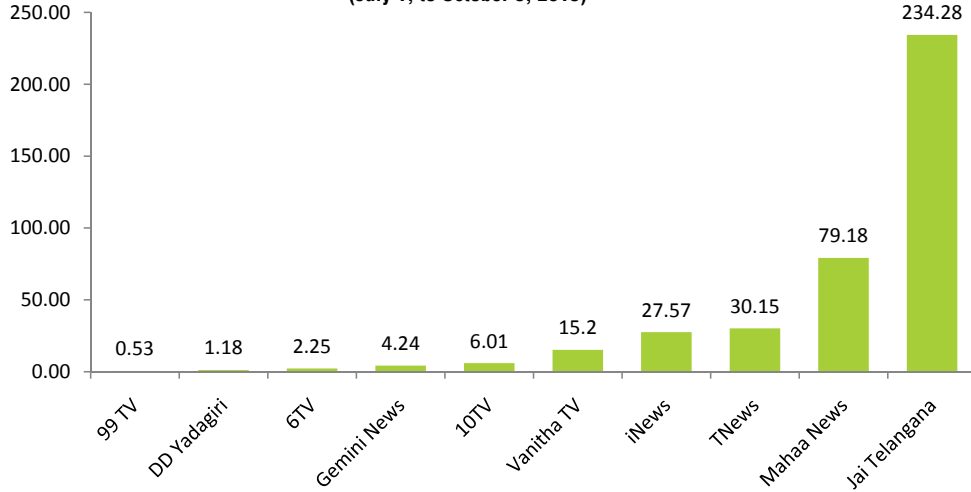
20

Figure 9 to 12 illustrate air time dedicated by Telugu television channels during the 100 days monitoring period on Award themes such as Maternal and Child Health, Child Nutrition, Child Education and Child Protection. Most channels spent maximum time on Child Protection and Child Education issues.

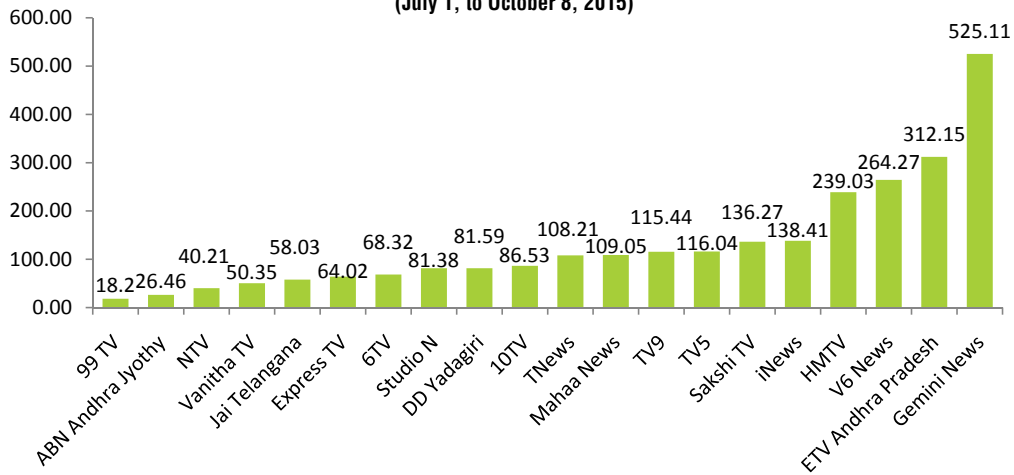
Figure 9: Total Prime-Time Coverage on Maternal and Child Health Issues in Minutes (July 1, to October 8, 2015)



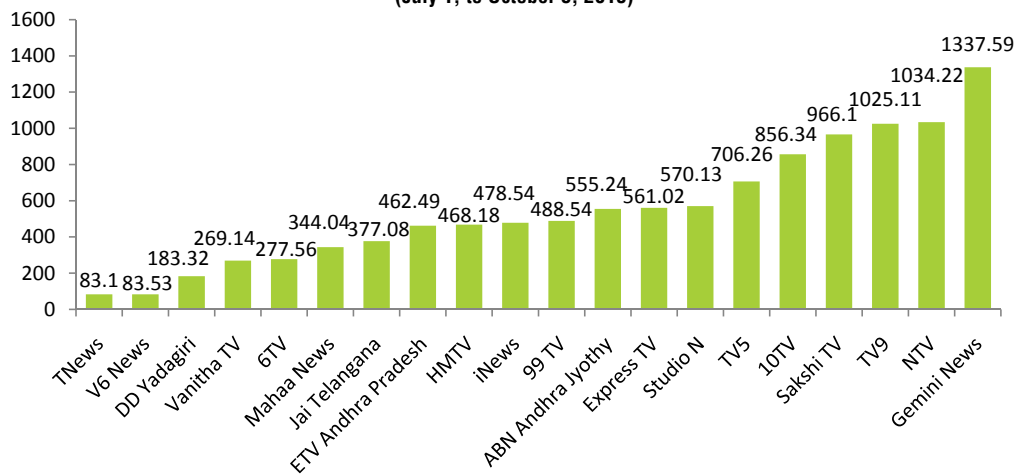
**Figure 10: Total Prime-Time Coverage on Child Nutrition Issues in Minutes
(July 1, to October 8, 2015)**



**Figure 11: Total Prime-Time Coverage on Child Education Issues in Minutes
(July 1, to October 8, 2015)**



**Figure 12: Total Prime-Time Coverage on Child Protection Issues in Minutes
(July 1, to October 8, 2015)**





Jury Report

The Jury for the 7th UNICEF Awards comprised of Chairperson Mr. S. Umapathi- retired IPS officer, who was supported by committed and knowledgeable Jury members who command great respect in civil society and media. The Jury members are Dr. Mamatha Raghuvver, Social Activist and an Advocate by profession; Mr. R.V.V Krishna Rao, retired Senior Officer of the Indian Information Services; Mr. G. Valliswar, Chief Editor, Bhaarat Today and Dr. K Lalitha, Vice President of Anveshi Research Centre for Women's Studies.

The Jury was glad to be part of the 7th UNICEF Awards which champions the cause of children and heartily congratulated UNICEF and CMS for initiating these Awards for Telugu TV Channels. They appreciated the efforts and prime-time space dedicated by Telugu News Channels for making children-based programmes. The Jury recognized and acknowledged that the Awards have contributed in ensuring focused and solution-based programmess on children in the channels. They were glad that this year, channels have taken a proactive role and featured stories on child right violations and injustices in their prime-time, keeping aside the commercial benefits of TRPs. The Jury collectively agreed that TV channels have played a crucial role in highlighting children's issues.

The Jury spent more than 47 hours viewing hundreds of programmes and discussing them intensely. While selecting programmes, they took into account whether the programmes helped to enrich the 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 doing so, they kept in mind that the programmes involved parents, community leaders, social workers and government functionaries.

First, the Jury looked at programmes which were grouped based on theme and format and shortlisted them based on the following criteria – programmes that concentrated more on the issue than individual stories, programmes in which root cause of problems were spoken about, programmes which had proper investigation, verification and analysis of facts and news that mirrored problems, had an inspiring message and gave solutions with logical endings.

The shortlisted 114 programmes were viewed a second-time and were discussed and debated upon extensively by all the Jury members to decide three top-graded programmes in each Award category. Further, these three programmes in each category were scrutinized in depth, meticulously analyzed, and viewed a final time for clarity of content, message, and its overall quality.

After all the deliberations, the Jury arrived at 18 nominations with six Awards in designated categories and three Jury Special Awards. The entire process of viewing all the programmes and choosing the winners was demanding and time taking. The end result was rewarding as the Jury unanimously decided the winners of the 7th UNICEF Awards.

Jury Observations and Suggestions

It was truly commendable to see media covering a wide range of issues, doing stories of remote tribal areas and bringing out important issues. Their good reporting is now used as evidence by government officials to take legal actions against the wrong doers! However, media should caution and not take up cases on their own. They should make the respective systems work.

A case of suicide (Rishiteswari) as a result of ragging and a case of abuse by parents (Pratyusha), was covered profusely by all channels with prolonged follow-ups in various formats. Both these girls were above 18 years and technically not considered children. However, as the issue of ragging and suicides occur due to peer pressure, education pressure, sexual abuse etc and are plaguing issues effecting the youth in Andhra Pradesh and Telangana and the country, we decided to consider these stories under the monitoring preview.

Programmes should be well-researched and presented in a neutral voice so that viewers can form their own opinions instead of media feeding it to them. Media should follow social courtesies while reporting and avoid accusation, insensitivity and comical representation of people and facts. We would like to remind the channels not to take the viewers for granted and give a thoroughly researched, correct, sensitive and solution based programme. You never know, it could be a life-changer for somebody!

We found many programmes showing victims/perpetrators (especially juveniles) faces. It is imperative that the faces are masked, not the whole body or screen.

Many a time, we found that when abuse cases are reported, the process or procedure opted by the culprit/victim is shown in step by step details. We recommend

not to dwell into the processes as they could be used in a wrong manner. Instead, focus more on what do to in trouble situations and how to approach for help.

When reporting instances of individuals becoming victims of crime, the tendency is to generalize and exaggerate the prevalence of such crimes, therefore creating 'moral panics.' Given the choice between detailed reporting of crimes that violate children's rights and protection of the rights of children with sensitivity, the channels should choose sensitivity and avoid the temptation to sensationalize.

Background music sets the tone of the programmes. We observed that some programmes were using loud and negative music, which made the programmes unappealing. Also, using film clips, filmy songs and constant repetition of visuals made the programmes painful to watch. Cinematic representation of a story by imbibing movie bytes and songs to make it juicy should be avoided as it brings down the level of urgency of the problem.

When inviting panelists for discussion, relevant speakers - authorities, lawyers, government officials - should be invited to get quality and solution-inducing discussions.

We noticed that most of the programmes focused on problems faced by girls. We encourage media to do more programs on boys as well.

We urge the media to consider doing creative and impactful PSMs as they are a very powerful tool to deliver a message. Perhaps, channels can consider having specific teams which work on social issues and dedicate some air time to deliver these messages.

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 recommend to share good programmes with the right departments to be used for training purposes.



Nominations

The eligibility criteria were strictly adhered to while scrutinizing the 3,256 programmes that figured in the 100 days media monitoring. From the 3,256 programmes, 114 programmes were shortlisted. Finally, weightage points were assigned to arrive at 18 nominations. The final evaluation to arrive at the winners was very challenging as they were many good programmes. The Jury finalized nine 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

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News Story and News Features - These two categories had the major chunk of entries with some brilliant programmes. However, there were very few programmes on Child Nutrition. Therefore, the Award for News Feature on Child Nutrition was dropped.

Discussion - This category had some good entries, mostly on Child Protection and Child Education.

Documentary - In this edition, initially there was no Award for Documentary, however, a lot of good Documentaries were telecast and also received as self-nominations. Hence, Jury added 'Award for Documentary' category.

Public Service Message - This year, again, the quality of PSMs telecast by channels was not creative and innovative enough. Hence, the Jury decided not to give any Award in this category.

Jury Special Awards - The Jury decided to give three Special Awards this year. First 'Jury Special Award for Inspiring Programme' was given to a programme for capturing beautifully the achievement of a role model mandal which has 100% enrollment of girls in schools. The second 'Jury Special Award for Highlighting a Critical Issue' was given to a programme that presented and analyzed maternal and infant health issues in an illustrative manner. The third 'Jury Special Award for Topical Issue' was given to a programmes that gave good analyses of the situation and logical solution on ragging.

Final Nominations

Awards	Channel	Winner/ Nomination
1. Award for News Story		
Spoorthi Daayakam Inter Baalika- Anusha	i News	Winner
Pushkarallo ChittiChetulu	ABN Andhra Jyothy	Nomination
Angatlo Adapilla	ABN Andhra Jyothy	Nomination
2. Award for News Feature on Child Health		
Pasi Vayasulo Pranaantaka Chakkeru Vyaadhi	TV9	Winner
Bakka Chikkina Adavi Biddalu	NTV	Nomination
Amma Paalu Amrutham	TNews	Nomination
3. Award for News Feature on Child Education		
Samasyala Mandalam 'Gattu'	V6 News	Winner
Grameena Vidyaardulu Boxing Champions	ETV Andhra Pradesh	Nomination
Chaduvula Bhaaram	TV9	Nomination
4. Award for News Feature on Child Protection		
Amma Naana Dooramytheh..?	Gemini News	Winner
Tappatadugulu	ETV Andhra Pradesh	Nomination
Brathuku Prasnaardhakamai...	10TV	Nomination
5. Award for Discussions		
Detention Avasarama, Anardhama?	ETV Andhra Pradesh	Winner
Prabutva Paartasaalalo Sowkaryaalalu	V6 News	Nomination
Badilo Pillala Upadhyayula Koratha	Studio N	Nomination
6. Award for Documentary		
Devarakonda Ammayila Katha	HMTV	Winner
Pilla Premalu...Pedda Baadhalu...	TV9	Nomination
Urakalethalsina Vayasulo Usoorumaneh Neerasam	HMTV	Nomination
7. Jury Special Award for Inspiring Program		
Akshara Dhaamam...Hathnoora Mandalam	Vanitha TV	Winner
8. Jury Special Award for Highlighting A Critical Issue		
Maata Shishu Maranaalu	10TV	Winner
9. Jury Special Award for Topical Issue		
Ragging Rakshasi	ETV Andhra Pradesh	Winner

7th UNICEF Award Winners

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UNICEF AWARDS
For Children-Related Programmes in Telugu TV Channels
Award for Discussion - Ammailanu Rakshinchukundam

Award for News Story - iNews



Spoorthi Daayakam Inter Baalika - Anusha

A bright girl pursuing education as well as helping her agricultural parents with work traditionally done by men, proving that girls are capable of such work too, reflects in this story of individual achievement and representation of girl child capabilities. It is an inspiring news story with apt bytes and quotations.

Award for News Feature on Child Health - TV9



Pasi Vayasulo Pranaantaka Chakkera Vyaadhi

The story brings out the plight of children suffering from diabetes specifically those from economically marginalized sections. The news feature highlights the problem, symptoms for early detection, possible solution and care. It is ably supported with quality footage and stakeholder bytes.

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Award for News Feature on Child Education - V6 News



Samasyala Mandalam 'Gattu'

The story talks about low rates of literacy in Gattu Mandal and reasons behind it. The programme emphatically urges the government to take serious development work in the extremely backward Gattu area that has not seen any kind of development in the recent past. It stresses on the immediate need of water and residential education to improve the situation with apt stakeholder bytes, good script, visuals and powerful narration.

Award for News Feature on Child Protection - Gemini News



Amma Naana Dooramytheh..?

This feature captures the situation of children of separated parents. It illustrated problems, holistic outlook and possible solutions from both parent and child perspective. It sends out a message to parents to rethink about their decisions. Good attempt to capture a growing issue.

Award for Discussion - ETV Andhra Pradesh



Detention Avasarama, Anardhama?

The discussion focused on the pros and cons of detention policy with a group of apt panelists from the education sector. It was a well moderated and balanced discussion highlighting the need for a strong education system with quality education as focus.

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Award for Documentary - HMTV



Devarakonda Ammayila Katha

It is a documentary on selling of girls in a tribal area focusing on the beliefs of the communities supported by appropriate bytes of parents, local authorities and NGOs. Overall, it was interesting, engaging and a good presentation of the situation.

Jury Special Award for Inspiring Programme - Vanitha TV



Akshara Dhaamam...Hathnoora Mandalam

This is a story of a role model mandal that has achieved 100% female enrollment in school. A well researched programme with uplifting visuals supported by bytes from teachers, students and villagers, bringing out the achievement of the Mandal in an engaging way along with showing the path for others.

Jury Special Award for Highlighting A Critical Issue - 10 TV



Maata Shishu Maranaalu

This story reflects the alarming rates of mother and child deaths in the states of Andhra Pradesh and Telangana. It holistically covers the issue by talking about statistics, social situations, functioning of health sectors, root causes, lack of awareness and women education. The programme is covered in a simple and hard hitting way to provoke the viewer into action and awareness. It has apt narration, bytes, visuals, background music and statistics.

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Jury Special Award for Topical Issue - ETV Andhra Pradesh



Ragging Rakshasi

This programme presented thorough analyses and brought out the situation of ragging holistically with logical solution. Going beyond just reporting one person's story, it elaborated further into the actual issue by presenting facts, case studies, reasons, government initiatives etc. supported by different stakeholder bytes. The story mirrors a near perfect journalistic approach towards presenting an issue.



Statistical Tables

Table 1: Highlights of Media Monitoring In Minutes From 2009-2015

Particulars	2009	2010	2011	2012	2013	2014	2015
Total duration of content analysis	846.43	5244.2	5595.23	5599.21	5487.03	11386.23	15126.10
Total recording time	211140	360000	360000	408000	408000	456000	480000
Percentage of airtime dedicated to children issues	0.40%	1.46 %	1.55%	1.37 %	1.34 %	2.50 %	3.15%

Table 2: Total Coverage on Children-Related Issues

Channel	Number of Programmes	Total Duration in Minutes
ABN Andhra Jyothy	160	609.34
DD Yadagiri	60	289.01
ETV Andhra Pradesh	161	877.32
Express TV	136	639.29
Gemini News	387	1999.37
HMTV	143	767.14
iNews	165	765.53
Jai Telangana	66	723.34
Mahaa News	183	569.45
NTV	274	1109.33
Sakshi TV	169	1110.44
Studio N	159	704.41
TNews	70	288.02
TV5	208	873.43
TV9	138	1159.30
V6 News	81	377.59
Vanitha TV	124	364.02
6TV	113	374.47
10TV	335	991.49
99 TV	124	529.41
Total	3256	15126.10

Table 3: Format-Wise Total Number of Programmes

Channel	News Story	News Feature	Discussions	Documentary	PSM	Other	Total
ABN Andhra Jyothy	143	12	-	4	1	-	160
DD Yadagiri	25	1	4	-	27	3	60
ETV Andhra Pradesh	115	37	5	3	-	1	161
Express TV	116	12	8	-	-	-	136
Gemini News	308	38	11	16	14	-	387
HMTV	117	12	5	5	3	1	143
iNews	145	15	-	4	-	1	165
Jai Telangana	43	11	6	6	-	-	66
Mahaa News	166	1	-	10	6	-	183
NTV	234	24	1	14	1	-	274
Sakshi TV	133	21	10	2	2	1	169
Studio N	139	10	4	1	2	3	159
TNews	57	8	1	3	-	1	70
TV5	190	10	6	-	1	1	208
TV9	84	37	-	16	1	-	138
V6 News	69	6	5	-	1	-	81
Vanitha TV	100	10	-	1	13	-	124
6TV	106	1	3	-	3	-	113
10TV	313	11	2	8	1	-	335
99 TV	111	9	3	1	-	-	124
Total	2714	286	74	94	76	12	3256

Table 4: Format-Wise Total Duration of Programmes In Minutes

Channel	News Story	News Feature	Discussions	Documentary	PSM	Other	Total
ABN Andhra Jyothy	419.41	116.10	-	73.34	0.09	-	609.34
DD Yadagiri	77.42	5.08	134.10	-	52.22	19.39	289.01
ETV Andhra Pradesh	332.12	317.15	159.02	65.03	-	4.00	877.32
Express TV	276.16	98.07	265.06	-	-	-	639.29
Gemini News	813.26	328.09	342.54	304.20	210.48	-	1999.37
HMTV	285.19	96.29	247.20	113.55	7.37	16.34	767.14
iNews	431.08	131.05	-	99.42	92.22	11.36	765.53
Jai Telangana	114.41	126.37	349.14	133.02	-	-	723.34
Mahaa News	277.08	08.13	-	270.01	14.23	-	569.45
NTV	559.37	198.50	31.25	318.25	1.16	-	1109.33
Sakshi TV	499.05	166.07	388.00	52.06	03.57	01.09	1110.44
Studio N	354.07	74.02	224.32	41.00	03.22	07.38	704.41
TNews	129.58	63.28	18.46	63.30	-	12.20	288.02
TV5	516.12	71.45	272.47	-	05.00	07.59	873.43
TV9	515.38	315.20	-	327.39	00:53	-	1159.30
V6 News	160.50	52.07	164.10	-	00.52	-	377.59
Vanitha TV	257.41	69.34	-	30.31	06.16	-	364.02
6TV	273.00	12.54	55.51	-	33.02	-	374.47
10TV	685.46	83.02	38.31	181.40	02.50	-	991.49
99 TV	322.08	78.00	112.13	17.20	-	-	529.41
Total	7301.35	2412.42	2804.01	2091.48	435.09	80.55	15126.10

Table 5: Theme-Wise Total Number of Programmes

Channel	Child Education	Child Health	Child Protection	Child Nutrition	Multiple	Other	Total
ABN Andhra Jyothy	13	4	139	-	-	4	160
DD Yadagiri	35	1	20	1	2	1	60
ETV Andhra Pradesh	47	13	92	-	1	8	161
Express TV	8	4	122	-	-	2	136
Gemini News	63	18	296	2	2	6	387
HMTV	18	7	113	-	-	5	143
iNews	10	14	134	1	1	5	165
Jai Telangana	13	1	45	5	-	2	66
Mahaa News	16	2	152	4	-	9	183
NTV	13	11	246	-	1	3	274
Sakshi TV	8	4	154	-	-	3	169
Studio N	20	5	117	-	-	17	159
TNews	29	4	29	2	2	4	70
TV5	17	16	170	-	-	5	208
TV9	14	3	119	-	-	2	138
V6 News	40	6	29	-	1	5	81
Vanitha TV	16	3	95	5	-	5	124
6TV	18	9	82	1	-	3	113
10TV	36	18	272	1	1	7	335
99 TV	6	9	105	2	-	2	124
Total	440	152	2531	24	11	98	3256

Table 6: Theme-Wise Total Duration of Programmes In Minutes

Channel	Child Education	Child Health	Child Protection	Child Nutrition	Multiple	Other	Total
ABN Andhra Jyothy	26.46	21.57	555.24	-	-	5.27	609.34
DD Yadagiri	81.59	4.02	183.32	1.18	5.49	12.21	289.01
ETV Andhra Pradesh	312.15	26.09	462.49	-	20.11	56.08	877.32
Express TV	64.02	9.10	561.02	-	-	5.15	639.29
Gemini News	525.11	95.36	1337.59	4.24	22.30	13.57	1999.37
HMTV	239.03	44.13	468.18	-	-	15.40	767.14
iNews	138.41	70.31	478.54	27.57	23.57	25.53	765.53
Jai Telangana	58.03	3.11	377.08	234.28	-	50.44	723.34
Mahaa News	109.05	6.06	344.04	79.18	-	31.12	569.45
NTV	40.21	18.24	1034.22	-	7.33	8.53	1109.33
Sakshi TV	136.27	3.32	966.10	-	-	4.35	1110.44
Studio N	81.38	8.17	570.13	-	-	44.33	704.41
TNews	108.21	29.31	83.10	30.15	30.29	6.16	288.02
TV5	116.04	31.17	706.26	-	-	19.56	873.43
TV9	115.44	9.17	1025.11	-	-	9.18	1159.30
V6 News	264.27	18.09	83.53	-	2.02	9.28	377.59
Vanitha TV	50.35	12.22	269.14	15.20	-	16.31	364.02
6TV	68.32	21.04	277.56	2.25	-	4.50	374.47
10TV	86.53	8.27	856.34	6.01	16.26	17.28	991.49
99 TV	18.20	15.56	488.54	0.53	-	5.38	529.41
Total	2642.27	457.11	11131.13	402.19	128.57	364.03	15126.10