

PACS

MEDIA AUDIT

MADHYA PRADESH & CHHATISGARH



PACS

Media Audit

Madhya Pradesh & Chhatisgarh 2005-06

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Media Audit, is produced for the PACS programme by for and on behalf of Development Alternatives by Write Solutions, Communication Resource Organisation, Madhya Pradesh & Chhatisgarh, Bhopal.

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Abbreviations

DJ:	Dainik Jagran
DB:	Dainik Bhaskar
RE:	Raj Express
HT:	Hindustan Times
TOI:	The Times of India
RTV:	Raj Television
RE:	Raj Express
NB:	Nav Bharat
PACS:	Poorest Areas Civil Society Programme
DFID:	Department for International Development
MDG:	Millenium Development Goals
MC:	Management Consultants

Introduction

In the course of work, we examined media reportage based on these different parameters based on their relevance to the local context. It was also agreed that each potentially had something new and relevant to offer.

But we also became aware of the need to explore ways to looking dispassionately at the likely pros and cons of the above classification, and thus developed some more general ideas about the range of factors that should guide the choice of enhance the media audit. Thus the separate classification on rating media journalists/writers based on a scale of 1 thru 4 (more on that in subsequent chapters).

We have written the report primarily for a local audience, drawing heavily on experiences with, and inputs from, the local media. However, elements of the report can be applicable state-wide, as are some of the lessons from the analysis of these classifications.

This report is intended for those interested in (while sometimes wary of) understanding, and influencing, local media on developmental issues, particularly through better dialogue and interaction.

In Madhya Pradesh, perhaps more than many a state, there are many very highly experienced practitioners of media audits who already know more than the authors ever will. On the other hand, there are perhaps even more people who would like to go about enhancing interaction with the local media in a more participative way - but who do not feel confident about where to start. We hope that the report has something to offer both groups. We apologise to readers who find what we have to say too simple; but we apologise even more to those who find it too complicated!

The Media Audit is a multimedia survey conducted for the purpose of developing statistically reliable information about the audience levels and audience characteristics of radio stations, local TV news programs, cable TV channel viewing, daily newspapers and other selected local and regional print publications. The Media Audit also collects socioeconomic information, product buying plans and purchasing activity for numerous products, services, retail stores and financial institutions that can be used to define the quality of individual media audiences or to define the market, customer profiles and consumer market shares for the many products, services, retail establishments and banking institutions that are covered in the survey.

This media audit is about understanding ways in which local print and audio-visual media in Madhya Pradesh report development news, with Bhopal as the representative sample. In particular, this media audit explores reportage based on classification of developmental news and issues, guided by the **5 Thematic Areas** under the Poorest Areas Civil Society Programme (PACS) being implemented by a consortium of Development Alternatives and PricewaterhouseCoopers Private Limited, New Delhi. The programme is supported by the the Government of UK's Department for International Development (DFID).

The 5 thematic areas include:

- * Strengthening Panchayati Raj
- * Empowering women
- * Reducing social exclusion
- * Advocating policy change, and
- * Generating livelihood opportunities

These have then been further categorised into Column Space, Political Affiliation, Professionalism, Slant, and Report vs Analysis.

The 5 Thematic Areas communicate issues that are important to the PACS programme in the two states of Madhya Pradesh & Chhatisgarh, where-as their sub-classification into categories like Number of Columns, Number of News Items and News according to PACS Thematic Areas helps measure, understand, report and (ultimately) improve understanding of local media priorities and weightage to developmental issues as they understand and report them.

The PACS Programme

The Poorest Areas Civil Society (PACS) Programme is a seven-year (2001-2008) effort to empower millions of poor people living in many of India's most backward districts. It seeks to achieve this by strengthening civil society organisations (CSOs) working for the poor. The programme today covers 13,586 villages in around 89 districts of 6 states through a network of over 465 CSOs. The programme supports a network of Civil Society Organisations (CSOs), and including small and medium-sized organisations allied to these CSOs, the PACS Programme network extends to nearly 470 non-governmental organisations in the 6 states of:

- * Maharashtra
- * Madhya Pradesh
- * Uttar Pradesh
- * Chhattisgarh
- * Bihar
- * Jharkhand

The PACS Programme area across these states has been defined on the basis of a list of 108 'poorest' districts of India prepared by a committee of the Government of India's Ministry of Rural Areas and Employment, in 1997. After new districts were carved out, this list increased to 108 districts.

From the 1997 list, the PACS Programme area was carved out in such a way that it covers the maximum number of 'poorest' districts in a geographically contiguous region, so that the programme could reach the largest number of poor people in an effective and manageable way. The PACS Programme area so created covers around 85% of the 'poorest' districts of India, as defined by the Government of India in 1997. About 40% of India's population lives in the programme area. An estimated 100 million people living in the programme area are 'extremely poor'. Till the end of 2005, PACS Programme projects were being implemented in 89 districts across six states, covering 13,586 villages.

The PACS **thematic areas** include:

- * Strengthening Panchayati Raj
- * Empowering women
- * Reducing social exclusion
- * Advocating policy change, and
- * Generating livelihood opportunities

PACS In Madhya Pradesh & Chhattisgarh

The Central Indian state of Madhya Pradesh has a population of 60,385,118 million people (Census 2001) and an area of 119,010 sq mi (308,240 sq km), between the Deccan and the Ganges plain. The capital of the state is Bhopal. Madhya Pradesh state is made up of 46 districts, which are grouped into seven divisions.

The state of Chhattisgarh has a population of 20,795,956 million people and a population density 108/km² covering area of 192,000 km². Chhattisgarh was formed when the sixteen southeastern districts of MP were granted statehood on November, 2000. Its capital is Raipur. It is bordered on the northwest by Madhya Pradesh, on the west by Maharashtra, on the south by Andhra Pradesh, on the east by Orissa, and the northeast by Jharkhand.

PACS programme in Madhya Pradesh and Chhattisgarh endeavours to reach the poorest in the majority of backward districts (HDI ranks of the district, 2002). As on November 2005, PACS extended support to seven network projects and twelve individual projects through 47CSO partners in 66 blocks of 17 districts in implementing projects. Currently, 71 % of districts, 52 % blocks, 17% villages and 18% gram panchayat against those identified in the two states are being covered.

Analysis revealed that the maximum concentration of PACS villages in Madhya Pradesh are in districts of Sarguja, Tikamgarh, Seoni and Rajnandgaon. At the same time, if we superimpose PACS coverage data with the Human Development Report, 2002, indices then districts like Khandwa, Khargon, Vidisha, Harda and Narsingpur, who rank 35, 35, 27, 12, and 11 in the state (Source: State HDI report, 2002) are not being covered. These districts are also identified as the poorest districts under PACS.

The average reach of the PACS programme in the villages is 17%, of which local self governance is the largest thematic work area for most CSOs.

1. Media Audit: Tasking

Background

Regular media interaction at the local and district level led to the understanding that there was an urgent need to engage with the media and establish linkages to project the PACS programme in the two states with more clarity. Especially since most external and Indian agencies involved in the onerous task of poverty reduction emphasise this in their strategy. For example, the World Bank PRSP (Poverty Reduction Strategy Paper Programme) Sourcebook underlines the need for a thorough media analysis/audit before taking up any programme project. A media audit can assist in effective planning and could provide useful opportunities for development education.

Purpose

To understand media coverage of issues falling under the PACS thematic areas to facilitate better positioning and advocacy of PACS issues.

Scope of Audit

Major regional and national media channels/publications/dailies in Madhya Pradesh.

Activities/Outputs

The media audit attempts to analyse selected publications/newspapers/TV channel/s in Madhya Pradesh from the following aspects:

- Readership/circulation- number
- The news/feature coverage to understand the space for development issues and news
- The content: regular features on different development issues
- To prepare a databank of journalists working/potentially interested in development/related issues.

Tasks

The task has been broken down into the following steps:

Task 1.

- Scanning (and logging) of 7 selected newspapers and 1 TV Channel over a period of 1 month

Sources/key informants

- Internet, TV schedules, the products, feature editors

Expected outcome

- A weekly table of the issue -wise and day-wise content

No. of days

- 60 days

Task 2

- Secondary data on circulation

Sources/key informants

- Audit Bureau of Circulation etc.

No. of days

- 5 days

Task 3.

- Data bank of journalists working (or potentially interested) in covering developmental and related issues

Sources/key informants

- BHC, Press Bureau of India, Journalists

No. of days

- 7

Total number of tasked days

- 72

Selected Media

Newspapers: Times of India, Hindustan Times, Nav Bharat, Central Chronicle, Dainik Bhaskar, Dainik Jagran and Raj Express.

Television: Raj Television News (9 AM & 9 PM).

Overview of Methodology

In essence, this media audit of 7 selected newspapers and 1 TV Channel in Bhopal, Madhya Pradesh, analysed media reportage for carriage of developmental news according to predecided parameters, viz. the 5 PACS thematic areas over a 30-day time frame (time based audit). It also covered both overt examples of media bias as well as much more subtle forms of bias, and categorised the news/articles/features into sub-categories like Political Affiliation, Professionalism, Slant, Report vs Analysis, and Column Space. The approach was to identify a theme, such as developmental news and features, and analyse stories over a predetermined time period. The analysis was conducted across several newspapers to see how various papers differ in their coverage.

Methodology

To ensure audit accuracy, the following methods were employed:

Area Covered: The State of Madhya Pradesh, India, with 7 Bhopal City Edition newspapers (3 English; 4 Hindi) as the sample size.

Period Covered: Newspaper and TV channel scanning conducted from November 1 thru December 31, 2005.

Method: Scanning selected newspapers daily through the time frame (60-days) and logging data in an appropriate log sheet for further compilation uniform questionnaire. The newspapers were selected to balance properly for characteristics such as circulation, geographical location of edition, language, and several known editorial characteristics.

Respondents (for data collection on working journalists): Men and women media persons, age 18 and older, either employed with news organisations, working free lance, or retired and contributing to some publication/s. All such persons were writing/contributing to development issues/news in some formal or informal capacity.

2. Data Analysis

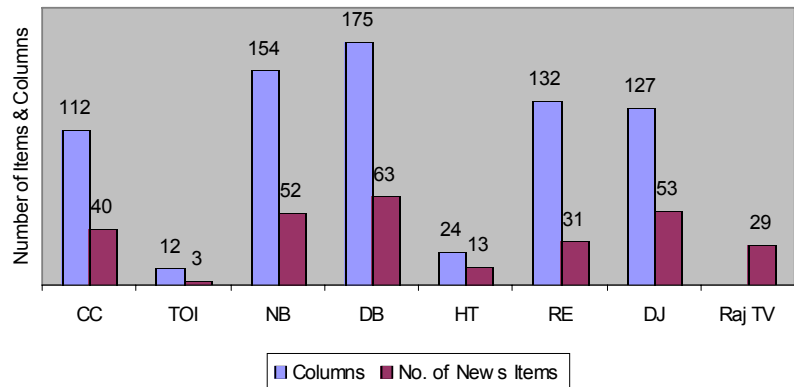
Data Analysis

A. November 2005

i.

Week 1

Paper	Columns	No. of News Items
CC	112	40
TOI	12	3
NB	154	52
DB	175	63
HT	24	13
RE	132	31
DJ	127	53
Raj TV		29



Of the 7 newspapers/1 TV channel, Dainik Bhaskar devoted the maximum (63 news items) of space to development news/issues, followed by Dainik Jagran (53 items), Nav Bharat (52 items), and Central Chronicle (40 items). In terms of number of columns, Dainik Bhaskar had 175 columns devoted to development news/issues, followed by Nav Bharat (154), Raj Express (132), Dainik Jagran (127), and Central Chronicle (112), and Hindustan Times (24).

In terms of Thematic Areas, Central Chronicle had the maximum number of news items devoted to the issue of **PRIs** (20 news items), followed by Dainik Bhaskar (16), Nav Bharat (15) and Dainik Jagran (9). Amongst the **English language** newspapers, Hindustan Times devoted 3 news items on the issue of PRIs, followed by Times of India with 1.

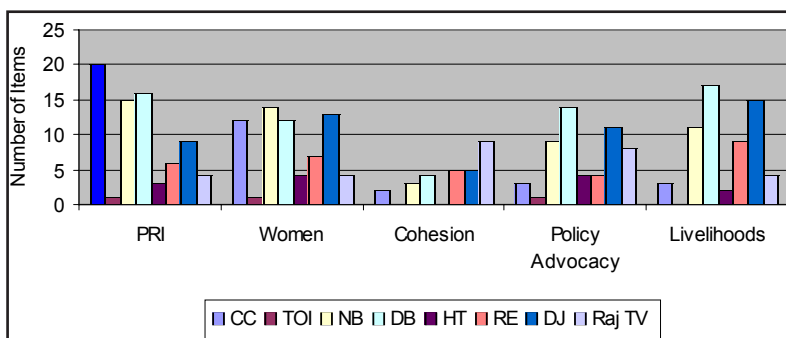
On the issue of **Women's Empowerment**, Nav Bharat (14), Dainik Jagran (13) and Dainik Bhaskar (12) published news items on women's empowerment. On the issue of **Social Cohesion**, Raj TV had

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	20	12	2	3	3
TOI	1	1		1	
NB	15	14	3	9	11
DB	16	12	4	14	17
HT	3	4		4	2
RE	6	7	5	4	9
DJ	9	13	5	11	15
Raj TV	4	4	9	8	4

the maximum number of news items devoted to issues of social cohesion, followed by Dainik Jagran and Raj Express (5 each), and Dainik Bhaskar (4). On the issue of **Policy Advocacy**, Dainik Bhaskar published 14 news items, followed by Dainik Jagran (11) and Nav Bharat (9).

Amongst the English language papers, the Hindustan Times had published 4 news items, followed by The Times of India with 1.

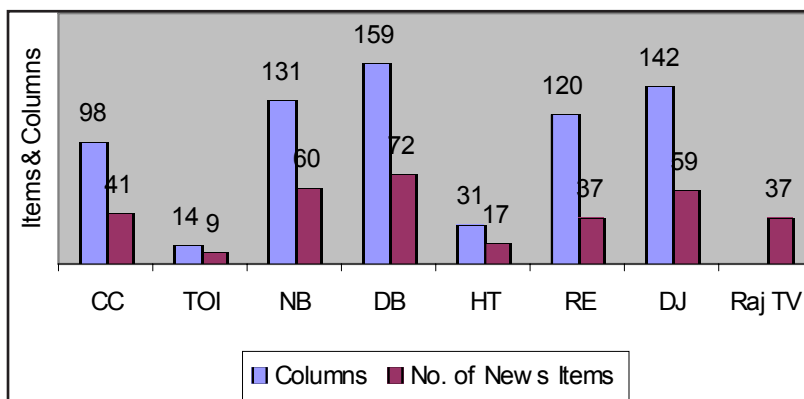
On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items- 17- followed by Dainik Jagran (15), Nav Bharat (11) and Raj Express (9).



a. Columns & News Items

Paper	Columns	No. of News Items
CC	98	41
TOI	14	9
NB	131	60
DB	159	72
HT	31	17
RE	120	37
DJ	142	59
Raj TV		37

b. Thematic Areas



Of the 7 newspapers and 1 TV channel, Dainik Bhaskar (159) devoted the maximum number of **columns** to development news/issues, followed by Dainik Jagran (142 items), Nav Bharat (131), Raj Express (120) and Central Chronicle (98). Raj TV had 37 items on development.

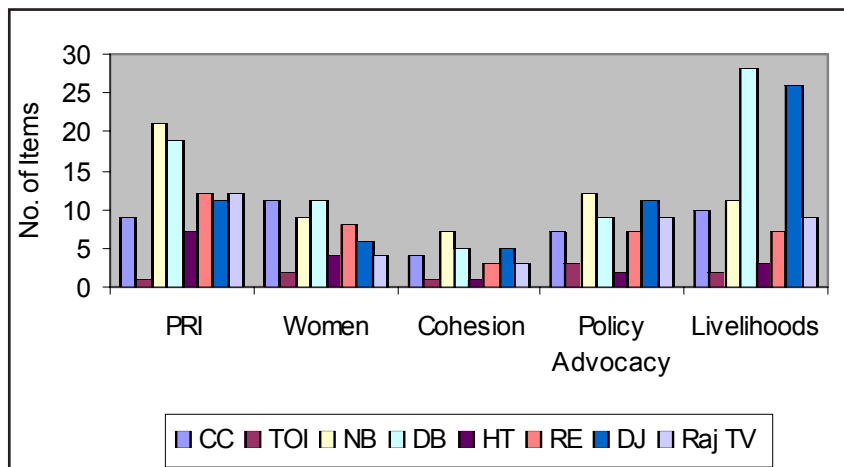
In terms of number of **news items**, Dainik Bhaskar had 72 news items on development issues or news, followed by Nav Bharat, with 60 news items on development news or issues, Dainik Jagran (59), Central Chronicle (41), Raj Express (37) and Raj Express (37), and Hindustan Times (17).

In terms of **Thematic Areas**, Nav Bharat had the maximum number of news items devoted to the issue of **PRIs** (21 news items), followed by Dainik Bhaskar (19), Raj Express (12) and Raj TV (12), and Central Chronicle (9).

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	9	11	4	7	10
TOI	1	2	1	3	2
NB	21	9	7	12	11
DB	19	11	5	9	28
HT	7	4	1	2	3
RE	12	8	3	7	7
DJ	11	6	5	11	26
Raj TV	12	4	3	9	9

Amongst **English language** newspapers, Hindustan Times devoted 7 news items on the issue of PRIs, Central Chronicle (9), and The Times of India 1.

On the issue of **Women's Empowerment**, Dainik Bhaskar and Central Chronicle had 11 items each on the issue, followed by Nav Bharat (9), Raj Express (8), and Dainik Jagran (6).



On the issue of **Social Cohesion**, Nav Bharat (7) had the maximum number of news items devoted to the issue, followed by Dainik Jagran and Dainik Bhaskar (5 each). On **Policy Advocacy**, Nav Bharat (12) has the maximum number of news items devoted to the issue, followed by Dainik Jagran (11), Dainik Bhaskar (9), and Central Chronicle (7).

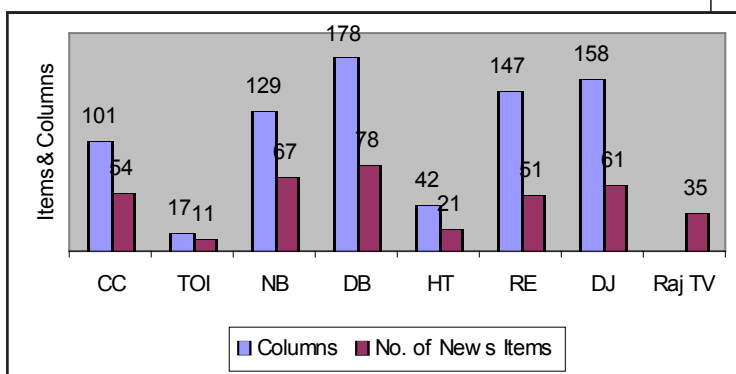
Amongst English language papers, Central Chronicle published 7 news items, followed by the Hindustan Times (2), and The Times of India with 3.

On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items- 28, followed by Dainik Jagran (26), Nav Bharat (11) and Central Chronicle (9).

a. Columns and Items

Paper	Columns	No. of News Items
CC	101	54
TOI	17	11
NB	129	67
DB	178	78
HT	42	21
RE	147	51
DJ	158	61
Raj TV		35

b. Thematic Areas



Of the 7 newspapers and 1 TV channel, Dainik Bhaskar (178) devoted the maximum number of **columns** to development news/issues, followed by Dainik Jagran (158 items), Raj Express (147), Nav Bharat (129), and Central Chronicle (101). Raj TV had 35 items on development news.

In terms of number of **news items**, Dainik Bhaskar had 78 news items on development issues or news, followed by Nav Bharat, with 67 news items on development issues, Dainik Jagran (61), Central Chronicle (54), Raj Express (51) and Hindustan Times (21). Raj TV had 35 such items.

In terms of **Thematic Areas**, Dainik Jagran had the maximum number of news items devoted to the issue of **PRIs** (17 news items), followed by Nav Bharat (16), Central Chronicle (15) and Dainik Bhaskar (13). Raj TV had 9 items on PRI issues.

Amongst **English language** newspapers, Hindustan Times devoted 7 newsitems to the issue of PRIs, Central Chronicle (15), and The Times of India 2.

On the issue of **Women's Empowerment**, Dainik Bhaskar had 19 items on women's issues, followed by Nav Bharat and Raj Express with 13 each, and Central Chronicle with 11 items on the issue. Dainik Jagran carried 8, while Raj TV carried 9 items devoted to PRI issues.

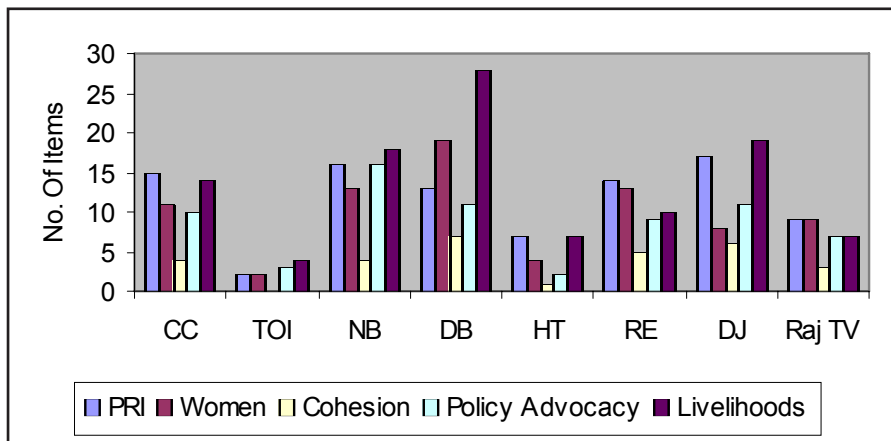
Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	15	11	4	10	14
TOI	2	2		3	4
NB	16	13	4	16	18
DB	13	19	7	11	28
HT	7	4	1	2	7
RE	14	13	5	9	10
DJ	17	8	6	11	19

On the issue of **Social Cohesion**, Dainik Bhaskar (7) had the maximum number of news items devoted to the issue, followed by Dainik Jagran (6), Raj Express (5), and Nav Bharat and Central Chronicle with 4 each.

On **Policy Advocacy**, Nav Bharat (16) had the maximum number of newsitems, followed by Dainik Jagran (11) and Dainik Bhaskar (11), and Central Chronicle (10).

Amongst English language papers, Central Chronicle published 10 newsitems on policy advocacy, followed by the Hindustan Times (2), and The Times of India with 3.

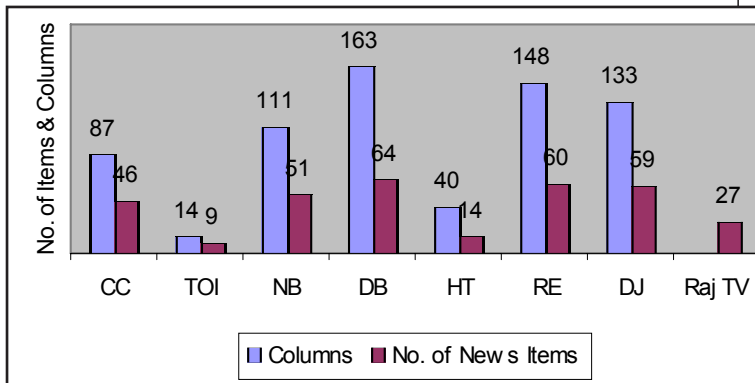
On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items-28, followed by Dainik Jagran (19), Nav Bharat (18) and Central Chronicle (14).



a. Columns and Items

Paper	Columns	No. of News Items
CC	87	46
TOI	14	9
NB	111	51
DB	163	64
HT	40	14
RE	148	60
DJ	133	59
Raj TV		27

b. Thematic Areas



Of the 7 newspapers and 1 TV channel, Dainik Bhaskar devoted the maximum number of **columns** to development news/issues (163), followed by Raj Express (148), Dainik Jagran (133), Nav Bharat (111), and Central Chronicle (87). Raj TV had 27 items on development issues.

In terms of number of **news items**, Dainik Bhaskar had 64 news items on development issues, followed Raj Express (60), Dainik Jagran (59), Nav Bharat with 51 and Central Chronicle with 46. Hindustan Times carried 14 and The Times of India 9 news items.

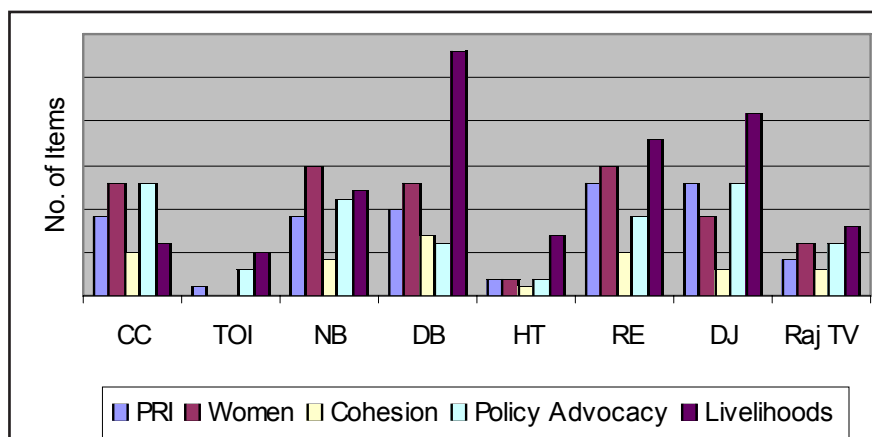
In terms of **Thematic Areas**, Dainik Jagran and Raj Express each had the maximum number of news items devoted to the issue of **PRIs** (13), followed by Dainik Bhaskar (10), Central Chronicle (9). Raj TV had 4 items on PRI issues. Amongst **English language** newspapers, Hindustan Times devoted 2 newsitems on the issue of PRIs, Central Chronicle (9), and The Times of India (1).

On the issue of **Women’s Empowerment**, Nav Bharat and Raj Express had 15 items each on women’s empowerment, followed by Dainik Bhaskar and Central Chronicle with 13 each, and Dainik Jagran 9.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	9	13	5	13	6
TOI	1	0		3	5
NB	9	15	4	11	12
DB	10	13	7	6	28
HT	2	2	1	2	7
RE	13	15	5	9	18
DJ	13	9	3	13	21
Raj TV	4	6	3	6	8

On the issue of **Social Cohesion**, Dainik Bhaskar (7) had the maximum number of news items, followed by Raj Express and Central Chronicle with 5 each. and Dainik Jagran with 3. Nav Bharat carried 4 newsitems in Social Cohesion, while Central Chronicle carried 5.

On **Policy Advocacy**, Central Chronicle and Dainik Jagran (13) had the maximum number of newsitems on the issue, followed by Nav Bharat (9) and Dainik Bhaskar (6). Raj TV had 6 news items in its news bulletins on the issue. Amongst English language papers, Central Chronicle published 13 newsitems on policy advocacy, followed by Hindustan Times (2), and The Times of India with 3.

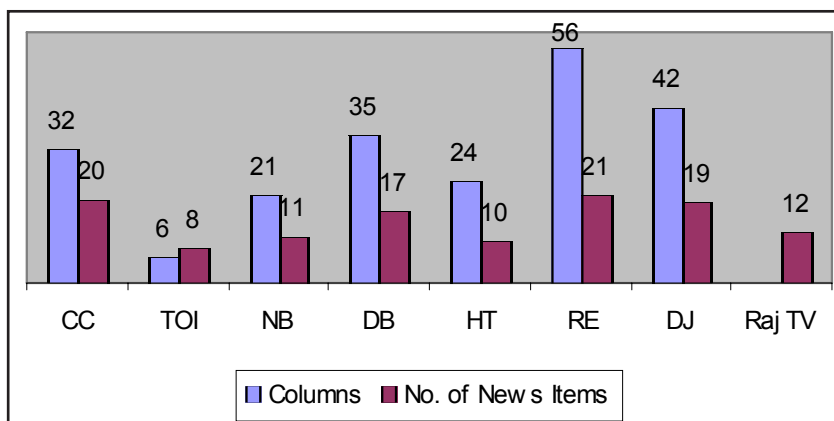


On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items- 28, followed by Dainik Jagran (21), Raj Express (18), Nav Bharat (12) and Central Chronicle (6).

a. Columns and Items

Paper	Columns	No. of News Items
CC	32	20
TOI	6	8
NB	21	11
DB	35	17
HT	24	10
RE	56	21
DJ	42	19
Raj TV		12

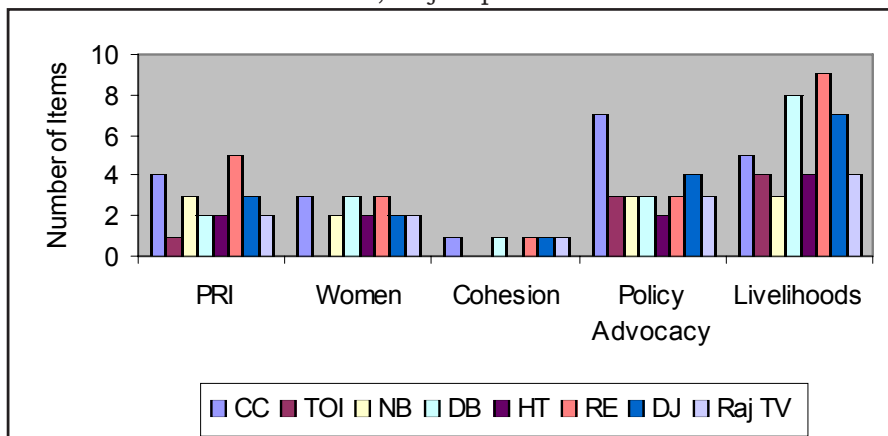
b. Thematic Areas



Of the 7 newspapers and 1 TV channel, Raj Express devoted the maximum number of **columns** to development news/issues (56), followed by Dainik Jagran (42) and Dainik Bhaskar (35). Nav Bharat had 21 columns devoted to developmental issues and Central Chronicle 32. Raj TV had 12 items on development news.

In terms of number of **news items**, Raj Express had 21 news items on development issues, followed Dainik Jagran (19), Dainik Bhaskar (17), and Nav Bharat (11). Central Chronicle carried 20 while Hindustan Times carried 10 and The Times of India 8 news items.

In terms of **Thematic Areas**, Raj Express had the maximum number of news items devoted to the issue of **PRIs** (5), followed by Central Chronicle (4), Dainik Jagran (3) and Nav Bharat (3). Raj TV had 2 items on PRI issues. Amongst **English language** newspapers, Central Chronicle devoted 4 news items on the issue of PRIs, Hindustan Times (2), and The Times of India (1).



On the issue of **Women's Empowerment**, Central Chronicle, Dainik Bhaskar and Raj Express had 3 items each on the issue, followed by Nav Bharat (2), Dainik Jagran (2) and Raj TV (2) on women's empowerment. Central Chronicle carried 3 while Hindustan Times (2) and The Times of India had none.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	4	3	1	7	5
TOI	1	0		3	4
NB	3	2		3	3
DB	2	3	1	3	8
HT	2	2	0	2	4
RE	5	3	1	3	9
DJ	3	2	1	4	7
Raj TV	2	2	1	3	4

On the issue of **Social Cohesion**, all publications: Dainik Bhaskar, Raj Express, Central Chronicle, Dainik Jagran, and Nav Bharat carried 1 news items each on the issue, while Hindustan Times and The Times of India carried

none.

On **Policy Advocacy**, Central Chronicle (7) had the maximum number of new items on the issue, followed by Dainik Jagran (4), followed by Nav Bharat, Dainik Bhaskar and Raj Express with 3 each. Raj TV had 3 news items in its news bulletins on the issue.

Amongst English language papers, Central Chronicle published 7 news items on policy advocacy, Hindustan Times (2), and The Times of India with 3. On the issue of **Livelihoods**, Raj Express published the highest number of news items- 9, followed by Dainik Bhaskar (8), Dainik Jagran (7), Nav Bharat (3) and Central Chronicle (5).

Data Analysis

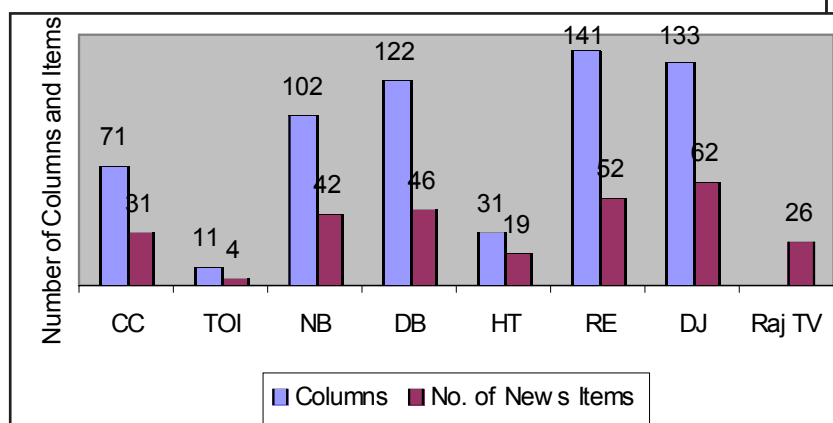
B. December

i. Week 1

a. Columns & News Items

Paper	Columns	No. of News Items
CC	99	33
TOI	14	8
NB	89	45
DB	103	61
HT	27	13
RE	87	67
DJ	119	78
Raj TV		29

b. Thematic Areas



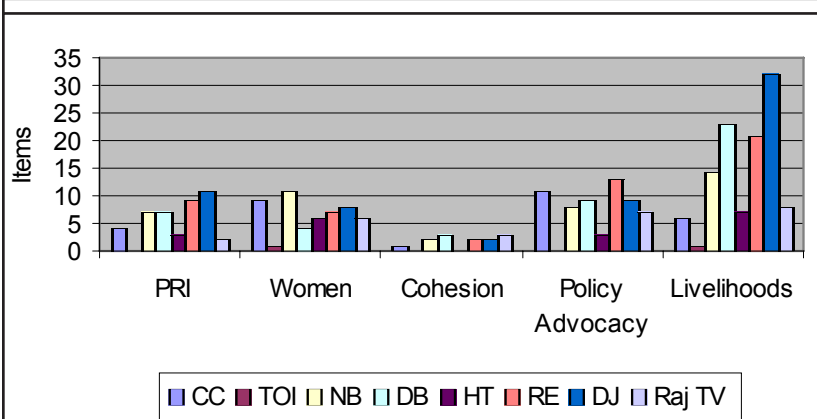
Of the 7 newspapers and 1 TV channel, Dainik Jagran devoted the maximum number of **columns** to development news/issues (119), followed by Dainik Bhaskar (103) and Central Chronicle (99). Nav Bharat had 89 columns on development news while Raj Express had 87. Raj TV had 29 items on development news. In terms of number of **news items**, Dainik Jagran had 78 news items on development issues, followed by Raj Express (67), Dainik Bhaskar (61). Nav Bharat with 45 and Central Chronicle with 33 followed. Hindustan Times carried 13 newsitems and The Times of India 8 news items. Raj TV had 29 news items in its bulletins on development news.

In terms of **Thematic Areas**, Dainik Jagran (11) had the maximum number of news items devoted to the issue of **PRIs**, followed by Raj Express (9). Dainik Bhaskar and Nav Bharat had 7 each while Central Chronicle had 4. Raj TV had 2 items on PRI issues. Amongst **English language** newspapers, Hindustan Times devoted 3 newsitems PRI issues, Central Chronicle (4), and The Times of India (1).

On the issue of **Women's Empowerment**, Nav Bharat had 11 items on women's empowerment, followed by Central Chronicle (9), Dainik Jagran (8), Raj Express (7), Dainik Bhaskar (4) and Hindustan Times (6). The Times of India had 1 newsitem on women's empowerment, and Raj TV 6.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	4	9	1	11	6
TOI		1			1
NB	7	11	2	8	14
DB	7	4	3	9	23
HT	3	6	0	3	7
RE	9	7	2	13	21
DJ	11	8	2	9	32
Raj TV	2	6	3	7	8

On the issue of **Social Cohesion**, Dainik Bhaskar (3) had the maximum number of news items, followed by Raj Express, Dainik Jagran and Nav Bharat with 2 each. Central Chronicle had 1 newsitem on the issue while Hindustan Times had none. Raj TV carried 3 newsitems on Social Cohesion, while Times of India carried none. On **Policy Advocacy**, Raj Express (13) had the maximum number of newsitems, followed by Central Chronicle (11), and Dainik Bhaskar and Dainik Jagran with 9 each. Nav Bharat carried 8 newsitems on policy advocacy while Raj TV had 7 news items in its news bulletins on the issue. Amongst English language papers, Central Chronicle published 11 newsitems, followed by Hindustan Times (3), and The Times of India carried none. On the issue of **Livelihoods**, Dainik Jagran published the highest number of news items- 32, followed by Dainik Bhaskar (21), Raj Express (21), Nav Bharat (14) and Central Chronicle (6). Raj TV carried 8 newsitems in its news bulletins.

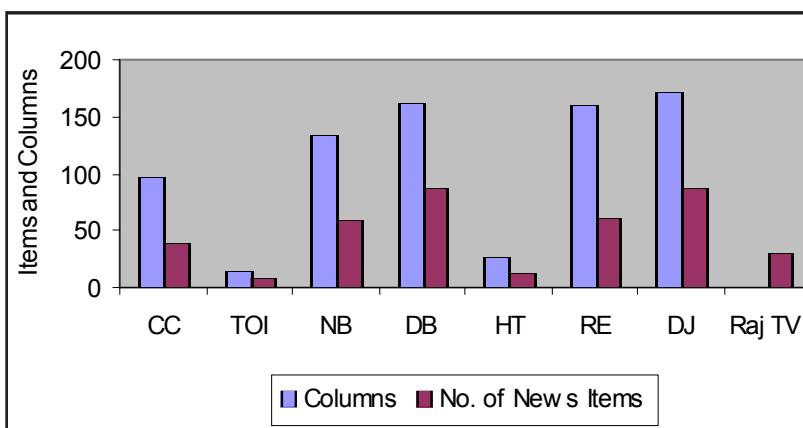


ii. Week 2

a. Columns and Items

Paper	Columns	No. of News Items
CC	97	39
TOI	15	8
NB	133	59
DB	162	87
HT	27	12
RE	159	61
DJ	172	87
Raj TV		31

b. Thematic Areas



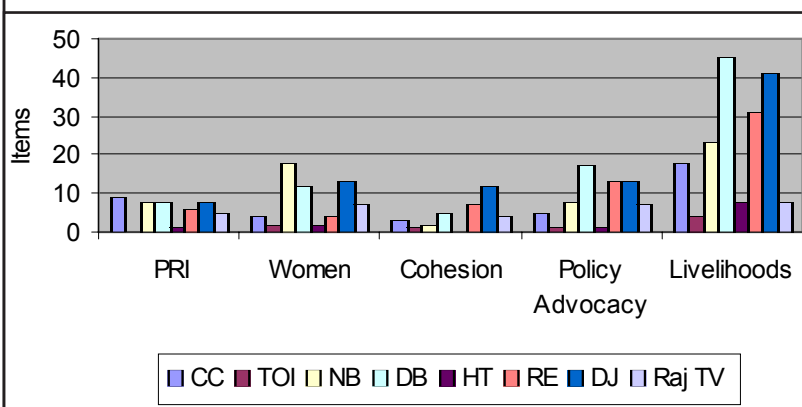
Of the 7 newspapers and 1 TV channel, Dainik Jagran devoted the maximum number of **columns** to development news/issues (172), followed by Dainik Bhaskar (162) and Raj Express (159). Nav Bharat had 133 columns on development news while Central Chronicle carried 97. Hindustan Times devoted 27 columns to development news, while The Times of India 8. Raj TV had 31 items on development news in its bulletins. In terms of number of **news items**, Dainik Jagran and Dainik Bhaskar had 87 news items on development issues each, followed by Raj Express (61). Nav Bharat with 59 and Central Chronicle with 39 followed. Hindustan Times carried 12 news items and The Times of India 8 news items. Raj TV had 31 news items in its bulletins on development news.

In terms of **Thematic Areas**, Central Chronicle (9) had the maximum number of news items devoted to **PRI issues**, followed by Dainik Jagran, Dainik Bhaskar and Nav Bharat with 8 each. Raj Express had 6 items on PRI issues, and Raj TV had 5 items on PRI issues in its news bulletins. Amongst **English language** newspapers, the Hindustan Times devoted 1 news item on PRI issues, Central Chronicle (9), and The Times of India (0).

On **Women's Empowerment**, Nav Bharat had 18 items on women's empowerment, followed by Dainik Jagran (13) and Dainik Bhaskar (12). The Hindustan Times (2) and The Times of India had 2 news items on women's empowerment, while Central Chronicle carried 4 news items and Raj TV had 7 items on its news bulletins.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	9	4	3	5	18
TOI		2	1	1	4
NB	8	18	2	8	23
DB	8	12	5	17	45
HT	1	2	0	1	8
RE	6	4	7	13	31
DJ	8	13	12	13	41
Raj TV	5	7	4	7	8

On **Social Cohesion**, Dainik Jagran (12) had the maximum number of news items, followed by Raj Express (7). Dainik Bhaskar had 5 news items on the issue. Nav Bharat had 2 news items and Central Chronicle had 3 news items. Hindustan Times had none while The Times of India carried 1. Raj TV carried 4 news items on Social Cohesion in its news bulletins.



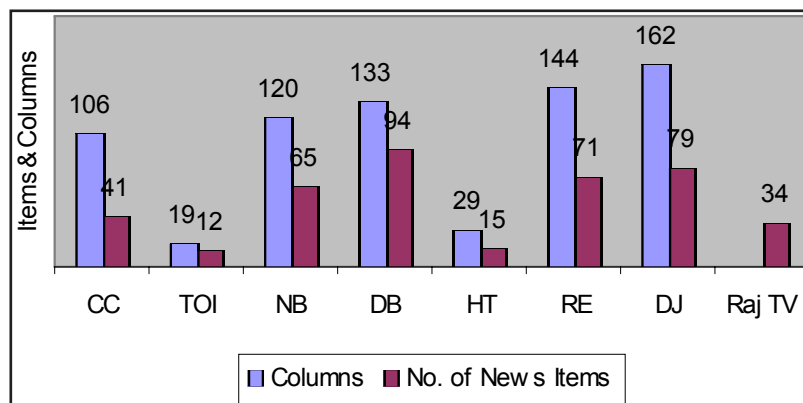
On **Policy Advocacy**, Dainik Bhaskar (17) had the maximum number of news items, followed by Raj Express and Dainik Jagran with 13 each. Nav Bharat carried 8 news items on policy advocacy while Raj TV had 7 news items in its news bulletins on the issue. Central Chronicle had such 5 news items.

Amongst English language papers, Central Chronicle published 5 news items on policy advocacy, followed by Hindustan Times (1), and The Times of India (1). On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items- 45, followed by Dainik Jagran (41), Raj Express (31), Nav Bharat (23) and Central Chronicle (18). Raj TV carried 8 news items on the issue in its news bulletins.

a. Columns and Items

Paper	Columns	No. of News Items
CC	106	41
TOI	19	12
NB	120	65
DB	133	94
HT	29	15
RE	144	71
DJ	162	79
Raj TV		34

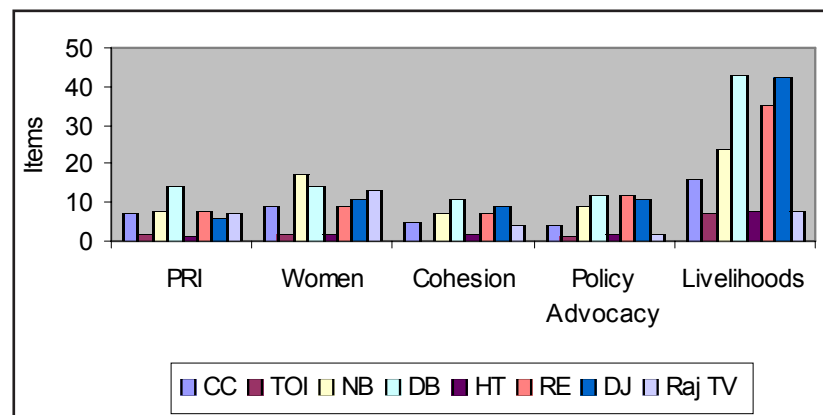
b. Thematic Areas



Jagran devoted the maximum number of **columns** to development news/issues (162), followed by Raj Express (144). Dainik Bhaskar (133) was followed by Nav Bharat had 120 columns on development news, while Central Chronicle carried 106. Hindustan Times devoted 29 columns to development news, while The Times of India (19). Raj TV had 34 items on development in its news bulletins. In terms of number of **news items**, Dainik Bhaskar had 94 news items on development issues, followed by Dainik Jagran (79) and Raj Express (71). Nav Bharat with 65 and Central Chronicle with 41 followed. Hindustan Times carried 15 newsitems and The Times of India 12 news items. Raj TV had 34 items on development in its news bulletins. In terms of **Thematic Areas**, Dainik Bhaskar (14) had the maximum number of news items devoted to **PRI issues**, followed by Raj Express, Central Chronicle and Nav Bharat with (8) each. Dainik Jagran had 6 items on PRI issues, and Raj TV had 7 items on PRI issues in its news bulletins.

Amongst **English language** newspapers, the Hindustan Times devoted 1 newsitem on PRI issues, Central Chronicle (7), and The Times of India (2). On the issue of **Women’s Empowerment**, Nav Bharat had 17 items on women’s empowerment, followed by Dainik Bhaskar (14) and Dainik Jagran (11). The Hindustan Times (2) and The Times of India had 2 newsitems on women’s empowerment, while Central Chronicle carried 9 newsitems. Raj TV had 13 items on its news bulletins on the issue.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	7	9	5	4	16
TOI	2	2		1	7
NB	8	17	7	9	24
DB	14	14	11	12	43
HT	1	2	2	2	8
RE	8	9	7	12	35
DJ	6	11	9	11	42
Raj TV	7	13	4	2	8



On **Social Cohesion**, Dainik Bhaskar (11) had the maximum number of news items, followed by Dainik Jagran (9). Raj Express (7) and Nav Bharat had 7 newsitems each on the issue. Central Chronicle had 5 newsitems, the Hindustan Times had 2 while The Times of India carried none. Raj TV carried 4 news items.

On **Policy Advocacy**, Dainik Bhaskar and Raj Express (12) had the maximum number of newsitems, followed by Dainik Jagran with 11. Nav Bharat carried 9 newsitems on policy advocacy while Raj TV had 2 news items in its news bulletins on the issue. Central Chronicle had 4 news items.

Amongst English language papers, Central Chronicle published 4 newsitems on policy advocacy, followed by the Hindustan Times (2), and The Times of India (1).

On the issue of **Livelihoods**, Dainik Bhaskar published the highest number

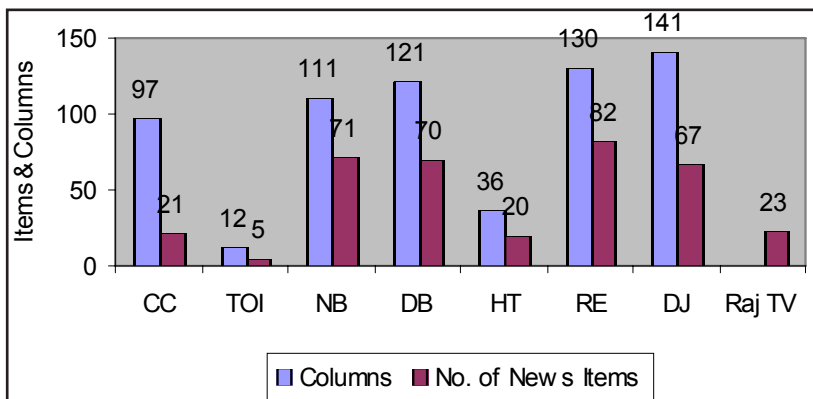
of news items - 43, followed by Dainik Jagran (42), Raj Express (35), Nav Bharat (24) and Central Chronicle (16). Raj TV carried 8 newsitems on the issue in its news bulletins.

iv. Week 4

a. Columns and Items

Paper	Columns	No. of News Items
CC	97	21
TOI	12	5
NB	111	71
DB	121	70
HT	36	20
RE	130	82
DJ	141	67
Raj TV		23

b. Thematic Areas



Jagran devoted the maximum number of **columns** to development news/issues (141), followed by Raj Express (130). Dainik Bhaskar (121) was followed by Nav Bharat (111) columns on development news, while Central Chronicle carried 97. Hindustan Times devoted 36 columns to development news and The Times of India (12). Raj TV had 23 items on development in its news bulletins. In terms of number of **news items**, Raj Express had 82 news items on development issues, followed by Nav Bharat (71). Dainik Bhaskar (70) and Central Chronicle with 21 followed. Hindustan Times carried 20 newsitems and The Times of India 5. Raj TV had 23 items on development in its news bulletins.

In terms of **Thematic Areas**, Raj Express (14) had the maximum number of news items devoted to **PRI issues**, followed by Dainik Jagran (11). Nav Bharat had 9 and Dainik Bhaskar 6 items on PRI issues. Raj TV had 3 items on PRI issues in its news bulletins. Amongst **English language** newspapers, the Hindustan Times devoted 1 newsitem on PRI issues, Central Chronicle (3), and The Times of India (0).

On the issue of **Women’s Empowerment**, Dainik Jagran (15) had the maximum newsitems on women’s empowerment, followed by Nav Bharat (14), Raj Express (12) and Dainik Bhaskar (11). The Hindustan Times carried 1 and The Times of India 1 newsitem on women’s empowerment, while Central Chronicle carried 3 newsitems. Raj TV had 4 items in its news bulletins on the issue.

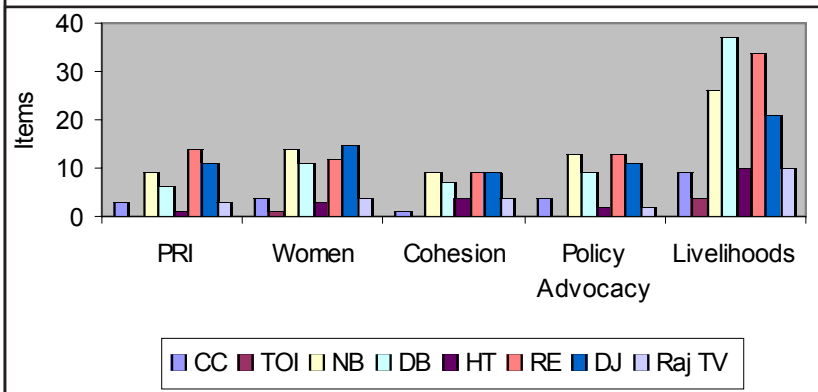
On the issue of **Social Cohesion**, Dainik Jagran, Raj Exopress and Nav Bharat each carried the maximum number of news items (9), followed by Dainik Bhaskar (7). Central Chronicle had 1 newsitem, the Hindustan Times had 4 while The Times of India carried none. Raj TV carried 4 news items on Social Cohesion in its news bulletins.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	3	4	1	4	9
TOI		1			4
NB	9	14	9	13	26
DB	6	11	7	9	37
HT	1	3	4	2	10
RE	14	12	9	13	34
DJ	11	15	9	11	21
Raj TV	3	4	4	2	10

On **Policy Advocacy**, Nav Bharat and Raj Express (13) had the maximum number of newsitems, followed by Dainik Jagran with 11. Dainik Bhaskar carried 9 newsitems on policy advocacy while Raj TV had 2 news items in its news bulletins on the issue. Central Chronicle had 4 news items.

Amongst English language papers, Central Chronicle published 4 newsitems on policy advocacy, followed by the Hindustan Times (2), and The Times of India (0).

On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items - 37, followed by Raj Express (34). Nav Bharat (26) and Dainik Jagran (21) followed. Central Chronicle carried 9. Raj TV carried 10 newsitems on the issue in its news bulletins.

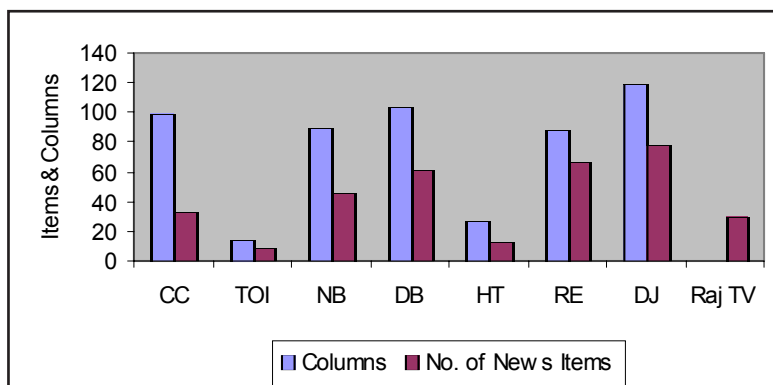


v. Week 5

a. Items & Columns

Paper	Columns	No. of News Items
CC	99	33
TOI	14	8
NB	89	45
DB	103	61
HT	27	13
RE	87	67
DJ	119	78
Raj TV		29

b. Thematic Areas



Jagran devoted the maximum number of **columns** to development news/issues (119), followed by Dainik Bhaskar (103). Central Chronicle (99) was followed by Nav Bharat (89). Hindustan Times devoted 27 columns to development news and The Times of India (14). Raj TV had 29 items on development in its news bulletins.

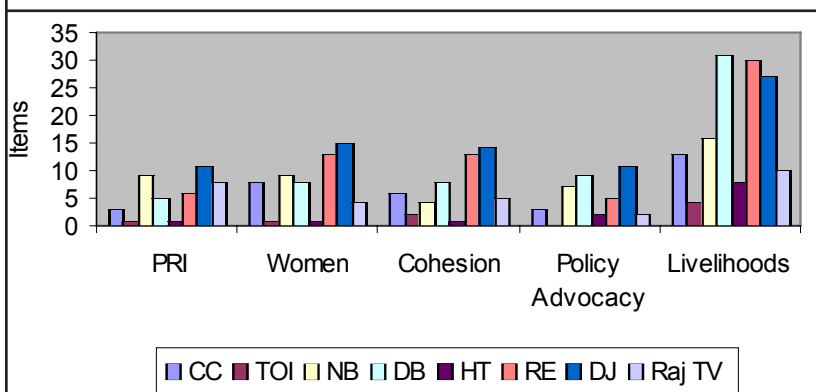
In terms of number of **news items**, **Dainik Jagran (78)** had the highest number of news items on development issues, followed by Raj Express (67), Dainik Bhaskar (61) and Nav Bharat (45). Central Chronicle with 33 followed. Hindustan Times carried 27 newsitems and The Times of India 14. Raj TV had 29 items on development in its news bulletins.

In terms of **Thematic Areas**, Dainik Jagran (11) had the maximum number of news items devoted to **PRI issues**, followed by Nav Bharat (9). Raj Express had 6 and Dainik Bhaskar 5 items on PRI issues. Raj TV had 8 items on PRI issues in its news bulletins. Amongst **English language** newspapers, the Hindustan Times devoted 1 newsitem on PRI issues, Central Chronicle (3), and The Times of India (1).

On the issue of **Women’s Empowerment**, Dainik Jagran (15) had the maximum newsitems on women’s empowerment, followed by Raj Express (13), Nav Bharat (9), and Dainik Bhaskar (8). The Hindustan Times and The Times of India had 1 newsitem each on women’s empowerment, while Central Chronicle carried 8 newsitems. Raj TV had 4 items in its news bulletins on the issue.

On the issue of **Social Cohesion**, Dainik Jagran (14) carried the maximum number of news items, followed by Raj Express (13). Dainik Bhaskar had 9 and Central Chronicle 6. The Hindustan Times had 1 while The Times of India carried 2. Raj TV carried 5 news items on Social Cohesion in its news bulletins.

Paper	PRI	Women	Cohesion	Policy Advocacy	Livelihoods
CC	3	8	6	3	13
TOI	1	1	2		4
NB	9	9	4	7	16
DB	5	8	8	9	31
HT	1	1	1	2	8
RE	6	13	13	5	30
DJ	11	15	14	11	27
Raj TV	8	4	5	2	10



On **Policy Advocacy**, Dainik Jagran (11) had the maximum number of newitems, followed by Dainik Bhaskar (9). Nav Bharat had 7 while Raj Express had 5 newsitems on policy advocacy. Raj TV had 2 news items in its news bulletins on the issue.

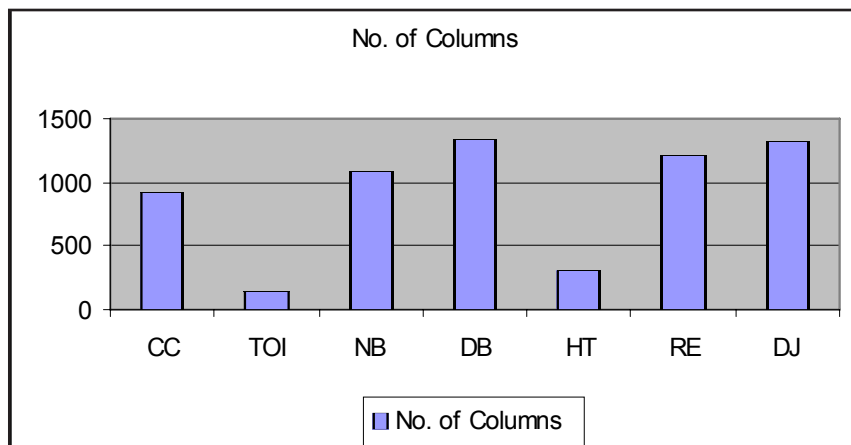
Amongst English language papers, Central Chronicle published 3 newsitems on policy advocacy, followed by the Hindustan Times (2), and The Times of India (0).

On the issue of **Livelihoods**, Dainik Bhaskar published the highest number of news items - 31, followed by Raj Express (30). Dainik Jagran carried 27 followed by Nav Bharat (16). Central Chronicle carried 13, Hindustan Times (8) and The Times of India (4). Raj TV carried 10 newsitems on this issue in its news bulletins.

3.Data Summary

1. Number of columns per Newspaper

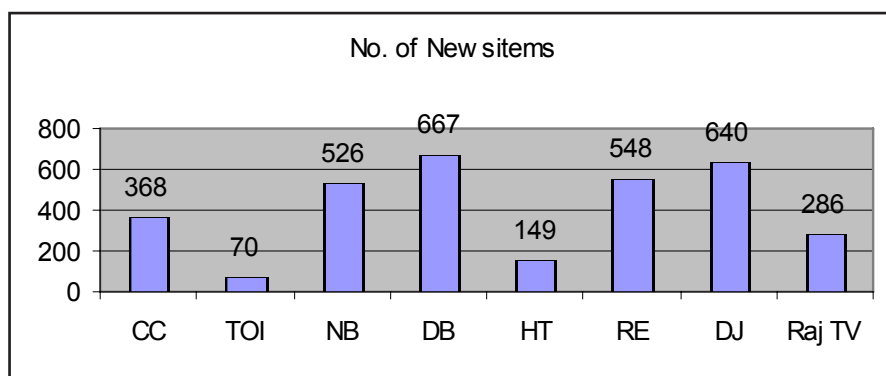
Paper	No. of Columns
CC	928
TOI	137
NB	1088
DB	1332
HT	307
RE	1210
DJ	1315



The highest number of columns devoted to development news was by Dainik Bhaskar, (1332 columns) followed by Dainik Jagran (1315) and Nav Bharat (1088). The English press had relatively fewer columns devoted to development news: Central Chronicle had 928, Hindustan Times 307 vis-a-vis The Times of India, which had 137 columns.

2. Number of News Items per Newspaper

Paper	No. of Items
CC	368
TOI	70
NB	526
DB	667
HT	149
RE	548
DJ	640
Raj TV	286

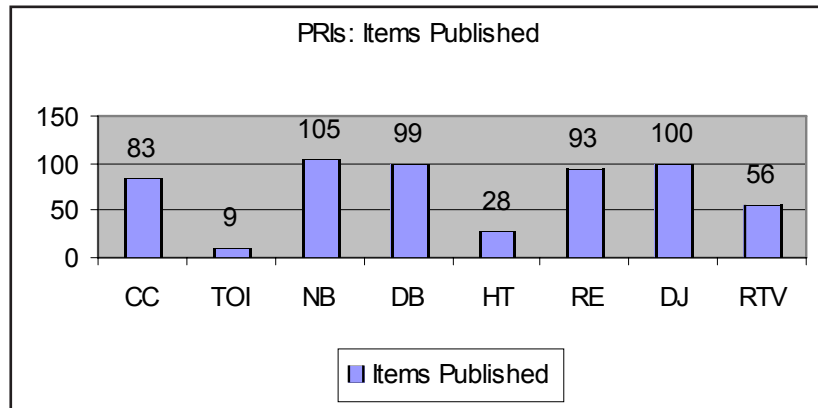


The highest number of news items devoted to development news was by Dainik Bhaskar (667 news items) followed by Dainik Jagran (640) and Raj Express (548). Central Chronicle had 368, Hindustan Times 149 & The Times of India had 70 columns.

THEMATIC AREA WISE ANALYSIS

A. Thematic Area: PRI

Thematic Issue: PRIs	
Paper	Items Published
CC	83
TOI	9
NB	105
DB	99
HT	28
RE	93
DJ	100
RTV	56



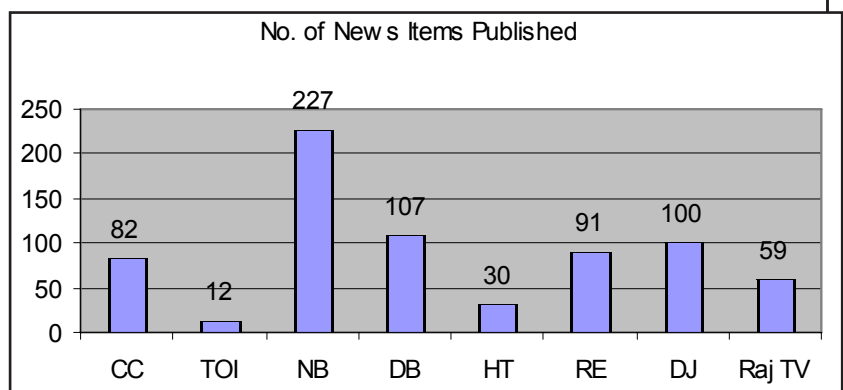
The highest number of news items on Panchayati Raj Institutions or related issues appeared in the Hindi daily Nav Bharat (105), followed by Dainik Jagran (100) and Dainik Bhaskar (99).

In comparison, the three English dailies: Central Chronicle (83), Hindustan Times (28) and The Times of India (9) far fewer coverage on the issue.

Raj TV had 56 news items on Panchayati Raj issues in its morning and evening bulletins.

B. Thematic Area: Women's Empowerment

Thematic Issue: Women's Empowerment	
Paper	No. of News Items Published
CC	82
TOI	12
NB	227
DB	107
HT	30
RE	91
DJ	100
Raj TV	59



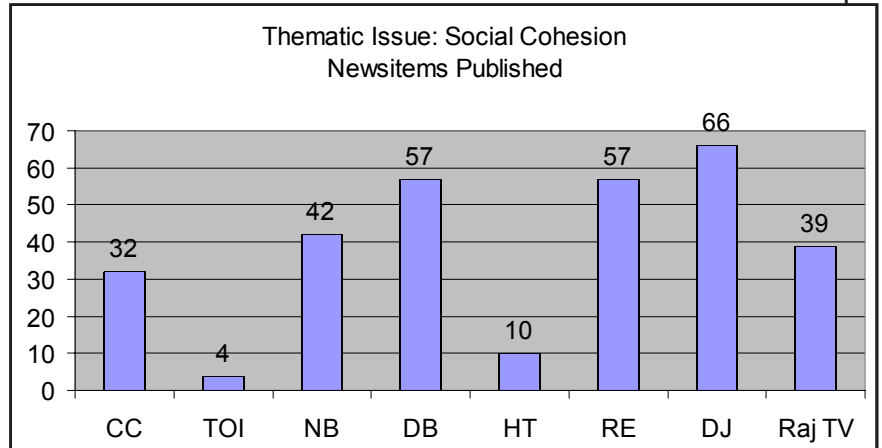
The highest number of news items on women's empowerment or related issues appeared in the Hindi daily Nav Bharat (227), followed by Dainik Bhaskar (107) and Dainik Jagran (100).

In comparison, the three English dailies: Central Chronicle (82), Hindustan Times (30) and The Times of India (12) had much fewer coverage on the issue.

Raj TV had 59 news items on women's empowerment issues in the morning and evening bulletins.

C. Thematic Area: Social Cohesion

Thematic Issue: Social Cohesion	
Paper	No. of News Items Published
CC	32
TOI	4
NB	42
DB	57
HT	10
RE	57
DJ	66
Raj TV	39



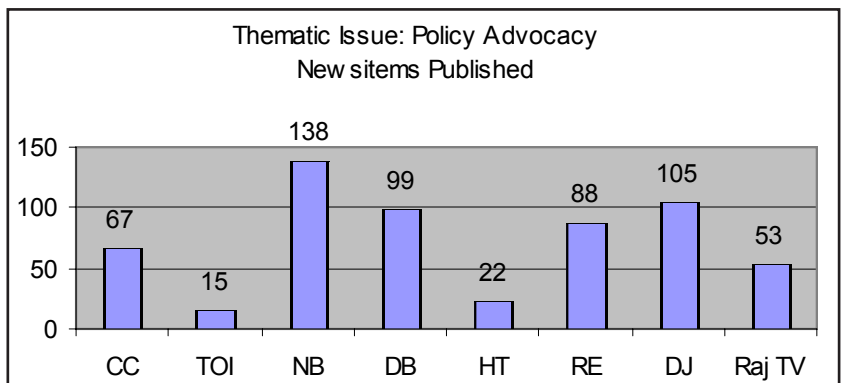
The highest number of news items on Social Cohesion or related issues appeared in the Hindi daily Dainik Jagran (66), followed by Dainik Bhaskar (57) and Raj Express (57) each.

In comparison, the three English dailies: Central Chronicle (32), Hindustan Times (10) and The Times of India (4) had far fewer coverage on the issue.

Raj TV had 39 news items on Policy Advocacy issues in morning and evening bulletins.

D. Thematic Area: Policy Advocacy

Thematic Issue: Policy Advocacy	
Paper	No. of News Items Published
CC	67
TOI	15
NB	138
DB	99
HT	22
RE	88
DJ	105
Raj TV	53



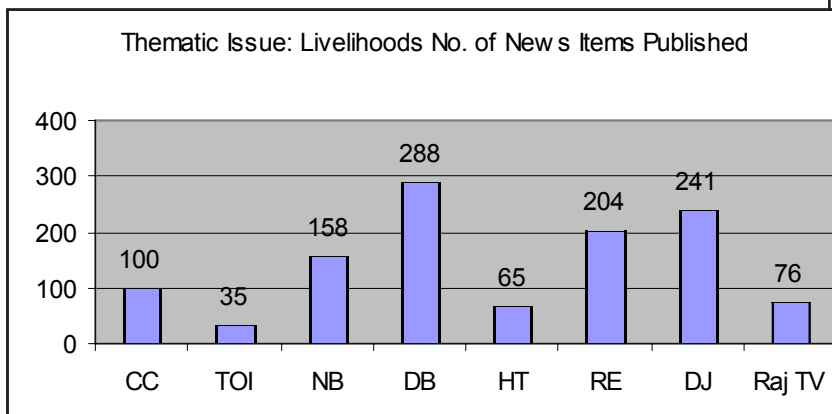
The highest number of news items on Policy Advocacy or related issues appeared in the Hindi daily Nav Bharat (138), followed by Dainik Jagran (105) and Dainik Bhaskar (99).

In comparison, the three English dailies: Central Chronicle (67), Hindustan Times (22) and The Times of India (15) had much fewer coverage on the issue.

Raj TV had 53 news items on Policy Advocacy issues in morning and evening bulletins.

E. Thematic Area: Livelihoods

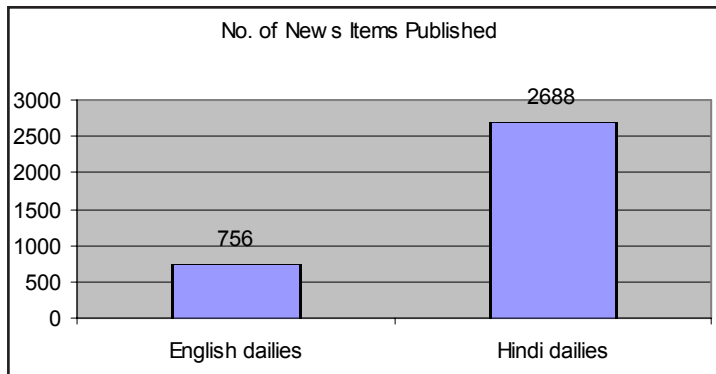
Thematic Issue: Livelihoods	
Paper	No. of News Items Published
CC	100
TOI	35
NB	158
DB	288
HT	65
RE	204
DJ	241
Raj TV	76



The highest number of news items on Livelihoods or related issues appeared in the Hindi daily Dainik Bhaskar (288), followed by Dainik Jagran (241) and Raj Express (204). In comparison, the three English dailies: Central Chronicle (100), Hindustan Times (65) and The Times of India (35) had fewer coverage on the issue. Raj TV had 76 news items on Policy Advocacy issues in morning and evening bulletins.

2. ENGLISH vs HINDI MEDIA COVERAGE

Thematic Areas: ENGLISH vs HINDI COVERAGE	
Paper	No. of News Items Published
English dailies	756
Hindi dailies	2688



The highest number of news items on PACS Thematic Issues was carried, not surprisingly, by the local vernacular press (a total of 2688 items over a 2-month period), represented by Dainik Bhaskar, Nav Bharat, Raj Express, and Dainik Jagran. The English dailies, represented by the Hindustan Times, The Times of India and Central Chronicle, put together contributed only 756 news items related to the 5 PACS thematic areas.

CONCLUSION

The importance of the mass media as major sources of information about development and social change, whether it be accurate or distorted – has emerged in many studies across the world. Civil society is often frustrated by the poor quality of media coverage of issues, given the critical role that media plays in setting the social context for each organisation’s response to issues. There are a number of obstacles for the media in the way of better coverage of developmental issues like:

- Lack of resources (i.e. internet, telephone, recorders, studio)
- Management reluctance to give column space
- Time/deadline pressure on reporters
- Lack of access to reliable information
- Lack of training
- Lack of general reporting skills, impacting negatively on coverage of development issues

We have to learn to get around them. The media audit has also proved that the local press is vital, not critical, to the advocacy, communication and information dissemination effort of the PACS programme. While the English language press does have a presence and a certain niche readership, it is the vernacular press that weilds the actual readership. There is a need for CSOs to:

- know what audiences they wish to reach and the responses they want;
- how to build messages, taking into account how the target wants to receive them;
- send messages through media that reach target audiences, and
- develop feedback channels.

Only then will the media begin to increasingly report and reflect on developmental issues in the state, both quantitatively and qualitatively.

INTERVIEWS

The Role of Media in Development: NGOs and The Media

The Role of Media in Development: NGOs and The Media

A series of interviews were held in November and December, 2005, at Bhopal with NGO and media practitioners.

Some of the questions asked included:

- * What is our understanding of the media?
- * What is the role of the media in development?
- * How can NGOs forge a strong relationship between themselves and the media?
- * What are the obstacles to fostering closer relationships between the NGO sector and the media?
- * How can NGOs access media resources in their areas of work?

Two media practitioners - from The Pioneer and Deshbandhu - presented two perspectives of the media. One aspect dealt with what it is that the media wants from NGOs, the type of information required by the media, how to create a relationship with the media, and what the responsibilities of each party are.

Their perspective is given below:

- * NGOs have to communicate in a language which is understandable to the media, and use less NGO jargon.
- * NGOs are fond of using acronyms and abbreviations, which are only understandable to them. They need to change this.
- * NGOs need to understand that press releases are useful in that they increase an organisation's visibility, something NGOs need to work on and address.
- * In producing press releases, NGOs must learn to KISS - that is: Keep It Short and Simple.
- * NGOs need to remember that journalists are trained to express themselves, not to impress.
- * NGOs should get into the habit of getting the media to the ground where their activities are taking place. This will enable the media to appreciate, first hand, the work of the organisation.
- * NGO publications should be appealing and able to compete with what comes out of the private sector. Such publications should reflect the views

of the beneficiaries rather than those of the donors.

The other aspect criticised the NGO sector for its lack of initiative in entering into a relationship with the media. The current means of media that is being used by the media is not adequate for its "publics" and NGOs are caught in a trap of producing high quality goods that do not address the real ground issues of their communities. The other criticism was that NGOs do not distribute their information beyond the NGOs themselves and thus it is always the same people receiving the same publications time and time again. "...as is to out-do each other with well-laid out web pages, websites or glossy newsletters and magazines, distributed via first class mail to funders, partners and potential donors." As organisations working for and with the voiceless the presenter concluded that the NGO media is wholly inadequate and completely inappropriate and largely ineffective.

The presenter went on to characterise the NGO media sector:

1. High-tech culture:
 - * NGOs are heavily dependent on computers despite the fact that computer usage by the beneficiaries of NGO efforts and programmes is non-existent;
1. Language:
 - * The language used in the notices and success stories is way above the beneficiaries because some are illiterate, while others only use their mother tongue for all forms of communication;
 - * The stories or narratives are often presented in a lexicon that is unique to the NGO sector and is usually full of politically correct and vague terms;
2. Content:
 - * A random content analysis of the latest editions of NGO publications brings out a particular pattern: conference reports, workshop reports, fellowships, forthcoming attractions, etc;
 - * The issues highlighted in the documents have little meaning for the primary target group of NGO programmes;
3. Workshops only:
 - * An NGO is deemed unsuccessful, if not confused, if it does not organise, fund and run a workshop or some kind of meeting!
 - * These workshops, conferences, seminars are often held in 5-star hotels far removed from the primary constituency of NGOs;
 - * This has resulted in a conference/workshop culture even among the media so that rather than go out of their way to get stories, journalists simply hop from workshop to workshop;
 - * Another negative dimension of the workshop/conference syndrome is the demand for allowances which results in "...the same faces

recycle themselves for all kinds of workshops, not looking for knowledge, but income...";

4. Role of NGOs in development:

* Although the role NGOs can play in development is not in question, what remain questionable are the different methods of implementation of the development agenda.

* Given the way NGOs operate, there is a real danger of corruption and lack of accountability.

* The NGO sector creates personalities, political bases and cults;

* There is a need to subject the NGO sector, particularly those working on HIV/AIDS, to some form of inquiry as this is an over-traded issue.

NGO-Media Relations - Who Should Take Responsibility?

Who should take responsibility for ensuring that developmental messages are publicised? Shouldn't the media take responsibility too? Why must it wait for NGOs to take the initiative? While it was strongly felt that the media should take responsibility to cover issues of development, it also agreed that both sides need to take steps to narrow the current gap in communication. Both the Media and NGOs have more things that unite them, and could be more effective if the channels of communication between them were open to overcome the current mutual suspicion and distrust;

NGO-Media Relations

NGOs and the Media need to understand that they are different and need not aspire to have either party conform to the values of the other.

NGO Capacity to Communicate

NGOs need to develop and strengthen their own capacity to communicate effectively with the wider public so that they do not always have to depend on media people who are governed by different corporate values and aspirations. NGOs also need to strengthen their public relations capacities in order to project the right image to the public and their constituents.

In this regard, NGOs have to market their issues well to the media by recruiting and their communications officers to liaise with the media;

Primary Audience for NGO Communication

NGOs should be driven by the goal of informing the public on development issues rather than seeking to attract funding;

The Responsibility of the Media

The media should assume responsibility for promoting social welfare rather than simply criticise and mis-represent NGOs while being driven solely by the profit motive. The media should aim at representing the interests of the majority of society inline with promoting sustainable development, justice and good governance;

The Need to Understand the Media

NGOs need to understand the nature of the media and the way it operates. The media often lacks in-depth knowledge of issues. NGOs should capitalise on this by providing substantive information to the Media;

The Need to Strengthen Networking Among NGOs Themselves

NGOs need to forge stronger relationships and linkages amongst themselves before reaching out to other institutions and the public.

There is, thus, a need to integrate communication more effectively into the development process, create public awareness on development issues and adapt new technologies for development learning. We have to accept that new ICT technologies are both essential and inevitable, and it should be every CSOs mandate to learn and subsequently transfer this learning for use by endusers in the rural community.