



PRESS RELEASE, December 11, 2015

Hyderabad: The 7th UNICEF Awards for Children-Related Programmes in Telugu Television Channels were presented at a special ceremony on December 10, 2015 at Hotel Taj Deccan in Hyderabad. Nine awards in diverse categories were presented on this occasion (*list enclosed*) to various channels by popular celebrity actress **Ms. Lakshmi Manchu**, Chief of UNICEF Field Office for Andhra Pradesh, Telangana & Karnataka, **Ms. Ruth Leaño**, Director General, CMS, **Ms. P N Vasanti** and Jury Chair Person of the 7th UNICEF Awards, **Mr. Sattaru Umaphi, IPS (Retd.)**.

During this ceremony the project report of this 7th edition of the Awards was released and all the prestigious Jury members were felicitated by the Guest of Honor, Ms Lakshmi Manchu. Select government officials, heads of TV channels, eminent media personalities, members of the academia and representatives of the civil society organisations also participated.

The prestigious UNICEF Awards, initiated in partnership with Centre for Media Studies (CMS), is now in its 7th year. The purpose of the award is to enhance awareness, knowledge and understanding about children issues amongst Telugu news and entertainment channels and encourage the editorial staff and the producers of the channels to pay greater attention to children-related programme content. Almost all Telugu TV Channels have been an active participant in the UNICEF Awards since its inception and have demonstrated sustained commitment towards issues related to children.

This year, CMS tracked, monitored and recorded 4,80,000 minutes of prime time content telecast by 20 Telugu channels during July 1, 2015 to October 8, 2015. A total of 90 self- nominations (1,254.55 minutes duration), were also evaluated by the Jury.

In this 7th 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. 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.

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Ms Ruth Leano said in her welcome speech "More than the numbers, these statistics tell a story. A story of partnership. A story of media metrics. And a story of a common intent to champion the issues of children." Thanking all for participating in this intent, she shared lessons learned over the past seven years of this UNICEF project.

Ms P N Vasanti shared the complete process and uniqueness of these Awards and complimented the Telugu media for their historic contribution for children. She shared the CMS analysis over the last 7 years of doing this project, clearly showing that there has been significant improvement in terms of quality of programs on children in Telugu media. "We have seen better programmes and a wider range of issue related to children were covered. We also observed that violations in programming has also reduced drastically over the years."

Speaking on the occasion **Mr Umapathi** shared the transparent and rigorous shortlisted and selection process followed for these Awards. He also encouraged journalists to add the legal components to make their messages more impactful.

Gracing the occasion as the Guest of Honor, **Ms Lakshmi Machu**, spoke passionately on important maternal and child rights. In her heart felt speech, she shared her support and experience with Passionate Foundation, where initiatives like Teach for Change are transforming children's lives. She spoke directly to all the media professionals present and complimented for their work that is so influential. She shared her experience with television and talked about the power of the same in making a difference in society and in an individual. Finally, she complimented CMS, UNICEF, the Jury members and all media for their continued commitment for children. She extended all her support in this endeavor.

The event ended by a vote of thanks by Ms Anita Medasani, Regional Manager, CMS Hyderabad. She thanked all for their participation and commitment to children.

For further information please contact:

Anita Medasani, Regional Manager, CMS Hyderabad, Tel: 91 40 2354 0493, Mob: 91 88975 07936,
Email: anita@cmsindia.org, Website: www.cmsindia.org

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7th UNICEF AWARDS WINNERS	WINNER CHANNELS
1. Award for News Story	
Spoorthi Daayakam Inter Baalika- Anusha	i News
2. Award for News Feature on Child Health	
Pasi Vayasulo Pranaantaka Chakkeru Vyaadhi	TV9
3. Award for News Feature on Child Education	
Samasyala Mandalam 'Gattu'	V6 News
4. Award for News Feature on Child Protection	
Amma Naana Dooramytheh..?	Gemini News
5. Award for Discussion	
Detention Avasarama, Anardhama?	ETV Andhra Pradesh
6. Award for Documentary	
Devarakonda Ammayila Katha	HMTV
7. Jury Special Award for Inspiring Programme	
Akshara Dhaamam...Hathnoora Mandalam	Vanitha TV
8. Jury Special Award for Highlighting A Critical Issue	
Maata Shishu Maranaalu	10TV
9. Jury Special Award for Topical Issue	
Ragging Rakshasi	ETV Andhra Pradesh

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