

# 5<sup>th</sup> unicef AWARDS



for Children-Related Programmes  
in Telugu TV Channels





# CONTENT

<b>1 EXECUTIVE SUMMARY</b>	<b>2</b>
<b>2 INTRODUCTION</b>	<b>4</b>
<b>3 THE JURY</b>	<b>7</b>
<b>4 METHODOLOGY</b>	<b>9</b>
<b>5 MEDIA SYMPOSIUM</b>	<b>12</b>
<b>6 CONTENT ANALYSIS</b>	<b>14</b>
<b>7 JURY REPORT</b>	<b>25</b>
<b>8 NOMINATIONS &amp; AWARDS</b>	<b>27</b>
<b>9 STATISTICAL TABLES</b>	<b>32</b>



# 1

## EXECUTIVE SUMMARY

The UNICEF Awards for Children-Related Programmes in Telugu Television Channels returned in its fifth edition in 2013, with the scope broadened from only girl children to include both boys and girls from birth to 18 years and pregnant mothers. The media appreciated the change as they also wanted the scope of the Awards to include both genders.

This year once again Centre for Media Studies (CMS) and UNICEF partnered for the 5<sup>th</sup> edition of the Awards. An advance intimation letter announcing the launch of the 5<sup>th</sup> edition of the UNICEF Awards, sharing the key dates was sent to the 19 participating channels on July 6, 2013. The Awards were launched with the Media Symposium on July 31, 2013.

CMS began tracking, monitoring, recording and analysing 7,600+ hours of content from August 1 and continued through November 8, 2013. On July 30, 2013 political unrest began in Andhra Pradesh (AP) with the news of bifurcation of the State. Because of this, the channels' prime-time focus shifted to the political situation in the State. In spite of that, as many as 17 out of the 19 participating channels contributed 970 programmes to children-related issues running in 5526.38 minutes. Of this, 13 news channels contributed 3140.26 minutes. The entertainment channels and Vanitha together aired 2386.12 minutes of children-related programmes. Approximately 1.35% of the channels' prime-time was devoted to children-related programmes. Throughout the monitoring period, CMS had a series of one-on-one interactions with the media to provide regular feedback.



Apart from widening of the canvas this year from girl child to children of both genders, the Awards were made theme-based. The themes were Child Health, Child Education, Child Protection and Child Right to Food Security and Nutrition. The coverage by channels centered on issues such as awareness campaigns (advantages of breastfeeding, child safety skills etc.), individual achievements/success stories, child labour, child marriages, atrocities on children especially corporal punishment, individual criminal cases, child harassment, rape, honour killing, diphtheria, contaminated water, negligence by hospitals/doctors, lack of facilities in schools etc. There were very few programmes on Child Right to Food Security and Nutrition.

This year the channels preferred news stories which dominated with 808 programmes, and accounted for 83.2% of the total number of programmes in terms of number and 40.33% in terms of duration. The remaining formats of the coverage were – 40 Discussions, 42 Documentaries, 15 Fictional Programmes, 31 Others and 34 Public Service Messages (PSM). In PSM category, the enthusiasm of the channels as compared to the previous editions waned this time. There were fewer entries and their attempts were unsatisfactory.

In order to ensure sustained media attention to children issues amidst their other competing priorities, especially in the context of civil unrest arising out of the State bifurcation decision, CMS intensified its interaction with the media. The CMS team met 60+ media persons during August and September, 2013 and shared with them UNICEF's principles on ethical reporting on children, gaps in the media coverage, evaluation guidelines of the Jury, themes and State factsheet. The media appreciated the efforts of CMS.

A new feature in self-nominations was added to increase participation this year. Programmes that were part of the 100-days monitoring period telecast during the week-end morning slots were also to be accepted under self-nominations. This was included to accommodate requests made by the media regarding the same. CMS focused on persuading and motivating the channels to procure self-nominations. The CMS team followed-up with the channels aggressively to motivate them and successfully collected 50 entries.

The Jury of 4 eminent persons along with a student Jury member was headed by Dr. Shantha Sinha. The Jury spent 36+ hours viewing and discussing at regular intervals during the selection process.

The Award ceremony was organised on December 10, 2013 in Hyderabad in which 12 Awards were presented.



“Glorifying politics and crime with masala, bring in TRPs for the channel. Development journalism is something we study in our formative years, but hardly get a chance to practice it. We really appreciate CMS for motivating us to do these programmes, giving us feedback and inspiring us to do more. We would also like to thank UNICEF for giving us this platform and encouraging us.”

*Senior Representative of a Channel*

# 2

## INTRODUCTION

Andhra Pradesh (AP) is the fourth largest state of India in terms of area and fifth largest in terms of population, accounting for 7% (84.7 million people) of India's total population of 1210.2 million as per 2011 census. Children (0-6 years) constitute 10.2% (8.6 million) of the total population of AP. Of the State's population, 66.5% live in rural areas while 33.5% live in urban areas. Decadal population growth has seen significant decline from 14.6% in the decade of 1991-2001 to 11.1 per cent during 2001-11. AP has also seen an improvement in the sex ratio from 978 females per 1000 males in 2001 to 992 females per 1000 males in 2011. The child sex ratio however witnessed a further dip from 961 in 2001 to 943 in 2011. This decline may result in more girls being married at a younger age, more girls dropping out of education, increased risk to their lives due to early child-bearing and associated increase in crimes against them.

During the 11<sup>th</sup> Five Year Plan (2007-08 to 2011-12), AP registered an average growth rate of 8.18% against the nation's GDP growth rate of 8.02% (at constant prices). The per capita net domestic product at current prices has more than doubled from Rs 33,135 in 2006-07 to Rs 71,480 in 2011-12. Poverty alleviation programmes like subsidization of rice, Indira Kranthi Patham for empowerment of women, Indiramma housing scheme, pensions, land distribution and health insurance schemes and other similar social welfare measures have led to reduction in the percentage of people below poverty line from 29.6% in 2004-05 to 21.10% in 2009-10. With a considerable degree of poverty in the State still prevailing, the progress towards achieving broad-based equitable development continues to be a challenge, especially in the context that Scheduled Castes (SC) and Scheduled Tribes (ST) comprise 23.4% of the State's population.

### Child and Maternal Health

AP needs to cover huge ground to catch-up with the national targets set for 2015 for the Millennium Development Goals

(MDG) on indicators like infant mortality rate, under-five mortality and maternal mortality ratio. The State in fact has come to acquire the dubious distinction of witnessing highest infant mortality rate (IMR) of 42% per live births (SRS 2013) among the southern states of India and also figures among top 10 states in the entire country. Under-five mortality in the State is 48% as against 42%, IMR the MDG target for 2015, and the maternal mortality ratio is 134 as against the MDG target of 109. The State needs investments to improve its neo-natal care facilities, to build infrastructure to meet the demand at government hospitals, especially in the remote areas where the situation is far more alarming. These figures therefore call for more meaningful and sustained intervention to improve healthcare in the State.

### Child Nutrition

Early initiation of breast-feeding by the mother is very important for the physical and cognitive development of the child. Coverage Evaluation Survey (CES) conducted by UNICEF in 2009 shows that only 27% of the mothers in AP introduce breast-feeding to their new-born babies within the first one hour of their birth. The CES also shows 68% of the children are fully immunized in AP but the State still lags behind its counterparts in South India (CES, 2009).

The State has high rates of endemic malnutrition: 33% of children less than three years of age are underweight and 38% suffer stunted growth. Wasting is recorded among 15% of children and micronutrient situation is equally disturbing with nearly 80% of children (6-35 months age) suffering from anaemia (NFHS-III). AP is doing well in terms of institutional deliveries. The CES reveals that 94% of the deliveries in the State happen in hospitals while the remaining 6% happen at home. The study also shows that 99.5% of the pregnant mothers receive at least one antenatal care check-up during the period of pregnancy.



## Water and Sanitation

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 (Progress on Sanitation and Drinking Water – 2013 Update: UNICEF and WHO Joint Monitoring Program). 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 (UNICEF, WHO 2009). As per the Census 2011, 50% of the households in AP reported toilets (latrine) within their premises while 48% practice open defecation. 70% of the households reported piped water as the main source of drinking water. The quality of drinking water remains a challenge and an immense push is needed from the Government for improving it.

## Child Education

The net enrolment ratio at primary level has risen steadily in the State from 79.39% in 2008-09 to 85.86% in 2010-11 according to the report of District Information System on Education (DISE 2010-11). But the quality of learning data shows serious problems with education delivery. As per Annual Status of Education Report for 2012 (ASER 2012), 16% of the children of Standard I – II of primary schools in rural Andhra cannot read letters or words and 11% cannot recognize numbers 1 to 9. The learning outcomes among the students of Standard III and above is even worse with 34% of children of Standard III-V in rural Andhra unable to read even Standard 1 level text.

The dropout rate of 6% at the primary level in AP is another troubling indicator. AP has shown some improvement in the development index of primary and upper primary education. Its ranking has improved from 17 out of 35 states in 2009 (DISE) to 14 in 2010-2011. AP lags behind on indicators such as access (availability of schools per 1000 children and ratio of primary to upper primary schools), where it stands at 23 out of 35 states. On infrastructure (drinking water facility, common toilet, separate toilet for girls and student classroom ratio >40) it is further down at 27<sup>th</sup> position (DISE 2011-12). Unavailability of separate toilets for girls discouraged families from sending their girl-children to schools, leading to lower education attainment among them.

## Child Protection

Early marriage of girls often leads to miseries and is a common practice in most of rural India. According to National Family Health Survey 3 (NFHS – 3), despite clear evidence of rising age at marriage, 52% of women between 20-24 years in AP were married before they reached the legal age of 18 years. Child labour is another crucial issue that continues to deprive children in the State of their rights to education and nutrition. As per the Census 2001, AP ranks high on incidences of child labour, leaving the children unprotected from abuse and hazards.

## Background of the UNICEF Awards

The television broadcast sector in India has grown rapidly from less than 10 channels in early 1990s to 700+ private channels in 2013. More than half of these are registered as News channels. AP has 20+ Telugu News channels and 12+ entertainment channels, broadcasting a huge assortment of programmes — news, views, entertainment, nature, science — touching all possible facets of life. However, there is no overarching policy or regulator in India or in the State to oversee and monitor broadcast media, especially with content related to children.

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 child marriage, child labour, ethnic violence, and political extremism. 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 for UNICEF, which has been working for children globally for more than half a century now, to sensitise the media about covering children-related issues in an age-appropriate, sensitive manner so that their rights are not compromised.

Seeing the current status of television programming in the context of children and their rights, CMS felt that motivating television channels through awards that recognise good work could encourage television professionals to be more proactive towards the cause of children, especially girl child. CMS took the idea to UNICEF and after several rounds of discussion, the initiative brought to fruition "UNICEF Awards for Gender-Sensitive programmes in Telugu TV Channels" in the year 2009.

## 5<sup>th</sup> UNICEF Awards for Children-Related Programmes in Telugu TV Channels

Four editions of the UNICEF Awards have been organised since 2009 till December 10, 2012 and the response from the television channels has been very encouraging — both in terms of quality and quantity of their coverage on the girl child. The UNICEF Awards have motivated and inspired a great deal of innovative programming on various issues concerning the girl child. In fact, several channels have initiated special campaigns to contest for these prestigious Awards and continued their initiative much after the Awards.

It is this response and commitment of the Telugu TV channels which has encouraged UNICEF and CMS to widen the canvas this year to include all television programmes related to "children" to be considered for the 5<sup>th</sup> UNICEF Awards.

## Purpose of the UNICEF Awards

1. Create better awareness, knowledge and understanding about child survival, growth, development and participation issues amongst Telugu news and entertainment channels
2. Encourage the editorial staff and the producers of the channels to pay attention to the children related programme content
3. Create a platform by which the Telugu TV media can be recognized and rewarded for their efforts of covering these issues.

## Components of the UNICEF Awards

1. Media Symposium including focused one-on-one interaction on children-related issues with channel CEOs and Programming Heads
2. Media tracking, monitoring and content analysis
3. Evaluation of programmes by eminent Jury panel
4. Award Ceremony

# 3

## THE JURY

UNICEF Awards has had the privilege of having illustrious men and women adorning the Jury panel. Dr. V.S. Rama Devi, former Governor of the States of Karnataka and Himachal Pradesh, headed the 1<sup>st</sup> two editions of the Awards Jury. Justice B. Subhashan Reddy, former Chief Justice of Madras and Kerala High Courts and First Chairman of AP Human Rights Commission, headed the 3<sup>rd</sup> Jury. Dr. Mohan Kanda, IAS (Retd.), former Chief Secretary of Andhra Pradesh, headed the Jury of the 4<sup>th</sup> edition.

All the Jury Chairpersons have been supported by very committed and knowledgeable Jury members who command great respect in both Civil Society and the Media. The scientific methodology adopted by CMS for tracking, classifying and facilitating the evaluation of each programme and the sincerity with which the entire selection process is executed has been extremely satisfying, thereby making the UNICEF Awards much awaited, year after year.

The Jury panel for the 5<sup>th</sup> 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 champion the cause of children's rights.

The 5<sup>th</sup> UNICEF Awards Jury panel headed by Dr. Shantha Sinha was constituted on July 4, 2013.



**Dr. Shantha Sinha** is a Padma Shri Awardee (1999) and winner of the Ramon Magsaysay Award (2003) for her successful anti child-labour crusade. Dr. Shantha Sinha is presently a professor in the Department of Political Science at the University

of Hyderabad. Earlier, between May 2007 and May 2013, Dr. Sinha headed the National Commission for the Protection of Child Rights. As Secretary of a voluntary organization

Mamidipudi Venkatarangaiya (MV) Foundation, she crusaded against child labour and encouraged communities to identify out-of-school children and bonded children and urged their parents and employers to release them. She then organised transition camps for preparing these children to attend regular schools.

### **Professor Padmaja Shaw**

has the distinction of serving as Jury member for the 2<sup>nd</sup> 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 4<sup>th</sup> and



5<sup>th</sup> Jury panels. She is a Professor of Communications and Journalism at Osmania University, Hyderabad, with decades of experience in journalism education, research and television production. She has formal training in television production from Michigan State University, USA. She has produced programmes for children and young adults and educational programmes early in her career. She was Executive Director (Programmes), Mana TV, an educational television initiative of the Government of Andhra Pradesh. She was a member of AP State Best Journalists Awards Committees.

### **Mr. R.V.V. Krishna Rao**

is a retired senior officer of the Indian Information Services. He served earlier as a Senior Correspondent, Editor and Director for All India Radio and Doordarshan where he was responsible for news and current affairs. Mr. Rao has



a strong understanding of the media scenario in the country, especially in Andhra Pradesh. He is on the board of several voluntary and influential spiritual organizations in the State.

Mr. Rao is popular with the media and has been a Senior Media Consultant with CMS until 2012 where he anchored the UNICEF Awards for four years. As a Jury member, Mr. Rao brings his own individual perspectives to the table which is an amalgamation of a journalist, a media researcher, a crusader for child rights, particularly the girl-child, as an individual who was instrumental in designing the Awards campaign and carrying it forward to its present stage.



**Ms. Shyama Sundari** is Joint Director with the Department of Women Development and Child Welfare, Government of Andhra Pradesh. In the 5<sup>th</sup> Jury panel, she brings in the government perspective on child rights. Ms. Shyama Sundari is responsible for issues related to Integrated

Child Protection Scheme, children institutions and adoption etc. She joined the department in 1994 and since then, she has been involved in the implementation of several children-related schemes and programmes of the Government of Andhra Pradesh and Government of India. She was also associated with a United Nations Development Programme (UNDP) project while on deputation with Andhra Pradesh State AIDS Control Society (APSACS). She also has the experience of working with national and international organisations like CARE, National Institute of Nutrition etc.

**Ms. G. Rithika** is the Deputy Head-girl at the Bharatiya Vidya Bhavan's Atmakuri Rama Rao School. Presently studying in the 9<sup>th</sup> grade, she has won more than 30 prizes for chess, dance and music. She enjoys painting, dancing, swimming, playing chess, tennis and badminton. She enjoys interacting with people, spreading happiness and is always ready to help others.



## Jury Consultation Meeting

The process for formulating and finalizing the methodology of the 5<sup>th</sup> edition of the UNICEF Awards was undertaken at the Jury Consultation Meeting held on July 15, 2013. In the meeting, CMS oriented the newly constituted Jury with the entire process of the last 4 editions of the Awards. It was then left to the Jury members to deliberate and decide on matters related to themes, award categories and self-nominations.

The Jury approved of parameters such as name of participating channels, monitoring schedule, time-band and self-nomination criteria. The Jury also laid down the guidelines, rules and regulations for selection and eligibility, criteria for short-listing of programmes and evaluation parameters for the Awards.

“ Media and TV Channels could organise workshops for their production personnel, to make them aware of ethics of reporting children’s issues and relevant laws, specially while creating innovative and quality programmes related to children. UNICEF and the CMS could initiate such efforts.”

*5<sup>th</sup> UNICEF Awards Jury*

# 4

## METHODOLOGY



CMS has an elaborate process for identifying the channels, programmes, constituting Jury, developing and fine-tuning the tracking and monitoring tools, conducting media symposiums and Jury meetings, and culminating with the gala Award function. Parallel to this is the process of mobilizing producers, editors/ scriptwriters of television channels and sensitizing them about the whole initiative and ensuring their cooperation in the exercise. The UNICEF Awards are conferred upon channels based on evaluation of their programmes throughout the year in 2 parts. The first part comprises the evaluation of children-related programmes broadcast by them between January and July of a calendar year. Such programmes are submitted as self-nominations by the channels. The second part comprises evaluation of 100-days monitoring of programmes broadcast during prime time between the first week of August to second week of November every year.

### Guidelines for Short-listing

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 and below 60 seconds are accounted for 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 are accounted for 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 such programmes, which do not conform to the objectives of Awards.
8. Prime-time programmes that extended for a few minutes after the 10:30 pm bar are considered so that its logical end could be viewed for judgment.
9. Programmes in format other than those announced are placed separately.
10. Over sensationalized children's programmes are not short-listed.
11. Programmes which depict children in a pitiful manner, only to garner sympathy, are not short-listed.
12. Programmes that violate the dignity of the child and invade the privacy of the child are not short-listed.
13. Programmes that generalize or focus on an isolated issue or event are not short-listed.
14. Programmes that focus on stray instances of crime and individual cases are not short-listed.
15. 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 and self-nominations.
16. Commissioned programmes are accounted for the time devoted by the channels. However, such programmes are not considered for competition.

### Evaluation Parameters

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

All Telugu news and general entertainment channels with satellite transmission and a standing of at least 3 years are considered for UNICEF Awards. The following 19 channels fulfill this criterion in the year 2013:

News channels	General entertainment channels and dedicated channel for women
ABN Andhra Jyothy	DD Saptagiri
ETV2	ETV
Gemini News	Gemini
HMTV	MAA
iNEWS	Vanitha TV
MAHAA News	Zee Telugu
NTV	
Studio N	
Sakshi TV	
TNews	
TV5	
TV9	
Zee 24 Gantalu	

## Monitoring Schedule and Time Band

Programmes that are children-related telecasted from August 1 to November 8, 2013 in the time band of 6:30 pm to 10:30 pm will be tracked, monitored and recorded for the Awards.

## Self-Nomination

Channels can also self-nominate programmes of their choice, produced and telecast on or after January 1, 2013, and before July 30, 2013 for the 5<sup>th</sup> UNICEF Awards. Channels can nominate more than 1 programme. Other details about self-nomination criteria are given below:

Programme Criteria	Telecast Date	Day of Telecast	Time of Telecast
Children-related Programmes	Jan 1, 2013 to July 31, 2013	No bar	No bar
Children-related Programmes	Aug 1, 2013 to Nov 8, 2013	Saturdays and Sundays	Any time other than 6:30pm to 10:30pm
Last Date for receiving Self-Nominations: November 5, 2013			

## Award Themes

The themes of the Awards are aligned to the UNICEF India Country Programme 2013-2017 goals and objectives of advancing the rights of children, adolescents and women to survival, growth, development, participation and protection. Thus, the Telugu television programmes in the above mentioned Award categories could adhere to any of the following four themes, or a combination, to be eligible for screening before the judges:

**Child Health** - This theme 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** - This theme 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** - This theme encompasses protection of children from abuse, exploitation, violence, preventable separation of children from their families, homes, communities and schools. The subject of child protection can include child labour, child trafficking, gender-based sex selection and violence against children.

**Child Right to Food Security and Nutrition** - As the title suggests, this idea 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.

## Award Categories

**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. Programmes that focus on child-rights issues were to be considered for an award in this category.

The Award for documentary will be presented across 4 themes, namely, Child Health, Child Education, Child Protection, Child Right to Food Security and Nutrition.

**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 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 Public Service Message** - A Public Service Message (PSM) should be up to 90 seconds duration. It seeks to persuade an audience to take a specific action or adopt a particular viewpoint on a cause or social issue. To be considered for an award in this category, 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.



The poster for the 5th UNICEF Awards for Children-Related Programmes in Telugu TV Channels features a young boy in an orange shirt and blue shorts walking barefoot on a grassy field, pushing a large black tire. The background is a soft-focus landscape with trees and a blue sky. The text is arranged in a structured layout on the right side of the poster.

**5<sup>th</sup> unicef AWARDS**  
for Children-Related Programmes in Telugu TV Channels

**SCHEDULE**  
Media Tracking: August 1, 2013 to November 8, 2013  
Awards Ceremony: December 10, 2013

**ENTRY CRITERIA**  
Media Tracking of Programmes Broadcast Between August 31, to November 8, 2013 (telecast between 6:30 pm to 10:30 pm)  
Self-Nominations of Programmes Broadcast Between January 1 to July 31, 2013 (telecast between 6:30pm to 10:30pm)  
Self-Nominations End Date: October 31

**AWARD THEMES**  
Child Health | Child Education | Child Protection  
Child Right to Food Security & Nutrition

**AWARD CATEGORIES**  
Documentary  
Fictional Programmes  
News Story  
Public Service Message  
Topical Issues  
Inspirational Programme

**HIGHEST AWARD**  
Channel Most Committed to Children

**MORE DETAILS**  
Ms Anita Medasani, Regional Manager, CMS  
1300 A Road No. 66 Jubilee Hills, Hyderabad, AP  
8897507936 | anita@cmsindia.org  
040 2354 0493 | www.cmsindia.org

**PARTICIPATING CHANNELS**

Logos of participating channels: ETV2, TV9, TV5, NTV, Sakshi TV, I TV, I TV, Sun TV, Zee, MAHAA NEWS, STUDIO N, A B N, NEWS, maa, ETV, Sun TV, Zee, Sakshi TV.

**Award for Topical Issue** - A topical issue is one that is contemporary and of current interest; one about which many people are talking of at the same time; an issue which belongs to a particular location or a place or current affairs. Programmes in this category could 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.

**Award for Channel Most Committed to Children** - This highest and most coveted award will be conferred to 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 on children-related issues. The channel while boasting of the highest number of programmes and excelling in quality, both at the short-listing and nomination levels, will be selected and conferred with this Award.

# 5

## MEDIA SYMPOSIUM

The 5<sup>th</sup> edition of the UNICEF Awards for Children-Related Programmes in Telugu Television Channels was launched with a Media Symposium on July 31, 2013 in Hyderabad. About 26 eminent media professionals representing Telugu news and general entertainment channels participated in this Symposium.

The eminent speakers included Jury Chairperson Padma Shri Dr. Shantha Sinha, Professor, Department of Political Science, University of Hyderabad, Jury members Prof. Padmaja Shaw, Professor of Communication and Journalism, Osmania University, Mr. R. V. V. Krishna Rao, Veteran Journalist, and Ms. Shyama Sundari, Joint Director, Department of Women Development and Child Welfare, Government of Andhra Pradesh.

Noted child rights supporter and founder of Blue Cross of Hyderabad, Ms. Amala Akkineni was the Chief Guest. Ms. Ruth Leano, Chief, UNICEF Office of Andhra Pradesh and Karnataka and Mr. Prosun Sen, Advocacy and Communication Specialist, UNICEF Office for Andhra Pradesh and Karnataka were also present. Ms. Anita Medasani, Regional Manager, CMS moderated the programme and Dr. G. S. Varadachary, eminent journalist and Media Consultant of CMS facilitated the interaction with the journalists.

**Ms. Anita Medasani** briefed the media about the Award categories, selection/eligibility criteria, key dates, self-nominations and media tracking. She also explained in detail the other modalities of the 5<sup>th</sup> UNICEF Awards.

**Mr. Prosun Sen** announced that in view of the overwhelming response of the past four years, UNICEF was encouraged to extend the scope of the programmes to be considered for the Awards, to cover all children including the girl child. He hoped that the effect of the Awards would continue and the TV channels would persevere in creating higher quality programmes beyond the 100-days monitoring period of the Awards.

**Ms. Ruth Leano** highlighted the importance of the media as a catalyst of social change and development. She pointed out that four key areas of children's rights have been earmarked as the dominant themes for this year's Awards.

She expressed her happiness that the Awards for Telugu channels have come a long way since their inception four years ago. Ms. Leano desired that instead of portraying children as silent victims or charming innocents, the media could provide children and young people with opportunities to speak for themselves – about their hopes and fears, as well as their achievements.

**Ms. Amala Akkineni** suggested that the entertainment channels should tackle social issues, particularly those on child rights, especially during prime-time. She lamented that violence, trafficking and such issues were being unnecessarily sensationalized. She suggested the channels should take up social issues as their mission.

**Dr. Shantha Sinha, Jury Chairperson**, emphasised that the State's obligation to ensure child rights, equality and social justice were the three important aspects of children's rights. She advised the media to protect the dignity of the victim while reporting on issues. She further emphasised that the written consent of the affected or the consent of their mother/



*Representatives of the Telugu TV Channels at the Media Symposium*



Chief Guest Ms. Amala Akkineni, Ms. Ruth Leano, Chief, UNICEF Office of Andhra Pradesh and Karnataka, 5<sup>th</sup> UNICEF Awards Jury Members. Jury Member Mr. R.V.V. Krishna Rao Speaking at the Media Symposium

guardian should be obtained when the media speak to them. She urged for a revolutionary change in patriarchal attitudes to transform the world of the girl child.

**Mr. R.V.V. Krishna Rao**, member of the Jury, explained the evaluation criteria and the parameters that will be followed to arrive at the final list of Awardees. He said that while last year the Jury looked at the aim of the programme and its impact, the Jury this year has further improved the selection process to ensure fool-proof transparency. CMS will share this process in the one-on-one meetings that have been planned in the coming months, Mr Rao informed the Media.

Former Jury member and senior journalist, **Mr. Valleswar** said the rule restricting use of imported visuals should be reconsidered. He pointed out that while covering reports like the Malala story, local channels had to depend on foreign visuals. However, he suggested that this should be avoided while covering local and regional issues.

## One-on-One Interaction

The Media Symposium on July 31, 2013 was followed by a series of intensive one-on-one interactions with the channels. CMS met a total of 60+ representatives from channels, comprising CEOs, COOs (Programming), Deputy Director Generals, Executive Editors, Bureau Chiefs, Senior Vice Presidents, Input and Output Editors, Creative Heads, Principal Editors, Feature Heads, Health, Education, Children and Women beat reporters, Programme Coordinators, Senior Producers, Script Writers and other Senior Journalists.

The representatives were briefed one-on-one and a compilation of knowledge products that included UNICEF guidelines on covering children issues, State factsheets, Jury evaluation guidelines and a poster that included all important details about the UNICEF Awards were shared with them.

It was heartening to note that the data provided by CMS was utilised by many of the channels in their documentaries, new stories and PSMs. Media applauded CMS for providing them with subject data, and constant feedback about the programmes.

“When we think of children, we remember happy times and smiling faces. The programmes we saw, did not have a sense of humour or fun in them. Nor did they make efforts to celebrate childhood! We request Telugu media to think fresh and explore more positive ways of showing the subject and bring in more joy of childhood, even as they try to create awareness about problems!”

5<sup>th</sup> UNICEF Awards Jury

# 6

## CONTENT ANALYSIS



Close, critical and fair monitoring and analysis of the programmes submitted by channels for the Awards constitute the most important and intensive part of the UNICEF Awards. This process begins each year immediately after the Media Symposium - the event which marks the launch of the Awards process.

In keeping with the earlier practice, CMS researchers began their task of tracking, monitoring and recording the prime-time programmes of all the 19 Telugu channels between 6:30 pm and 10:30 pm for the 100-days campaign. The 7600 hours of digitally-recorded programmes were scanned and children-related items 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.

Out of the 7600 hours of content, the Jury found that only 18 out of the 19 Telugu channels had telecast children-related programmes. Entertainment channel MAA was the only channel which did not telecast any children-related programme during the tracking period. It was thus decided to exclude MAA from the campaign.

Entertainment channel Gemini also spent less than 17 minutes in 100 days on children-related issues. Gemini covered child marriage in one episode of its serial 'Mudumulla Bandham' and depicted child abuse by mother and uncle in another serial for less than 7 minutes. Since the time spent on children-related programmes was insignificant and unsatisfactory, it was decided to also exclude Gemini from final computation.

### Response of the Channels Over the Years

Overall, the amount of prime time dedicated to children issues by Telugu TV Channels during the 100-days tracking period was 5526 minutes. This was marginally lower than the previous two years (Table 1). During 2011 and 2012, when the focus was on girl child alone, about the same number of 17 Telugu TV channels, which were considered for content analysis in 2013, had contributed around 5600 minutes. This year, when the scope was broadened to children (boy child was also included for content analysis), it was expected that the amount of time dedicated by 17 channels during prime time will be substantially higher.

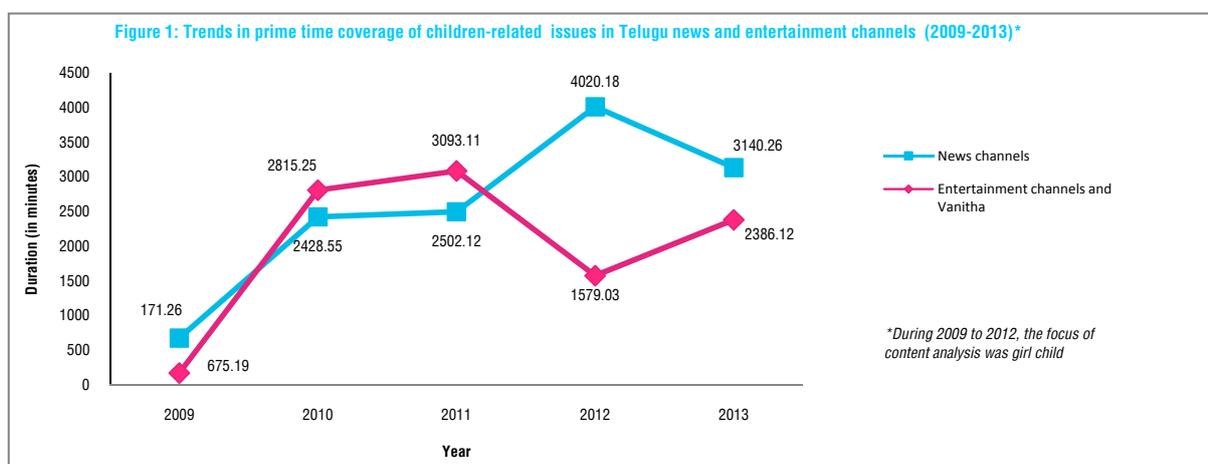
**Table 1. Highlights of media monitoring (2009 - 2013)**

Particulars	2009	2010	2011	2012	2013
News channels	675.19 Minutes	2428.55 Minutes	2502.12 Minutes	4020.18 Minutes	3140.26 Minutes
Entertainment channels and Vanitha	171.26 Minutes	2815.25 Minutes	3093.11 Minutes	1579.03 Minutes	2386.12 Minutes
Total duration of content analysis	846.43 Minutes	5244.20 Minutes	5595.23 Minutes	5599.21 Minutes	5526.38 Minutes
Total hours of recording	3519 Hours	6000 Hours	6000 Hours	6800 Hours	6800 Hours
Percentage of airtime dedicated to children issues*	0.40%	1.46%	1.55%	1.37%	<b>1.35%</b>

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

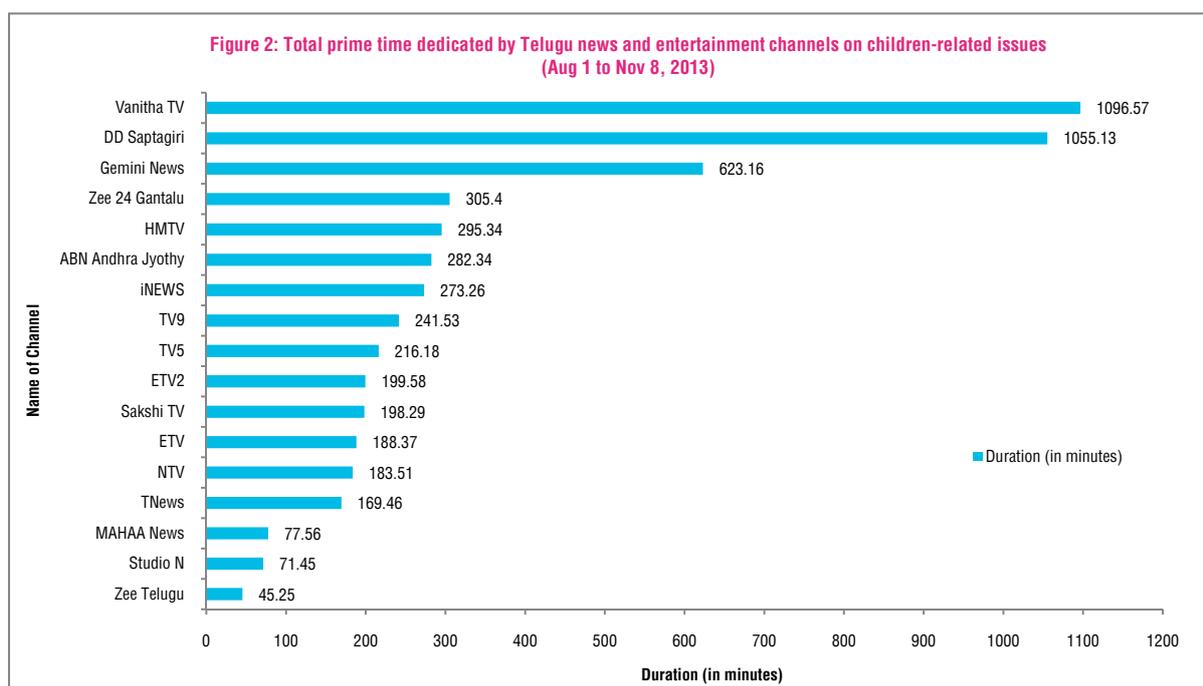
The reason for the decrease in total time dedicated in 2013, can be attributed to the political unrest which began in the State on July 30, 2013, with the Congress Working Committee's endorsement of the decision to bifurcate AP, creating Telangana, India's 29<sup>th</sup> State bifurcating Andhra Pradesh. This decision came just two days prior to the scheduled launch of the media monitoring by CMS from which was August 1, 2013. All news channels were predominantly occupied with the Telangana issue. It is not that this issue did not influence previous editions of the UNICEF Awards' goal of promoting children issues through media. The impact was felt greater this time due to a series of events like nearly 2 months of agitation (2<sup>nd</sup> week of August to 2<sup>nd</sup> week of October 2013) by Andhra Pradesh Non-Gazetted Officers Association (APNGOs) against the division, which paralysed the entire State. The strike and its impact dominated the prime time news and discussions of almost all the news channels. The Union Cabinet's decision of October 3, 2013 to go ahead with AP's bifurcation, the release of YSR Congress Party leader Mr. Jagan Mohan Reddy and his five day fasting from October 5<sup>th</sup> over the State bifurcation issue, and fasting on the same issue by former Chief Minister Mr Chandrababu Naidu in Delhi had a major impact on the UNICEF Awards campaign of 2013.

Despite these heightened political activities in the State, it is heartening to see that channels have contributed 5526 minutes (3140 minutes by news channels and 2386 minutes by entertainment channels and Vanitha) of content during prime time in the 100-days monitoring period (Figure 1).



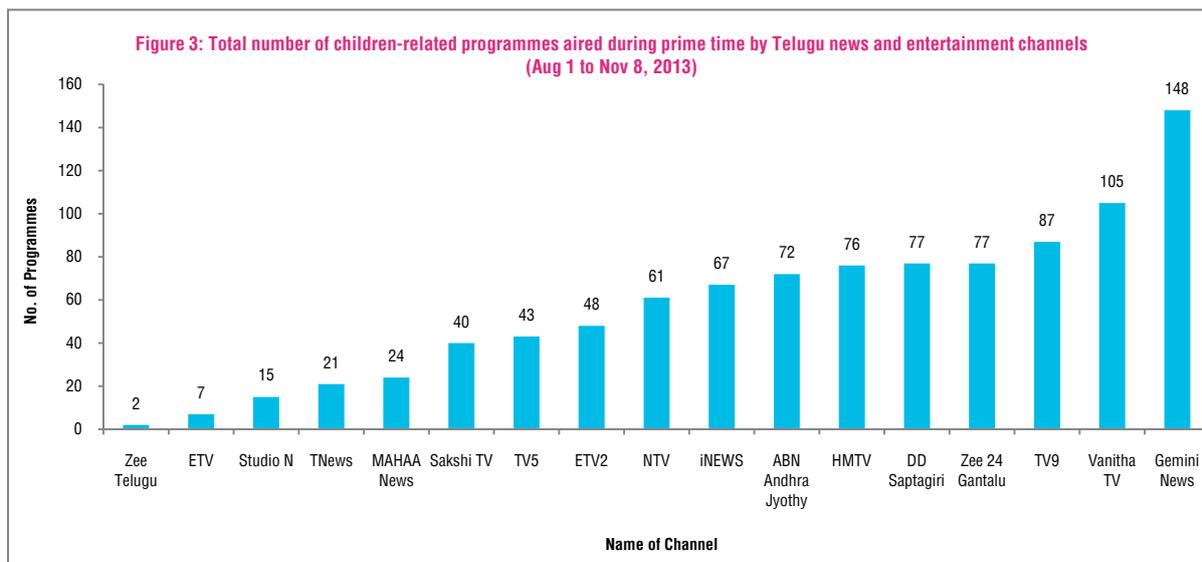
## Total Airtime Dedicated by Telugu Television Channels

A total of 5526.38 minutes of prime-time were dedicated to children-related issues by the 17 channels. This is approximately 1.35% of their prime-time programmes. Of this, 13 news channels devoted 3140.26 minutes. The entertainment channels and Vanitha together aired 2386.12 minutes of children-related programmes (Figure 2).



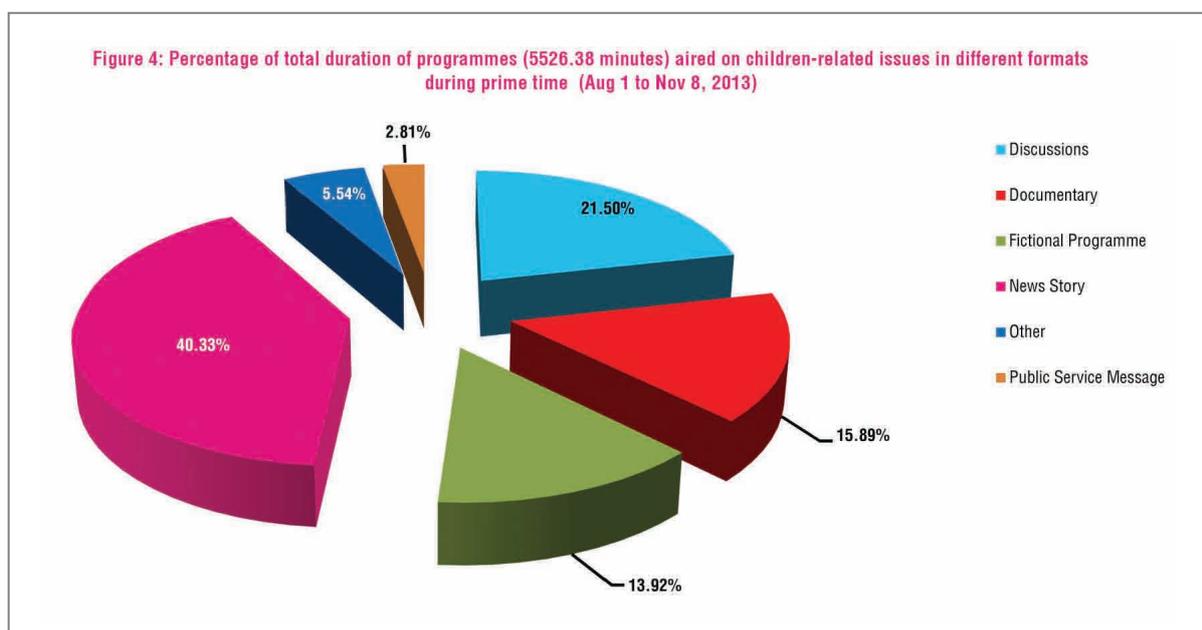
## Total Number of Children-Related Programmes

A total of 970 programmes dealing with various issues concerning children were telecast by the channels during the 100-days campaign. Out of this, the 13 news channels telecast 779 programmes while the entertainment channels and Vanitha together aired 191 programmes (Figure 3). Overall, a large segment of programmes focused mainly on 3 themes – Child Protection, Child Health and Child Education. The issues covered in these programmes included awareness campaigns (advantages of breastfeeding, child safety skills etc.), individual achievements/success cases, child labour, child marriages, atrocities on children especially corporal punishment, individual criminal cases, harassment of children, rape, honour killing, diphtheria, contaminated water, negligence by hospitals/doctors, lack of facilities in schools.

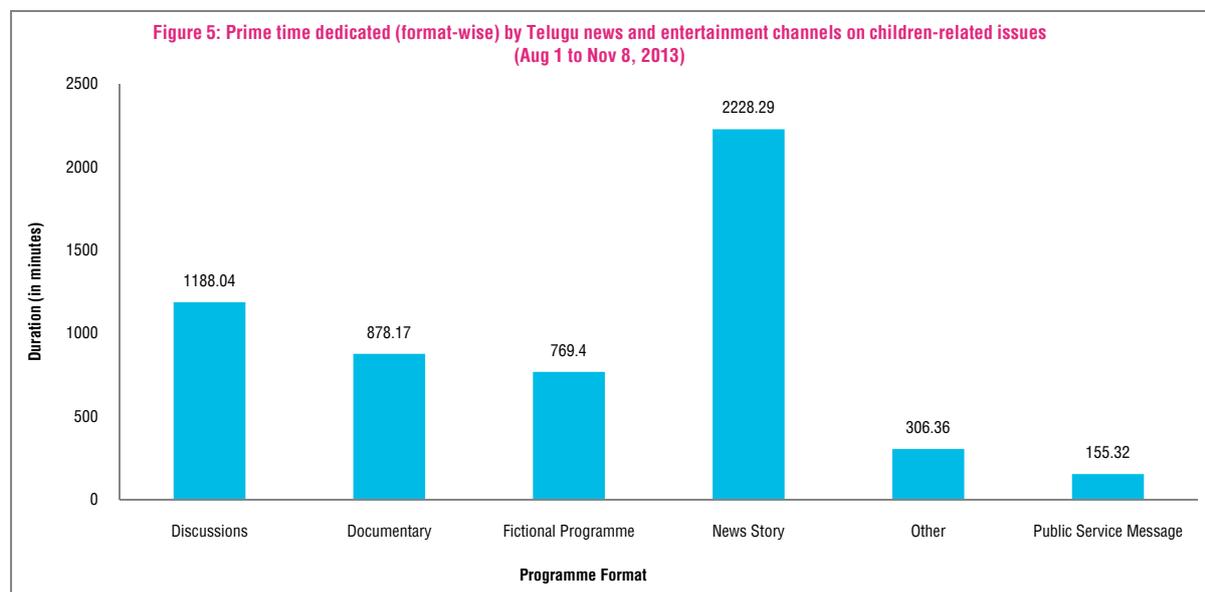


## Overview of Programmes

Overall, the participating channels dedicated 5526 minutes of their prime time on children related issues. Of this, the maximum-40.33% was in the format of News Stories, 21.5% was in Discussion format, while Documentaries and Fictional Programmes accounted for 15.89% and 13.92% respectively, of the total prime time dedicated to children during the 100-days monitoring period (Figure 4).



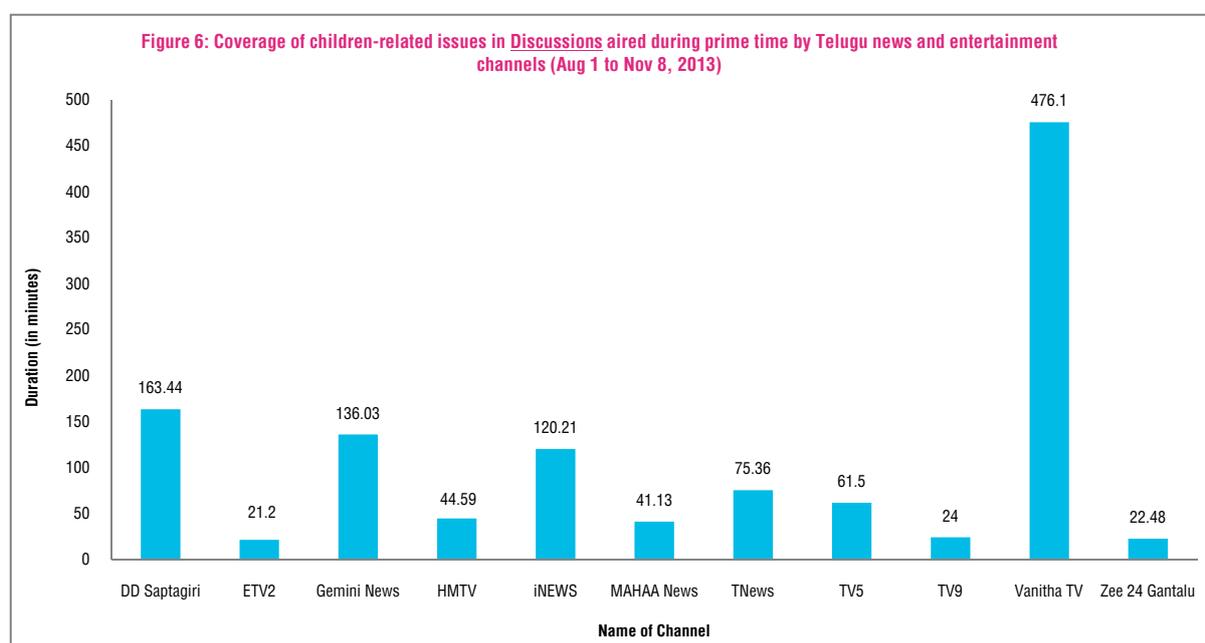
In terms of duration, the share of News Stories was highest at 2228.29 minutes. This was followed by Discussions-1188.04 minutes, Documentaries-878.17 minutes and Fictional Programmes-306.36 minutes (Figure 5).



## Discussions

It has been observed that in the previous edition, Discussions were focusing less on the issues and becoming more a platform for political debates. Therefore, in the 5th edition, no specific award was set aside under this category at the outset. However, this year the channels did a commendable job by bringing out important issues related to child rights, inviting subject matter experts and involving children in the discussion forum.

This year, 11 out of 17 channels contributed a total of 40 Discussion programmes accounting 1184 minutes. Vanitha TV contributed highest 17 programmes running in 476 minutes (Figure 6). This was followed by followed by DD Saptagiri, Gemini News and iNews. Unlike the last couple of years, it was encouraging to observe that these discussions focused on Child Education and Child Protection issues. CMS received feedback from the channels that some of the Discussion programmes evoked responses from the AP Assembly Speaker, district officers, MPs and the general public. The Jury also felt strongly about such insightful discussions and thus agreed to revive Discussion programmes as a category in this edition of the Awards.

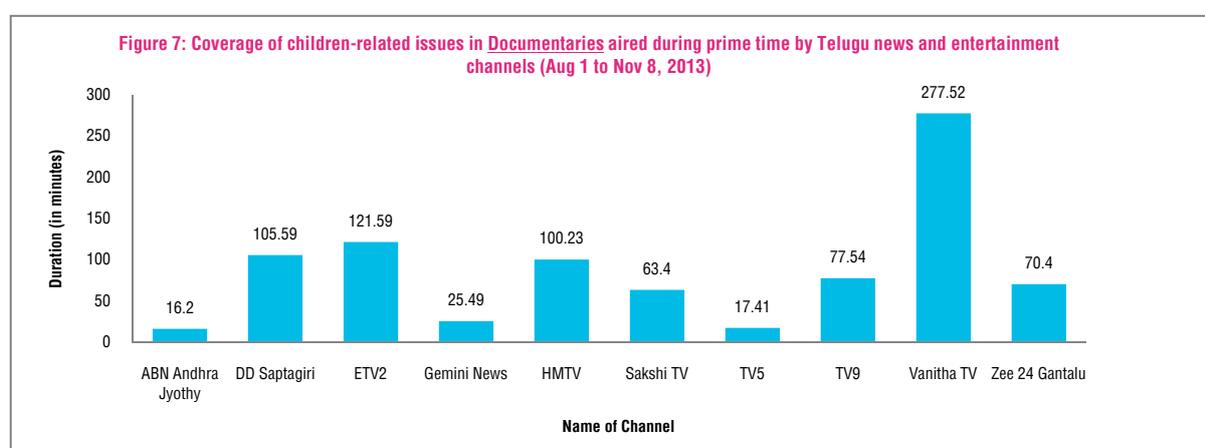


## Documentaries

This year, 10 out of 17 channels contributed a total of 42 Documentaries accounting for 878 minutes of prime time. Vanitha TV topped the list clocking 277 minutes (Figure 7). Other significant contributions came from DD Saptagiri (105 minutes), ETV2 (121 minutes) and HMTV (100 minutes).

Out of the 42 documentaries, 16 were short-listed – 8 on Child Protection and 8 on Child Education. While the documentaries shown in the previous years revolved around child protection issues, it was heartening to note diversified and wider range of themes this year. Although these covered a spectrum of important issues relating to children, unfortunately they lacked creativity and the power of effective visuals; channels used excessive and repeated narration by the narrator and repetitive footage .

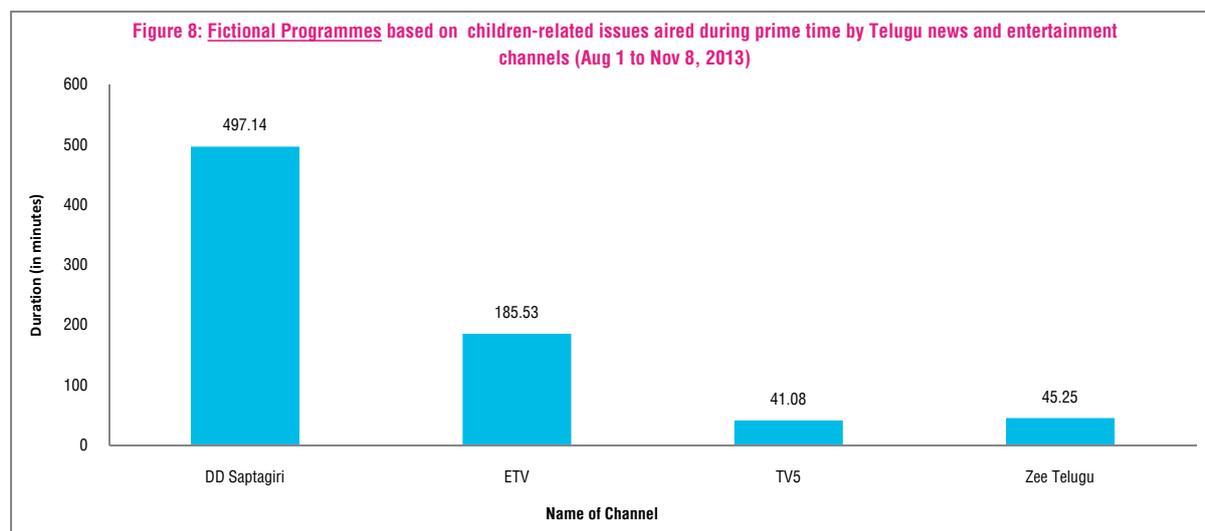
It was noted that while the channels were conscious not to disclose the identity of the victims of crime or those who are HIV Positive etc., they were inconsistent and disclosed other important information about the victims that could give away their identity.



## Fictional Programme

In the Fictional Programme category, Telugu TV channels contributed only 15 programmes. However in terms of duration of prime time dedicated, it was a significant 769 minutes with highest contribution of 497 minutes by DD Saptagiri. This was followed by ETV with 185 minutes. TV5 and Zee Telugu were distant 3rd and 4th with 41 minutes and 45 minutes respectively (Figure 8).

In the last 3 editions of UNICEF Awards, there were separate Awards for serials and short/tele-films. There was an absence of impressive serials or short/tele-films created by channels other than DD Saptagiri. Hence, it was decided to merge the two categories, short films and serials, into one Fictional category. A combined award for fictional programme was therefore announced this year.



Entertainment channel Zee Telugu covered child education and issues including breastfeeding as a token inclusion; ETV covered adolescent protection; while DD Saptagiri covered HIV, female foeticide, gender discrimination and child labour in their serials and short films. Although, the above mentioned channels attempted to bring in children-related issues, they failed to address them adequately. It was disappointing to note that the coverage on child rights was below par this year also. The Jury decided not to confer an award on any channel this year under this category.

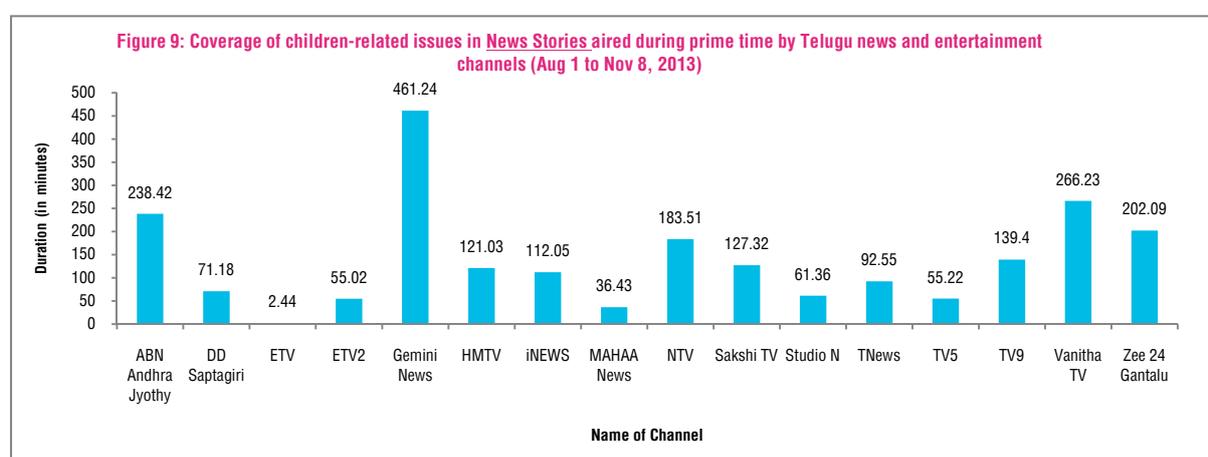
## News Stories

As in the previous edition of the awards, News Stories continued to be the preferred genre of discourse on children issues amongst the Telugu TV channels with a total of 808 programmes accounting for the 2228 minutes.

In terms of duration, Gemini News dedicated the highest 461 minutes. Those who were in the range of 200 – 300 minutes included ABN Andhra Jyothy (238 minutes), Vanitha TV (266 minutes) and Zee TV Gantalu (202 minutes). Other channels were below 200 minutes range (Figure 9).

All channels covered news stories related to diphtheria, lack of beds affecting patients in the Koti Maternity hospital and the accused in the Nirbhaya case being a minor. Some channels also covered Gujarat CAG Report, death of infants in West Bengal Government hospitals, corporal punishment, rapes, children with special needs, etc. Since several channels covered the diphtheria issue, the Jury decided to consider that as a topical issue.

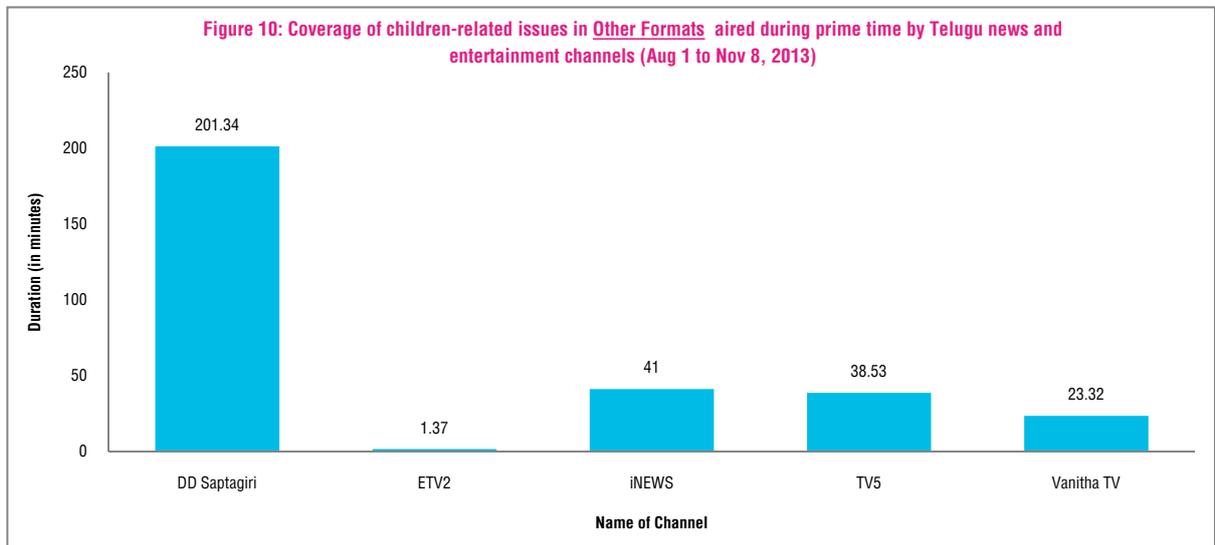
This year the news coverage was more diverse as most of the news channels concentrated on prevalent issues. Important issues were covered either as fast news or under 60 seconds. When covering children’s issues, messages lacked coherence. Besides, it was also observed that fewer channels aired follow-up stories.



## Other Formats

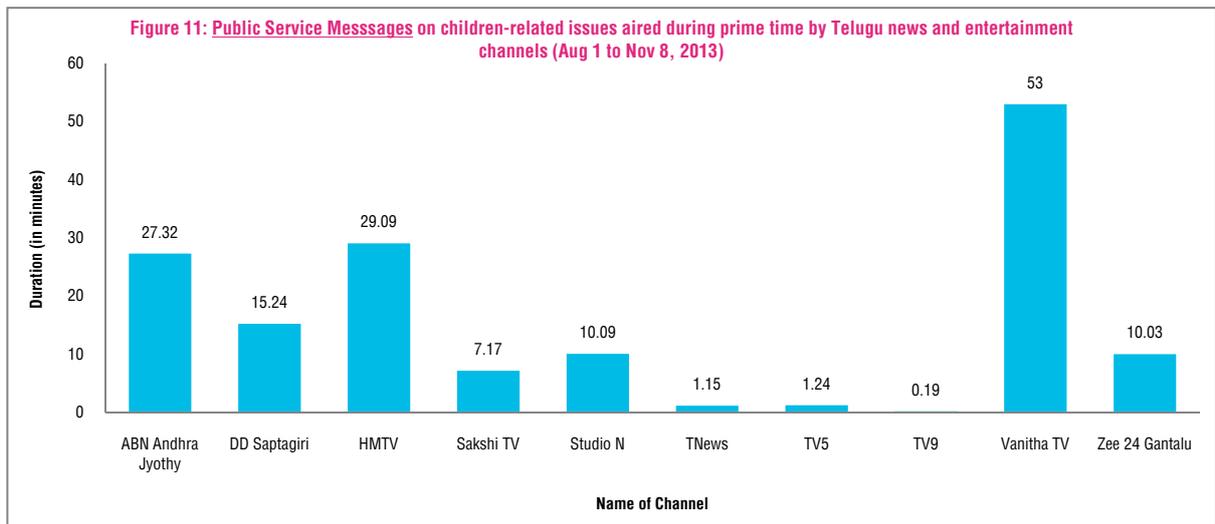
Programmes that could not be put in the above mentioned categories including the PSM category were designated as Other Format. Such programmes were 31 in number accounting for a total of 306 minutes.

Programmes in Other Formats primarily dealt workshop on nutrition, songs, issues in child education, health centres, etc. In this category, DD Saptagiri dedicated the highest 201.34 minutes (Figure 10).

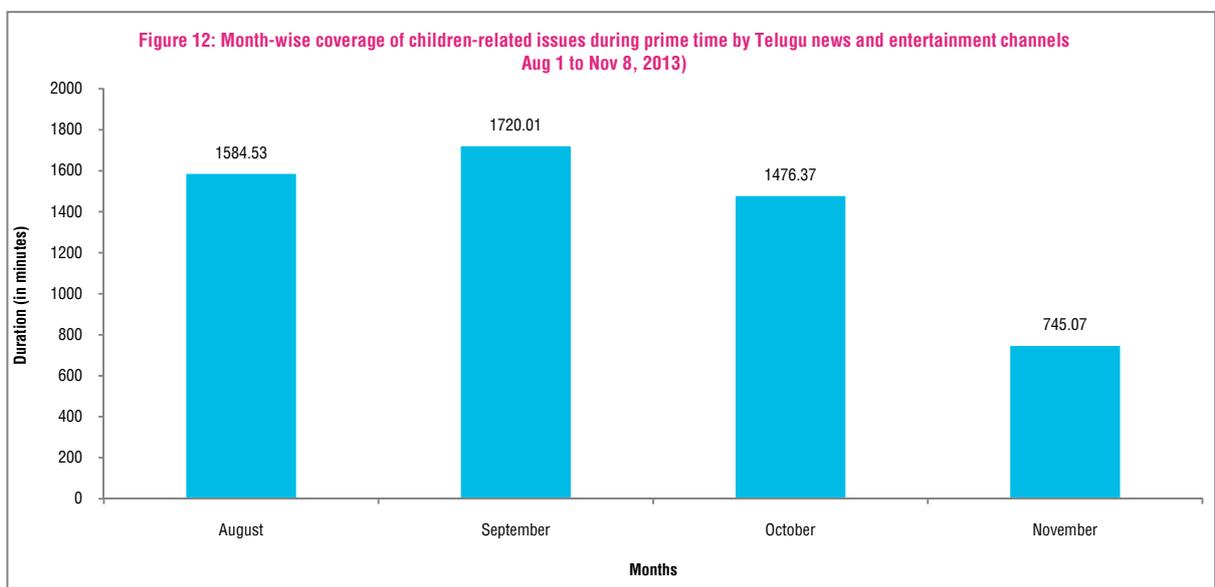


## Public Service Message

This year only 10 channels, out of the total 17 that were considered for awards, contributed 34 PSMs. Together they were aired for 155 minutes (Figure 11) during prime time. PSMs were aired the most by Vanitha TV followed by HMTV and ABN Andhra Jyothy. This year the PSMs were disappointing, lacked creativity and unintentionally delivered negative messages. It was observed that PSMs portrayed girls in a stereotypical manner and lacked empowerment of the girl child.

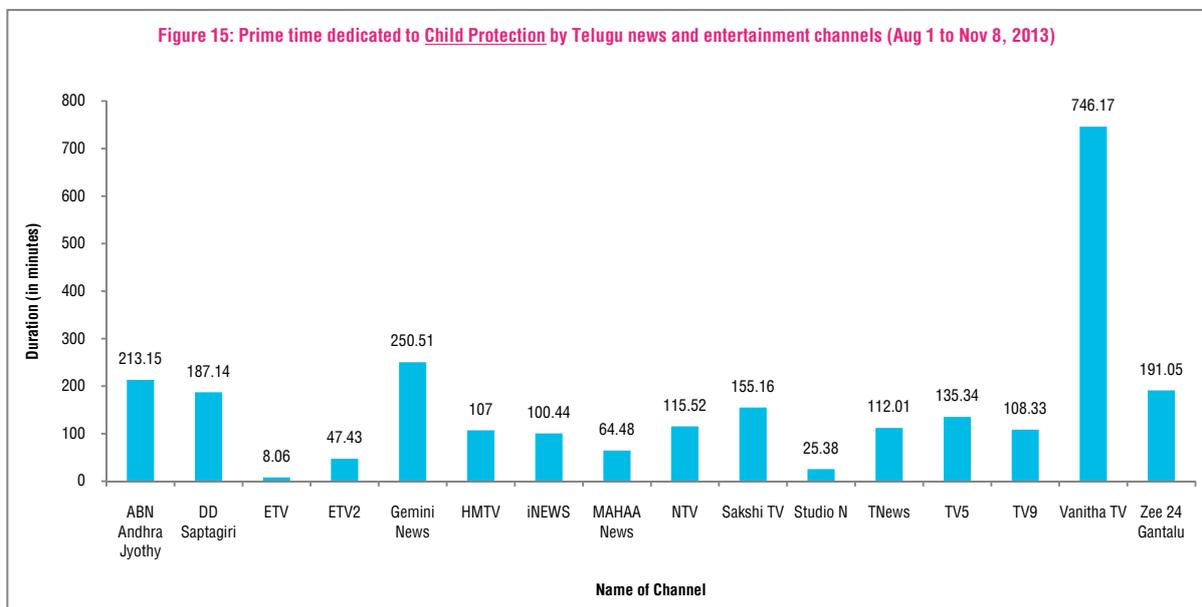
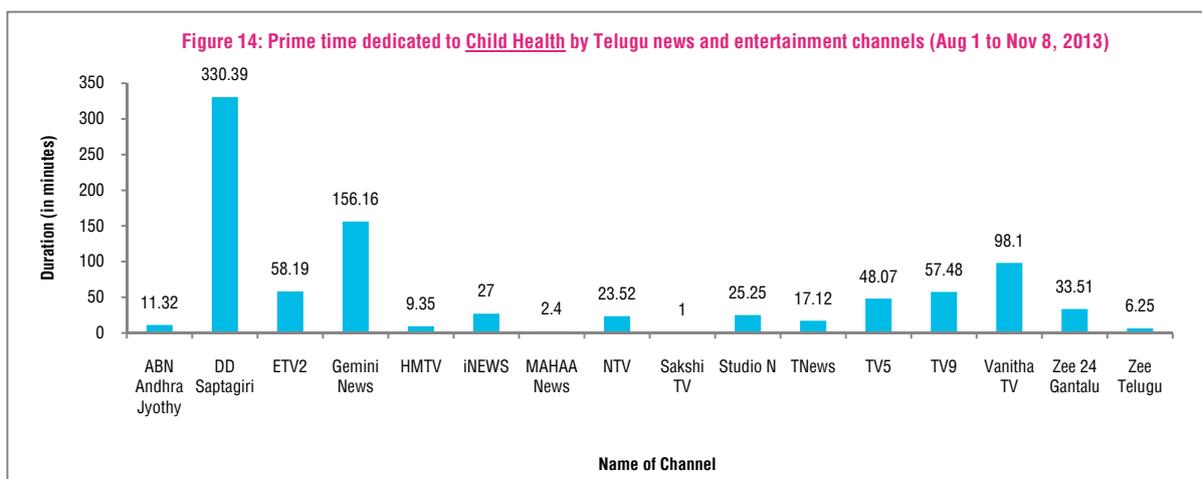
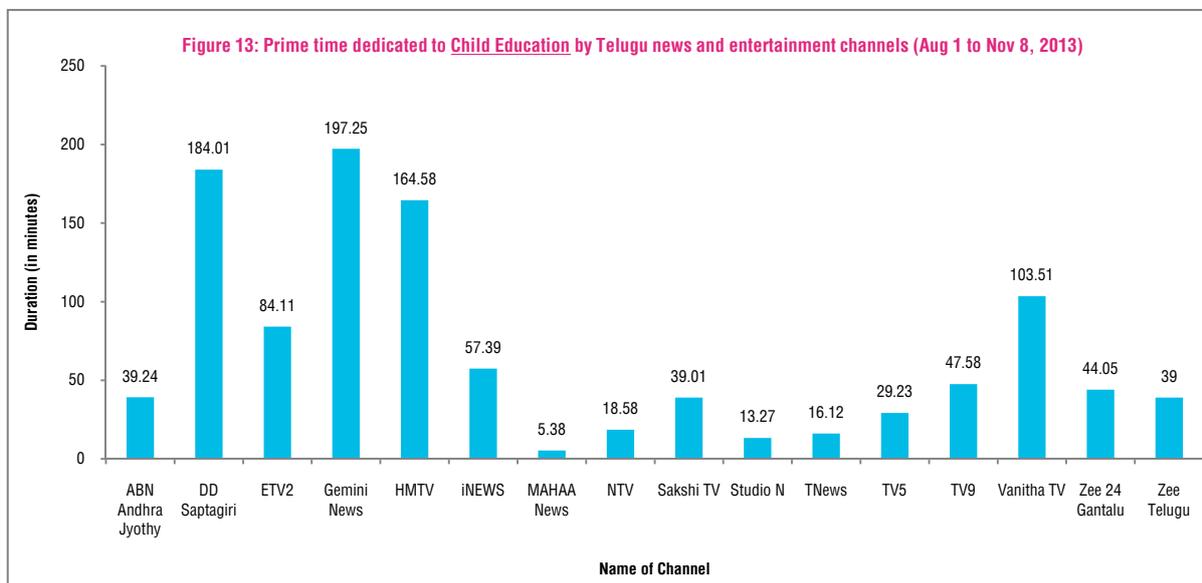


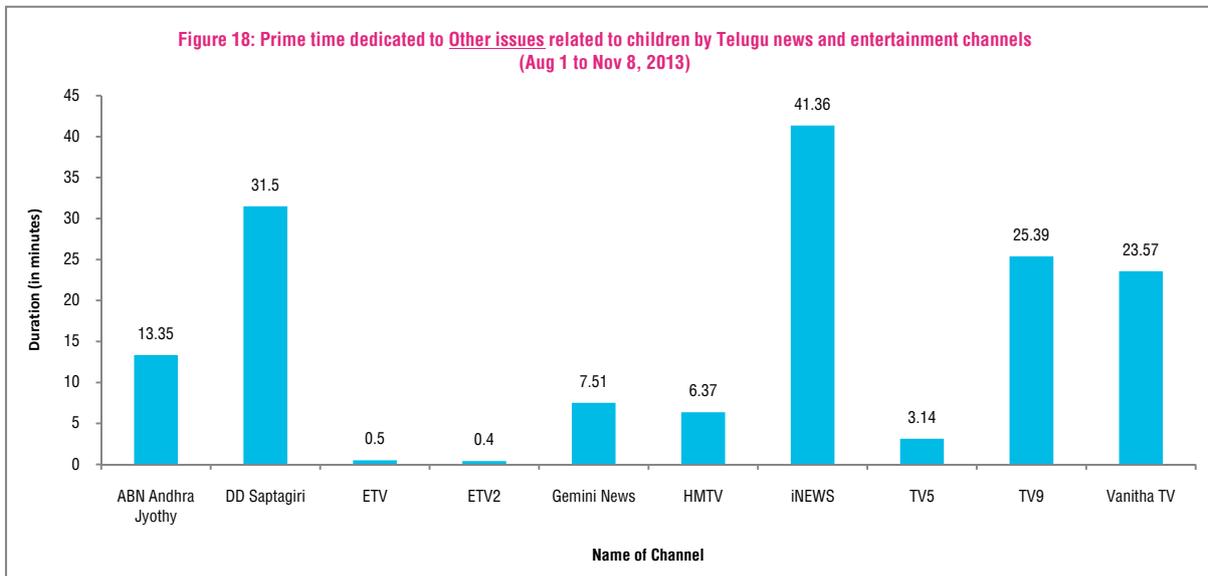
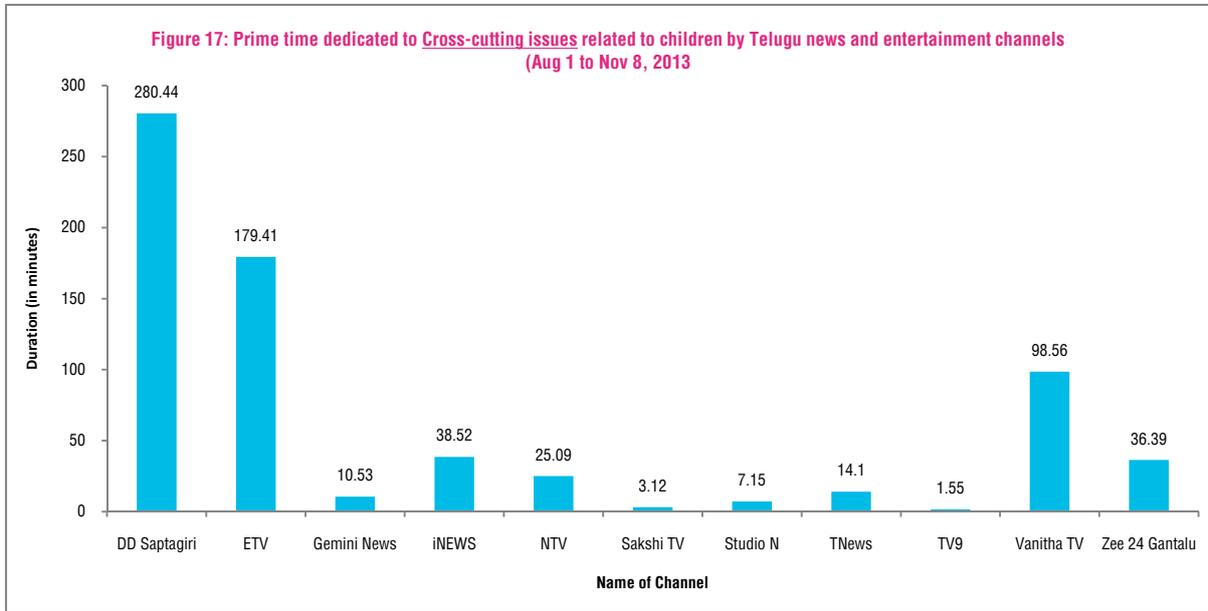
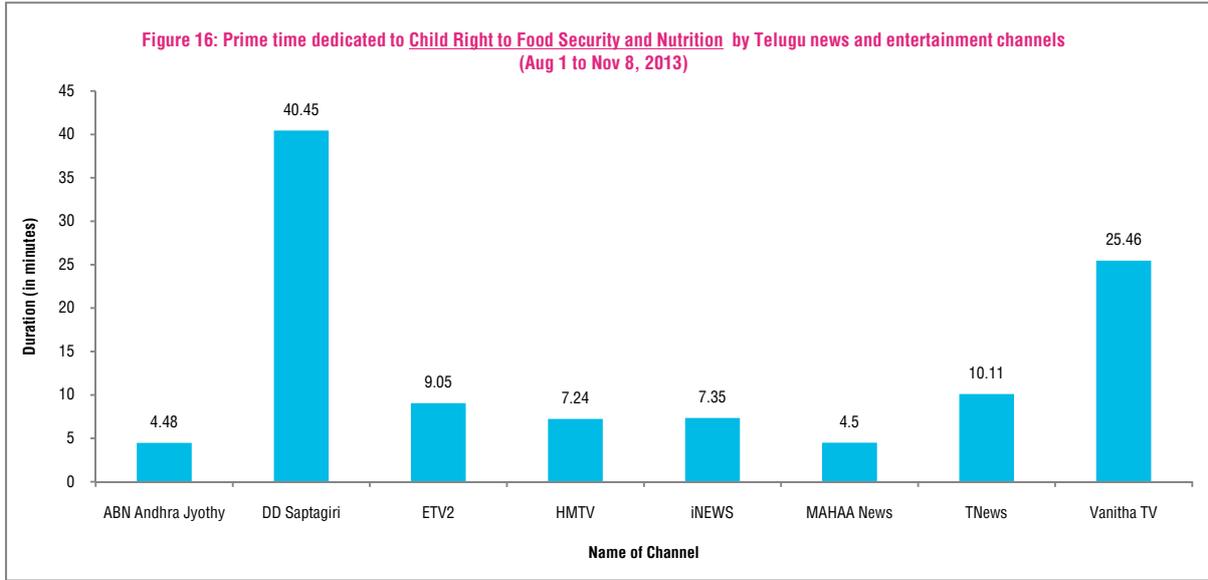
During the 100-days monitoring period, children-related issues were aired most during the month of September (1720.01 minutes); the second highest coverage was in the month of August (1584.53 minutes), followed by October (1476.37 minutes) and November (745.07 minutes in 8 monitoring days) (Figure 12).



## Snapshots of Air Time Dedicated to Children-Related Issues by Various Channels

Figure 13 to 18 illustrates air time dedicated by Telugu television channels during the 100-days monitoring period on Award themes such as Child Education, Child Health, Child Protection, Child Right to Food Security and Nutrition, Cross-Cutting and Other Issues.





## Self-Nomination

Through the first three editions of the Awards, channels were expressing difficulty in devoting prime-time for social issues during the 100-days monitoring period. They have been demanding consideration of programmes telecast during the other parts of the day and year, other than the 100-days monitoring period. Even during the Media Symposium for the 4<sup>th</sup> UNICEF Awards, channel representatives reported that their concern for children was not just limited to the 100-days. As they had been telecasting programmes throughout the year, they requested that those programmes should also be considered for the Awards. Accepting this request, the opportunity for 'self-nominations' was introduced during the 4<sup>th</sup> edition of the UNICEF Awards.

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. However, the response from the channels last year was far from encouraging. Since many channels telecast programmes earlier, the difficulty in retrieving the programmes might have acted as a deterrent in submitting more numbers of self-nominated programmes.

In this edition, CMS once again requested the channels to self-nominate by submitting children-related programmes telecast by them during the period January 1, 2013 to July 31, 2013 in the time band of 6:30 pm to 10:30 pm. To encourage maximum participation, CMS initiated a follow-up process with the channels in the month of August 2013. CMS sent letters to channels with complete details regarding the self-nomination procedure. This was followed by personal briefing about the initiative.

At the 3<sup>rd</sup> Jury meeting held on September 14, 2013, it was observed that the political unrest was dominating the prime-time on channels. The Jury decided to include the weekend morning slot as part of the 100-days monitoring period for self-nominations. It was also decided to withdraw the time bar for the self-nomination entries to augment the number of self-nominations. This decision was communicated to all channels vide a letter from Dr. Shantha Sinha, Jury Chairperson. The CMS team maintained constant communication with the channels, providing them feedback and requesting them to submit their self-nominations. The initial dead line of October 31, 2013 was extended to November 5, 2013 to accommodate more entries.

With constant monitoring and persuasions, CMS received 50 self-nominations with a total duration of 761 minutes this year. Out of 19 channels, 12 channels submitted self-nominations, with ABN Andhra Jyothy submitting the highest number (18) of programmes. Format wise, the entries comprised 23 News Stories, 16 Documentaries, 7 Discussions, 1 Fictional Programme and 3 Other Formats.





## SUMMING UP

It has been heartening to note that there has been a discerning change in the attitude and approach by the TV channels for their programmes on children issues. This was also apparent in the programmes and the initiatives taken in the 5<sup>th</sup> successive edition of the Awards.

- Channels are now devoting 1.35 % of content to children issues in their prime-time programming.
- The channels have been more enterprising and the trend is evident in the enhanced quality of programmes. The Discussions were insightful and thought-provoking, and News Stories were better as compared to the last edition of the Awards.
- Some channels made an extra effort in creating children-related programmes. On the other hand, some channels which were active in the last three editions did not plan programmes for the 5<sup>th</sup> edition with the same enthusiasm.
- There was a tendency to depict events as individual phenomena rather than as a part of a larger social process/issue. Depiction of isolated incidents did not make an impact on the viewer. For example, most of the programmes on diphtheria, lack of facilities in hospitals or welfare hostels were presenting problems as individualised issues, without the larger context.

# 7

## THE JURY REPORT



It is our privilege and honour to be on the Jury of the '5<sup>th</sup> UNICEF Awards for Children-Related Programmes in Telugu Television Channels'. We thank UNICEF and the CMS for giving us this opportunity.

The purpose of these Awards is to encourage television channels to telecast high quality programmes on themes related to children with the hope that it would impact millions of television viewers to be sensitive to children and their overall wellbeing.

We are grateful to the successive Jury panels for their significant contribution to improving the guidelines and the selection process. The protocols and standards put by them for selection of best TV reporting on children helped us immensely. In view of the respect and acceptance they earned from the Telugu TV Channels for the Awards it is sincerely hoped that the credibility of the Awards has been further enhanced and the benchmark for excellence in production of shows on children in Telugu channels has been raised.

We first met in September 2013 to start the process of selecting the best Telugu TV productions on children and reviewed 970 programmes. In addition, we reviewed the sponsored programmes which included Prasar Bharati and Union Health Ministry's 'Aarogya Bharatam', Governments flagship Programme 'Bharat Nirman' and UNICEF's collaborated Short Film by DD Saptagiri.

Copies of the Fictional Programmes were made available on CDs to be reviewed by us during our personal time in order

to complete the selection process as per schedule. The entire process of reviewing, analyzing and selecting the winners took an exhaustive 36+ hours. For our evaluation, we considered only those programmes which focused predominantly on children and eliminated programmes where children's issues figured only as a passing reference. This was done to retain focus on the central purpose of the Awards exercise and to encourage channels which demonstrated greater clarity and commitment to the cause.

Based on the guidelines we formulated for selection, 95 programmes were first shortlisted. In each of the category, 3 top-graded programmes were further scrutinized in depth, meticulously analyzed, and a second-time screening was done for clarity of content, message and its overall quality. After deliberations and discussions, we arrived at the final list which included 25 nominations.

Some of the channels have telecast clusters of programs covering important aspects of children's issues. We decided that such channels needed to get special appreciation for proactively trying to spread the message through a series of their programs.

While the entire nomination process was demanding, the end result was very rewarding with a unanimous decision taken on the winners of the 5<sup>th</sup> UNICEF Awards.

### Jury Observations

We acknowledge the invaluable role TV channels have played in highlighting children's issues, educating, sensitizing and ensuring that each one of us - parents, guardians, teachers, officials, policy makers etc., become aware of child rights and the methods of safeguarding them.

We also recognize the effort made by the TV channels while reporting injustice and violation of children's rights during prime-time and disregarding the pressures of profiteering and TRPs. We appreciate the attempts made by channels to take up child rights approach and in emphasizing on the entitlements of children while reporting on violations of child rights. We are



November 2013, Jury Meeting

pleasantly overwhelmed by the number of the programs that were telecast on this topic despite the political exigency the State is going through. It was also encouraging and refreshing to see that the quality of programs had improved and the quality of scripts much stronger. They have moved away from focusing more on pitiful state of children and using crime packaging.

On another note, we feel that it would be worthwhile for every TV channel to consider a child protection policy on content and production of issues relating to children and their rights.

## Jury Recommendations

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

- A number of programmes projected children as objects of sympathy, which could easily slide into hopelessness and despair. 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.
- While showing video clips and bytes of child victims, care should be taken to avoid the invasion of their privacy or making the child relive the trauma of exploitation, further violating its dignity. Instead, the TV shows could foster children's ability to enjoy their rights without fear.
- Further 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.
- 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.

- 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.
- Reporters and all staff responsible for production of TV stories on children should be made aware of legal instruments that protect children – POCSO 2012 (Protection of Children from Sexual Offences Act) and the JJ Act (Juvenile Justice Act, 2006) etc. They should also be aware of entitlements under schemes and programmes such as ICDS, ICPS, etc., that enable citizens, especially child-defenders, utilize laws, policies, government programmes in demanding protection of children's rights.
- Media and TV Channels could organise workshops for their production personnel to make them aware of ethics of reporting children's issues and relevant laws, while creating innovative and quality programmes related to children. UNICEF and CMS could initiate such an effort.
- 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 thank the UNICEF for instituting the TV Awards for Children-Related Programmes and elevating the public discourse on child rights in Andhra Pradesh.

# 8

## NOMINATIONS & AWARDS

The eligibility criteria were strictly adhered to while scrutinizing the 970 programmes that figured in the 100-days media monitoring. From the 970 programmes, 95 programmes were shortlisted. Finally, weightage points were assigned to arrive at 25 nominations. The final evaluation to arrive at the winners was very challenging since they were many good programmes. The Jury finalized 12 Awards.

**Documentary:** Originally 4 Awards were instituted for Documentary category in the 4 themes, but only Child Health and Child Education had Award-winning entries. Hence only 2 Awards were given in Documentary category.

**News Stories:** This category had large number of very good entries, hence Jury decided to give 2 Awards, instead of pre-announced one. The first one was for News Story on Child Education and the second on the theme of Child Protection.

**Topical Issue:** Since Diphtheria was covered by all channels as News Story, the Jury decided to consider it as Topical Issue for this edition of Awards.

**Inspiring Programme:** Another News Story that covered raids against schools conducting talent tests, which is against the RTE Act, was considered for Inspiring Programme Awards category.

**Public Service Message:** Unlike the previous years, this year the quality of Public Service Message (PSM) telecast by channels left the jury disappointed. Only one PSM could impress jury and hence it was decided to confer the award on to the sole nominee.

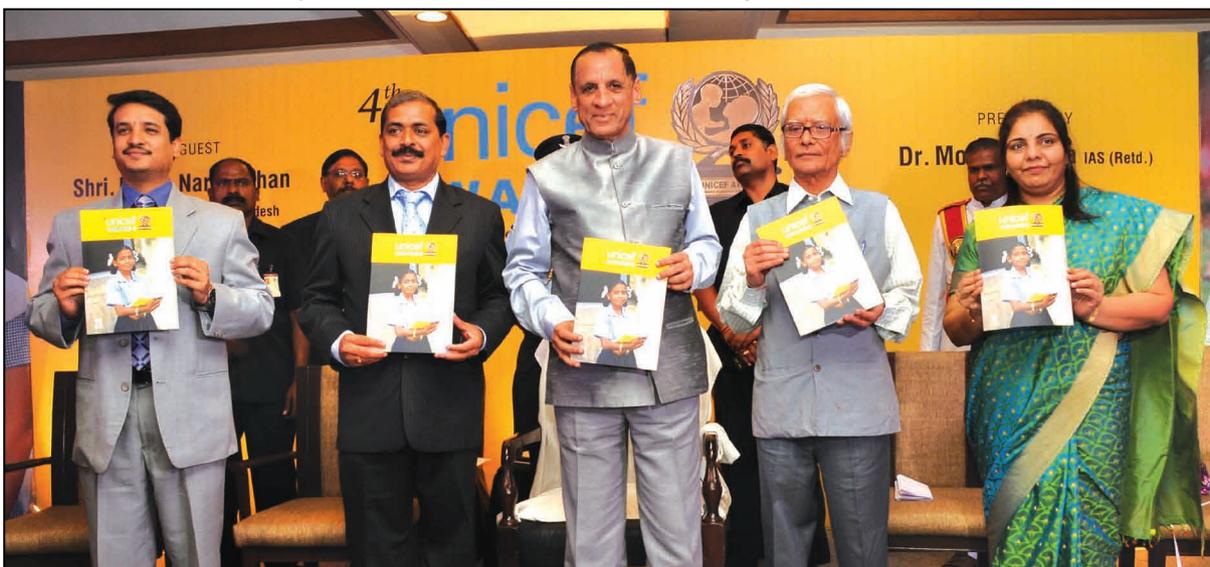
**Fictional Programme:** As there were no good entries in the Fictional Programme category hence, no Award was given in this category.

**Panel Discussion:** This year there was no specific Awards category called Discussions, since in the past such programmes were becoming a platform for political debate. However, the channels did a commendable job this time by bringing out important issues related to child rights and education, inviting subject matter experts and involving children in the discussion forum. Jury was inspired to add this category and instituted 2 Awards for Panel Discussions, namely, 'Award for Panel discussion on Girl Child' and 'Award for Panel Discussion on Child Protection'.

**Special Awards:** The Jury also added 2 Special Awards, the first one on Adoption of Girl Child which is a very important issue and needed to be highlighted; hence the 'Jury Special Award on Adoption of Girl Child'. Children with special needs is a neglected area but an important rights issue that required highlighting; hence the 'Award for News Story on Children with Special Needs' was instituted.

**Channel Most Committed to Children:** The channel that contributed to the UNICEF campaign not only by number but also by the quality of programmes was considered by the Jury for the prestigious Award 'Channel Most Committed to Children'. This year Gemini News contributed the highest number of programmes, quantitatively and qualitatively. It also did follow-up programmes to track issues, thus proving their commitment to the overall cause.

*Release of the 4<sup>th</sup> UNICEF Awards Report at the Awards Function on December 10, 2012 in Hyderabad.*



## The following were the Final Nominations

S No	Award Category	Theme	Titles	Channel
1	Documentary	Child Education	Ganta Mogindi	Zee 24 Gantalu
			Mana Badulu Intena?	TV9
			Toilets Torture	Vanitha TV
			Aedaadi Maata Aemaindi	HMTV
			Naa School Naako Toilet	iNews
2	Documentary	Child Right to Food Security & Nutrition	Aakali Chavulu Karuvaina Sankshemam	HMTV
3	News Story	Child Education	Patyamsanga Bogguganulu	Gemini News
			Lack of Teachers in Govt. School	iNews
			Samasyalato Saavaasam	NTV
4	News Story	Child Protection	Mem Chaduvukuntaam	NTV
			POCSO Act 2012	Gemini News
			Workshop on Child Protection Rights and Provisions	Gemini News
5	News Story (Topical Issue)	Child Health	Diphtheria and Immunization	Gemini News
			Diphtheria	Gemini News
			Diphtheria	TV9
6	News Story (Inspiring)	Child Education	Right To Education Act	iNews
7	PSM	Child Right to Food Security & Nutrition	Maa Hakku Powshtikaahaaram	ABN Andhra Jyothy
<b>Jury Special Awards</b>				
8	Panel Discussion	Child Protection	Juvenile Justice	Vanitha TV
			Pillalu Facebook	Vanitha TV
			Veedhi Baalalu	Vanitha TV
9	Panel Discussion	Girl Child	Badiki Dooranga Baalikalu	ETV2
10	Other	Adoption of Girl Child	Ammaye Kaavaali	Zee 24 Gantalu
11	News Story	Children with Special Needs	Hearing Impaired Children	Gemini News
			Mentally Challenged Children	ETV2
			Challenged but Gifted Child	Sakshi

CMS received feedback from the channels that some of their Discussion programmes evoked responses from the AP Assembly Speaker, District Officers, MPs and also the general public. Jury also felt strongly about such insightful discussions and agreed to revive Panel Discussion programmes, as a category in this edition of Awards.

# AWARD WINNERS



## Zee 24 Gantalu Award for Documentary

**Theme: Child Education**

**Ganta Mogindi** - Strong script with appropriate visuals. A to-the-point exposition of ground realities, it gave complete data on the conditions in government schools.



## HMTV Award for Documentary

**Theme: Child Right to Food Security and Nutrition**

**Aakali Chavulu Karuvaina Sankshemam** - Telecast on the International Food Day, this documentary explored the various dimensions of food security and nutrition that the Supreme Court enumerated. Its well-rounded 3-dimensional reporting and powerful visuals were strengthened further by a viewer-friendly style.



## Gemini News Award for News Story

**Theme: Child Education**

**Patyamsanga Bogguganulu** - A news story with a difference, about the inclusion of coal-mining as a lesson for students studying in the coal-belt schools! An innovative subject, it delved into the relevance of localizing education and was ably supported with quality footage.



## NTV Award for News Story

**Theme: Child Protection**

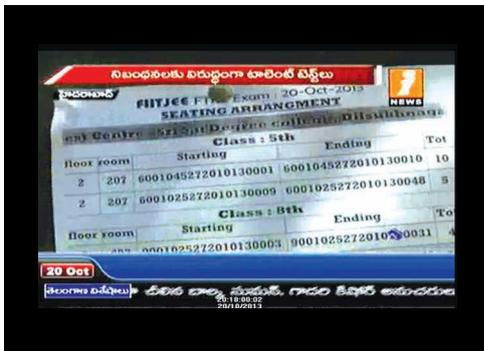
**Mem Chaduvukuntaam** - A simple attempt at linking child labour to absence of schools in their respective villages. Distances and inaccessibility led to children missing out on their right to education while supplementing their parents' income by working. Touching and informative, this news story makes the viewers think!



## Gemini News Award for Topical Issue

Theme: Child Health

**Diphtheria and Immunization** - This news story goes beyond the problem and presents a well-rounded report. It uncovers the root of the problem, showcasing the importance of immunization and vaccination, in time, on time, every time! Extremely informative and enlightening, it highlights the children's right to health and protection.



## iNews Award for Inspiring News Story

Theme: Child Education

**Raid Against Schools Conducting Talent Test which is Against RTE Act** - 'Teach them young' maybe an old adage but then this can be wrongly interpreted as shown in this news item. Innovative and proactive, this investigative news story shows how inspection squads raid schools conducting talent tests in violation of the RTE Act.



## ABN Andhra Jyothy Award for Public Service Message

Theme: Child Right to Food Security and Nutrition

**Maa Hakku Powshtikaahaaram** - Carrying the message of right to nutritional food, Maa Hakku Powshtikaahaaram is a short animated film that drew the attention of the audience to children's right to nutritional food at mid-day meals at schools too!



## Gemini News Award for Channel Most Committed to Children

This channel took on current issues and made them prominent! They covered important laws related to child rights. Comprehensive and informative, they matched all the 5 criteria that the Jury formulated for this award. The stories were well devised, visuals used were appropriate and most importantly, follow-up stories were done to make the audience sit up and think!

# JURY SPECIAL AWARDS



## Vanitha TV

### Award for Panel Discussion on Child Protection

**Juvenile Justice** - Subject experts on Juvenile law discussed the source of the problem, consequences for the accused and the victim, and lucidly explained the Juvenile Justice Act. The discussion was supported with suitable visuals.



## ETV2

### Award for Panel Discussion on Girl Child

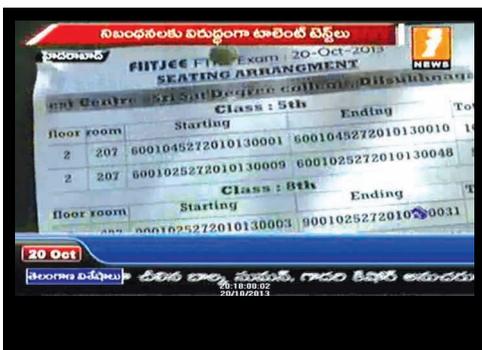
**Badiki Dooranga Baalikalu** - The programme discussed the causes for high drop-out rate among girl children. A well-informed, well-prepared, diverse panel made a positive attempt to highlight the reasons holding the girl-child away from education.



## Zee 24 Gantalu

### Jury Special Award on Adoption of Girl Child

**Ammaye Kaavaali** - In a world where the lines of discrimination have become subtler today, the channel has lent its support to the subject of adoption – the adoption of a girl child! This important issue is dealt with sensitively and compassionately.



## Gemini News

### Award for News Story on Children with Special Needs

**Hearing Impaired Children** - In a society where every child has the right to education, it is unfair for the hearing-impaired to be neglected. This programme has very subtly probed this theme of the need to provide equal rights to all.

# STATISTICAL TABLES

**Table 1. Highlights of media monitoring (2009 - 2013)**

Particulars	2009	2010	2011	2012	2013
News channels	675.19 Minutes	2428.55 Minutes	2502.12 Minutes	4020.18 Minutes	3140.26 Minutes
Entertainment channels and Vanitha	171.26 Minutes	2815.25 Minutes	3093.11 Minutes	1579.03 Minutes	2386.12 Minutes
Total duration of content analysis	846.43 Minutes	5244.20 Minutes	5595.23 Minutes	5599.21 Minutes	5526.38 Minutes
Total hours of recording	3519 Hours	6000 Hours	6000 Hours	6800 Hours	6800 Hours
Percentage of airtime dedicated to children issues*	0.40%	1.46%	1.55%	1.37%	<b>1.35%</b>

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

**Table 2. Content monitoring summary**

Particulars	Total Duration (in minutes)
Entertainment Channels with Vanitha	2386.12
News Channels	3140.26
Total duration of content analysis	5526.38
Total hours of recording (in hours)	6800
Percentage of air time dedicated to children-related programmes	1.35%

**Table 3. Total coverage on children-related issues**

Channel	Total Programmes	Duration (in minutes)
ABN Andhra Jyothy	72	282.34
DD Saptagiri	77	1055.13
ETV	7	188.37
ETV2	48	199.58
Gemini News	148	623.16
HMTV	76	295.34
iNEWS	67	273.26
MAHAA News	24	77.56
NTV	61	183.51
Sakshi TV	40	198.29
Studio N	15	71.45
TNews	21	169.46
TV5	43	216.18
TV9	87	241.53
Vanitha TV	105	1096.57
Zee 24 Gantalu	77	305.4
Zee Telugu	2	45.25
<b>Grand Total</b>	<b>970</b>	<b>5526.38</b>

**Table 4. Total number of programmes (format-wise)**

Channel	Discussions	Documentary	Fictional Programme	News Story	Other	Public Service Message	Grand Total
ABN Andhra Jyothy	Nil	1	Nil	66	Nil	5	72
DD Saptagiri	6	5	9	30	24	3	77
ETV	Nil	Nil	2	5	Nil	Nil	7
ETV2	1	9	Nil	36	2	Nil	48
Gemini News	4	1	Nil	143	Nil	Nil	148
HMTV	1	4	Nil	69	Nil	2	76
iNEWS	3	Nil	Nil	63	1	Nil	67
MAHAA News	3	Nil	Nil	21	Nil	Nil	24
NTV	Nil	Nil	Nil	61	Nil	Nil	61
Sakshi TV	Nil	3	Nil	34	Nil	3	40
Studio N	Nil	Nil	Nil	14	Nil	1	15
TNews	2	Nil	Nil	17	Nil	2	21
TV5	1	1	2	35	3	1	43
TV9	1	4	Nil	80	Nil	2	87
Vanitha TV	17	11	Nil	63	1	13	105
Zee 24 Gantalu	1	3	Nil	71	Nil	2	77
Zee Telugu	Nil	Nil	2	Nil	Nil	Nil	2
<b>Grand Total</b>	<b>40</b>	<b>42</b>	<b>15</b>	<b>808</b>	<b>31</b>	<b>34</b>	<b>970</b>

**Table 5. Format-wise total duration of programmes (in minutes)**

Channel	Discussions	Documentary	Fictional Programme	News Story	Other	Public Service Message	Grand Total
ABN Andhra Jyothy	Nil	16.2	Nil	238.42	Nil	27.32	282.34
DD Saptagiri	163.44	105.59	497.14	71.18	201.34	15.24	1055.13
ETV	Nil	Nil	185.53	2.44	Nil	Nil	188.37
ETV2	21.2	121.59	Nil	55.02	1.37	Nil	199.58
Gemini News	136.03	25.49	Nil	461.24	Nil	Nil	623.6
HMTV	44.59	100.23	Nil	121.03	Nil	29.09	295.34
iNEWS	120.21	Nil	Nil	112.05	41	Nil	273.26
MAHAA News	41.13	Nil	Nil	36.43	Nil	Nil	77.56
NTV	Nil	Nil	Nil	183.51	Nil	Nil	183.51
Sakshi TV	Nil	63.4	Nil	127.32	Nil	7.17	198.29
Studio N	Nil	Nil	Nil	61.36	Nil	10.09	71.45
TNews	75.36	Nil	Nil	92.55	Nil	1.15	169.46
TV5	61.5	17.41	41.08	55.22	38.53	1.24	216.18
TV9	24	7.54	Nil	139.4	Nil	0.19	241.53
Vanitha TV	476.1	277.52	Nil	266.23	23.32	53	1096.57
Zee 24 Gantalu	22.48	70.4	Nil	202.09	Nil	10.03	305.4
Zee Telugu	Nil	Nil	45.25	Nil	Nil	Nil	45.25
<b>Grand Total</b>	<b>1188.04</b>	<b>878.17</b>	<b>769.4</b>	<b>2228.29</b>	<b>306.36</b>	<b>155.32</b>	<b>5526.8</b>

**Table 6. Theme-wise number of programmes**

Channel	Child Education	Child Health	Child Protection	Child Right to Food Security and Nutrition	Cross-cutting	Other	Grand Total
ABN Andhra Jyothy	11	6	51	2	Nil	2	72
DD Saptagiri	19	31	14	4	7	2	77
ETV	Nil	Nil	5	Nil	1	1	7
ETV2	11	8	24	4	Nil	1	48
Gemini News	41	25	75	Nil	4	3	148
HMTV	21	10	39	2	Nil	4	76
iNEWS	13	8	41	2	1	2	67
MAHAA News	1	1	21	1	Nil	Nil	24
NTV	3	7	47	Nil	4	Nil	61
Sakshi TV	8	1	30	Nil	1	Nil	40
Studio N	2	3	9	Nil	1	Nil	15
TNews	4	5	9	1	2	Nil	21
TV5	9	9	24	Nil	Nil	1	43
TV9	13	7	62	Nil	2	3	87
Vanitha TV	11	6	82	1	4	1	105
Zee 24 Gantalu	2	4	64	Nil	7	Nil	77
Zee Telugu	1	1	Nil	Nil	Nil	Nil	2
<b>Grand Total</b>	<b>170</b>	<b>132</b>	<b>597</b>	<b>17</b>	<b>34</b>	<b>20</b>	<b>970</b>

**Table 7. Theme-wise duration of programmes (in minutes)**

Channel	Child Education	Child Health	Child Protection	Child Right to Food Security and Nutrition	Cross-cutting	Other	Grand Total
ABN Andhra Jyothy	39.24	11.32	213.15	4.48	Nil	13.35	282.34
DD Saptagiri	184.01	330.39	187.14	40.45	280.44	31.5	1055.13
ETV	Nil	Nil	8.06	Nil	179.41	0.5	188.37
ETV2	84.11	58.19	47.43	9.05	Nil	0.4	199.58
Gemini News	197.25	156.16	250.51	Nil	10.53	7.51	623.16
HMTV	164.58	9.35	107	7.24	Nil	6.37	295.34
iNEWS	57.39	27	100.44	7.35	38.52	41.36	273.26
MAHAA News	5.38	2.4	64.48	4.5	Nil	Nil	77.56
NTV	18.58	23.52	115.52	Nil	25.09	Nil	183.51
Sakshi TV	39.01	1	155.16	Nil	3.12	Nil	198.29
Studio N	13.27	25.25	25.38	0	7.15	Nil	71.45
TNews	16.12	17.12	112.01	10.11	14.1	Nil	169.46
TV5	29.23	48.07	135.34	Nil	Nil	3.14	216.18
TV9	47.58	57.48	108.33	Nil	1.55	25.39	241.53
Vanitha TV	103.51	98.1	746.17	25.46	98.56	23.57	1096.57
Zee 24 Gantalu	44.05	33.51	191.05	Nil	36.39	Nil	305.4
Zee Telugu	39	6.25	Nil	Nil	0	Nil	45.25
<b>Grand Total</b>	<b>1085.11</b>	<b>907.51</b>	<b>2569.57</b>	<b>110.24</b>	<b>697.26</b>	<b>155.49</b>	<b>5526.38</b>

**Table 8. Month-wise number of programmes (August 1 to November 8, 2013)**

Channel	August	September	October	November	Grand Total
ABN Andhra Jyothy	21	17	25	9	72
DD Saptagiri	25	22	26	4	77
ETV	5	1	1	Nil	7
ETV2	17	14	12	5	48
Gemini News	32	57	40	19	148
HMTV	20	17	29	10	76
iNEWS	20	18	18	11	67
MAHAA News	10	4	7	3	24
NTV	13	14	27	7	61
Sakshi TV	10	6	13	11	40
Studio N	5	4	1	5	15
TNews	1	5	9	6	21
TV5	13	9	16	5	43
TV9	25	26	29	7	87
Vanitha TV	22	35	34	14	105
Zee 24 Gantalu	25	34	18	Nil	77
Zee Telugu	2	Nil	Nil	Nil	2
<b>Grand Total</b>	<b>266</b>	<b>283</b>	<b>305</b>	<b>116</b>	<b>970</b>

**Table 9. Month-wise duration of programmes (in minutes) August 1 to November 8, 2013**

Channel	August	September	October	November	Grand Total
ABN Andhra Jyothy	88.5	53.04	78.4	62	282.34
DD Saptagiri	424.58	285.47	304.31	39.57	1055.13
ETV	8.06	179.41	0.5	Nil	188.37
ETV2	52.2	77.45	55.08	14.45	199.58
Gemini News	203.41	197.14	167.5	54.31	623.16
HMTV	32.4	105.15	94.59	62.4	295.34
iNEWS	82.33	97.27	35.16	58.1	273.26
MAHAA News	16.26	18.48	8.47	33.55	77.56
NTV	49.17	41.58	63.38	28.58	183.51
Sakshi TV	61.53	7.56	35.18	93.22	198.29
Studio N	20.26	11.14	5.22	34.43	71.45
TNews	0.38	46.27	53.04	69.37	169.46
TV5	44.29	55.55	92.12	23.42	216.18
TV9	98.09	61.07	76.13	6.24	241.53
Vanitha TV	265.02	380.08	289.24	162.23	1096.57
Zee 24 Gantalu	90	100.15	115.25	Nil	305.4
Zee Telugu	45.25	Nil	Nil	Nil	45.25
<b>Grand Total</b>	<b>1584.53</b>	<b>1720.01</b>	<b>1476.37</b>	<b>745.07</b>	<b>5526.38</b>

**Table 10: Total self-nominations on children-related issues**

Channel Name	No. of Programmes	Duration in minutes
ABN Andhra Jyothy	18	108.21
ETV2	7	182.54
Gemini News	8	65.34
HMTV	4	83.25
iNEWS	1	30.00
MAHAA News	1	17.00
Sakshi TV	1	3.00
TV5	2	34.00
TV9	1	30.00
Vanitha TV	4	102.00
Zee 24 Gantalu	2	55.00
Zee Telugu	1	50.00
<b>Grand Total</b>	<b>50</b>	<b>761.14</b>

**Table 11: Theme-wise duration of self-nominations (in minutes)**

Channel	Child Education	Child Health	Child Protection	Child Right to Food Security and Nutrition	Cross-cutting	Other	Grand Total
ABN Andhra Jyothy	12.52	9.03	78.23	Nil	Nil	8.03	108.21
ETV2	30.00	92.54	60.00	Nil	Nil	Nil	182.54
Gemini News	20.18	3.17	37.27	Nil	Nil	4.32	65.34
HMTV	72.20	Nil	11.05	Nil	Nil	Nil	83.25
iNEWS	30.00	Nil	Nil	Nil	Nil	Nil	30.00
MAHAA News	Nil	Nil	Nil	Nil	17.00	Nil	17.00
Sakshi TV	3.00	Nil	Nil	Nil	Nil	Nil	3.00
TV5	Nil	Nil	16.00	Nil	18.00	Nil	34.00
TV9	Nil	30.00	Nil	Nil	Nil	Nil	30.00
Vanitha TV	24.00	30.00	23.00	25.00	Nil	Nil	102.00
Zee 24 Gantalu	Nil	25.00	30.00	Nil	Nil	Nil	55.00
Zee Telugu	Nil	Nil	50.00	Nil	Nil	Nil	50.00
<b>Grand Total</b>	<b>192.30</b>	<b>190.14</b>	<b>305.55</b>	<b>25.00</b>	<b>35.00</b>	<b>12.35</b>	<b>761.14</b>

**Table 12: Format-wise duration of self-nominations (in minutes)**

Channel	Discussions	Documentary	Fictional Programme	News Story	Other	Grand Total
ABN Andhra Jyothy	35.37	23.37	Nil	47.29	1.38	108.21
ETV2	120.00	62.54	Nil	Nil	Nil	182.54
Gemini News	Nil	44.06	Nil	21.28	Nil	65.34
HMTV	33.01	22.03	Nil	11.05	17.16	83.25
iNEWS	Nil	30.00	Nil	Nil	Nil	30.00
MAHAA News	Nil	17.00	Nil	Nil	Nil	17.00
Sakshi TV	Nil	Nil	Nil	3.00	Nil	3.00
TV5	Nil	34.00	Nil	Nil	Nil	34.00
TV9	Nil	30.00	Nil	Nil	Nil	30.00
Vanitha TV	Nil	72.00	Nil	Nil	30.00	102.00
Zee 24 Gantalu	25.00	30.00	Nil	Nil	Nil	55.00
Zee Telugu	Nil	Nil	50.00	Nil	Nil	50.00
<b>Grand Total</b>	<b>213.38</b>	<b>365.40</b>	<b>50.00</b>	<b>83.02</b>	<b>48.54</b>	<b>761.14</b>





1300 A Jubilee Hills Society, Road No. 66  
Hyderabad 500033

91 040 2360 8188  
91 040 2354 0493  
cmshyderabad@gmail.com  
www.cmsindia.org

**unicef**   
unite for children

UNICEF Hyderabad Field Office  
317/A, MLA Colony, Road No.12 Banjara Hills  
Hyderabad 500034

91 40 2354 0722 / 2354 0744  
hyderabad@unicef.org  
www.unicef.org