

CONTENT

INTRODUCTION		1 GIRL CHILD IN INDIA	5
		2 INTERVENTIONS	7
		3 UNICEF INITIATIVES	7
		4 CMS EFFORTS	8
CHAPTER 1 PREPARATION	1.1 BACKGROUND	9	
	1.2 THE JURY	9	
	1.3 PLANNING	10	
	1.4 AWARDS	11	
	1.5 CHANNELS AND TIME BAND	11	
	1.6 CMS INTERVENTIONS	14	
	2.1 MONITORING CONTENT	15	
CHAPTER 2 CONTENT ANALYSIS	2.2 CHANNELS' EFFORTS	16	
	2.3 COVERAGE ON GIRL CHILD ISSUES	16	
	2.4 CONCLUSION	22	
	3.1 INTERACTION WITH STAKE HOLDERS	25	
CHAPTER 3 SELECTION PROCESS	3.2 SELECTION STRATEGY	26	
	3.3 ANALYSIS	27	
	3.4 NOMINATIONS	27	
	3.5 FINAL AWARDEES	29	
	3.6 JURY'S OPINION	29	
	SUMMARY & SUGGESTIONS	31	
CHAPTER 4 SUMMARY & SUGGESTIONS			
APPENDIX I	JURY REPORT	37	
APPENDIX II	AWARD WINNERS	41	
APPENDIX III	THE COVERAGES	45	



EXECUTIVE SUMMARY

UNICEF Awards for Most Sensitive Television Programmes 2011

SUMMARY

- Television channels' response to the UNICEF's Initiative - 2011 was superior, both qualitatively and quantitatively, to that of 2010.
- Channels more conscious about UNICEF awards, its prestige and merit in being associated with such an event. Greater effort visible this year in producing programmes which could bag awards.
- Total telecast time devoted by the 15 channels, during the 100 days, was 5,244 minutes (87hrs. 40 min). Going by CMS experience, never before in India have channels devoted so much telecast time on one social development theme.
- Commendable news coverage in news bulletins on the girl-child issue. Channels had one or other issue of immediate occurrence covered two or three times a week, during the 100 days.
- More than 530 programmes of about 87 hours related to the girl child were telecast during the 100 days. Television channels proved their commitment, not by mere numbers, but also by their effective and qualitative production.
- There were 48 documentaries and 28 interactive programmes, focusing on various issues related to the girl child. This effort, by any yardstick, far exceeded expectations.
- Remarkable utilization of opportunities available by channels through short public service messages – promos. While there was only one such promo in 2010, there were as many as 47 this time around.

LESSONS

- Though infant mortality is alarming in rural areas, the media ostensibly missed this aspect. A special effort is needed to encourage television channels to concentrate on this important issue of infant mortality, missed by most channels this year.
- A different intervening campaign needed to allow entertainment channels longer lead time for planning and producing programmes on social issues. This will help in wider dissemination of the cause as serials telecast by entertainment have maximum viewership. A separate workshop is also required for programmers and script writers to urge them to work upon social issues such as that of the girl child.
- Award categories need a relook. A separate award may be instituted, in future, for the script and the script writer as they shape the presentation and progress of a serial/programme.
- Award for 'presenter' may be omitted as his or her role is nominal. Cause would be served better if awards are specific to the subject rather than the programme. This would help channel programmers to pick up a variety of themes instead of focusing on just one or two issues.
- To assess the UNICEF initiative impact on the channels agenda and their efforts to bring an attitudinal change in the society via their programming, the campaign should be pursued for a minimum of five years, improving upon lessons learnt from year to year.
- A data bank, frequently updated along with information related to subject experts, may be made available to channels to add substance to their interactive programmes and expand its impact.
- Awards programme should be announced six months in advance to enable more television channels could come forward with 'Gender-Sensitive' serials.





INTRODUCTION

- 2.5 million children die in India every year; girls 50% more likely to die.
- One out of every six girls does not live to see her 15th birthday.
- Every sixth girl child's death is due to gender discrimination.
- 22 million girls below the 18 are forced to marry males twice their age.
- Female mortality exceeds male mortality in 224 out of 402 districts in India.

Source: Meenakshi Ganguly Thukral, *Status of Children in India Inc*, HAQ Centre for Child Rights

1. GIRL CHILD IN INDIA

Even today, in the age of computers and space technology, a girl child, after her birth, is discriminated against on several counts – nutrition, education, and health, among many others. She is victim to a number of atrocities and violence such as rape, trafficking, early marriage and childhood pregnancies and the resultant, high incidence of maternal and infant mortality.

The Government of India, in its report to the U N Committee on the Rights of the Child mentions that: every year 12 million girls are born – three million of whom do not survive to see their 15th birthday. About one third



of these occur in the first year of life. Every sixth female death is directly due to gender discrimination. Condition of majority of those who survive is no good, as 22 million girls below the age of 18 years are forced into marriage against their wishes, many a times to males twice their age. Female mortality exceeds male mortality in 224 out of 402 districts in India.

Little girls are often used as domestic labour, apart from working in factories, which make matches or fire crackers. A hot debate erupted when India passed a legislation making “use of child labour” a criminal offence. By doing so, the nation hoped to remove this blot from her social landscape, so that children would be sent to school. However, in a situation of acute poverty and hunger, anyone who can bring home an income – infant, child, woman, and the elderly – is crucial. When girls are moved out of earning a wage, they are often sold into prostitution in explicit and subtle ways or abandoned to avoid feeding another mouth. When looking at the bigger picture of equality between boys and girls, it is important to be aware of these layers of concern and consequence in looking at the girl child.

The child sex ratio is an indicator of the societal health of any nation. Calculated as the number of girls per 1000 boys in the age group of 0-6 years, it has shown a decline from 976 girls to 1000 boys to 927 according to the 2001 census figures. In certain regions of the country there are

less than 800 girls for 1000 boys. A concerted effort by the central and state governments saw a marginal rise in sex ratio from the appalling low of 927 in 1991 to 933 per 1000 males in 2001.

In Andhra Pradesh, since 1951 for the first time in 2001, sex ratio showed an increase from 972 in 1991 to 978 in 2001 remarkably higher than the all India rate. However, amid the Indian states, in sex ratio, Andhra Pradesh is ranked sixth and among the four south Indian states it stands third in sex ratio with Karnataka tailing it.

Even in the womb, the girl child is confronted with insecurity. Data indicates that nearly 8 lakh girl children die at birth. Hyderabad itself is a centre of girl child infanticide. According to data (2001), the male female ratio in the country is 1000:933 and in Andhra Pradesh it is 1000:978, but in Hyderabad it is 1000:943.

Inequality has become a curse to the girl child in the fields of health, education, nutrition and marriage. In Andhra Pradesh, only 46 per cent of the girls opt for higher education. The rest are away from higher education as parents are incapable of sending their girls to far off places. Over 2.85 lakh adolescent girls in the state are anemic.

Early marriage of girls is often the beginning of a desolate life for girls and subsequently, their families. According to National Family Health Survey - 2, despite a clear cut evidence of rising age at marriage, most women at 20 – 49 ages in Andhra Pradesh were married before they had reached the legal age of 18 years. It clearly brings out that 83% of the rural women and 58% of urban women and 76% of all women are married before 18 years.

Maternal Mortality Rate (MMR) in Andhra Pradesh is the highest among Indian states at 130 per one lakh live births in 2001. Similarly, only 68.3% of the deliveries are attended

Noticing the scenario in the television sector, the UNICEF felt motivating or encouraging television channels through awards could make television professionals more proactive and enthused towards the cause of the girl child. Accordingly, the first initiative came in the form of ‘UNICEF Awards 2010 for Gender-Sensitive programmes for Telugu television channels in Andhra Pradesh’.

by skilled health care personnel, depicts the plight of the women.

2. INTERVENTIONS

The Government of India and the state governments have been implementing a series of measures to improve the status of girl child and mitigate her suffering.

The Report of the Working Group on Development of Children for the Eleventh Five Year Plan (2007-2012) suggests that all channels and means of communication and dissemination must be mobilised for public education to promote equal rights and status of girl children. These must also alert and inform the public against female foeticide, child marriage, discrimination and mistreatment, and all forms of gender injustice in childhood.

Besides a series of ongoing initiatives by the government of India, there are number of measures for the development and welfare of the girl child under implementation in Andhra Pradesh. These include: the prestigious *Mata Sisurakshak*, which provides ambulances services for the poor pregnant women and also free travel for them in State Road Transport buses; *Janani Suraksha Yojana*, intended to encourage institutional deliveries through financial assistance of Rs 1000/- for deliveries in rural government hospitals, Rs 800/- for private rural nursing homes and Rs 600/- for urban institutional deliveries to women from BPL households; *Balika Samrakshana*, launched on March 8, 2005 provides insurance cover for the girl child; *Kasturba Gurukul Paathasala & Sarva Siksha Abhiyaan* encourage girl child education through residential system; *Indira Jeevita Bima yojana* assists a family in uninterrupted continuance of girl child education in the event of sudden death of the bread-winner of the family through lump sum assistance and scholarships for school-going girls; *Sree Padmavati Ammavari Pustaka Prasadam* supplies free text books for girls studying in all government educational institutions, and *Chaduvulatali Pathakam* provides financial assistance to girls of scheduled caste and scheduled tribe families.

3. UNICEF INITIATIVES

UNICEF has been working in India since 1949. The largest UN organisation in the country, it is fully committed to working with the Government of India to ensure that each child born in this vast and complex country gets the best start in life, thrives and develops to his or her full potential. One of the major issues identified by the UNICEF across the globe is 'gender bias'. This social evil is rampant in Asian countries.

UNICEF India office itself has undertaken imaginative partnerships with media experts, including a series of workshop in 2002 with Doordarshan to increase their skills in working with children on screen. In 1990, it developed the Meena - animation series in India, with Ram Mohan, an eminent animation expert. Later, this series was extensively used for various campaigns and programmes including spots, promos and songs.

UNICEF Hyderabad, in partnership with Prasar Bharti, has also initiated a special award for films as change agents. From January 2005-2007, this award was given to budding amateur and professional film/documentary makers to make films around the issues faced by girl child.

More recently, UNICEF commissioned a full-fledged entertainment-education (e-e) television drama serial titled *Kyunki...Jeena Issi Ka Naam Hai* (*this is what you call life*) on Doordarshan prime time. The tele-serial has been dubbed in Telugu titled "Idey Mana Jeevitam Lakshyam". The drama includes messages regarding safe motherhood and new born health, Child Development and Early learning, Breastfeeding, Nutrition and growth, Immunization, Diarrhoea, Malaria, HIV/AIDS, girl's education and child protection.

a. UNICEF Awards for Telugu Television Channels

Over the past few years, the growth of television as a medium has been phenomenal. From a two-channel broadcast to a giant industry, television has witnessed an explosion of channels and a huge assortment of programmes – news, views, entertainment, nature, science – touching all conceivable facets of life.

Though the impact of media on the mind space is huge, the limited number of positive and realistic girl and women role models across the mainstream media in India remains a concern. In the context of a highly commercialized media



landscape, revenue generation is a prime motivator. However, given the great influence television has on the minds of the people, socially-responsible media behaviour needs to be encouraged and incentivized.

Noticing the scenario in the television sector, the UNICEF felt motivating or encouraging television channels through awards could make television professionals more proactive and enthused towards the cause of the girl child. Accordingly, the first initiative came in the form of 'UNICEF Awards 2010 for Gender-Sensitive programmes for Telugu television channels in Andhra Pradesh'.

UNICEF Hyderabad started these awards to incentivize television focus towards girl-child issues. The purpose of the intervention is to sensitize and generate awareness amongst Telugu television channels on issues related to the girl child and also create a platform where television media can be recognized and rewarded for their efforts in covering these issues.

b. Year 2010

UNICEF engaged the expertise of CMS for the first initiative in 2009. This initiative was research-based, involving tracking and content analysis of 17 Telugu channels during prime time (07:00 pm to 10:00 pm) for two months. To motivate and involve television professionals, a series of discussions and workshops were organised. The preparation of this program included preparing evaluation tools and parameters along with constituting an eminent and credible Jury. The culmination of this intervention was a gala awards ceremony in January 2010, attended by most of the Telugu channels.

Telugu television channels are often criticized for their "insensitive and exaggerated" coverage of the political events. However, they responded well to the UNICEF Awards programme-2010. Some of the channel CEOs present at the Awards presentation ceremony echoed the concern of UNICEF for gender equality and assured their commitment to devote more time and attention for girl-child issues in their future programmes.

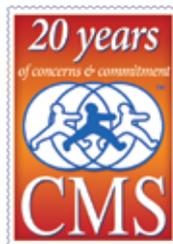
c. Year 2011

With the success of the first intervention in triggering programmes and coverage of girl-child issues, UNICEF has returned with the Awards for a second time. Based

on lessons from year one, the second year's interventions stretched over a longer period and was more intensive.

The following chapters in this report document the efforts and findings of this intervention.

4. CMS EFFORTS



UNICEF took the services of CMS in implementing this intervention of awarding the most gender-sensitive Telugu channels. CMS is a research-based think tank on multidisciplinary social issues. The CMS Media Lab has been studying media trends and concerns while developing methods for more effective communication strategies for social development issues.

The CMS office in Delhi and its office in Hyderabad has worked towards streamlining the entire process of the UNICEF Awards initiative – setting up a jury, monitoring of television programmes, providing television personnel with data support, inputs, reminders and reviewing their programmes as per UNICEF objectives.

Information on child marriage, girl-child labour, girl-child education and various schemes implemented by both the government of India and government of Andhra Pradesh for the welfare of the girl child was collected from official agencies/civil society organizations by CMS and handed over to the programmers and script writers as source material for their programmes.

CMS sent as many as thirteen advisories during the hundred days of the campaign on various aspects concerning the girl child. Apart from providing information related to the girl child periodically, CMS team met the channel programmers at frequent intervals and discussed with them the kind of programmes they could plan. Channels were also motivated to highlight their programmes through scrolling.

A Media Consultation Workshop was organized where script writers and copy writers of channels participated.





CHAPTER 1

PREPARATION

1.1 BACKGROUND

Enthused by the response to its first initiative, UNICEF has continued its efforts to sensitize Telugu television channels on the major social evil of 'gender bias' through Awards 2011. An elaborate campaign, detailed planning, regular monitoring, periodical review were the prerequisites to ensure better participation in terms of quality for the second awards' exercise. Channels were motivated and encouraged, more than they were in the previous year, to come up with creative programmes, treating it as their social responsibility. In 2010, the UNICEF Award came as a surprise for the channels. But this year, they were looking forward to such an event.

1.2 THE JURY

The second edition of UNICEF Awards started with the constitution of a six-member jury. CMS, in consultation with UNICEF, identified the jury members based on their eminence, standing and knowledge of media.

Dr V S Rama Devi former Governor of Karnataka and Himachal Pradesh, who headed the jury for the First UNICEF Awards, was again chosen to be the Chairperson for Awards 2011. A connoisseur on constitutional and legal matters, Dr Rama Devi has earlier held many public offices of high order, including that of the Chief Election Commissioner and Secretary General, Rajya





UNICEF Awards 2011 Jury Meeting in Progress

Sabha. Her leadership brought dignity and credibility for the first UNICEF Awards.

Other members of the Jury were:

Dr Avula Manjulatha, former Vice-Chancellor, P S Telugu University



A writer and a well-known personality in media and literary circles, Dr Manjulatha is associated with several social and cultural organizations.

Dr R A Padmanabha Rao, retired Deputy Director General, Doordarshan



An authority over broadcast media, he has held several senior positions including Station Director of All India Radio and Consultant for SV Bhakti Channel.

Dr Vinod Pavarala, Professor and Dean, S N School of Journalism, University of Hyderabad



A distinguished author of several studies on radio and television, he is also member of many national and international committees.

Dr C. Mrunalini, Professor, P S Telugu University



A broadcaster, anchor and writer on woman issues, Dr C. Mrunalini is a popular personality on television and in literary circles.

Mr G Valliswar, Chief Editor, 'Andhra Pradesh' journal



Is a senior journalist with 35 years experience in Telugu and English dailies and Telugu television.

Mr R V V Krishna Rao, Head, CMS Hyderabad



A retired senior officer of Indian Information Service, he is the coordinator of Initiative-2011.

Dr C G K Murty, former Director, Press Information Bureau, Government of India



Is consultant for CMS on Initiative-2011.

1.3 PLANNING

The first meeting of the organizers, the UNICEF and the jury was held at the UNICEF office on August 24. The Chairperson of the Jury, Dr V S Ramadevi, presided. All the other members of the jury were also present. UNICEF was represented by Communications Specialist Mr Vikas Verma. Mr R V V Krishna Rao, Ms Vasundhara, Ms Ishwarya and Dr C G K Murty participated on behalf of CMS.

Dr Rama Devi complimented UNICEF for encouraging television channels to focus on girl-child issues which, otherwise, would not have attracted much public attention. The Awards 2011 have been in line with the Jury's recommendations in 2010 for a sustained campaign to educate the society, at large, on gender discrimination through television. By continuing the awards, again, this year, UNICEF has retained and reinforced its focus on the pertinent issue.

Six issues pertaining to the girl child were of utmost concern to UNICEF and were focused upon: girl child marriage, female foeticide and infanticide, maternal mortality, lower education among girls, girl child trafficking, and girl child labour. It was decided to bring these issues to notice of the channels, so that they could serve as the basis for their programmes.

The meeting reviewed the planning, process and the objectives of the first UNICEF Awards and discussed, at length, the methodology to be evolved for the second Awards, based on last year's experience.

A media consultation was also planned: a one-to-one meeting with channel heads, programmers and producers. Since script is the life line for any programme, it was decided to invite script writers, also, for the consultation workshop.

1.4 AWARDS

In the first initiative, the awards were generic. Based on last year's experience, 10 categories were finalized for the awards. The Jury felt that the categories were to be widely circulated among the channels so that they could produce programmes on those lines.

The awards were:

1. Award for Documentary
2. Award for Interactive Programme
3. Award for Public Service Message
4. Award for Topical issue
5. Award for Well-Researched Programme
6. Award for Reporting
7. Award for Presenter
8. Award for Short Film
9. Award for Serial
10. Award for Most Gender-Sensitive Channel

1.5 CHANNELS AND TIME BAND

The Jury felt that all Telugu channels with satellite transmission and a standing of, at least, one year were to be considered for evaluation. It was also decided to exclude

channels devoted exclusively to religion, music and films from the purview of the Awards. Accordingly, 18 channels were identified to be monitored for participation in the initiative.

The 12 news channels were: ETV2, TV9, NTV, TV5, Sakshi, Gemini News, HM TV, I News, Zee 24 -Gantalu, ABN Andhra Jyothy, MAHAA News and Studio N.

The 6 non-news (entertainment) channels were: Doordarshan Saptagiri, ETV, Gemini, MAA, Zee Telugu and Vanitha.

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All channels need sufficient time to plan and telecast programmes on girl-child issues. In the first initiative, the time frame given to channels on preparing such programmes was only two months. Many channels felt they could have telecast more programmes if they had been given more time. Hence, for the second Awards initiative, it was decided to monitor the channels for three months i.e. September to November, 2010.

As prime time attracts maximum viewership, it was felt appropriate to record all programmes telecast between 07:00 pm and 11:00 pm, for consideration of the Jury. The Jury recalled that in the last initiative, the recording was done only for three hours i.e. between 07:00 pm and 10:00 pm. Since channels were airing their main news bulletins even after 10:00 pm, it was decided to extend the upper limit of time for recording till 11:00 pm.

It was agreed upon that all programmes, news items, documentaries, discussions, public service messages, short films and serials, with reference to the girl child should be identified and placed before the Jury for consideration.

1.5.1 Campaign

As time was short, CMS representatives initiated immediate action. They met CEOs of all the 18 participating channels, informing them of the UNICEF resolve to continue the Awards.

They were also reminded of their enthusiastic response in the first initiative and the role they could play in eliminating gender discrimination. The CMS team also got in touch with academicians and civil society organizations to elicit their cooperation in giving inputs to channels on girl-child programmes. An attractive poster, giving the details of Award categories, monitoring schedule and with logos of all the participating channels, was also brought out to enthuse them.

1.5.2 Media Consultation Workshop

As a precursor to the second edition of the UNICEF Awards for gender-sensitive programmes in Telugu television channels, a 'media consultation' was organized on September 13, 2010 in Hyderabad. The workshop was meant to sensitize television programmers on issues negatively impacting the girl child. It was felt that this would aid the media in their efforts to bring about a positive change among people, at large, with regard to the larger issue of women empowerment.

The workshop, presided over by the Jury Chairperson and former Governor of Karnataka Dr V S Rama Devi, was an extremely professional affair. Attended by the programme personnel of participating channels, various formats of programmes which could best portray the girl-child issues

were discussed, threadbare. Gender experts presented detailed power point slides on gender-sensitive issues.

Some significant outcomes and features of the workshop are as follows:

- CEOs of channels evinced keen interest in the workshop and assured their full cooperation in making the second initiative, also, a notable success. As the script writer is crucial to shaping the trajectory of the programme and the message it gives out, they were made a part of the workshop. The long term objective of the awards is empowering women; the workshop was a starting point for that larger goal.
- Social indicators pertaining to women and children have not shown the same improvement as India's booming economy. Television had the reach and the influence to play a crucial role in making heard the voices of girls and women, by devoting more time to such issues. The workshop sought to ably equip channels for their programmes on issues faced by the girl child.
- Television viewers generally view prime time programmes as mere 'entertainment'. At the workshop, script writers were urged to introduce the girl-child issues in proper perspective as television possesses the power to bring about a change of attitudes in the people on contemporary issues.
- The discussion at the workshop also highlighted the need to project women and the girl child on television in a manner that would enhance the dignity of women. Education, it was felt, would bring about a sea-change in the thought process



Ms Amala Akkineni addressing the Media at the Media Consultation Workshop

of the girl child, particularly the under-privileged.

- Great emphasis was laid on educating the girl child as a girl's education has a multiplier effect, enhancing economic and social growth with fewer maternal deaths and healthy families. The media was urged to report the consequences of denial of education, refuse to promote discrimination, establish partnerships to promote girl's education and be an integral stakeholder in the process of social transformation.

The participants in the workshop, among which were also representatives of NGOs, discussed the alarming proportions of girl-child marriages in rural Andhra Pradesh. In some cases, by the time a girl is 30 years of age, she has become a grand mother. Here the media was considered to have a big role to play by discouraging such practices through their popular programmes.

- In Andhra Pradesh, girl-child labour is predominant in high-risk activities such as beedi leaf rolling, cotton seed production etc. Millions of children work to help their families because adults are not adequately employed; income is meager and so, children forfeit their childhood, which was meant to be spent in study, play and rest. The workshop stressed the need for media to focus on girl-child education so that it would lead to better educated families in future.

In the interactive session, channel representatives said that they are aware of their societal responsibility and do respond positively. "Our main constraint is the prime time. We are airing gender-sensitive programmes in our other chunks of programming devoted to women. However, we will try to do our best as we have utmost reverence for UNICEF and their goals", they assured.

Such assurances made by the channel representatives would be considered a yardstick by the jury while judging the programmes made on the issue by the channels and their level of commitment to the cause. The first edition of the Awards was a trend-setter and Awards 2011 seemed well set on its way to becoming a more inspiring and educative effort.

The eighteen channels were represented by their senior programmers and script writers. Among those present were Mr Sanjay Reddy Sr Vice President of Gemini Group of Channels, Mr Sailesh Reddy, Head of Zee 24-Gantalu, Mrs Sailaja Suman Director, Doordarshan, Saptagiri Channel and eminent writers Chandrasekhar Azad, Kandukur Ramesh, Peddi Rama Rao and Vommi Ramesh Babu.



Members of the Media attending the Media Consultation Workshop

QUOTES

Mr R V V Krishna Rao, CMS Hyderabad

"The long term objective is empowering women – the workshop would serve as a starting point for that larger goal".

Mr Vikas Verma, Communications Specialist, UNICEF, Hyderabad office

"With audiences spending more and more time in front of the Television, using the medium's emotive appeal could highlight the correct perspective on issues faced by the girl child and trigger a debate. This debate would sow the seeds of behavioral change – a change in the way our patriarchal society views the girl child."

Ms Amala Akkineni, Girl child rights supporter

For you (channel heads), viewership may be important, but, you cannot keep telecasting programmes which will adversely impact viewers. You, too, have a social responsibility. Use your creativity to produce programmes which have a positive impact on viewers".

1.5.3 Counseling

Immediately after the workshop, CMS representatives began contacting the programmers of the identified channels and impressed upon them the need to produce as many programmes as possible on girl-child issues. They promised all help, advice and support in planning the programmes.

Information on child marriages, girl-child labour, girl-child education and various schemes implemented by both the government of India and government of Andhra Pradesh for the welfare of the girl child was collected from official agencies/civil society organizations. This information was then handed over to the programmers and script writers as source material for their programmes.

It is heartening to note that many channels acknowledged the information supplied by CMS and used it in their interactive programmes and documentaries.

The CMS project coordinator periodically met the programme heads, informing them of the progress in the UNICEF initiative. He also reminded the programmes they had produced and discussed with them things they could still do. At least six times, CMS team members contacted the channels personally. CMS seized occasions such as the Children's Day and the Girl Child Day for reminding channels that these could be days for special programmes, highlighting the girl child. The enthusiasm of the channels was evident as all of them displayed posters on the UNICEF Awards prominently in their offices.

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1.6 CMS INTERVENTIONS

CMS was in regular touch with all the channel heads and programmers. In their first meeting with the heads of the channels, CMS representatives requested them to identify a senior programmer who would concentrate on the subject of the girl child and could be contacted regularly. Many channels conceded and put a senior producer in charge of the UNICEF initiative.

Taking it forward from there, the CMS team was in touch with them, directly, and frequently providing inputs on the issue of the girl child. Media advisories equipped with information on the girl child were sent to them periodically. As many as 13 media advisories were handed over to them personally. This helped them in their productions, particularly in programmes on early marriage and foeticide. Channel programmers kept CMS informed about the telecast of their programmes. The CMS team utilized every occasion during the campaign period and reminded channels of the 'special days' for highlighting girl-child issues through their programmes. This effort was extremely productive. Special programmes on Children's Day and Girl Child Day were the result of CMS intervention.

Channels were also motivated to highlight their programmes through scrolling. For the Media Consultation Workshop, CMS team identified script writers and also, copy writers of channels, and ensured their participation. Well-known script writers such as Chandra Sekhar Azad, Kandula Ramesh, Pammi Rama Rao and Valluru Raghava Rao, who were present at the workshop, shared their concerns. They assured that they would do their bit in highlighting issues related to the girl child in their forthcoming episodes and serials. Though their efforts might not be visible in these 100 days, there is a hope to see their commitment reflected in their upcoming endeavours.



CHANNELS IN FOCUS



CHAPTER 2

CONTENT ANALYSIS

2.1 MONITORING CONTENT

Once the channels to be monitored, the time band and several other aspects of the programmes were finalised, CMS set up a state-of-art monitoring mechanism. Its researchers viewed and recorded the content between 07:00 pm and 11:00 pm, through all the 100 days from September 1 to December 11, 2010.

A dependable monitoring mechanism and dedicated independent system was put in place for each of the 18 channels. All digital recordings captured were scanned by the researchers and then analysed for their format, category, content, duration and other such variables. Based

on the above parameters, a synopsis was made for each item in each category for the 100 days. Such an analysis was made for all the 531 items telecast during the 100 days on girl-child issues.

The programmes were then classified into the following six categories:

- 1. News items:** These are part of news bulletins telecast between 07:00 pm - 11:00 pm as news items. The subject of the news item is important as it specifies the issue and places it in context as part of a public agenda.
- 2. Public service message:** Referred to as promos or spots,

these short-duration messages are telecast between the 7.00pm-11.00pm main programmes. These are in different forms such as slogans, an animation, musical tunes and provoking visuals etc.

3. Interactive programmes: These involve studio discussions with subject specialists and opinion leaders and are, in some cases, supported by field recordings. Mostly live, on one or other themes of the girl child, these could be by way of phone-ins, participative, question-answer type programmes.

4. Documentaries: These are more of case studies on one or other aspects of the girl child, based on real instances and authentic data. Documentaries have more of field-based reporting on case instances.

5. Short film: This falls in the category of fiction. It explains a phenomenon, involving a girl child. Such productions, of over 20 - 30 minute's duration, have repeat value.

6. Serials: These are series of sequential episodes, telecast on related issues or dimensions of a theme and in this case, the girl child. Serials are the most popular content of television channels, particularly non-news channels including those in Telugu.

Each of these content categories requires channels to make efforts of a different extent and nature. For example, making documentaries, short films and serials require a script and pre-planning, both for production and telecast. Public service promos, as also interactive programmes, ask for considerable effort of another kind. These categories of programmes indicate the kind of interest and seriousness channels have put in for the sake of the girl child, and participate in this unique UNICEF first-ever-anywhere experiment.

While news items are repeated in news bulletins within a couple of days, others, particularly documentaries, short films and public service message spots, are repeated over a longer period.

2.2 CHANNELS' EFFORTS

Among the 18 identified channels, 12 news channels and 3 non-news channels telecast one or the other programme on the girl child between September 1 and December 11, 2010. However, the other three entertainment channels (Gemini, Zee Telugu and MAA TV) did not telecast any programme on gender issues between 07:00 pm and 11:00 pm during the monitoring period. Their content was dominated by serials, reality shows, feature films and film-based programmes. Perhaps, the programme component

of these channels was decided much earlier and longer lead time was required for planning any content other than the scheduled. Also, these channels are part of a national network and were airing translated versions of certain serials.

As such, though CMS scanned the entire 7200 hours recordings of all the 18 channels, only 6,000 hours of 15 channels who participated in the campaign were considered for this analysis.

Table 2.1 Content Monitoring Summary

News channels	2428.55 (time in minutes)
Entertainment channels & Vanitha TV	2815.25 (time in minutes)
Total duration of content analysis	5244.20 (time in minutes)
Total hours of recording	6,000 hours
Percentage of content time on girl-child issues	1.46%

During the 100 days of content monitoring, the total telecast time devoted by the 15 channels was about 5,244 minutes (87 hours 40 minutes). This works out to 1.46% of the total telecast time of the channels during the monitoring period. Going by CMS experience, never before in India have channels devoted so much telecast time on one social development theme. Nor was so much programming effort put into any social issue earlier, as seen in this case, in such a short period and during prime time of 07:00 pm to 11:00 pm.

As such, though CMS scanned the entire 7200 hours recordings of all the 18 channels, only 6,000 hours of 15 channels who participated in the campaign were considered for this analysis.

2.3 COVERAGE ON GIRL CHILD ISSUES

Channels put out programmes as part of news coverage, news-based programmes such as discussions, public service promos, short films and serials. The tables in the annexure provide channel-wise coverage of programmes and duration devoted on the girl child issues. In total, 531 programmes in various formats, for a duration of 5244

minutes 20 seconds were telecast by the 15 channels during the 100-days campaign. While 12 news channels devoted 2428 minutes 55 seconds for telecasting 454 programmes, three non-news channels telecast 77 programmes for 2815 minutes 25 seconds.

Table 2.2 Total Coverage on Girl Child Issues

Total Programmes	531
Total Duration (in minutes)	5244.20 (in hours 87 hours 24 minutes 20 seconds)

Four channels put out 231 programmes, with TV5 airing the highest number of programmes - 63, followed by HM TV and Vanitha with 57 programmes and ABN Andhra Jyothy with 54 programmes. Other channels also contributed well, with the exception of ETV. The channel had only 6 news items with a total duration of just 3 minutes 41 seconds. Perhaps, ETV assumed its news Channel ETV2 was taking care of the girl-child issues. Other channels including I News, Gemini News, Zee 24-Gantalu and Studio N put out more than 30 programmes during the monitoring period. Though Sakshi channel had aired 29 programmes, its telecast time was lowest - 96 minutes 22 seconds only. The channel's attention was totally drawn to the tour of its Chairman Jaganmohan Reddy in coastal districts.

Duration wise, Vanitha topped with about 2,292 minutes of telecast time. This was because the channel is dedicated for women. They repeated the 17 promos about 800 times during the campaign period. From Doordarshan Saptagiri,

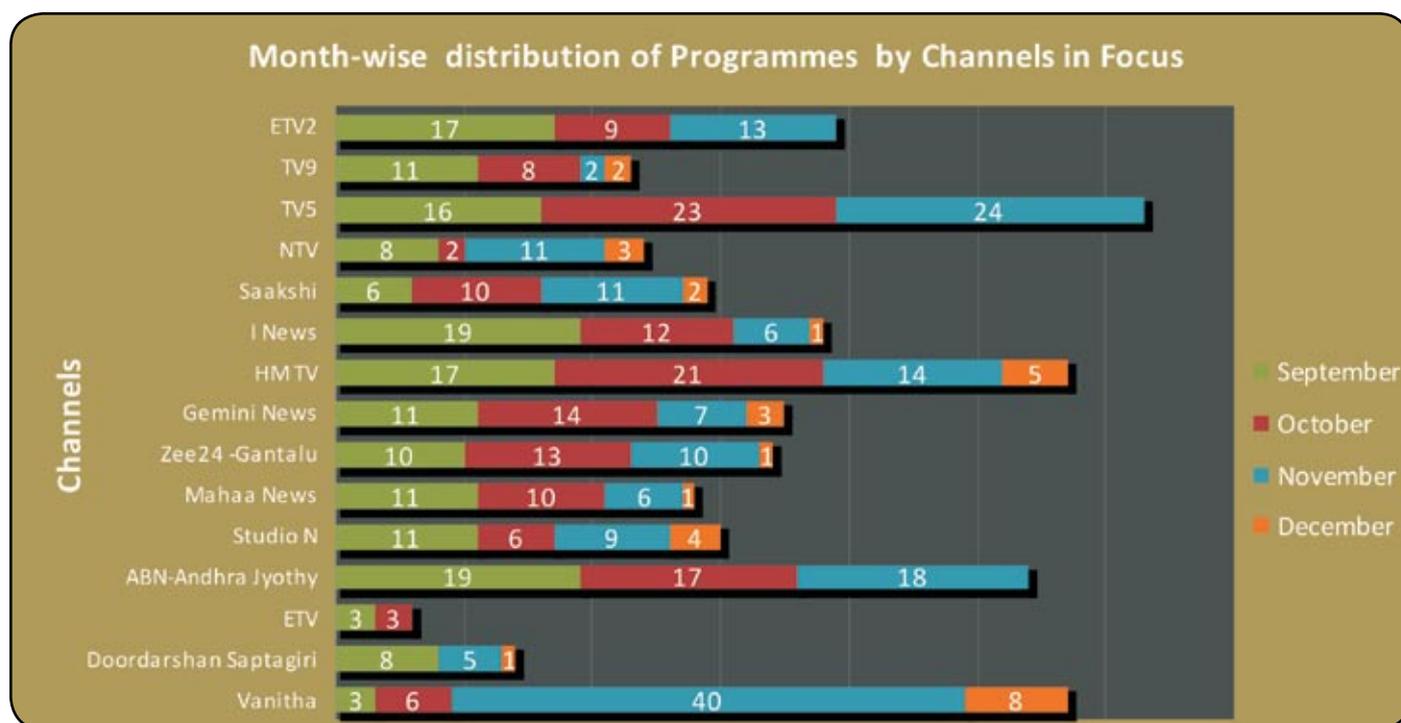
though there were only 14 programmes, it devoted 519 minutes telecast time with 7 short films and a 13-episode serial. In case of TV5, though it topped in the number of programmes on the issue, the telecast time was less than HM TV and ABN Andhra Jyothy as it telecast more number of news items with duration of 3 to 4 minutes only. HM TV, which telecast news items, documentaries, promos and interactive programmes devoted 396 minutes 13 seconds.

2.3.1 Coverage Trend

Though no lead time was given to the channels to gear up, plan, produce and schedule programmes on issues related to the girl child, the channels did an impressive job of coming up with relevant programmes within a fortnight.

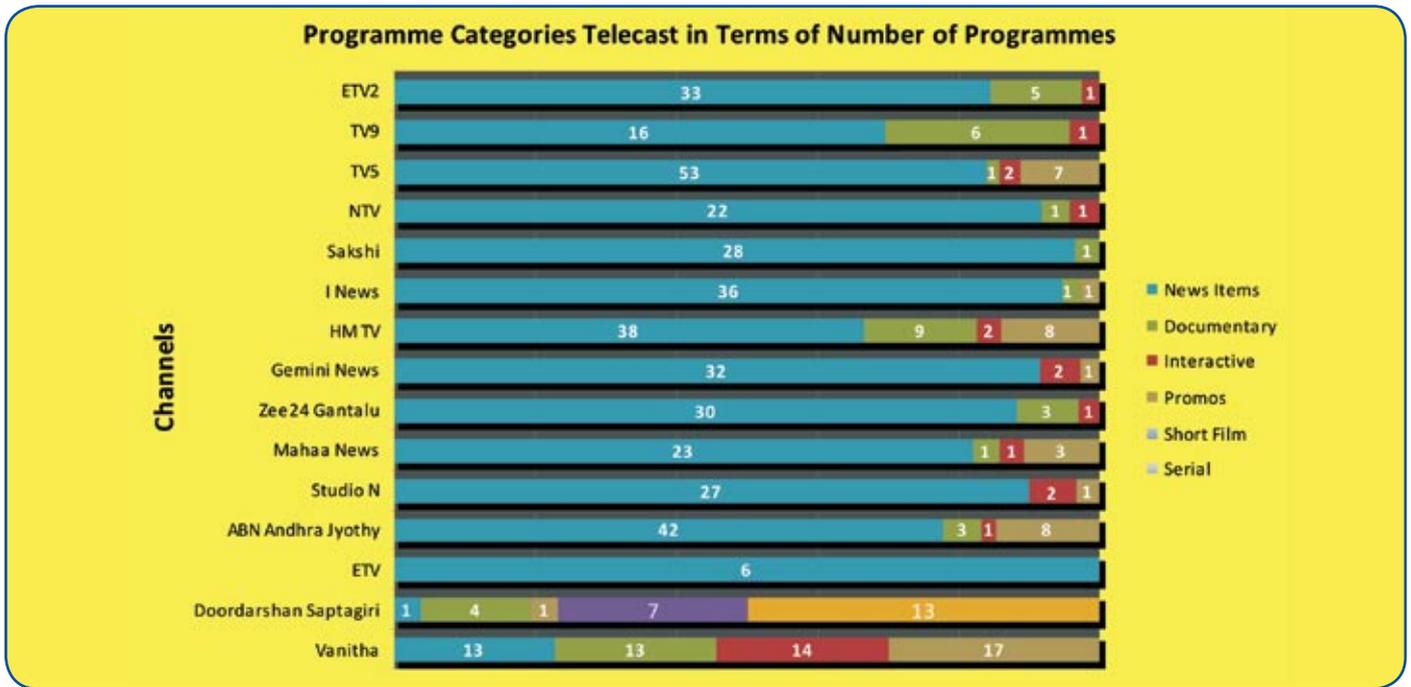
In September 2009, most of the channels telecast more items than in the subsequent months. The torturing of a five-year-old girl, Nartana, dominated news in the month of September. Channels widely covered the incident and followed it up, both in news and news-based programmes, till she recovered completely. In the subsequent months, channels concentrated on producing documentaries and organising interactive programmes on girl-child issues, telecasting related promos and repeating them. However, news channels with wider viewership in the state aired their programmes on the girl child somewhat uniformly between the three months of September, October and November 2009. (please refer to Table # 3 in the annexure)

Figure: 2.1



Source: CMS Media Lab, Hyderabad

Figure: 2.2



Source: CMS Media Lab, Hyderabad

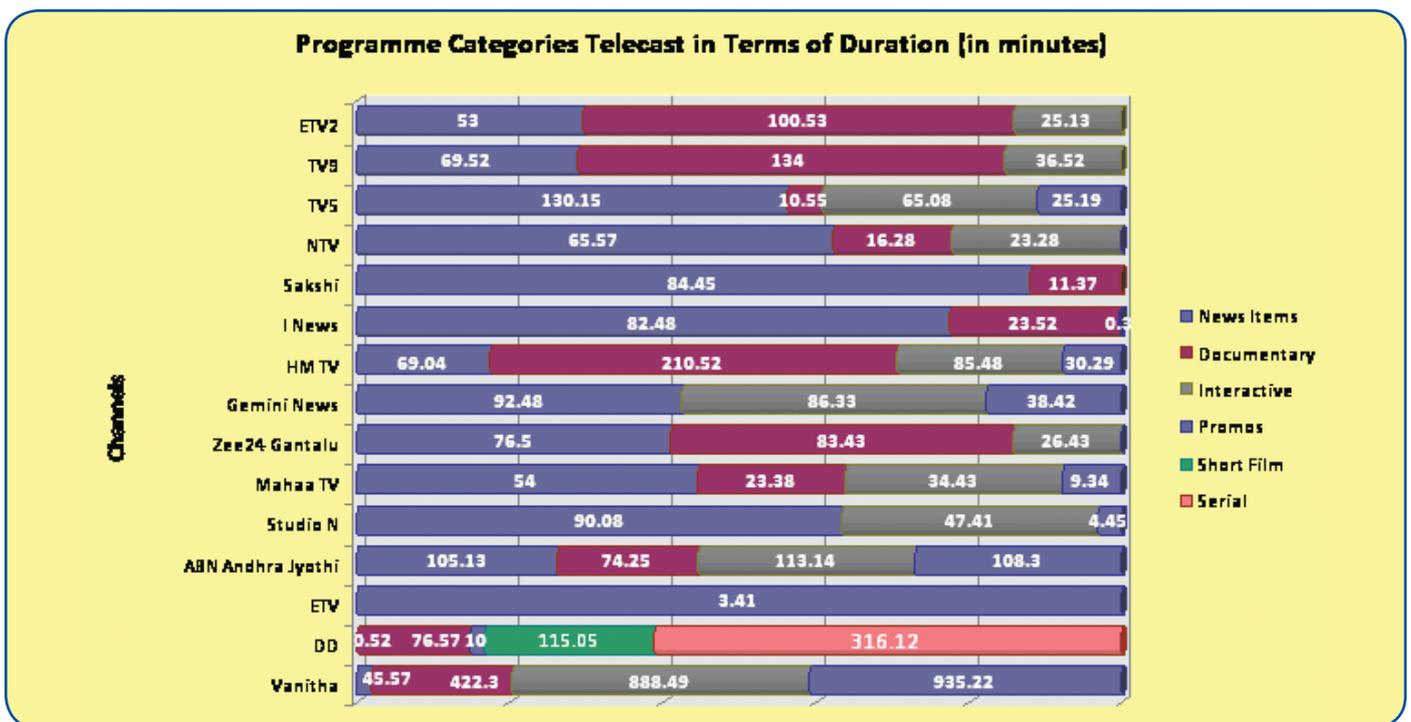
Doordarshan Saptagiri telecast 8 of its programmes, including 6 short films and one serial in September, and the remaining in November. Vanitha channel, subdued in September and October, returned to the issue with absolute focus in November with documentaries, discussions and promos. The channel also fully utilized the extended period of 11 days in December. Of the 57 programmes it contributed for girl child campaign, 48 were telecast in November and December; much time was also devoted by the channel. While the time allotted for girl child issues in the first two months was only 18 minutes 8 seconds, the

remaining 2,274 minutes 30 seconds came up in November, stretching up to December 11 – such was the channel’s enthusiasm to participate that it really stretched itself in the last lap.

2.3.2 News Coverage

Coverage in news bulletins of television channels help put an issue on the public agenda. Also, it forces people to think about the issue with gravity when it is repeated, again and again, particularly on prime time news. This

Figure: 2.3



Source: CMS Media Lab, Hyderabad

also has implications on highlighting issues for policy initiatives. Hence, the significance of the news bulletins covering the girl-child issues between 07:00 pm and 11:00 pm. It is commendable that channels had one or other issue of immediate occurrence covered two or three times a week, during the 100 days. These issues covered a wide range – from covering the torturing of the girl, Nartana, to showing the fate of an abandoned girl child. Coverage also came, significantly, from different parts of the state.

A total number of 400 news items related to the girl child and her concerns were telecast by the channels. TV5 aired a maximum number of 53 news items followed by 42 of ABN Andhra Jyothy and 38 of HM TV. The channels ETV 2, I News, Zee 24-Gantalu, Studio N, Sakshi also telecast more number of news items than the remaining other channels.

Eighty one news items were related to the six identified issues. (Pl see table 6 in annexure). Incidence of foeticide was the subject covered most by channels followed by early marriages, predominant in Mahaboobnagar district. Girl child labour, girl education, trafficking were also covered in the news. TV5 gave maximum coverage to the six issues with 16 news items, followed by Gemini New 11 and HM TV10. ABN Andhra Jyothy and NTV and Studio N also dealt with the issues in their bulletins.

The Nartana Issue dominated news bulletins in the month of September. A five-year-old girl, Nartana, was tortured by her mother along with her concubine at Venkatachalam, Nellore district. Alerted by the neighbours, police arrested the child's mother and her paramour and shifted the critically injured Nartana to Chennai for treatment, with the help of voluntary agencies. The fully-recovered girl was brought back to Nellore. Her care and rehabilitation was taken over by the Child Welfare Department. This typical issue was extensively covered both in print and electronic media. Channels covered the issue for ten days with field reporting, phone-ins, interviews etc. It all ended well for the girl and the credit also goes to media for highlighting the girl's case. The Nartana issue notched up 57 items, with total duration of about 242 minutes in the various channels.

TV5 gave maximum coverage to the girl child in their bulletins, with 53 news items. News relating to infant and maternity mortality was covered in TV5. Gemini News and TV5 dominated coverage of incidents related to foeticide and early marriages in their bulletins.

Majority of the news items (262) appeared in channels on girl child were related to the plight of the girl child. Among the different kinds of issues covered by the channels were

physical and sexual harassment, atrocities, sale of the girl child, kidnap, rape, abandoning of infants, killings, dowry, discrimination etc. News related to these incidents in rural areas alerted the channels and prompted coverage. TV5, ABN Andhra Jyothy, Sakshi, I News, ETV 2, Zee 24-Gantalu and HM TV covered sale of girls in Anantapur, Chittoor, Nalgonda and Ranga Reddy districts. Abandoning of baby girls in Visakhapatnam, Chittoor and Hyderabad were covered by ABN Andhra Jyothy, I News, Sakshi and TV9 in a number of bulletins. Demand for more dowry by the husband after the wife gave birth to a second girl child in Visakhapatnam district was another story covered by many channels. Attack on a girl Tapaswini in Chittoor district, who later succumbed to her injuries, was also widely covered in the news.

Apart from reporting news related to the girl child across the state, channels made special efforts; investigative stories were telecast on the problems of girls. TV9 news stories on the struggle of HIV-infected girls in getting school admissions, TV5's story on a doctor openly encouraging abortions in Chittoor district, Gemini TV's coverage on problems faced by girls in schools, a joint operation by HM TV and MV foundation to liberate girls from domestic labour in Mahaboobnagar district, ABN Andhra Jyothy's story on street children and child labour in Vizainagaram district, abandoning of girls in Nalgonda district, the success story of an orphaned girl in West Godavari district by Sakshi channel, a daughter performing last rites in Guntur district by Zee 24-Gantalu, sale of girls in tribal areas by MAHAA News, rehabilitation of sexually-abused girls by ETV 2, lack of facilities in government girls residential schools in Nalgonda district by NTV were some of the remarkable stories in news bulletins. However, the over enthusiasm of field reporters and anchors in reporting atrocities and harassment was evident in some cases, as also was the attempt to sensationalise the cases.

However, it is startling that during the 100 days certain critical aspects of the girl child such as high infant and maternal mortality, girl trafficking and girl education (or dropouts) were hardly covered. This could perhaps be as these aspects require certain analysis and cooperation of civil society organizations as well public or government agencies. Even the issue of girl-child labour practice had not been highlighted much during the period except by HM TV and TV5.

2.3.3 Documentary Programmes

Documentaries are reflection of realities. Backed by thorough research, powerful script, impressive narration and high production values, they can draw the attention



2.3.4 Interactive Programmes

Interactive programmes on social development issues go a long way in creating favourable opinions. They also help motivate concerned public and sustain campaigns. However, such programmes require advance planning and more elaborate preparations by way of involving experts and/or opinion leaders, networking facilities such as a phone-in and live telecast. That could be the reason why only 28 interactive programmes were telecast on the girl child during the short period of 100 days, almost half of them by Vanitha channel. TV5, HM TV, Gemini News and Studio N did two programmes each.

Studio N, TV9 and NTV telecast live discussions on the Nartana, issue, interlinking it with other girl child problems. ABN Andhra Jyothy's interactive programme was based on two topical issues – Nartana and another case of dowry harassment by the husband. TV5's interactive programme focused on girls working in circus companies. HM TV telecast a 75 minutes live discussion 'Ada Pilla' on Children's Day, covering all issues related to the girl child and involved representatives of civil society groups and government agencies. MAHAA News's discussion was on atrocities on the girl child, ETV 2 on child rights. The Gemini News programme was on rehabilitation of girls rescued from brothel houses and Studio N's on the Jogini system. Vanitha channel telecast 14 interactive programmes on girl child education, girl child health, girl child labour, girl child rights, female foeticide, early marriage, kidnapping and sale of girl child and on trafficking. It also telecast a discussion on government schemes related to the girl child and another one on the subject, 'Daughter or son, both are equal'. HM TV and I news did interactive programmes of over 40 minutes duration each. Andhra Jyothy channel brought out one programme for a more than one-hour slot.

Doordarshan, a veteran in live interactive programmes on a range of social development issues, did not show any such programme during the 100 days between 7.00pm-11.00pm. The national channel's programme schedule provides for such interactive programmes only in their morning transmission. Even ETV did not telecast any interactive programme during the period under monitoring.

This analysis brings out the need for certain support services such as data related to the theme, authentic information, availability of experts on the subject that news media require to produce more effective interactive programmes on different themes related to the girl child. This aspect needs to be addressed in the next round of experiment. Ideally, a post-telecast evaluation survey among viewers should have been a vital component of this

of viewers towards critical issues and influence them. A total number of 48 documentaries on girl-child issues, with duration of 1189 minutes 50 seconds were produced for this 100-day campaign. With the exception of three channels, the remaining 12 channels produced documentaries especially for the second initiative of UNICEF. Vanitha channel produced a maximum number of 13 documentaries followed by 9 from HM TV. TV9, ETV, Saptagiri and ABN Andhra Jyothy together telecast 18 and TV5, NTV and MAHAA News contributed one documentary each.

Channels produced 21 documentaries on the six issues while 23 documentaries covered other issues such as increase in crime against girls, Jogini system, gender discrimination and kidnappings. Zee 24-Gantalu telecast a documentary on early puberty and nutrition deficiency was the subject for a documentary by Vanitha. HM TV produced an impressive documentary on street children. Documentaries on girls working in the cashew industry, cotton fields, early marriage, female foeticide, girls in juvenile homes, discrimination were impressively covered in the productions. Two documentaries on girl trafficking by TV9 and Vanitha dealt with the problem in detail; Zee 24-Gantalu also telecast a documentary on maternal mortality. ETV 2 and Vanitha produced documentaries on girl education. Efforts by channels in providing authentic data, effective visuals and a convincing narration were visible in the documentaries.

experiment. The survey would have revealed the efficacy of such programmes in generating awareness on the girl child.

2.3.5 Public Service Messages (Promos)

A remarkable effort by channels in the second UNICEF Awards was in creating a big impact via short messages – the public service message or promos. Their creativity, coverage and telecast at regular intervals during prime time were all commendable. Nine channels produced 47 promos and telecast them for duration of 1163 minutes 11 seconds in the 100 days campaign. The promos covered girl child issues such as foeticide, early marriage, education, labour and also promoted the dignity of girls.

Vanitha produced 17 promos and telecast them, repeatedly, 581 times from November 2 to December 11, devoting about 935 minutes of its prime time. ABN Andhra Jyothy, HM TV and TV5 did fairly good with 7 to 8 promos. What is also important is that these channels repeated the promos, not only between 07:00 pm and 11:00 pm, but also during other time bands.

Vanitha produced 5 promos on education, 4 on foeticide and one each on early marriages and trafficking. Another of its promo dealt with gender equality. HM TV's three promos concentrated on education of girls. The other promos of HM TV were: early marriage and trafficking and gender discrimination. HM TV devoted 30 minutes for its promos. ABN Andhra Jyothy devoted 108 minutes 30 seconds for telecasting promos on the girl child. Of the 8 promos of ABN Andhra Jyothy, 2 were on foeticide

and one each was on early marriage and girl child education. The other 4 promos were – “Save Girl Child, Why Discriminate Against Girls?” and “Respect Girl As Tomorrow’s Mother”. ABN Andhra Jyothy repeated the promos 165 times, at regular intervals.

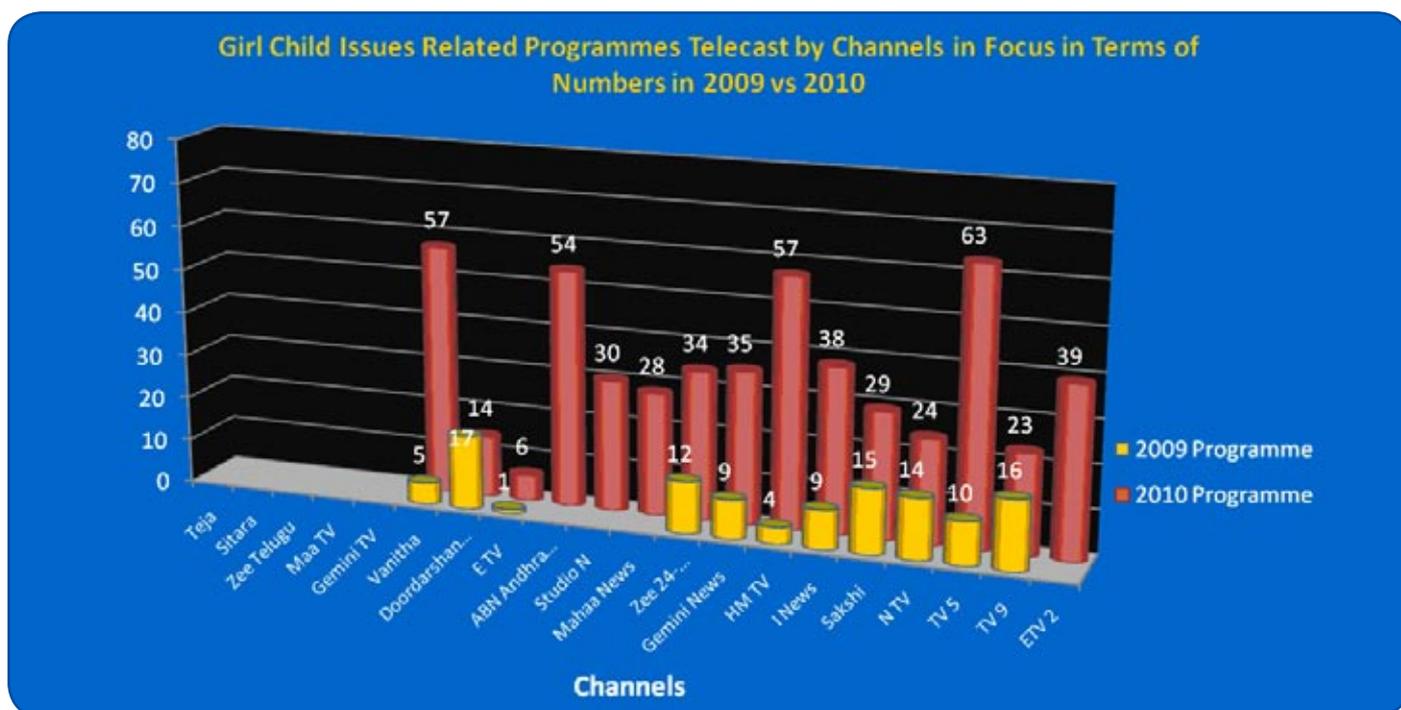
TV5 telecast 7 promos, repeating them 31 times for a duration of 25 minutes 19 seconds. Three of the promos were on education, two on early marriage and one on foeticide. Another of its promo was “Stop Child Porn”. MAHAA News produced 3 promos each on education, foeticide and against atrocities on girls. The telecast time of these three promos were 9 minutes 34 seconds only; one promo on education was repeated.

Studio N telecast one promo on foeticide and repeated it three times. I News also telecast one promo on foeticide. Doordarshan repeated 25 times its promo on foeticide, also telecast last year. Gemini News repeated 54 times its promo “Stop Atrocities On Girls”.

Most of the promos were of 7 seconds to 60 seconds duration, while two promos were of two-minute duration; one promo “Letter To The Mother From Foetus” was of 3 minutes duration. Of the 47 promos, 17 used animation, 15 were through images and 11 fiction-based. Two promos on foeticide used actual visuals.

ETV2, TV9, NTV, Sakshi and Zee 24-Gantalu did not produce any such promos and the reasons for not doing so also needs to be looked into. However, CMS Media Lab monitoring of news channels shows that even these channels do such public service messages on the girl

Figure: 2.4



Source: CMS Media Lab, Hyderabad

child during other time bands (not between 07:00 pm and 11:00 pm).

2.3.6 Short Films

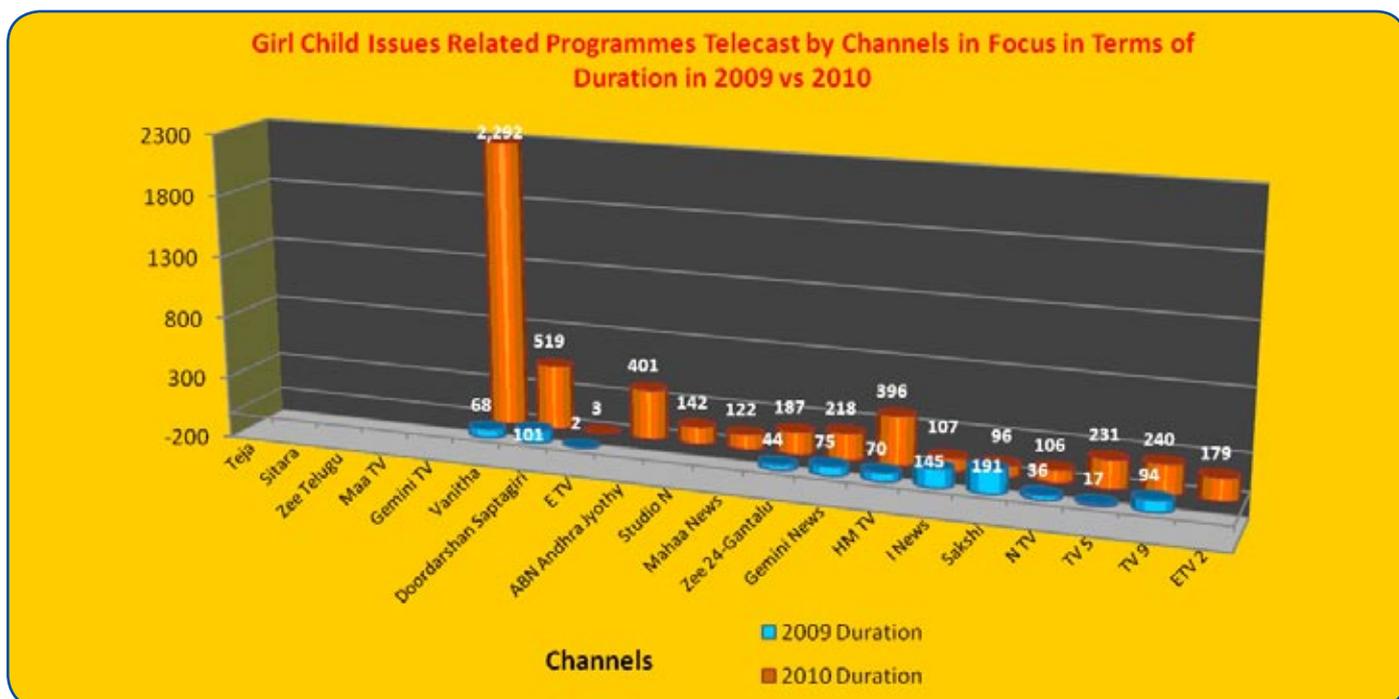
All the seven short films telecast were by Doordarshan Saptagiri Channel. Six of them were telecast in September and one in November. The six films telecast in September were between 07:30 pm and 08:00 pm and the film in November was at 08:30 pm. Three of the films were telecast last year also. The theme in all the seven short films was early marriage and the need to educate girls.

Saptagiri, as the public service broadcaster, produced a 13-episode serial, Nivedita, telecast from September 12 to September 27, 2010. Scripted by a well-known writer, the theme of this serial was discrimination and harassment of girls. It also highlighted the need for educating girls. Telecast between 07:30 pm and 08:00 pm, Doordarshan devoted 316 minutes of prime time for this serial.

2.4 CONCLUSION

This second initiative of UNICEF was impressive as compared to the 2010 initiative, both in quality and

Figure: 2.5



Source: CMS Media Lab, Hyderabad

2.3.7 Serials

Serials are the most popular format on television channels, including Telugu channels ETV, Zee Telugu, Gemini and MAA. Twenty-three serials revolving around family sentiments are currently being telecast in these channels between 07:00 pm and 11:00 pm, from Monday to Friday. Some of the serials have been running for the last three years. As the impact of serials has been found to be more effective, award for the most Gender-Sensitive Serial was introduced this year. CMS team met the Heads of MAA, Gemini and Zee Telugu and impressed upon them the need to weave girl child issues into the narrative of the serials. To highlight the urgency of such a need, script writers of some of the serials were also invited to the Media Consultation Work Shop. As time was short and programmes of entertainment channels had been planned well in advance, with the exception of Doordarshan Saptagiri, none of the four entertainment channels could telecast anything on gender sensitivity in their ongoing serials. Doordarshan

quantity. The monitoring period for the first experiment was only 70 days, for three hours between 07:00 pm and 10:00 pm. In this round, the monitoring period was extended up to 100 days and covered four hours between 07:00 pm and 11:00 pm.

Last year, the focus was on 17 channels; this year the number of channels was 18, up by 1. Three news channels – ABN Andhra Jyothy, Studio N and MAHAA News – were added this year. Two entertainment channels – Teja and Sitara – not included in 2010.

Against 112 items last year, 531 programmes on girl child were telecast this year, a heartening rise indeed. Coverage of issues was also wider this year, as all the channels telecast a variety of programmes on the issue. Thirty-five programmes on the six issues were produced last year. This year, an impressive 158 programmes were telecast. Of the total programming, 77 programmes were telecast on other issues last year, whereas, this year 373 programmes were telecast, including 61 on the Nartana incident.

Highlights of the Media Monitoring – 2009 Vs 2010

	2009	2010
News channels	675.17 (in minutes)	2428.55 (in minutes)
Entertainment channels & Vanitha TV	171.26 (in minutes)	2815.25 (in minutes)
Total duration	846.43 (in minutes)	5244.20 (in minutes)
Total no. of recording hours	3519 hours	6,000 hours
Percentage of time on girl child issues	0.40%	1.46%

In 2009, the channels devoted 0.40 per cent of prime time for telecasting girl child issues; in 2010, the channels spent 1.46% of their prime time – certainly, a commendable effort. Both news and non-news channels devoted more time this year to the issue, thus, responding well to the UNICEF initiative of sensitizing Telugu television channels on gender-sensitive issues.

This year, too, the three entertainment channels – Zee

Telugu, Gemini and MAA – did not turn out any programme on the issue of the girl child. Though the script writers for the serials telecast by these channels were present in the Media Consultation Workshop, the time left for them to focus and plan on girl child issues in their programmes was too short. This creates an area of concern as also the need for advance planning and separate efforts to bring entertainment channels into the fold of UNICEF initiative.







CHAPTER 3

SELECTION PROCESS

Monitoring and recording the coverage of a 100-day long campaign on a serious social issue of the girl child was an enormous task. Sitting over judgment on the recorded visual capsules, was, indeed, an even more enormous task for the Jury, comprising eminent personalities, from varied fields.

The Jury was headed by Dr V S Rama Devi, former Governor of Karnataka and Himachal Pradesh. She was the Chairperson of the 'Jury' for the inaugural UNICEF awards in 2010, too, along with another prominent woman writer, Dr C. Mrunalini, Telugu University.

These two wonderful and highly accomplished ladies

were retained in the six-member Jury for the 2011 Awards to ensure continuity and understanding in executing the task. The other members of the Jury were: Dr A Manjulatha, former Vice-Chancellor of Telugu University, Dr R A Padmanabha Rao, retired Deputy Director-General of Doordarshan, Dr Vinod Pavarala, Dean, S N School of Communications, University of Hyderabad and Mr G Vallishwar, Chief Editor of the state-run, Andhra Pradesh journal.

3.1 INTERACTION WITH STAKE HOLDERS

The Jury began its work with an interaction with UNICEF and CMS representatives. They acquainted themselves



with the methodology that was followed in the inaugural year. The channels to be considered, monitoring schedule and categories of awards, based on last year's experience, were finalised. Jury members also participated in the Media Consultation Workshop, where they had open dialogue with the channel representatives. Both the sides discussed the pros and cons of the problems of the girl child and debated how best the campaign could be handled. While appreciating the efforts made by the channels last year, in spite of several constraints, the Jury appealed for better cohesion this year – a more concerted and comprehensive effort to portray the issue in a much larger perspective. They assured the channels that the selection process would be objective and in tune with the set goals of UNICEF. The Jury urged them not to fall prey to “sensationalizing” news related to the girl child but to uphold her dignity.

3.2 SELECTION STRATEGY

After the monitoring of the channels had commenced, the Jury held a meeting at the CMS office, presided over by Dr Rama Devi, to evolve and finalise guidelines to be adhered to for the selection process. The vernacular media was considered to have a better and envious penetration than the national English channels into rural households; hence, their potential to create a greater impact. It was decided to formulate and implement fool-proof guidelines for the monitoring of the shows and selection of the winners.

After a threadbare discussion on the subject, the members unanimously evolved the following guidelines for the selection of gender-sensitive programmes for the 2011 UNICEF Awards:

- Entry should be strictly from recorded programmes telecast during prime time. (programmes telecast between 07:00 pm and 11:00 pm.)
- All programmes portraying the girl child in any form should be placed before the Jury for consideration,
- Entries entertained during 2010 awards were barred for consideration this year,
- The selection process shall be a three-tier process: (i) Primary scrutiny (for short-listing), (ii) Selection for 3 best nominations (from the short-listed) (iii) Final selection (for the decider).
- The entries which reflect the channels' genuine concern over gender bias, hard work and perceptible impact on viewers should be given due preference in the selection process.
- Entries that mirror the channels' initiative to identify and project new problems related to the girl child, existing problems with new perspective, or depict the issues in an improvised and logical manner, should be given due importance.
- Selection of entries for the awards should be based not only on the theme, but also language usage and sustainability of the presentation.

The Jury also visited the CMS Media Lab and acquainted themselves with the available recording facilities, the coding methodology, and preparation of synopsis. They expressed their satisfaction over the meticulous monitoring process being adopted and followed by the engaged personnel.

The Jury advised CMS to encourage all Telugu television channels to come up with programmes under different categories during the three-month monitoring period. The Jury, further, asked CMS to assemble all the entries recorded from the identified 18 channels under respective categories as announced by the UNICEF. They also decided to best utilize already developed monitoring tools in the final selections

It was also the Jury's decision to hold periodical review meetings to avoid any delay in the scrutinizing process. Accordingly, the Jury wanted CMS to scan all relevant entries and update them, from time-to-time, for screening and scrutiny.

3.3 ANALYSIS

The Jury had as many as 9 meetings and spent more than 27 hours for selecting the awardees. Of them, the first 6 meetings were devoted for short-listing from the entries screened, 2 for identifying the nominations and the final one for deciding the awardees.

In all, 531 programmes running, into about 5,200 minutes, were recorded by CMS for Jury's evaluation on the subject of the girl child, under different categories, from September 1, 2010 to December 11, 2010. The Jury, at its November 20 meeting, felt that the last date for monitoring and recording of entries may be extended up to the UNICEF Day – December 11, 2010 – thus, taking the total number of days for the girl child campaign to 100. The CMS responded positively to the suggestion and continued the monitoring process till the extended date. The channels were also informed about the extended deadline.

During its 6 sittings, the Jury viewed all the 531 programmes screened and short-listed 88 qualitative programmes under various categories for further evaluation. These included 26 documentaries, 7 interactive programmes, 18 promos, 33 news items (which included 11 topical issues). Three short films and 1 serial by Doordarshan were also short listed.

Out of the 88 shortlisted, 17 were HM TV programmes, 15 from Vanitha and 10 from ABN Andhra Jyothy. The remaining shortlisted programmes were: 8 each from TV9 and TV5; 6 each from Zee 24-Gantalu and Saptagiri; 4 from ETV2; 3 each from Sakshi, MAHAA News and I News; and 1 each from Studio N and NTV 2 and Gemini News. This

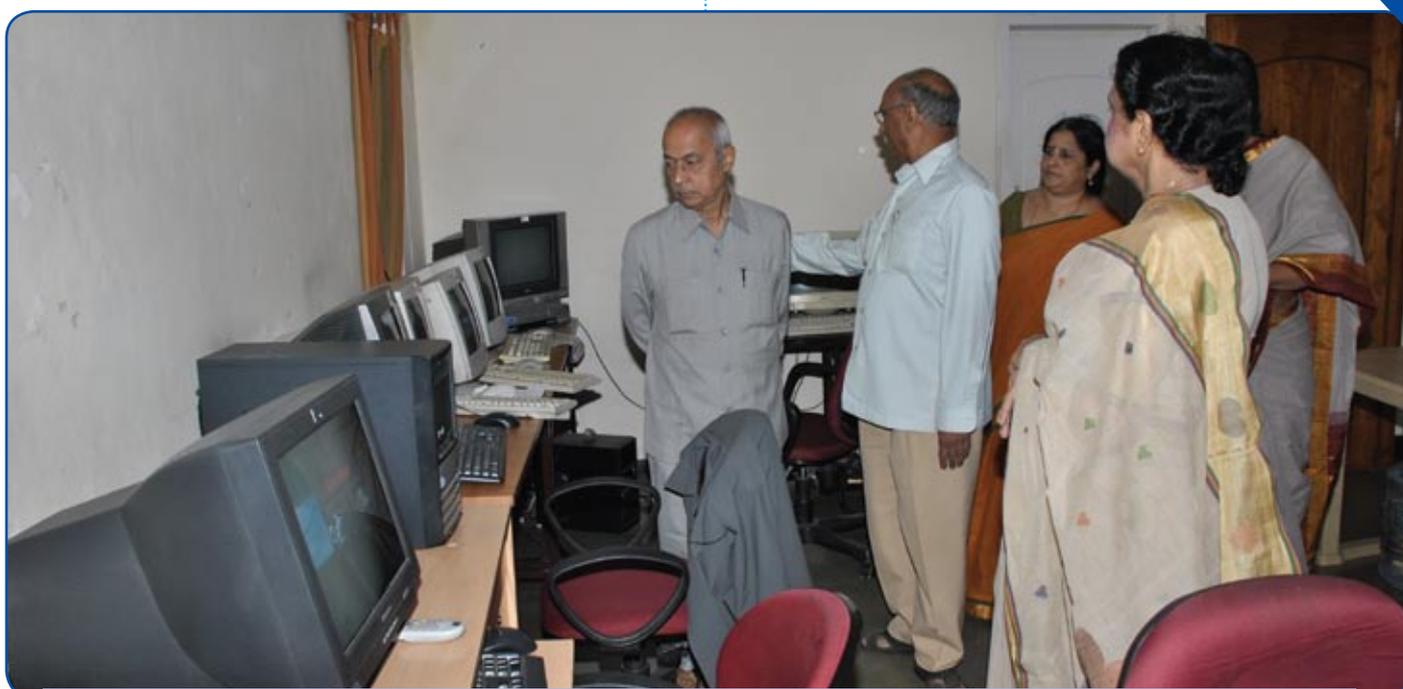
Table 1. Content Monitoring Summary

S. No	Programme Format	Total Programmes	Short-List Programmes
1	Documentaries	48	26
2	Interactive Programmes	28	07
3	Public Service Messages	47	18
4	Topical Issues	72	11
5	News Items	328	22
6	Short Films	07	03
7	Serial	01	01
TOTAL		531	88

analysis reveals that channels competed hard with each other in telecasting good programmes which stood in the preliminary scrutiny and reached the short list.

3.4 NOMINATIONS

By the first week of December, the preliminary scrutiny was over. Now began the second phase of the selection process by the Jury – filtering programmes from the short-list for nominations. While identifying the three shortlisted nominations, the Jury acknowledged the channels' substantial efforts in producing the programmes. They considered the clarity and quality of the visuals, its impact on viewers, the message it conveys – positive as well as negative. It also decided not to consider stray crime-related incidents as they were not likely to blend with the final concept of promoting the dignity of girl child.



Jury Members examining the nominations

Accordingly, three nominations each for documentary, interactive programmes, promos and topical issues were identified. In the reporting category, three nominations were selected from the short-listed news items. In the category of presenter, the Jury short-listed three

nominations from the interactive programmes as the anchor plays an important role in live discussions.

The nominations as follows:

Documentary	01	<ul style="list-style-type: none"> • TV5 - Baruvu Balyam on girl child labour. • HM TV - Endaro Poornammalu on child marriage. • HM TV - Kanneeti Kanti Papalu on street children.
Interactive Programme	02	<ul style="list-style-type: none"> • HM TV - Aada Pilla on six issues of girl child. • Zee 24-Gantalu - Ennallu Ilaa on foeticide. • TV5 - Minor Balikalatho Marana Mrudangam on pathetic conditions faced by minor girls in circus companies.
Promos	03	<ul style="list-style-type: none"> • TV5 - Talibottu Kakoodadu Kannitibottlu on child marriages. • HM TV - Aadapillalani Badiki Pampudam on girl child education. • ABN Andhra Jyothy - Vision 2020 on dwindling sex ratio.
Well-Researched Programme	04	<ul style="list-style-type: none"> • TV9 - Sweetness Of Motherhood on alarming gap in sex ratio. • Studio N - Jogini system. • Vanitha - Kante Kooturne Kanali on gender equality.
Topical issue	05	<ul style="list-style-type: none"> • TV9 - Kapadu Kundam on Nartana issue. • Sakshi - Nartana Recovered. • NTV - Chitti Talli Kshemam on Nartana issue.
Reporting	06	<ul style="list-style-type: none"> • Gemini News - Kanya Sulkam on purchase of minor brides. • Sakshi - Nenevari Sontham on the abandoned infant. • TV9 - Back to school on Discrimination against HIV-inflicted girls in education.
Presenter	07	<ul style="list-style-type: none"> • Anchor Kiran for Mahapapam on foeticide - HM TV. • Anchor Priya for Aada Pillala Ammakam on sale of the girl child - Sakshi TV. • Anchor Soujanya for Avamanava Sambandhalu on crime against girls - MAHAA News.
Short Film	08	<ul style="list-style-type: none"> • Doordarshan Saptagiri - Bala Bharati, Sanghavi and Mabbu Tera, all three on early marriages
Serial	09	<ul style="list-style-type: none"> • Doordarshan Saptagiri - Nivedita, a 13-episode serial on discrimination towards girl child.

3.5 FINAL AWARDEES

For the final selection, the Jury zeroed in on the 3 best nominations under each award category, with the help of monitoring tools. Each nomination was examined meticulously. Individual opinion of each Jury member was elicited by the Chairperson, before finalizing the award-winning entry.

In the “serials category, there was a lone entry from Doordarshan titled ‘Nivedita.’ Similarly, in the short-film category, too, there were as many as seven films telecast by Doordarshan. But, the Jury members were of the opinion that only one award be given to Doordarshan for its efforts. They reasoned that two separate awards could not be considered or recommended to Doordarshan under the two categories as no other channel had produced either a serial or short-film during the prime time of the monitoring period. In the absence of any such competition, it would be unfair for Doordarshan to become the winner of two separate awards under two categories by default, the Jury felt.

While deciding on the nomination rankings, done with the help of the monitoring tools, the Jury found that some programmes deserved special appreciation. Accordingly, the Jury recommended three more awards:

- Award for Motivating Story
- Award for Highlighting Dormant Issue, and
- Special award of appreciation for the Most Heart-Rending Promo.

1. Jury Award for Motivating Story	ETV2	
2. Jury Award for Highlighting Dormant Issue	Zee 24-Gantalu	
3. Jury Special Appreciation Award	Vanitha	

3.6 JURY’S OPINION

UNICEF’s unique initiative to sensitize the powerful visual media television to raise awareness on a subject as serious and critical as the “girl child” is commendable. UNICEF’s objective was accomplished, thanks to the encouraging

S. No	Award Category	Award Winner	
1	Award for Documentary	Kanneeti Kanti Paapalu –HM TV	
2	Award for Public Service Campaign	Vision 2020 – ABN Andhra Jyothy	
3	Award for Interactive Programme	Minor Baalikalato Marana Mrudangam – TV5	
4	Award for Well-Researched Programme	Kante Kuturne Kanaali – Vanitha	
5	Award for Topical Issue	Chitti Thalli Kshemam – Nartana Issue – NTV	
6	Award for Reporting	HIV Baalikalapatla Vivaksha - TV9	
7	Award for Presenter	Soujanya (Avamanava Sambandhaalu) – MA HAA News	
8	Award for Serial and Short film	Nivedita & Sanghavi Saahasam - Doordarshan Sapthagiri	
9	Award for Most Gender-Sensitive Channel	HM TV	



UNICEF Awards 2011 Jury Meeting

response from the channels. UNICEF should make the campaign an annual feature as it implants a sense of responsibility among television channel producers on a terrible societal evil – abuse of the girl child.

As the 'script' of any programme plays a vital role in conveying the message effectively, the Jury felt that a separate award may be created for the "Best Script writer(s)", from the next edition.

It is also felt that channels ought to be given sufficient time-frame for conceptualizing programmes on this subject. Adequate time would also result in more number of channels participating in the campaign and hence, the awards, uniquely designed to promote social responsibility. Such a need was felt due to the poor response from the channels in the newly-introduced category of "Serials". The serials run by the channels have a huge viewer-ship. If sufficient time is provided to the channels, they are likely to participate with greater enthusiasm and weave in the "girl-child issues" in their serials, thus ensuring wider reach for a pertinent issue.

A number of entries under public service campaign - promos were produced with immense effort and creativity. Such entries, because of their brevity, could be viewed by a large number of viewers and were effective in creating a long-term impact on viewers. Hence, it is considered desirable to telecast some selected promos throughout the year. A consistent telecast on gender discrimination would result in the subject resonating in the public consciousness for a longer time. The desired result of heightened public awareness, would thus, be achieved. If necessary, UNICEF may consider sponsoring these spots either directly or through some other agency.

In their own words:

As it is the plight of children, in general, has been very bad in the country; the girl child's even worse. Many facets of the girl child's life are yet to be treated as serious issues by the public and the authorities. Hence, it is necessary that they be portrayed with all concern by the channels, which have great impact on the society, at large.

- Dr V S Rama Devi

Few channels have not taken up the cause seriously. We have to find ways to motivate them, in future.

- Dr A Manjulatha

The Jury was able to work with great freedom and did its job without any bias in fair selection.

- Dr Padmanabha Rao

This year, the channels were more committed, more innovative and more focused. The awards should be categorized based on subjects instead of programmes.

- Dr Mrunalini

The quantum of television coverage given to the girl child, since the announcement of awards, speaks for the success of the initiative

- Dr Vinod Pavarala

Awards 2011 has proved that television channels could champion social causes such as gender bias, provided enough encouragement and motivation was extended.

- Vallishwar



CHAPTER 4

SUMMARY & SUGGESTIONS

Once the entire process of monitoring, analyzing, nominating and selecting the winners was over, certain key observations emerged from the entire exercise. The observations underscore the positives and negatives, and deserve close attention.

They are as follows:

- This unique experiment of UNICEF to sensitize the Telugu television channels on the girl-child issue through awards has demolished a myth – that channels are unconcerned over basic issues of the society and are governed only by TRPs. It has proved that, if given an opportunity, television channels can responsibly shift their focus to issues of greater public

concern rather than air just commercially-viable programmes.

- The sustained campaign was spread over 100 days on a single issue. Such an event remains unprecedented and unheard of, especially for television channels. Telugu television channels demonstrated their unstinted commitment and dedication to highlight the ‘social evil’ identified by UNICEF. Channels responded well, devoting about 1.46 per cent of their prime time for the girl child-related issues. More than 530 programmes of about 87 hours related to the girl child were telecast during the 100 days. Television channels proved their commitment, not by mere numbers, but also by their effective and qualitative production.

- Channels covered all girl-child issues and made use of all formats of telecast. While, channels displayed greater interest in issues such as early marriage, foeticide, trafficking, girl child labour, girl child education, some other important issues such as girl child health, maternal and infant mortality did not draw much of their attention. Though infant mortality is alarming in rural areas, the media ostensibly missed this aspect. A special effort is needed to encourage television channels to concentrate on this important issue.
- The sincerity of the channels and their societal concern were reflected in the special programmes they produced. There were 48 documentaries and 28 interactive programmes, focusing on various issues related to the girl child. This effort, by any yardstick, far exceeded expectations. The documentaries were well-planned with effective visuals, a gripping script and lucid narration. The messages communicated to the public were extremely convincing. This is evident in as many as 26 documentaries that drew the attention of the jury and were short-listed on their effectiveness.
- Interactive programmes or live discussions need inputs on the concerned subject and experts to analyse the issue, with appropriate support from field reporters. The kind of support available to channels is limited. A data bank, frequently updated along with information related to subject experts, may be made available to channels to add meat to their interactive programmes and up its impact.
- A remarkable effort in the second UNICEF Awards was how channels utilized the opportunities available through short public service messages – promos. While there was only one such promo in 2010, there were as many as 47 this time around – more innovative, more thought-provoking and well-designed. These promos, telecast about 800 times, spanned over 1400 minutes and covered issues ranging from foeticide to early marriage to education to labour to trafficking and promoting the dignity of the girl child. All of them have been exemplary, and deserve appreciation; more so, as channels devoted their valuable prime time, which otherwise could have been used for commercial advertisements. UNICEF may consider obtaining some of the best promos from the channels and arrange a wider screening of them through mass media.
- Such sensitive issues need a lot of motivation and understanding to be dealt with appropriately. CMS took this initiative by providing inputs on various issues to the channel programmers. Apart from providing information related to the girl child periodically, CMS team met the channel programmers

at frequent intervals and discussed with them the kind of programmes they could plan. One or two media consultation workshops during such a prolonged campaign will have a multiplying effect. The workshops ought to be more exhaustive and deal with all aspects of the girl child, including effective presentation of the issue.

- Channels are now more conscious about the UNICEF awards, its prestige and the merit in being associated with such an event. Hence, greater effort was visible this year in producing programmes which would bag the UNICEF awards. Once, it would have been simply unthinkable to believe channels could telecast a live discussion on the issue of the girl child in the 07:00 pm and 09:00 pm slot. But, one channel did exactly that on November 14, Children's Day. An open house discussion, with live inputs from different parts of the state, was organized by the channel, focusing primarily on the six core issues identified by UNICEF. Significantly, channels have shown restraint in presenting stories related to the girl child, without resorting to sensationalism. They have tried to convey a positive message, obviously aware that their telecasts were being monitored for the UNICEF awards.
- Of the 18 channels which participated, only three entertainment channels – Gemini, Zee Telugu and Maa – did not telecast any programme during the 100-day campaign. Their limitations are understandable. Their prime time programme content is dominated by serials, reality shows, films and film-based programmes, most of which are sponsored shows. As viewership remains highest for entertainment channels, it is imperative to rope them in for this sort of exercise. For this, a different intervening campaign is to be evolved, giving them longer lead time for planning and producing programmes on social issues. A separate workshop for the programmers and script writers to urge them to work upon social issues such as that of the girl child will enable them to promote the cause more decisively.
- Award categories also need a relook. As the script-writer plays a pivotal role in shaping the show, a separate award may be instituted, in future, for the script and the script writer. Similarly, the award for 'presenter' may be omitted as his or her role is nominal. Instead of presenting awards on the basis of the programme format, the cause would be served better if the awards are specific to the subject. This would help channel programmers to pick up a variety of themes instead of focusing on just one or two issues. The relative merits of channels in their production could also be judged.
- A 100-day campaign for the cause of girl child is not the be all and end all to serve the cause. Gender

discrimination is as old as humanity, and one cannot expect attitudinal change in just a year or two. UNICEF made a good beginning last year, with the hope that encouraging channels to take up the cause would result in an enduring impact on the mindset of the people. Though the second attempt has been encouraging, gender-sensitive concerns by television

channels cannot be assessed or looked upon in a short-term perspective. To assess whether the UNICEF initiative has really made any impact on the channels and motivated them to bring an attitudinal change in the society via their programming, the campaign should be pursued for a minimum of five years, improving upon lessons learnt from year to year.



TABLES

Table 1. Content Monitoring Summary

News channels	2428.55 (time in minutes)
Entertainment channels & Vanitha TV	2815.25 (time in minutes)
Total duration of content analysis	5244.20 (time in minutes)
Total hours of recording	6,000 hours
Percentage of content time on girl-child issues	1.46%

Table 2: Total Coverage on Girl Child Issues

S. No.	Channel	Number of Programmes	Total Duration (in minutes)	S. No.	Channel	Number of Programmes	Total Duration (in minutes)
1	ETV2	39	179.46	9	Zee 24-Gantalu	34	187.16
2	TV9	23	240.44	10	Mahaa News	28	121.55
3	TV5	63	231.37	11	Studio N	30	142.34
4	NTV	24	105.53	12	ABN – Andhra Jyothy	54	401.22
5	Saakshi	29	96.22	13	ETV	06	03.41
6	I News	38	107.10	14	Saptagiri	14	519.06
7	HM TV	57	396.13	15	Vanitha	57	2292.38
8	Gemini News	35	218.03		TOTAL	531	5244mins 20secs

Duration of Content Monitoring – September 1 to December 11, 2010

Table 3: Programmes During the 3 Months

S. No.	Channel	September	October	November	December	Total
1	ETV2	17	09	13	NIL	39
2	TV9	11	08	02	02	23
3	TV5	16	23	24	NIL	63
4	NTV	08	02	11	03	24
5	Saakshi	06	10	11	02	29
6	I News	19	12	06	01	38
7	HM TV	17	21	14	05	57
8	Gemini News	11	14	07	03	35
9	Zee24 -Gantalu	10	13	10	01	34
10	Mahaa News	11	10	06	01	28
11	Studio N	11	06	09	04	30
12	ABN-Andhra Jyothy	19	17	18	NIL	54
13	ETV	03	03	Nil	NIL	06
14	Doordarshan Saptagiri	08	00	05	01	14
15	Vanitha	03	06	40	08	57
	Total	170	154	176	31	531

Table 4. Programme Categories (numbers)

Channel	News Items	Documentary	Interactive	Promos	Short Film	Serial	TOTAL
ETV2	33	05	01	NIL	NIL	NIL	39
TV9	16	06	01	NIL	NIL	NIL	23
TV5	53	01	02	07	NIL	NIL	63
NTV	22	01	01	NIL	NIL	NIL	24
Sakshi	28	01	NIL	NIL	NIL	NIL	29
I News	36	01	NIL	01	NIL	NIL	38
HM TV	38	09	02	08	NIL	NIL	57
Gemini News	32	NIL	02	01	NIL	NIL	35
Zee24 Gantalu	30	03	01	NIL	NIL	NIL	34
Mahaa News	23	01	01	03	NIL	NIL	28
Studio N	27	NIL	02	01	NIL	NIL	30
ABN Andhra Jyothy	42	03	01	08	NIL	NIL	54
ETV	06	NIL	NIL	NIL	NIL	NIL	06
Doordarshan Saptagiri	01	04	NIL	01	07	01(13 episodes)	14
Vanitha	13	13	14	17	NIL	NIL	57
TOTAL	400	48	28	47	07	01	531

Table 5. Programme Categories (Duration in minutes)

Channel	News Items	Documentary	Interactive	Promos	Short Film	Serial	TOTAL
ETV2	53	100.53	25.13	NIL	NIL	NIL	179.46
TV9	69.52	134.00	36.52	NIL	NIL	NIL	240.44
TV5	130.15	10.55	65.08	25.19	NIL	NIL	231.37
NTV	65.57	16.28	23.28	NIL	NIL	NIL	105.53
Sakshi	84.45	11.37	NIL	NIL	NIL	NIL	96.22
I News	82.48	23.52	NIL	0.30	NIL	NIL	107.10
HM TV	69.04	210.52	85.48	30.29	NIL	NIL	396.13
Gemini News	92.48	NIL	86.33	38.42	NIL	NIL	218.03
Zee24 Gantalu	76.50	83.43	26.43	NIL	NIL	NIL	187.16
Mahaa TV	54.00	23.38	34.43	9.34	NIL	NIL	121.55
Studio N	90.08	NIL	47.41	4.45	NIL	NIL	142.34
ABN Andhra Jyothy	105.13	74.25	113.14	108.30	NIL	NIL	401.22
ETV	3.41	NIL	NIL	NIL	NIL	NIL	3.41
DD	0.52	76.57	NIL	10.00	115.05	316.12	519.06
Vanitha	45.57	422.30	888.49	935.22	NIL	NIL	2292.38
TOTAL							5244.20

Table 6. News Items – Issue-Wise Duration (in minutes and seconds)

Channel	Early Marriage	Female Foeticide & Infanticide	High Infant & Maternal Mortality	Lower Education Attainment	Girl Child Trafficking	Girl Child Labour	Nartana	Other	TOTAL
ETV2	NIL	0.13	NIL	3.20	NIL	5.12	10.53	34.02	53.40
TV9	NIL	3.54	NIL	6.54	NIL	NIL	25.58	33.06	69.52
TV5	20.53	18.33	1.06	NIL	2.59	13.28	20.41	52.35	130.15
NTV	1.14	0.15	NIL	4.11	NIL	6.37	29.01	24.39	65.57
Sakshi	NIL	4.59	NIL	NIL	6.48	NIL	17.28	55.30	84.45
I News	3.15	4.23	NIL	NIL	NIL	0.13	26.35	48.22	82.48
HM TV	2.44	3.23	NIL	6.41	NIL	8.22	6.19	41.35	69.04
Gemini News	12.26	10.37	NIL	NIL	NIL	NIL	NIL	69.45	92.48
Zee24 Gantalu	13.10	9.54	NIL	NIL	NIL	NIL	16.37	37.09	76.50
Mahaa News	1.14	4.25	NIL	NIL	NIL	NIL	19.58	28.23	54.00
Studio N	1.10	5.34	NIL	NIL	1.53	4.27	42.25	34.39	90.08
ABN AJ	0.38	13.27	NIL	NIL	NIL	7.01	22.02	62.05	105.13
ETV	NIL	NIL	NIL	NIL	NIL	NIL	2.12	1.29	3.41
Doordarshan Saptagiri	NIL	NIL	NIL	0.52	NIL	NIL	NIL	NIL	0.52
Vanitha	7.03	NIL	NIL	NIL	NIL	NIL	1.56	36.58	45.57
TOTAL									1025.50

Table 7: Comparision 2009 vs 2010

Sl. No.	Channel Name	2009		2010	
		Programmes	Duration	Programmes	Duration
1	ETV 2	NIL	NIL	39	179.46
2	TV9	16	94.33	23	240.44
3	TV5	10	17.32	63	231.37
4	NTV	14	36.01	24	105.53
5	Sakshi	15	190.50	29	96.22
6	I News	9	145.44	38	107.10
7	HM TV	4	70.24	57	396.13
8	Gemini News	9	75.37	35	218.03
9	Zee 24-Gantalu	12	44.36	34	187.16
10	Mahaa News	-	-	28	121.55
11	Studio N	-	-	30	142.34
12	ABN Andhra Jyothy	-	-	54	401.34
13	ETV	1	2.16	06	3.41
14	Doordarshan Saptagiri	17	100.55	14	519.07
15	Vanitha	5	68.15	57	2292.38
16	Gemini TV	NIL	NIL	NIL	NIL
17	Maa TV	NIL	NIL	NIL	NIL
18	Zee Telugu	NIL	NIL	NIL	NIL
19	Sitara	NIL	NIL	-	-
20	Teja	NIL	NIL	-	-
	Total	112	846.43	531	5244.20



APPENDIX I

JURY REPORT

Dr V S Rama Devi

Chairperson of the Jury



Bias, on any basis, in any field is antithetical to human progress. Gender bias is a standing libel on human nature. So, each and every effort made towards obliterating this pernicious practice must be welcomed whole-heartedly. UNICEF Hyderabad embarked upon a new experiment last year

to sensitize television channels on gender bias through awards. Enthused by the response from the channels, it is

commendable that UNICEF has decided to continue the awards and make it an annual feature.

The organizers have identified five other members of eminence: Dr Avula Manjulatha, former Vice Chancellor of PS Telugu University; Dr R A Padmanabha Rao, retired Deputy Director General of Doordarshan; Dr Vinod Pavarala, Dean, SN School of Communications, University of Hyderabad; Dr C Mrunalini, Professor, PS Telugu University and Mr G Valliswar, Chief Editor of the journal, Andhra Pradesh, to associate with me in this exercise. Indeed, it is a great honour to be partners for this unique initiative. We feel overwhelmed and privileged to be on the panel of the jury and execute our task of adjudging the

social responsibility of present day channels on a critical issue – the girl child.

We began our task with a meeting of UNICEF and CMS representatives, to abreast ourselves with the results of the inaugural edition. We found, that despite several road blocks, it was fruitful. It generated sufficient enthusiasm among Telugu television channels about the UNICEF initiative, which also inspired them to plan and produce programmes on gender bias.

Based on last year's experience, we have finalized 18 channels, including 12 news channels, to be considered for this campaign. Three news channels – ABN Andhra Jyothy, Studio N and MAHAA News – which fulfilled the criteria of one year standing and satellite transmission were added; two channels, Sitara and Teja, not included as their programme content did not concur with the objectives of the campaign. Ten categories of awards were also finalized. Award for Gender-Sensitive Serial was introduced as serials are more popular among viewers and have greater impact. The monitoring schedule was also enlarged to 100 days; it was decided to consider prime time programmes between 07:00 pm to 11:00 pm, as this time band had maximum viewership. We also participated in the Media Consultation Workshop. At the

workshop, we interacted with the channel programmers on the problems of girl child and could convince how best they could spearhead the campaign.

After the monitoring commenced, we had the first meeting in the CMS office to evolve guidelines to be followed in the selection process. We visited the CMS Media Lab and acquainted ourselves with the monitoring process. CMS researchers explained how they were monitoring the channels, identifying the girl child related programmes, transferring the data and preparing the synopsis for each relevant programme. We were extremely satisfied with the way CMS was simultaneously monitoring all the eighteen channels, for four hours daily. Scanning the content of “72 hours of programmes”, everyday, and segregating the relevant material was, indeed, a splendid job which deserved high praise.

We were conscious that channels were vying with one another to win the prestigious UNICEF awards. A strenuous task lay ahead for the jury in finalizing the winners. After a threadbare discussion, we finalized, unanimously, the following guidelines for the selection of gender-sensitive programmes:

The organizers have identified five other members of eminence: Dr Avula Manjulatha, former Vice Chancellor of PS Telugu University; Dr R.A. Padmanabha Rao, retired Deputy Director General of Doordarshan; Dr Vinod Pavarala, Dean, SN School of Communications, University of Hyderabad; Dr C. Mrunalini, Professor, PS Telugu University and Mr G. Valliswar, Chief Editor of the journal, Andhra Pradesh, to associate with me in this exercise. Indeed, it is a great honour to be partners for this unique initiative. We feel overwhelmed and privileged to be on the panel of the jury and execute our task of adjudging the social responsibility of present day channels on a critical issue — the girl child.

- Entry should be strictly from recorded programmes telecast during prime time (programmes telecast between 07:00 pm and 11:00 pm).
- All programmes portraying the girl child, in any form, should be placed before the Jury for consideration.
- Entries entertained during 2010 awards not to be considered, this year.
- A three-tier selection process was to be followed: (i) Primary scrutiny (for short-listing), (ii) Selection for 3 best nominations (from the short-listed), and (iii) Final selection (for the decider).
- The entries which reflect the channels' genuine concern over gender bias, hard work and perceptible impact on viewers should be given due preference in the selection process.
- Entries that mirror the channels' initiative to identify and project new problems related to the girl child, existing problems with new perspective, or depict the issues in an improvised and logical manner, should be given due importance.
- Selection of entries for the awards should be based not only on the theme, but also the language usage and sustainability of the presentation.

In all, 531 programmes relating to the girl child, telecast in the prime time, were identified during the 100 days. Initially, the monitoring was planned for three months from September 1 to November 30, 2010. We, however, thought that it would be appropriate to have a 100-days campaign, extending up to December 11, to coincide with the UNICEF Day. Channels were informed, accordingly, by CMS. We were happy that some channels made excellent use of the extension and telecast 31 programmes during the extended 11 days.

We had as many as 9 meetings and spent around 27 hours for the selection process. Of them, 6 were devoted for short-listing from the entries screened, 2 for identifying the nominations and the final, for deciding the awardees.

We completed the preliminary scrutiny of all the 531 programmes in the first week of December. Eighty-eight qualitative programmes, under various categories, were short-listed for the second stage of evaluation. They included 26 documentaries, 7 interactive programmes 18 promos and 33 news items. Out of the 7 short films telecast by Doordarsan Saptagiri, 3 were short-listed. The only serial, Nivedita, telecast by Doordarshan, was also taken into consideration.

After the preliminary scrutiny, we commenced the second phase of the selection process – filtering programmes for the nomination stage. Our yardstick for selecting the three nominations under each category from the short-listed items was the substantial effort put in by the channels in producing the programme, the clarity and quality of the visuals, its impact on viewers and the message it conveyed, in a broader perspective. We also decided not to consider stray crime related incidents.

For the final selection, we zeroed in on 3 best nominations under each category. Each nomination was examined meticulously with the help of monitoring tools. We discussed the merits and demerits of each programme and elicited individual opinions before finalizing the award-winning entries.

In the category of serials, there was a lone entry, Nivedita, from Doordarshan. Similarly, even in the short film category, all the seven films telecast were by Doordarshan. As no other channel had produced a serial or short film, we recommended an award be given to Doordarshan for its efforts. While deciding on the ranking of nominations with the help of monitoring tools, we found that some programmes deserved special appreciation. Accordingly, we recommended three more awards.



Our recommendations:

1. **Award for Documentary:** HM TV - Kannneeti Kanti Papalu
2. **Award for Public Service Campaign - Promos:** ABN Andhra Jyothy - Vision 2020
3. **Award for Interactive Programme:** TV5 - Minor Baalikalatho Marana Mrudangam
4. **Award for Well-Researched Programme:** Vanitha - Kante Kuthurne Kanali
5. **Award for Topical Issue:** NTV - Chittitalli Kshemam
6. **Award for Reporting :** TV9 - On HIV-inflicted girls' education
7. **Award for Presenter:** MAHAA News - Anchor Soujanya, for the programme Avamanava Sambandhralu
8. **Award for Serial and Short Film:** Doordarsha Saptagiri - Nivedita (serial) and 'Sanghavi sahasam' (short film)
9. **Jury Special Award for Motivating Story:** ETV 2 - Akka Amma
10. **Jury Special Award for Highlighting a Dormant Issue:** Zee 24-Gantalalu - Ammayilaku adi pramadame
11. **Jury Special Appreciation Award:** Vanitha - Ammaku Uttaram
12. **Award for Most Gender-Sensitive Channel:** HM TV

Suggestions

After going through the elaborate selection process, the Jury has made some suggestions. We hope UNICEF will consider these suggestions in their future exercises.

- It is commendable that UNICEF has chosen to encourage television channels that air programmes on the issue of gender bias. Considering that television has tremendous influence on viewers, the UNICEF has aptly chosen this medium to enlighten people on the consequences of discrimination against the girl child. Hence, we were of the considered view that this award programme be made an annual feature, so as to ensure wider participation of television channels and create a lasting impact on audiences.
- While adjudging the best programmes from among the recorded entries, the Jury observed that in all television programmes, the script plays a vital role. The script has the basic potential to sustain viewers' interest, if authored effectively. Hence, we recommend that a separate award for the 'Best Script' be introduced, in future.
- It is also observed that among the television programmes, serials enjoy the largest viewership when compared to other programmes. The UNICEF aptly introduced an award for the 'Best Serial' in the current awards programme. However, only one entry from Doordarshan was recorded. No other channel has produced any 'gender-sensitive' serial. It is obvious that such a programme requires 5-6 months' time to produce, as it involves laborious planning and commercial calculations. Hence, in future, the awards programme should be announced six months in advance so that more television channels come forward with 'gender-sensitive' serials.
- While examining the recorded entries, some of the award categories had given scope for duplication of entries. For example, it was difficult to segregate entries under 'News reporting' and 'Topical issues' categories, considering that most of the issues had figured as part of news items. Hence, award categories could be modified to better serve the purposes of the award.
- A number of entries under 'Public Service Campaign' had been produced very creatively. Such entries, because of their brevity, could be viewed by large numbers of viewers. They deserve encouragement as they lead to a long-lasting impact on viewers. Hence, we feel that the UNICEF sponsor, either directly or through an agency, telecast of such selected entries of 'Public Service Campaign' throughout the year to ensure better results in terms of enlightening people about the consequences of 'gender discrimination'.

We found that the response of the television channels' to the UNICEF's Initiative-2011 was superior, both qualitatively and quantitatively, to that of 2010. We congratulate all television channels on their enthusiastic and committed performance.

We record our appreciation on the efforts of CMS Hyderabad team, for facilitating prompt, flawless and patient handling of the entire process of evaluation and selection, as per schedule

The one thought that kept returning to us all, throughout this exercise, was a saying by Mahatma Gandhi: "As long as the birth of the girl child does not receive the same welcome as that of a boy, so long we should know that India is suffering from partial paralysis".

Even after 60 years of independence, there is little change in our attitudes towards the girl child. Let us hope that television channels respond robustly to the societal concerns and champion the cause of the girl child, with new vigour.



APPENDIX II AWARD WINNERS

APPENDIX II

Award for Documentary: HM TV
Kanneeti Kanti Paapalu

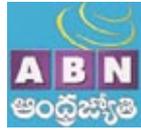


This is a documentary on 'Abandoned street (girl) children' with rich visuals, crispy script, apt sound bytes, impressive narration, qualitative editing and impact-making presentation.

Besides being problem-centric, the 25 minutes documentary not only portrayed the deplorable conditions of victims of 'gender bias', but also presented some success stories of those who surmounted the challenges of life with fortitude and settled into respectable careers.



Award for Public Service Campaign: ABN Andhra Jyothy Vision 2020



This is a narrative animation promo on the dwindling population of girls.

With class room as the back drop, the declining strength of girls, year-by –year, is creatively depicted.

A thought-provoking and heart touching promo which reflects the status of the girl child



Award for Interactive Programme : TV5 Minor Baalikalatho Marana Mrudangam



A lively discussion on TV5 after its successful operation, in association with an NGO, to rescue minor girls employed in a circus company.

The issue was presented in the right perspective through exhaustive discussion with committed social activists and concerned government representatives on various socio-economic factors which forced the girls to undertake such risky feats and face physical and psychological harassment by the circus companies.



Award for Well-Researched Programme: Vanitha Kante Kuthurne Kanali



A well-studied and informative programme on how girl children are ill-treated in some parts of our country.

Presenting woman as the incarnation of wealth and power, this documentary highlights how the birth of a girl child is celebrated with joy in states such as Manipur, Bihar and Meghalaya. While a girls enjoys equal rights in one state, her birth is marked by planting of ten saplings in another state; a new couple in another region observes 'Ashtapadi' instead of 'Saptapadi' to mark their pledge to prevent foeticide.



Award for Topical issue: NTV Chittitali Kshemam



A real-life incident where a 5-year-old girl was tortured by her mother and her paramour.

NTV handled the entire coverage involving hapless victim Nartana with utmost responsibility. Right from the day the incident came to the fore till the girl was discharged from Chennai hospital and handed over to the child welfare department, the Nartana issue was reported with a sense of professionalism. From the beginning to the logical end, the coverage in all bulletins was sober, objective, updated and free from aberrations.



Award for Reporting: TV9
HIV-infected girls' education



A TV9 initiative on HIV-infected girls being denied education in schools. The channel's constructive efforts to educate viewers and wipe out their misapprehensions over the HIV-infected were appreciable as the authorities were forced to re-admit the girls in the same educational institution.



Award for Presenter: MAHAA News
Soujanya (anchoring programme Avamanava Sambandhalu)



A well-anchored programme on deteriorating family relations leading to crime against the girl child. The manner in which the presenter, Soujanya, conducted the programme raising pertinent questions in her bid to extract valuable views and opinions of the participants was commendable. Her modulation, diction and body language were impressive.



Award for Serial and Short Film: Doordarshan Saptagiri
Nivedita(serial,) Sanghavi Saahasam(short film)



The 13-episode serial Nivedita dealt with various issues of gender bias from foeticide to education. The family serial revolves around a girl, Nivedita. It depicts how, despite being a victim of gender bias, she overcomes all odds and wins the love and affection of her parents.



The short film, Sanghavi Sahasam, was on child marriage and girl child education. Sanghavi, a talented girl, excels both in studies and sport. Her parents are forcing the teenaged girl to marry against her will. Her initiative convinces her parents to give up the proposal.

Doordarshan's lone entries under the serial and short film categories won the Award.

Jury Special Award for Motivating Story: ETV2
Akka Amma



This is a real-life story of a parentless girl, Swapna, who battles all obstacles to come up in life, while shouldering the responsibility to bring up her two younger brothers.



The self-confidence, fortitude and determination that she exhibits are exemplary.

Jury Special Award for Highlighting a Dormant issue:
Zee 24-Gantalu
Ammayilaku Adi Pramadame



This documentary presents the ill-effects of early puberty, a dormant issue which needs to be addressed. Early puberty cases, a cause of concern in Andhra Pradesh, were well-documented with supporting views of medical practitioners and civil society activists.



Jury Special Appreciation Award: Vanitha
Ammaku Uttaram



This is a letter to the pregnant mother from her foetus.

The heart-rending questions posed by the foetus to her mother like “Am I hurting you? Save me” were extremely moving. This is a small promo from the channel, dedicated to women’s issues, making a big impact on viewers.



Award for Most Gender-Sensitive Channel: HM TV



Maintaining uniformity in content and quality in each and every programme, HM TV, a 24-hour news channel, had the highest number of programmes on the girl child, both at the short-listing and nomination levels. Its identification of the subject, attention in scripting, captivating native visuals, appropriate formats and quality of presentation were strikingly visible in the specially-designed programmes. Apart from the 100-days prime time campaign, the gender sensitivity of the channel was evident in other programmes, in general, also. It never compromised in respecting and promoting the dignity of women and the girl child, in particular. The Jury has unanimously chosen HM TV as the most gender-sensitive Telugu television channel.





APPENDIX III

THE COVERAGES

ETV 2

1. September 04 | 09:00 pm | 00:25:10 | Margadarsi - A documentary on a voluntary organization, Patham, promoting education among girls and boys.
2. September 08 | 08:30 pm | 00:00:15 | News item on sale of daughter.
3. September 09 | 07:00 pm | 00:00:26 | Atrocity on 5th class girl student.
4. September 14 | 07:00 pm | 00:01:42 | News on Nartana torture.
5. September 14 | 08:00 pm | 00:01:58 | Follow up of Nartana story.
6. September 14 | 09:30 pm | 00:02:17 | Nartana story, repeated with different visuals.
7. September 15 | 07:00 pm | 00:00:53 | Follow up of Nartana story.
8. September 15 | 08:00 pm | 00:00:48 | Follow up of Nartana story.
9. September 15 | 10:00 pm | 00:00:39 | Nartana story elaborated.
10. September 16 | 07:00 pm | 00:01:20 | Follow up of Nartana story.
11. September 16 | 08:00 pm | 00:03:13 | On girls' education.
12. September 19 | 07:30 pm | 00:27:20 | Idi Sanghati documentary on kidnappings and atrocities on girls.

13. September 23 | 08:30 pm | 00:00:16 | Follow up of Nartana story.
14. September 24 | 07:30 pm | 00:12:17 | Sisu Vilaapam – Special story on child mortality.
15. September 27 | 08:30 pm | 00:00:17 | News item on harassment of girl, forcing her to commit suicide.
16. September 28 | 08:30 pm | 00:03:59 | Girl child labour and education.
17. September 28 | 08:30 pm | 00:02:13 | News related to Surender Kohli conviction.
18. October 04 | 07:00 pm | 00:02:04 | Atrocity on a girl.
19. October 07 | 07:00 pm | 00:00:37 | Harassment of daughter.
20. October 08 | 07:00 pm | 00:00:39 | Harassment of girls.
21. October 21 | 08:00 pm | 00:01:03 | News related to atrocity on a girl.
22. October 24 | 10:00 pm | 00:02:40 | Success story of a girl.
23. October 25 | 08:00 pm | 00:03:20 | Tribals resolve to send their children to schools.
24. October 26 | 07:28 pm | 00:02:28 | News on sexual harassment.
25. October 28 | 07:27 pm | 00:00:42 | Sexual harassment by teacher.
26. October 30 | 07:26 pm | 00:02:26 | News item on harassment.
27. November 06 | 08:30 pm | 00:00:34 | News item related to suicide.
28. November 06 | 09:30 pm | 00:00:30 | Kidnapping of girls.
29. November 09 | 09:30 pm | 00:02:25 | News item on poor health of a girl.
30. November 12 | 07:00 pm | 00:00:12 | On harassment of a class 10 student.
31. November 12 | 08:30 pm | 00:00:38 | Arrest of Haryana ex-DGP in Ruchika rape case.
32. November 13 | 07:30 pm | 00:25:43 | Documentary Letha Manasulu on various problems faced by girl child.
33. November 14 | 09:00 pm | 00:25:13 | Interactive programme on child rights.
34. November 20 | 07:30 pm | 00:10:23 | Programme on child rights, in connection with International Child Rights Protection Day.
35. November 22 | 08:30 pm | 00:03:16 | Special story on Kasturba Ashram, Mehdipatnam.
36. November 23 | 08:30 pm | 00:01:13 | News item on rescue of a girl child labour.
37. November 23 | 09:00 pm | 00:00:13 | On infanticide.
38. November 28 | 07:00 pm | 00:01:46 | Harassment of students in girl's hostel.
39. November 26 | 07:00 pm | 00:03:24 | Special story of a girl, of self confidence and courage.

TV9

1. September 02 | 09:00 pm | 00:03:02 | Story on discrimination of HIV-inflicted girls.
2. September 09 | 10:00 pm | 00:03:52 | Channel's initiative to change attitude of authorities towards HIV-inflicted girls.
3. September 10 | 09:00 pm | 00:10:34 | News item, with interaction on trafficking.
4. September 14 | 07:00 pm | 00:03:34 | News on torture of Nartana.
5. September 15 | 07:30 pm | 00:10:43 | Follow up of Nartana story.
6. September 15 | 08:00 pm | 00:36:52 | Interactive programme on Nartana issue.
7. September 16 | 07:00 pm | 00:03:54 | News related to abandoning of infant girl.
8. September 16 | 09:30 pm | 00:21:35 | Programme on foeticide, abandoning and sale of girls.
9. September 17 | 09:30 pm | 00:21:50 | Special programme on various issues of girl child.
10. September 23 | 07:30 pm | 00:11:41 | Follow up of Nartana story.
11. September 29 | 09:30 pm | 00:23:48 | Documentary on girl trafficking.
12. October 03 | 10:00 pm | 00:04:43 | Harassment of wife for bearing a second girl child.
13. October 06 | 10:00 pm | 00:01:20 | Kidnapping of a girl in Nizamabad.
14. October 08 | 09:30 pm | 00:22:51 | Special story on girl child discrimination.
15. October 10 | 09:30 pm | 00:24:25 | Rahasyam - special story on sweetness of motherhood.
16. October 12 | 07:30 pm | 00:03:49 | Harassment of a class 2 student.
17. October 12 | 10:00 pm | 00:03:04 | Kidnapping of a girl at Srikalahasti.
18. October 15 | 09:00 pm | 00:01:45 | On harassment of a girl by her mother.
19. October 17 | 10:30 pm | 00:19:27 | Vudala Marri - myths about the birth of a girl child.
20. November 01 | 10:00 pm | 00:03:24 | Killing of daughter.
21. November 12 | 08:00 pm | 00:01:38 | News item on reappearance of Sambhavi in Hyderabad.
22. December 02 | 10:00 pm | 00:00:57 | News on harassment of girls in UP.
23. December 04 | 08:00 pm | 00:01:56 | Harassment of a girl student.

TV 5

1. September 13 | 08:30 pm | 00:02:50 | Harassment by in-laws for bearing two girls.
2. September 14 | 08:30 pm | 00:06:16 | News item on torturing of Nartana.
3. September 14 | 10:00 pm | 00:02:33 | Trafficking of girls in Guntur town.
4. September 15 | 07:00 pm | 00:02:20 | Nartana issue follow-up news.
5. September 15 | 08:00 pm | 00:09:27 | Special story on abandoning of baby girls.
6. September 15 | 08:00 pm | 00:07:34 | Nartana incident follow-up news.
7. September 15 | 08:30 pm | 00:03:25 | On foeticides in Chittoor.
8. September 15 | 10:00 pm | 00:00:27 | Nartana issue follow-up story.
9. September 16 | 07:30 pm | 00:00:29 | News item on atrocities.
10. September 17 | 08:30 pm | 00:02:33 | Minor girl marriage averted in Chittoor district.
11. September 18 | 08:30 pm | 00:05:35 | Special story on child marriages.
12. September 18 | 09:30 pm | 00:00:43 | Promo against foeticides; repeated once.
13. September 23 | 10:00 pm | 00:01:31 | Nartana story follow-up news.
14. September 24 | 10:00 pm | 00:09:18 | Sexual harassment by principal.
15. September 25 | 10:00 pm | 00:00:24 | Follow-up story; principal arrested.
16. September 27 | 09:00 pm | 00:01:06 | Maternal mortality and pre-natal health of pregnant women.
17. October 02 | 07:00 pm | 00:00:38 | Infanticide in Nellore district.
18. October 04 | 07:30 pm | 00:10:55 | Documentary Baruvu Balyam focusing on girl child labour.
19. October 14 | 08:30 pm | 00:00:45 | Promo on child marriage; repeated 5 times.
20. October 14 | 09:30 pm | 00:00:31 | Promo on girls education; repeated 20 times.
21. October 18 | 08:30 pm | 00:09:55 | Special story in news bulletin on child marriage.
22. October 19 | 07:00 pm | 00:00:15 | News related to kidnapping of girl.
23. October 19 | 10:00 pm | 00:00:24 | Harassment of girl.
24. October 20 | 07:00 pm | 00:00:28 | Kidnapping of a minor girl in Prakasam district.
25. October 20 | 07:00 pm | 00:01:00 | Sale of baby girl.
26. October 20 | 08:00 pm | 00:02:50 | Child marriage - minor girl escaped from marriage.
27. October 22 | 09:30 pm | 00:00:49 | Promo on girl child education.
28. October 23 | 07:00 pm | 00:02:12 | Missing girls at Bowenpally school.
29. October 26 | 07:00 pm | 00:02:12 | Sexual harassment by principal in Prakasam district.
30. October 26 | 08:00 pm | 00:00:44 | Attack on 14-year-old-girl, Tapaswini.
31. October 26 | 09:00 pm | 00:01:26 | Follow-up story on Tapaswini incident.
32. October 26 | 09:00 pm | 00:02:46 | Follow-up story on Tapaswini incident.
33. October 26 | 10:00 pm | 00:02:46 | Kidnapping of two girls in Prakasam district.
34. October 26 | 10:00 pm | 00:02:40 | Follow-up story on Tapaswini.
35. October 27 | 07:00 pm | 00:00:19 | Students' prayers for recovery of Tapaswini.
36. October 27 | 09:00 pm | 00:01:33 | Sexual harassment of a class 10 student.
37. October 27 | 09:00 pm | 00:00:47 | Harassment of a class 5 girl student by teacher.
38. October 31 | 07:00 pm | 00:00:36 | Harassment of a girl student in Nalgonda district.
39. October 31 | 07:00 pm | 00:02:59 | Ill-health of a hapless girl.
40. November 01 | 08:00 pm | 00:02:59 | Trafficking of girls in Andhra Pradesh.
41. November 07 | 09:30 pm | 00:00:40 | News related to a seminar on child labour.
42. November 09 | 08:00 pm | 00:03:08 | Infanticides and abandoning of baby girls for family reasons
43. November 09 | 08:30 pm | 00:02:15 | Missing girls.
44. November 09 | 09:00 pm | 00:00:36 | News of abandoned baby girl.
45. November 10 | 07:00 pm | 00:01:19 | Abandoning of a month old baby girl.
46. November 13 | 07:00 pm | 00:03:46 | Special story on an orphaned girl.
47. November 13 | 08:30 pm | 00:00:23 | Promo - on child marriage and repeated 2 times.
48. November 13 | 09:00 pm | 00:00:23 | Promo on child pornography Stop Child Porn.
49. November 13 | 10:00 pm | 00:00:33 | Follow-up story on the three missing girls.
50. November 14 | 07:16 pm | 00:26:24 | Live show with Madhupriya on Children's Day.

51. November 14 | 09:00 pm | 00:01:06 | Kidnapping of baby girl.
52. November 14 | 09:30 pm | 00:00:59 | Child labour (both girls and boys).
53. November 14 | 10:00 pm | 00:01:17 | Follow-up story of the missing girl.
54. November 15 | 08:30 pm | 00:02:29 | Street children and child labour in Visakhapatnam.
55. November 15 | 10:00 pm | 00:00:27 | Harassment of class 5 student by the warden.
56. November 17 | 07:30 pm | 00:00:25 | Promo on girl child education; repeated six times.
57. November 19 | 07:00 pm | 00:00:23 | Girl's suicide in Guntur district.
58. November 19 | 07:00 pm | 00:00:29 | Sale of girl child in tribal area of Khammam district.
59. November 25 | 07:00 pm | 00:38:44 | Interactive programme on minor girls in circus companies.
60. November 25 | 09:00 pm | 00:00:21 | News relating to an abandoned girl.
61. November 25 | 10:00 pm | 00:06:12 | News item on minor girls employed by circus companies.
62. November 26 | 10:00 pm | 00:02:46 | Students protest against death of acid attack victim Tapaswini.
63. November 30 | 07:00 pm | 00:01:32 | Minor girl killed by parents.

NTV

1. September 08 | 07:00 pm | 00:01:47 | Rape attempt on 8-year-old girl in Nizamabad.
2. September 14 | 07:00 pm | 00:18:38 | Analysis on Nartana issue.
3. September 14 | 09:00 pm | 00:02:19 | Follow-up story on Nartana issue.
4. September 14 | 09:00 pm | 00:01:49 | Sexual harassment by head master.
5. September 14 | 10:00 pm | 00:23:28 | Interactive programme on Nartana issue.
6. September 23 | 07:00 pm | 00:03:43 | Chittitali Kshemam - follow-up story on Nartana issue.
7. September 23 | 10:00 pm | 00:02:09 | Follow-up of Nartana story.
8. September 23 | 10:30 pm | 00:16:28 | Missing girls in villages (happenings in Germany).
9. October 25 | 07:00 pm | 00:00:32 | Atrocities in Khammam district.
10. October 25 | 07:15 pm | 00:01:59 | News item on girl child labour.
11. November 02 | 07:00 pm | 00:00:47 | News relating to sexual harassment.

12. November 07 | 07:30 pm | 00:00:14 | Minor girl's marriage averted.
13. November 09 | 07:00 pm | 00:02:12 | News on lack of basic facilities at government girls' residential school.
14. November 10 | 07:00 pm | 00:02:12 | News relating to atrocities on daughter.
15. November 12 | 07:30 pm | 00:01:24 | Girls' discrimination and atrocities.
16. November 12 | 07:00 pm | 00:03:20 | News relating to reappearance of Sambhavi.
17. November 13 | 07:00 pm | 00:02:11 | Girl child discrimination.
18. November 13 | 07:00 pm | 00:02:13 | Child labour repeated on 14th November.
19. November 15 | 07:00 pm | 00:01:59 | Harassment of 5-year-old-girl by school authorities.
20. November 16 | 01:00 pm | 00:02:22 | Girl child labour in Warangal district.
21. November 30 | 07:30 pm | 00:00:15 | Abandoning baby girls at Niloufer hospital in Hyderabad.
22. December 08 | 07:30 pm | 00:02:41 | Harassment of girl students in Hyderabad.
23. December 08 | 07:30 pm | 00:03:09 | Sexual abuse of a class 10 girl at Dundigal.
24. December 09 | 07:30 pm | 00:01:05 | Attack on a class 10 student at Dundigal.

Sakshi TV

1. September 14 | 08:00 pm | 00:09:32 | News item on Nartana issue.
2. September 14 | 10:00 pm | 00:02:14 | Nartana issue follow-up news.
3. September 15 | 09:00 pm | 00:00:47 | Follow-up story on Nartana issue.
4. September 15 | 10:00 pm | 00:03:01 | Follow-up of Nartana incident.
5. September 17 | 09:30 pm | 00:11:37 | Documentary Amaanusham on deteriorating human values focusing on Nartana issue.
6. September 23 | 09:30 pm | 00:02:34 | Nartana story follow-up news.
7. October 11 | 07:00 pm | 00:02:49 | News item on a girl skater.
8. October 14 | 07:00 pm | 00:00:20 | News on arrest of a CI for attempt of rape of a minor girl.
9. October 16 | 10:30 pm | 00:00:13 | News on abandoning of baby girl.
10. October 20 | 09:00 pm | 00:00:11 | Fast news on atrocities.
11. October 21 | 08:00 pm | 00:00:57 | News on suicide of a minor girl.

12. October 26 | 08:00 pm | 00:15:06 | Acid attack on student Tapaswini in Chittoor district.
13. October 26 | 08:00 pm | 00:15:06 | Follow-up story on Tapaswini.
14. October 26 | 10:30 pm | 00:00:29 | Tapaswini issue follow-up news.
15. October 29 | 08:30 pm | 00:01:13 | News on a 4-year-old girl possessing excellent memory.
16. October 29 | 10:00 pm | 00:02:00 | Success story of an orphaned girl in West Godavari.
17. November 01 | 08:00 pm | 00:01:45 | News on harassment in a school in Warangal district.
18. November 08 | 10:00 pm | 00:01:15 | News on missing of two girls in Karimnagar district.
19. November 09 | 07:00 pm | 00:00:26 | Sexual harassment.
20. November 09 | 10:00 pm | 00:01:30 | News on abandoned baby in Visakhapatnam.
21. November 09 | 10:30 pm | 00:03:16 | Follow-up news of abandoned baby.
22. November 13 | 10:00 pm | 00:01:16 | Sale of girl child in Mahaboobnagar district.
23. November 14 | 08:30 pm | 00:03:54 | News on Sambhavi reappeared
24. November 15 | 08:00 pm | 00:02:08 | Harassment of an inmate of a girls hostel by warden.
25. November 25 | 10:30 pm | 00:03:41 | News on suicide of a girl.
26. November 26 | 10:00 pm | 00:02:37 | News item on death of Tapaswini.
27. November 28 | 09:00 pm | 00:01:42 | Tapaswini issue follow-up news.
28. December 09 | 10:30 pm | 00:00:56 | Daughter performing last rites of her father.
29. December 10 | 10:30 pm | 00:06:48 | Special focus on trafficking.

I News

1. September 06 | 08:00 pm | 00:02:23 | Special story on how to give birth to girl child.
2. September 08 | 09:00 pm | 00:00:43 | News on sale of girl child.
3. September 14 | 07:00 pm | 00:12:14 | News on Nartana issue.
4. September 14 | 09:00 pm | 00:05:10 | Nartana issue follow-up news.
5. September 15 | 08:00 pm | 00:06:11 | Nartana issue follow-up news.
6. September 15 | 09:00 pm | 00:01:33 | Nartana issue follow-up item.

7. September 16 | 08:00 pm | 00:01:49 | Atrocity on class 5 girl student by headmaster's son.
8. September 17 | 07:00 pm | 00:01:22 | News on girl child marriage.
9. September 19 | 07:00 pm | 00:01:02 | Girl child abandoned in Khammam district.
10. September 20 | 07:00 pm | 00:01:47 | Atrocity on a girl by home guard.
11. September 21 | 09:00 pm | 00:02:52 | News item on crime against girls in the state in one day.
12. September 23 | 08:00 pm | 00:00:28 | Nartana issue follow-up news.
13. September 23 | 09:00 pm | 00:00:59 | Nartana follow-up news.
14. September 23 | 10:00 pm | 00:00:15 | Promo – Save Girl Child; repeated once.
15. September 24 | 10:00 pm | 00:02:12 | News item on jogini system.
16. September 27 | 07:00 pm | 00:03:04 | News on lack of facilities in Koti maternity hospital.
17. September 27 | 08:00 pm | 00:00:48 | Kidnapped girl Harika recovered.
18. September 30 | 08:00 pm | 00:00:24 | News on girl child marriage at Pithapuram in East Godavari district.
19. September 30 | 08:00 pm | 00:00:18 | Rape attempt on a minor girl by home guard at Guntur district.
20. October 02 | 08:00 pm | 00:00:13 | Child labour (girls) freed.
21. October 03 | 08:00 pm | 00:00:22 | Harassment of wife for giving birth to girl child.
22. October 04 | 07:00 pm | 00:02:12 | Rape of girl student.
23. October 08 | 07:00 pm | 00:02:20 | Wife killed for giving birth to female child.
24. October 08 | 07:30 pm | 00:01:11 | Wife killed for being a girl child; repeated 3 times.
25. October 10 | 08:00 pm | 00:00:25 | Girl commits suicide in SC welfare hostel, Tirupati.
26. October 12 | 10:00 pm | 00:02:00 | Non-stop folk dance for 12 hours by 5-year-old girl Vandana.
27. October 12 | 09:00 pm | 00:00:42 | Vandana news repeated twice.
28. October 15 | 10:00 pm | 00:02:14 | Success story of a deaf and dumb girl.
29. October 19 | 10:00 pm | 00:03:03 | Harassment of a girl student by college management.
30. October 20 | 08:00 pm | 00:00:20 | Sexual harassment.
31. October 23 | 07:00 pm | 00:00:12 | Missing girls
32. November 08 | 07:00 pm | 00:01:26 | Sexual harassment of a class 10 student by auto driver.

33. November 09 | 09:45 pm | 00:03:21 | News on infanticide at Visakhapatnam.
34. November 12 | 10:00 pm | 00:01:44 | News on reappearance of Sambhavi.
35. November 14 | 07:30 pm | 00:02:47 | Song on girl child by Jyothy.
36. November 23 | 09:30 pm | 00:23:52 | Documentary focusing on early marriages.
37. November 27 | 09:00 pm | 00:01:55 | News item on death of Tapaswini.
38. December 03 | 10:30 pm | 00:02:36 | News from London - Girls born to beautiful women.

HM TV

1. September 08 | 07:00 pm | 00:01:06 | Sale of girl child.
2. September 08 | 10:00 pm | 00:02:29 | Child labour in Visakhapatnam.
3. September 09 | 07:30 pm | 00:00:59 | Attack on a girl with a blade.
4. September 13 | 07:00 pm | 00:00:31 | Sexual harassment of a girl student.
5. September 13 | 09:00 pm | 00:00:41 | Kanyasulkam - elderly man marries a 16-year-old girl.
6. September 14 | 07:30 pm | 00:00:38 | News on torturing of Nartana.
7. September 14 | 09:00 pm | 00:03:19 | Nartana story follow-up.
8. September 15 | 07:30 pm | 00:01:25 | Nartana story follow-up.
9. September 16 | 09:30 pm | 00:22:26 | Sandarbham – special story on Nartana.
10. September 18 | 10:00 pm | 00:01:55 | News on gang rape of a residential school girl.
11. September 21 | 07:30 pm | 00:00:41 | Gang rape in Ananthapur district.
12. September 22 | 07:00 pm | 00:00:34 | Promo on child marriage, repeated 11 times.
13. September 23 | 09:00 pm | 00:00:57 | Follow-up of Nartana story.
14. September 24 | 07:30 pm | 00:00:19 | Promo against discrimination; repeated 7 times.
15. September 24 | 09:00 pm | 00:03:05 | Child labour freed in Mahaboobnagar district.
16. September 24 | 09:30 pm | 00:22:23 | Special story on International Girl Child Day.
17. September 26 | 09:30 pm | 00:18:35 | Special story Antuleni Vyadha on girl child issues.
18. September 30 | 07:00 pm | 00:00:49 | Harassment of girl student.
19. October 01 | 07:30 pm | 00:00:46 | Promo on girls education; repeated 8 times.
20. October 01 | 08:30 pm | 00:00:33 | Promo on child marriage; repeated 6 times.
21. October 04 | 09:30 pm | 00:22:53 | Sandarbham – special story on child marriages.
22. October 07 | 07:00 pm | 00:0:18 | Promo on girls education; repeated 7 times.
23. October 07 | 07:30 pm | 00:01:50 | Case registered on rape attempt.
24. October 08 | 09:00 pm | 00:02:03 | On atrocities.
25. October 10 | 08:30 pm | 00:10:46 | Interactive programme on kidnapping of girls by micro-financers.
26. October 11 | 09:30 pm | 00:23:47 | Documentary on girls working in cashew industry.
27. October 14 | 08:00 pm | 00:06:41 | Lower education level among girls.
28. October 18 | 09:30 pm | 00:00:34 | Promo on child marriages; repeated 2 times.
29. October 19 | 07:00 pm | 00:00:47 | Promo Okkasari Aalochinchadi on girls menstrual cycle; repeated 8 times.
30. October 20 | 09:00 pm | 00:0:20 | Attack on a class 7 girl.
31. October 22 | 08:30 pm | 00:00:30 | News item on child marriage.
32. October 23 | 08:00 pm | 00:00:34 | Promo on trafficking.
33. October 26 | 07:30 pm | 00:02:13 | Attack on Tapaswini by auto driver.
34. October 27 | 07:30 pm | 00:01:56 | Mother forcing daughter into prostitution in Kadapa district.
35. October 29 | 07:00 pm | 00:01:15 | Tapaswini issue follow-up news.
36. October 29 | 07:00 pm | 00:01:33 | Minor girl's marriage at Mahboobnagar.
37. October 29 | 07:30 pm | 00:01:34 | Follow-up Tapaswini issue.
38. October 29 | 07:30 pm | 00:01:41 | Success story of Nuzvid girl who won National Award.
39. November 06 | 09:00 pm | 00:01:31 | New scheme in Haryana to stop foeticides.
40. November 08 | 10:00 pm | 00:01:31 | Rise in girl child labour in rural areas.
41. November 11 | 07:00 pm | 00:01:48 | Two girls go missing.
42. November 12 | 07:00 pm | 00:01:57 | Harassment of girl student by teacher in Tirupati.
43. November 12 | 09:00 pm | 00:03:10 | Reappearance of Sambhavi.
44. November 15 | 07:00 pm | 00:03:53 | Missing girls follow-up story.

45. November 15 | 09:30 pm | 00:00:22 | Harassment of inmate in ladies hostel by the warden.
46. November 14 | 07:00 pm | 9.00 pm | 01:15:02 | Interactive programme focusing on various issues of girl child.
47. November 17 | 07:25 pm | 00:25:28 | Documentary Kanniti Kanti Papalu on street (girl) children.
48. November 20 | 09:30 pm | 00:00:57 | 5 K run at Hyderabad to raise awareness against child labour.
49. November 20 | 09:30 pm | 00:04:12 | Special focus on poor facilities in government girls hostels.
50. November 21 | 10:00 pm | 00:01:52 | Classical dance by Hema Malini on foeticide.
51. November 26 | 08:00 pm | 00:27:36 | Documentary Rekkalu Tegina Chilukammalu on girl child labour.
52. November 28 | 08:30 pm | 00:22:03 | Documentary on jogini system.
53. December 02 | 09:30 pm | 00:01:45 | News on poor facilities at Social Welfare Girls' Hostel.
54. December 08 | 07:00 pm | 00:03:41 | News on murder of a class 10 girl in Rangareddy district.
55. December 08 | 07:00 pm | 00:00:59 | News on daughter performing the last rites of her father.
56. December 08 | 09:30 pm | 00:00:55 | Follow-up news on the murder of class 10 girl.
57. December 11 | 10:25 pm | 00:25:18 | Documentary on child marriages.

Gemini News

1. September 05 | 07:30 pm | 00:03:51 | News item atrocity by father on his daughter.
2. September 09 | 07:30 pm | 00:02:11 | Atrocity on class 5 girl.
3. September 17 | 07:00 pm | 00:02:11 | News item on atrocities in Kadapadistrict.
4. September 21 | 07:00 pm | 00:01:52 | Two-year-old girl burnt in a suicide bid by family.
5. September 23 | 07:30 pm | 00:01:12 | Rape attempt on class 8 girl.
6. September 25 | 08:00 pm | 9.00 pm | 00:059.55 | Interactive programme on infanticide.
7. September 25 | 07:30 pm | 00:02:39 | Child marriages in Nalgonda district.
8. September 25 | 09:10 pm | 00:02:39 | Minor girl marriage
9. September 25 | 07:30 pm | 00:03:00 | Sexual harassment of class 10 girls by principal.
10. September 26 | 09:00 pm | 00:01:44 | Large number of missing girls in Jharkand.
11. September 28 | 07:00 pm | 00:03:45 | News on torturing daughter by mother.

12. September 28 | 07:30 pm | 00:02:14 | Special report on Balasadan in Adilabad district.
13. October 04 | 07:00 pm | 00:03:00 | News on kanyasulkam in Nizamabad district.
14. October 04 | 07:00 pm | 00:00:51 | Atrocity on class 9 girl.
15. October 07 | 07:30 pm | 00:02:42 | Atrocities on minor girls in Krishna district.
16. October 11 | 08:00 pm | 00:26:38 | Interactive programme on rehabilitation of lady sex workers.
17. October 12 | 10:00 pm | 00:02:23 | Kidnap of girls by micro-financers for default in payment.
18. October 14 | 07:00 pm | 00:00:43 | Promo against atrocities on girls; repeated 54 times.
19. October 14 | 10:00 pm | 00:03:12 | News on atrocities.
20. October 18 | 07:00 pm | 00:01:28 | Abandoning new-born baby in Hyderabad.
21. October 22 | 07:30 pm | 00:03:45 | News on fake bencouraging male children.
22. October 22 | 08:30 pm | 00:04:52 | Violence on a girl student at Machilipatnam.
23. October 28 | 08:00 pm | 00:02:44 | News on sexual harassment at Karimnagar.
24. October 28 | 08:00 pm | 00:02:09 | Abandoning a girl child leading to her death.
25. October 29 | 07:30 pm | 00:01:42 | Abandoning an infant.
26. October 29 | 09:00 pm | 00:01:58 | News on child marriage averted in Mahaboobnagar district.
27. October 29 | 10:00 pm | 00:02:07 | Girl child marriage.
28. November 09 | 07:30 pm | 00:02:4 | News on abandoning baby girl at Visakhapatnam.
29. November 19 | 08:30 pm | 00:01:33 | News item on a promo on foeticide having good impact.
30. November 22 | 10:00 pm | 00:03:00 | News on child marriages.
31. November 25 | 09:00 pm | 00:01:31 | News item welcoming birth of girls in Punjab.
32. November 26 | 07:00 pm | 00:02:06 | Rape of minor girl at Guntur.
33. November 26 | 07:00 pm | 00:00:59 | Abandoning baby girl in Adilabad district.
34. December 07 | 07:00 pm | 00:03:29 | Lack of facilities in girls schools.
35. December 08 | 09:27 pm | 00:01:02 | Murder of a class 10 girl at Hydeabad; story repeated.

Zee 24-Gantalu

1. September 05 | 08:00 pm | 00:01:03 | Rape case – punishment by Maoists at Jharkhand.

2. September 08 | 08:00 pm | 00:01:27 | Sale of girl child at Rajamundry.
3. September 09 | 08:00 pm | 00:00:21 | Atrocity of a 10-year-old girl in Warangal district.
4. September 13 | 08:00 pm | 00:00:47 | Girl child marriage at Tirupati.
5. September 13 | 09:00 pm | 00:01:45 | Abandoning baby girl in aeroplane toilet at Philippines.
6. September 14 | 08:00 pm | 00:09:55 | Torturing of Nartana.
7. September 14 | 09:00 pm | 00:03:53 | Nartana follow-up news.
8. September 23 | 09:00 pm | 00:02:49 | Follow-up story of Nartana.
9. September 25 | 09:00 pm | 00:04:38 | Adventurous 6-year-old girl Madhugita in Kurnool district.
10. September 27 | 07:00 pm | 00:00:34 | News relating to rape of a girl at Kukatpally.
11. October 04 | 09:00 pm | 00:00:55 | Atrocity on a class 9 girl in East Godavai district.
12. October 07 | 08:30 pm | 00:21:55 | Documentary focusing on maternal mortality.
13. October 08 | 09:00 pm | 00:03:28 | Discrimination and atrocities etc with background song.
14. October 12 | 07:30 pm | 00:01:47 | Kidnap of a girl by micro-financer for default of payment.
15. October 15 | 09:00 pm | 00:02:32 | Girl child labour at Nizamabad district.
16. October 20 | 08:30 pm | 00:21:12 | Documentary on female fertility.
17. October 20 | 09:00 pm | 00:00:43 | Sexual harassment at Machilipatnam.
18. October 20 | 09:00 pm | 00:02:24 | Sale of baby girl.
19. October 21 | 09:00 pm | 00:01:04 | News on suicide of minor.
20. October 22 | 07:30 pm | 00:18:22 | Documentary on a dormant issue - early puberty.
21. October 26 | 09:00 pm | 00:01:51 | Abandoned baby girl at Mumbai hospital; repeated once.
22. October 31 | 09:00 pm | 00:01:13 | News on sale of 3-year-old daughter by father.
23. October 31 | 09:00 pm | 00:00:38 | News on harassment of class 10 by the school management.
24. November 02 | 09:00 pm | 00:01:43 | News on harassment of a small girl in Turkey.
25. November 12 | 09:00 pm | 00:01:02 | Harassment of girl students at Prabhu High School.
26. November 13 | 07:59 pm | 00:08:57 | Special story on girl child marriages in Mahaboobnagar district; repeated once.
27. November 14 | 07:59 pm | 00:26:43 | Interactive programme Ennallila on girl child's right to live.

28. November 14 | 09:00 pm | 00:03:03 | News on girl child discrimination in Mahaboobnagar district.
29. November 14 | 10:00 pm | 00:01:05 | News relating to a 2-year-old girl operated and rescued by doctors at Kadapa.
30. November 15 | 09:00 pm | 00:02:52 | News on harassment of a class 5 girl by hostel warden.
31. November 18 | 10:30 pm | 00:00:08 | Death of a girl student.
32. November 20 | 09:00 pm | 00:02:34 | News relating a 5-year-old girl with peculiar habits.
33. November 21 | 08:00 pm | 00:01:06 | News on suicide of an IIT student.
34. December 08 | 09:00 pm | 00:02:42 | Daughter performing the last rites of her father.

MAHAA News

1. September 08 | 10:00 pm | 00:01:22 | News on sale of girl child at Hindupur.
2. September 13 | 07:00 pm | 00:01:22 | Harassment by in-laws for bearing two girls.
3. September 13 | 10:00 pm | 00:01:14 | Girl child marriage at Tirupati.
4. September 14 | 07:00 pm | 00:08:44 | Nartana story – tortured by her mother.
5. September 14 | 09:00 pm | 00:11:14 | Nartana follow-up news.
6. September 15 | 07:30 pm | 00:23:38 | Documentary Karunyam Karugutonda on issues such as Nartana, Vaishnavi etc.
7. September 16 | 10:00 pm | 00:01:14 | Rape of a 9-year-old girl in Kurnool district.
8. September 17 | 10:00 pm | 00:01:20 | News on rape of a mentally-retarded girl.
9. September 18 | 08:00 pm | 00:05:38 | Special story on sale of girl children by Girijans in Nalgonda.
10. September 24 | 09:00 pm | 00:01:27 | Sexual harassment of girl student by principal in Kadapa.
11. September 30 | 07:30 pm | 00:01:12 | Promo – Against Atrocities – various incidents shown.
12. October 02 | 07:00 pm | 00:01:15 | Abandoning of girl child; repeated once.
13. October 02 | 08:00 pm | 00:00:07 | Promo on girl child education; repeated 67 times.
14. October 04 | 07:00 pm | 00:00:48 | News on class 9 girl raped by science teacher.
15. October 08 | 08:00 pm | 00:01:19 | News item on killing wife for delivering female child.
16. October 08 | 08:00 pm | 00:34:43 | Interactive programme Avamaanava Sambandhalu on human values and relations with focus on girl child.

17. October 12 | 07:30 pm | 00:00:32 | Promo – Mathrudevo Bhava — on foeticides and infanticides.
18. October 20 | 09:00 pm | 00:01:19 | Sale of 3-month-old daughter in Nizamabad district.
19. October 21 | 09:00 pm | 00:01:00 | Attack on a minor girl by an unidentified woman.
20. October 27 | 08:30 pm | 00:00:48 | Abandoning girl child at Mumbai hospital.
21. October 29 | 10:00 pm | 00:00:57 | Rape of 15-year-old girl by Sarpanch's son in Ananthapur district.
22. November 02 | 10:00 pm | 00:01:08 | Sexual harassment at Ruya Hospital, Tirupati.
23. November 05 | 10:30 pm | 00:00:52 | Kidnapping of two girls.
24. November 09 | 10:00 pm | 00:01:17 | Infanticide baby girl thrown in garbage at Gajuvaka.
25. November 12 | 10:00 pm | 00:01:15 | Harassment of a girl student in a private school.
26. November 27 | 10:00 pm | 00:01:18 | Death of Tapaswini and students demonstrations.
27. November 29 | 10:00 pm | 00:00:58 | Sexual atrocities in Visakhapatnam district.
28. December 08 | 09:00 pm | 00:01:10 | Murder of a class 10 girl in Hyderabad.

Studio N

1. September 14 | 07:00 pm | 00:22:41 | Interactive programme on Nartana issue.
2. September 14 | 07:30 pm | 00:16:24 | Nartana story follow-up news.
3. September 14 | 10:00 pm | 00:00:46 | Follow-up news on Nartana.
4. September 15 | 08:00 pm | 00:13:36 | Special story on Nartana incident.
5. September 15 | 10:00 pm | 00:07:40 | Follow-up of Nartana issue.
6. September 16 | 10:00 pm | 00:02:06 | Follow-up news on Nartana.
7. September 17 | 10:00 pm | 00:01:53 | Girl child marriage.
8. September 17 | 10:00 pm | 00:01:10 | Follow-up news on Nartana story.
9. September 19 | 08:00 pm | 00:01:18 | Attempt to sacrifice teenage girl for gupta nidhi.
10. September 21 | 10:00 pm | 00:01:46 | Torture of a girl by father.
11. September 23 | 07:00 pm | 00:25:00 | Interactive programme on jogini system.
12. October 03 | 10:00 pm | 00:02:15 | In-laws torture for delivering female child.

13. October 09 | 10:00 pm | 00:01:53 | Trafficking of a girl by own mother.
14. October 12 | 07:00 pm | 00:00:43 | Kidnap of a girl by micro-financers for defaulting payment.
15. October 27 | 07:21 pm | 00:02:18 | Special focus on infanticide, sale of girl children.
16. October 28 | 10:00 pm | 00:02:18 | Harassment of girl students.
17. October 30 | 10:18 pm | 00:01:52 | Sale of girl child.
18. November 03 | 08:00 pm | 00:03:22 | Sexual harassment of father on his daughter.
19. November 05 | 09:00 pm | 00:01:41 | Police rescued the two kidnapped girls.
20. November 06 | 10:00 pm | 00:02:21 | More news on the kidnapped girls.
21. November 12 | 10:00 pm | 00:02:51 | Rape attempt on a minor girl.
22. November 15 | 07:00 pm | 00:01:29 | Harassment of an inmate in girls hostel. repeated 3 times.
23. November 21 | 08:30 pm | 00:01:15 | Death of baby girl at Niloufer hospital due to negligence.
24. November 26 | 10:00 pm | 00:03:58 | News about Tapaswini death; students' demonstrations.
25. November 27 | 10:00 pm | 00:01:14 | Physical harassment of students by a teacher.
26. November 30 | 08:30 pm | 00:02:57 | Sexual harassment of girls by the teacher in Chittoor district.
27. December 01 | 07:30 pm | 00:00:57 | Promo – Save Girl Child – on foeticides; repeated 3 times.
28. December 02 | 10:00 pm | 00:00:58 | Abandoning girl child.
29. December 04 | 10:00 pm | 00:00:33 | Sexual harassment of tribal girls at Bhadrachalam.
30. December 05 | 09:00 pm | 00:02:33 | More news on the above story.

ABN Andhra Jyothy

1. September 07 | 09:00 pm | 00:04:15 | Abandoning girl child on the road side
2. September 08 | 09:30 pm | 00:00:27 | Sale of girl child in Ananthapur district
3. September 08 | 10:30 pm | 00:03:38 | Five-month-old girl child orphaned due to mother's ill-health
4. September 09 | 09:00 pm | 00:02:22 | Attempt to kill a 10-year-old-girl in Warangal district
5. September 10 | 07:00 pm | 00:01:06 | Promo – Girl Child (foeticides); repeated 31 times
6. September 10 | 09:30 pm | 00:01:11 | Sale and abandoning girl children in Nalgonda and R:R: districts

7. September 14 | 07:00 pm | 09:00pm | 01:53:14 | A lengthy interactive programme on Nartana issue and harassment for bearing girl children
8. September 14 | 09:00 pm | 00:08:04 | More news on Nartana issue
9. September 14 | 09:30 pm | 00:02:32 | Demand for more dowry for delivering female child
10. September 15 | 08:00 pm | 00:08:18 | Follow-up news on Nartana issue
11. September 15 | 08:30 pm | 27:29 | Documentary on crime against girls
12. September 16 | 09:00 pm | 00:01:28 | More news on Nartana
13. September 16 | 09:00 pm | 00:05:01 | Missing girl traced with channel initiative
14. September 17 | 09:30 pm | 00:01:32 | More news on Nartana story
15. September 18 | 10:30 pm | 00:00:24 | Deals with infanticide
16. September 21 | 07:00 pm | 00:00:14 | Promo on girl child education; repeated 31 times
17. September 25 | 07:30 pm | 00:00:23 | Promo – Save Girl Child — on discrimination; repeated 44 times
18. September 27 | 09:00 pm | 00:3:36 | Marriage of minor girl
19. September 27 | 09:30 pm | 00:00:57 | Atrocity on 11-year-old girl in Hyderabad
20. October 01 | 09:30 pm | 00:02:40 | Follow-up of Nartana issue
21. October 02 | 10:30 pm | 00:00:13 | Girl child labour; two girls rescued
22. October 04 | 09:00 pm | 00:01:43 | Atrocity on a class 9 girl by teacher
23. October 05 | 08:00 pm | 00:00:14 | Promo - girl child marriage; repeated 20 times
24. October 07 | 09:30 pm | 00:01:12 | Rape of a class 6 girl by computer teacher
25. October 09 | 10:00 pm | 00:02:12 | Sexual abuse – in Kenya
26. October 09 | 10:00 pm | 00:00:51 | Promo - Save Girl Child; repeated 23 times
27. October 14 | 07:00 pm | 00:01:39 | Rape of a minor girl by police inspector; repeated twice
28. October 20 | 07:00 pm | 00:00:39 | Sale of wife and daughter in Nizamabad district
29. October 22 | 09:30 pm | 00:01:01 | Negligence of nurse during delivery time causing death
30. October 26 | 08:30 pm | 00:21:54 | Documentary on various problems girls face, presently
31. October 27 | 07:00 pm | 00:01:09 | Mother throws away newborn baby girl
32. October 27 | 10:42 pm | 00:02:59 | Kidnap of infants in Niloufer hospital
33. October 28 | 09:30 pm | 00:02:35 | Abandoned dead body of a baby girl
34. October 28 | 09:30 pm | 00:01:15 | Tapaswini issue - medical help inadequate for her recovery
35. October 29 | 08:30 pm | 00:25:02 | Documentary Visham 2020 on deteriorating human values focusing on girls
36. October 31 | 10:14 pm | 00:00:26 | Harassment of girl student in Nalgonda district
37. November 02 | 08:30 pm | 00:01:30 | Rape attempt on a girl by hospital staff
38. November 02 | 08:30 pm | 00:01:00 | Promo on Save Girl Child; Vision 2020 repeated 14 times
39. November 04 | 08:00 pm | 00:00:52 | Maoists punishment for raping a minor girl in Jharkhand
40. November 04 | 09:30 pm | 00:00:28 | Proposed bill to control sexual harassment at work place
41. November 05 | 09:30 pm | 00:01:56 | Vijayawada girl excels in table tennis
42. November 07 | 07:00 pm | 00:02:25 | Human interest story on a girl walking on toes
43. November 09 | 08:00 pm | 00:04:18 | News relating to abandoning baby girl at Gajuwaka
44. November 12 | 08:00 pm | 00:00:54 | News on reappearance of Sambhavi at Hyderabad
45. November 12 | 09:00 pm | 00:02:35 | Class 9 girl disabled due to physical harassment by teacher
46. November 12 | 09:30 pm | 00:00:38 | Marriage of a minor girl in Khammam district
47. November 12 | 10:00 pm | 00:00:29 | Promo Save Girl Child; repeated 8 times
48. November 12 | 09:30 pm | 00:00:48 | Two girls killed by father in Guntur district
49. November 14 | 07:00 pm | 00:03:24 | Special news item on child labour and street children
50. November 14 | 08:00 pm | 00:02:57 | News on Sambhavi busy with religious activities
51. November 15 | 10:30 pm | 00:02:23 | Physical harassment of a class 4 girl by warden
52. November 26 | 07:00 pm | 00:00:59 | Promo on discrimination; repeated 3 times
53. November 28 | 10:00 pm | 00:01:57 | Suicide attempt by inter student
54. November 28 | 10:00 pm | 00:01:10 | Kidnapping of a baby girl

ETV

1. September 14 | 09:00 pm | 00:00:43 | Torturing of 4-year-old Nartana by her mother

2. September 15 | 09:00 pm | 00:00:35 | Follow-up news on Nartana
3. September 16 | 09:00 pm | 00:00:54 | Follow-up news on Nartana
4. October 03 | 09:00 pm | 00:00:38 | Discrimination - husband abandons wife for bearing girl child
5. October 20 | 09:00 pm | 00:00:20 | Harassment of class 7 girl
6. October 26 | 09:00 pm | 00:00:31 | Attack on Tapaswini by auto driver

Doordarshan Saptagiri

1. September 03 | 07:30 pm | 00:12:58 | Short film Kamakshamma Gari Kodalalu on child marriages
2. September 05 | 07:30 pm | 00:16:15 | Short film Bala Bharati on early marriages & education
3. September 06 | 07:30 pm | 00:20:03 | Short film Tarajuvva (last year repeat) on child marriages
4. September 07 | 07:30 pm | 00:10:30 | Short film Sanghavi on child marriages
5. September 08 | 09:30 pm | 00:00:24 | Promo – Girl Child Discrimination (last year repeat); repeated 24 times
6. September 09 | 07:30 pm | 00:18:18 | Short film Darpanam on child marriages
7. September 10 | 09:30 pm | 00:14:34 | Short film Kaveri Kala on child marriages (last year repeat)
8. September 12 to September 27 | 00:16:12 | 13-episodes of a serial Nivedita on girl-child issues like discrimination, harassment, education
9. September 28 | 07:30 pm | 00:21:25 | Documentary on Right to Education
10. November 03 | 08:30 pm | 00:24:21 | Documentary on education
11. November 17 | 08:00 pm | 00:22 | Short Film Mabbutera on child marriages
12. November 27 | 09:30 pm | 00:00:52 | News item on girl child education
13. November 27 | 10:00 pm | 00:08:23 | Documentary Sabala on schemes for welfare of girls
14. December 01 | 10:00 pm | 00:22:57 | Documentary on education

Vanitha TV

1. September 13 | 09:30 pm | 00:03:35 | Sexual harassment of girl students by the principal
2. September 14 | 09:30 pm | 00:01:46 | Harassment of a class 4 girl in Chittoor district
3. September 16 | 09:30 pm | 00:01:56 | News relating to Nartana

4. October 04 | 09:30 pm | 00:01:36 | Atrocity on class 9 girl by school teacher in East Godavari district
5. October 08 | 09:30 pm | 00:00:45 | Wife killed by husband for delivering female child in Warangal
6. October 09 | 10:00 pm | 00:01:45 | Ex-DGP Rathore convicted in Ruchika case
7. October 09 | 10:00 pm | 00:01:26 | Glory to 14-year-old Indian girl Anamika for winning award in the USA
8. October 20 | 09:30 pm | 00:02:41 | Girl child health - the problem of early puberty
9. October 26 | 09:00 pm | 00:02:38 | United Nations report on gender equality
10. November 02 | 07:30 pm | 00:01:21 | Promo on gender equality; repeated 38 times
11. November 02 | 08:00 pm | 00:01:10 | Promo on Girl Child Labour and education Ammayiki Chaduvu – Avaniki Velugu; repeated 75 times
12. November 02 | 08:00 pm | 00:01:01 | Promo on Girl Child Labour and education Pasi Pillalu Pani Pillalu Kaadu – Chaduvula Thalli Muddu Biddalu; repeated 56 times
13. November 02 | 09:30 pm | 00:07:03 | Special story in news bulletin on child marriages
14. November 02 | 10:00 pm | 00:01:30 | Promo on discrimination Aadapilla Ane Chinnachoopu Vaddu – Aame Bhavitaku Velugu Ani Maruvaddu; repeated 81 times
15. November 06 | 07:30 pm | 00:20:39 | Documentary on discrimination, gender bias
16. November 09 | 07:30 pm | 00:02:08 | Promo on foeticide Letter To The Mother: repeated 29 times
17. November 10 | 10:00 pm | 00:01:13 | Promo on child marriage Stop Child Marriages: Telecast last year also, repeated 10 times
18. November 12 | 09:30 pm | 00:03:16 | News on reappearance of Sambhavi at Hyderabad
19. November 13 | 07:30 pm | 00:20:42 | Documentary Buggipalavuthunna Balyam on girl child labour
20. November 14 | 10:30 pm | 00:01:45 | On Anamika, an Indian-origin girl in the USA who won a rare award
21. November 16 | 07:30 pm | 00:18:43 | Documentary Aadapilla on foeticide; repeated once
22. November 16 | 08:30 pm | 00:00:22 | Promo on gender discrimination Vanitha Pi Vivaksha Enduku?
23. November 16 | 10:00 pm | 00:25:17 | Balyam Bandi, an interactive programme on child labour
24. November 17 | 07:30 pm | 00:20:40 | Documentary on girl child health; repeated once
25. November 17 | 10:00 pm | 00:02:25 | Promo on Girl Discrimination; repeated 52 times
26. November 18 | 07:00 pm | 00:03:23 | Promo on foeticide Letter to Mother (with new visuals); repeated 57 times

27. November 18 | 07:30 pm | 00:20:55 | Documentary on girls education Baalikalu – Chaduvu; repeated twice
28. November 19 | 07:30 pm | 00:22:17 | Documentary on kidnapping of girls: Chinnarulu – Apaharana
29. November 19 | 10:00 pm | 00:39:45 | Interactive programme Balikalu Hakkulu on rights of girls; repeated once
30. November 20 | 07:30 pm | 00:27:36 | Documentary on rehabilitation of girls in juvenile homes
31. November 20 | 10:00 pm | 00:39:45 | Interactive programme on foeticide Bhruna Hatyalu
32. November 21 | 10:00 pm | 00:45:44 | Interactive programme on child marriages; repeated 2 times
33. November 22 | 07:30 pm | 00:19:27 | Documentary on child labour Bandi Avuthunna Balyam
34. November 22 | 10:00 pm | 00:36:53 | Interactive programme on kidnapping of girls
35. November 23 | 07:30 pm | 00:21:47 | Documentary on atrocities on girls, Chinnarulapai Atyacharalu
36. November 23 | 08:30 pm | 00:00:46 | Promo on Girls Education; repeated 20 times
37. November 23 | 10:00 pm | 00:42:34 | Interactive programme on girl trafficking
38. November 25 | 07:00 pm | 00:01:58 | Promo on Girls Trafficking; repeated 44 times
39. November 25 | 07:30 pm | 00:22:55 | Atrocities on girls Ammo Andhra Pradesh
40. November 25 | 08:00 pm | 00:01:24 | Promo on foeticides Amayakamina Kala; repeated 24 times
41. November 25 | 10:00 pm | 00:20:01 | Interactive programme on child labour and street children with focus on girl child
42. November 26 | 07:30 pm | 00:22:23 | Documentary on girl trafficking Adapillalu Akrama Ravaana; Programme telecast last year also
43. November 26 | 10:00 pm | 00:44:29 | Interactive programme on nutrition Ammayilu Poushtika Aharam
44. November 27 | 07:30 pm | 00:19:22 | Documentary on gender equality and dignity of women Kante Kuturne Kanali
45. November 27 | 07:30 pm | 00:00:41 | Promo on Infanticide; repeated 26 times
46. November 27 | 08:00 pm | 00:00:33 | Promo on Child Labour; repeated 18 times
47. November 27 | 10:00 pm | 00:00:54:08 | Interactive programme on sale of girls Adapillalu Ammakam; repeated once
48. November 29 | 08:30 pm | 00:00:53 | Promo on Gender Equality; repeated 26 times
49. November 29 | 10:00 pm | 00:49:51 | Interactive programme on child labour and education Baalakaarmikulu – Badibaata (both boys and girls); repeated twice
50. December 01 | 10:00 pm | 00:38:00 | Interactive programme on girls' education: Ammayilu Chaduvu
51. December 02 | 07:30 pm | 00:20:19 | Documentary on child marriages Baalyam Bharam
52. December 02 | 10:00 pm | 00:40:39 | Interactive programme on girls' health
53. December 04 | 10:00 pm | 00:44:27 | Interactive programme on gender equality
54. December 08 | 08:00 pm | 00:00:46 | Promo on Save Girl Child; repeated 15 times
55. December 08 | 09:00 pm | 00:00:35 | Promo on Gender Equality; repeated 10 times
56. December 09 | 10:00 pm | 00:51:14 | Interactive programme on welfare of girls: Balikalu – Prabhutva Padhakalu
57. December 11 | 08:30 pm | 00:15:45 | UNICEF Day programme

