

# Follow-Up Study Children in Bangladesh News Media

Under the project  
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Ethical Reporting on Children**

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## **Abstract**

This report analyses the findings of a follow-up survey of child-related news contents, in newspapers and on television bulletins, with an aim to assess the coverage trend and its ethical standards. The survey monitored 10 national-level mainstream dailies and a daily news bulletin of four national-level television channels over six fortnights spread across a year (June 2010 to May 2011). A secondary set of data from the arena of general news was analysed in order to explore the impacts of inappropriate news content on children. An introduction to the ethical concerns of news coverage in the context of children is provided.

The follow-up content analysis takes into account the findings of a baseline study on the same subject, which covered three consecutive months in 2009. Both the baseline study and the follow-up survey began on the premise that journalists can play a strong role in ensuring the wellbeing of children and in minimising any potential harm to them from news consumption.

The comprehensive trend finds a lack of planned focus and consequently, insufficient news coverage of children and their interests or affairs to be a key problem. Dominance of surface coverage of events and issues, inadequacies of reportorial enterprise and a dearth of in-depth coverage appear to be major problems. Insensitivity to the issues of portrayal and dignity, lack of thought to the safety and security of children in sensitive situations, and inconsideration of potential negative impacts of gruesome depictions on child consumers of news could also be noted in the current trend of coverage.

The analysis finds that while capacity development of journalists is essential, the desired change in the coverage trend cannot be achieved without ensuring supports at the top levels of management and editorial policy-making.

## **Introduction**

A baseline study in 2010 explored the ethical standards of journalism in Bangladesh in the context of children. The present analysis of contents in more or less the same set of selected national-level newspapers and television channels comes as a follow-up to that study.

The follow-up content analysis tries to get a better comprehension of the trend of news coverage on children and their affairs, and the areas of ethical concerns in this regard. It also cursorily reviews contents in the arena of general news that could have negative impacts on a child reader or viewer.

Both the baseline study and the follow-up survey began on the premise that journalists can play a strong role in ensuring the wellbeing of children and in minimising any potential harm to them from news consumption. While the baseline study aimed at designing a training programme for journalists, the follow-up content analysis aims at indicating further steps required to ensure ethical journalism on and for the children.

## **Journalism ethics and children**

Ethical journalism recognises serving the public as its core responsibility. The responsibility is towards truth and towards the public need to know. The ultimate goal is a healthy communal life. In order to serve the community, journalism must keep watch over the public interest and help the processes of democratic discussion, debate, decision-making and accountability of the power to the people.

Journalism itself must render its accounts to the public. Journalists need freedom in order to serve the public. That freedom is only justified by ethical and responsible journalism.

Commitment to truth, impartiality, fairness, integrity and independence, respecting the privacy and other rights of individuals and balancing them with the public interest are professional as well as moral and ethical values that journalists must uphold and adhere to.

In fulfilling its core commitments, journalism needs to take care not to hurt or cause any unwarranted harm or offence to the people involved in the news, to the different sections of the public and to the community as a whole. Compassion is a core moral demand on the journalist.

Journalism must serve and be attentive to all the constituent sections of a community, recognising a special responsibility to the vulnerable, the oppressed and the voiceless.

Children constitute a very special segment of society. They represent the community of the future. Children deserve special attention and care because they are especially vulnerable and impressionable. Their

wellbeing therefore is of special concern to the journalist.<sup>1</sup> All general norms of journalism ethics gain special significance when applied to children.

The interrelationship between children and the news media has three broad dimensions:

1. **Coverage of children and their affairs:** When children are involved in any news event, its coverage by the media has direct implications for their wellbeing. The coverage can serve their best interest or it can cause them serious harm. It has implications for the image and representation of the children and their affairs. The news media coverage of children and their affairs influences the views and actions of the adults, the decision-makers.  
Just as media coverage can affect children, so does a dearth of coverage. Negligence of issues that are important to children has far reaching ramifications for their interests, rights and development.
2. **Children's Right to be heard:** Children have a right to speak out. Research on children and the media show that children's views are neglected even in issues directly involving or affecting them.<sup>2</sup> Moreover, children's voices are almost never heard in policy matters involving them or in the policy-setting processes that are often set in motion by journalism. What adults decide and do have direct and indirect effects on children. Children therefore need to be heard not just on matters or events directly concerning or featuring them, but in all relevant contexts.
3. **Children as consumers of news media:** Children regularly access news media—print, television or online. While the media must address children's right and need to be informed, journalists need to be aware of the risks of harm caused by any inappropriate content. Since news is primarily packaged for an adult audience, some of the contents could be harmful for a child consumer. Consequently, events and issues as depicted by the media may have serious impacts on child-consumers even if they do not directly involve children. The concerns therefore extend to the general arena of news as well.

News media, especially radio, television and online, package entertainment along with information. And a large volume of advertisements is run alongside news contents. These may seriously influence children. An analysis of this is not within the scope of this content analysis, but is nonetheless important to bear in mind.

All of these dimensions involve ethical concerns for journalists in the context of children. Both the baseline study and the present content analysis find that to be ethical and fair to children, journalism in Bangladesh needs to do better in all three of the above-mentioned dimensions.

**Sins of Commission and of Omission:** Journalists need to bear in mind that children have special rights, special interests, special needs, and special vulnerabilities. Ethical violations or not fulfilling one's responsibilities can be of 'commission' as well as of 'omission.'

There are things journalists must not do in order to ensure children's wellbeing and to avoid causing them any harm from the news coverage. And there are issues and events journalists must cover properly for securing the best interest and welfare of children.

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<sup>1</sup> For the purpose of this content analysis, children are those under the age of 18.

<sup>2</sup> *Children's Rights and Journalism Practice – A Rights-based Perspective*; UNICEF CEE/CIS 2007 and *Baseline Study – Children in Bangladesh News Media*; UNICEF Bangladesh; October 2010

**Sins of commission occur** when news coverage compromises safety and security of children; adds to their vulnerability; puts them at risks; perpetuates harmful and stereotypical portrayal or discriminatory depictions; stigmatises them; deals with children or their situations insensitively; robs them of dignity; or does not stop to consider the consequences and implications of news decisions for the child involved in news.

Lapses occur when journalists obtain information from a child and use it in a way that endangers him or her and when journalists do not obtain proper consent of the child and that of an adult responsible for his or her care. The younger the child is, the greater the need for acquiring the consent of an adult. The need would depend on the circumstances of the child as well.

Identification of children involved in a news piece always requires very careful considerations. When identity protection is required, journalists need to take care so that a story does not contain bits of information which, pieced together, could disclose the identity of the child. Protection, portrayal concerns and issues of sensitivity and responsibility are particularly crucial when dealing with children in vulnerable situations, including but not limited to victims of crimes or abuses, users of illegal drugs and those in conflict with the law.

Sins of commission occur when media coverage uses a child or the child-image opportunistically, for instance, solely to sell a story or attempting to sell sensation.

Sins of commission also occur when news coverage offend and have harmful impacts on children; causes trauma, anxiety or desensitisation; or teaches them unsuitable and risky behaviour.

**Sins of omission occur** when children are excluded from the news agenda or included poorly; when events and issues crucial for their wellbeing are not covered adequately and properly; or when journalists neglect to tell a story that needs to be told.

Sins of omission occur when journalists do not go beyond covering the obvious and routine daily events and dig into situations important for children which require attention. Sins of omission occur when news coverage of children's affairs does not reflect the diversity of their situations; when marginalised sections are left out of media attention; or when discriminations are made in coverage.

Sins of omission also occur when the news media do not respond to the information needs of children and when the voice of the child is ignored in relevant news coverage.

**Balancing Protection with Rights:** The need to protect children from harmful content or from risks involving their participation in the news has to be balanced with their right to information and freedom of expression, in accordance with their age.

**Codes and Guidelines:** Journalism ethics survive in self-regulation. While ethical practices depend on individual journalists and media institutions, codification of journalism ethics or conduct is a rare practice in Bangladesh. The very few codes that are found, do not deal with the ethical concerns regarding children as such.<sup>3</sup>

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<sup>3</sup> Page 80; *রিপোর্টারের জন্য নীতি-নৈতিকতা – প্রসঙ্গ শিক্ষা*; UNICEF Bangladesh, November, 2010

Codes of conduct or ethics and editorial guidelines or values and standards upheld by some of the world's leading organisations of journalists, media institutions and self-regulatory bodies however incorporate special concerns regarding children. The organisations include: International Federation of Journalists—IFJ, which represents journalists from over 100 countries; the National Union of Journalists for the UK and Ireland (NUJ); the Society of Professional Journalists (SPJ, USA); the British Broadcasting Corporation (BBC, UK); and the Press Complaints Commission (PCC, UK).

The IFJ has a complete set of guidelines for reporting on issues involving children. They summarise a key responsibility like this: “Media organisations should regard violation of the rights of children and issues related to children’s safety, privacy, security, education, health and social welfare and all forms of exploitation as important questions for investigations and public debates.”<sup>4</sup>

The BBC’s Editorial Guidelines describe the institution’s editorial value regarding children in the following words: ‘We will always seek to safeguard the welfare of children and young people<sup>5</sup> who contribute to and feature in our content, wherever in the world we operate. We will preserve their right to speak out and participate, while ensuring their dignity and their physical and emotional welfare is protected during the making and broadcast of our output. Content which might be unsuitable for children will be scheduled appropriately.’<sup>6</sup>

The BBC’s Editorial Guidelines has a section on how to deal with people under 18 years of age, who contribute to and interact with the BBC content.<sup>7</sup> The introduction to the section begins with stating that children and young people are very important to the BBC. It goes on to say that the BBC aims to provide them with challenging, educative, enjoyable and interesting content and to help them make sense of the world in which they live. One of the principles held forth in this section concludes with saying that the interests and safety of children must take priority over any editorial requirement. The other principle underscores the need to make sure that they are not caused any unnecessary anxiety or distress by their involvement in the BBC output.

The issue of appropriateness of the BBC content for a child consumer is specifically addressed in another section<sup>8</sup>, as well as throughout the Editorial Guidelines.

**Ethical Dilemmas and Children:** Ethics inevitably involve handling dilemmas—weighing between negative consequences of news decisions and deciding on the action that would cause lesser harm.

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<sup>4</sup> Page 62; Guidelines and Principles for Reporting on Issues Involving Children; *Child Rights and the Media – Putting Children in the Right*; IFJ; 2002. (<http://www.ifj.org/assets/docs/247/254/cf73bf7-c75e9fe.pdf>; last visited on 15.01.2012) These guidelines were first adopted in draft by journalists’ organisations from 70 countries at an UN-sponsored conference in Recife, Brazil. They were finally adopted at the Annual Congress of the IFJ in Seoul in 2001.

<sup>5</sup> The BBC Editorial Guidelines and the media codes or guidelines in the UK classify someone under the age of 15 as children and those aged 15, 16 and 17 as young people. Protection and other issues, including the issue of parental consent, involving the under-18s are considered particularly important for those under 16 years of age.

<sup>6</sup> 1.2.9—Children; Section 1: The BBC’s Editorial Values; *Editorial Guidelines—The BBC’s Values and Standards* (2010); <http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidelines-editorial-values-editorial-values>; visited on 15.01.2012

<sup>7</sup> Section 09 - Children and Young People as Contributors; *Editorial Guidelines—The BBC’s Values and Standards* (2010); Please go to the section from <http://www.bbc.co.uk/editorialguidelines/guidelines/>; visited on 15.01.2012

<sup>8</sup> Section 5: Harm and Offence; *Editorial Guidelines—The BBC’s Values and Standards* (2010); Please go to the section from <http://www.bbc.co.uk/editorialguidelines/guidelines/>; visited on 15.01.2012



Thinking through the real needs of the community helps resolve ethical dilemmas. Issues involving children may present dilemmas that would require very careful consideration of probable impacts of the news decisions.

The real needs of the community, or the public interest, can broadly be conceived as matters which ensure public good or wellbeing. Ethical journalism should especially prioritise the wellbeing of children. The Editors' Code of Practice enforced by the Press Complaints Commission—PCC, the self-regulatory body of the newspaper and periodical industry in the UK, provides a working definition of the public interest. It concludes with the statement: 'In cases involving children under 16<sup>9</sup>, editors must demonstrate an exceptional public interest to over-ride the normally paramount interest of the child.'<sup>10</sup>

The trend of news coverage on and for the children in the Bangladesh news media has to be assessed in the light of these ethical standards.

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<sup>9</sup> In the UK media guidelines, protection and other issues including the issue of parental consent are considered particularly important for those under 16 years of age.

<sup>10</sup> *The Editors' Code of Practice*; amendments last ratified in December 2011; <http://www.pcc.org.uk/cop/practice.html>; visited on 15.01.2012

## Objective and Methodology

A baseline study, conducted in 2010, had tried to gauge the ethical standards maintained in the child-related news contents of representative national-level mainstream news media in Bangladesh for designing a training programme of journalists. The 2011 trend-analysis survey followed up this baseline study, revisiting similar contents in more or less the same set of news media.<sup>11</sup>

### Objective

The follow-up content analysis was undertaken to:

- Further understand the current trend of news coverage in the national-level mainstream media of Bangladesh on events or issues involving children and assess its ethical standards.
- To compare the key findings with those of the 2010 baseline study and make a comprehensive assessment of the trend.
- Scrutinise selected content from the general arena of news that could potentially have harmful or negative impacts on a child consumer.

### Methodology

**1. Literature Review:** Reviewed the *Baseline Study, Children in Bangladesh News Media* and the handbook for ethical reporting on and for children (রিপোর্টারের জন্য নীতি-নৈতিকতা – প্রসঙ্গ শিশু), published by the UNICEF Bangladesh in October and November, 2010 respectively.

The baseline study and the handbook had checked key international codes of ethics and conduct for journalists and studies on children and the media in different countries. These two works had briefly reviewed relevant national laws as well. A review of these works helped the researchers fine-tune the indicators of assessments used for the follow-up content analyses. The reflections from the training programme following the baseline study were also kept in mind.

**Who is a Child:** The baseline study had studied The United Nations Convention on the Rights of the Child—UNCRC and the laws in Bangladesh to define the age-limit for childhood.

- The UNCRC defines anyone under the age of 18 as a child. Bangladesh was one of the pioneer states to ratify the UNCRC.
  - However, the laws in Bangladesh, as well as in different countries of the world, specify different age-bars to define childhood for different purposes.
    - ✓ The Bangladesh Parliament is yet to pass The National Child Policy (2011) approved by the cabinet. This policy sets the age limit of childhood in tune with the UNCRC.
    - ✓ The Children Act, 1974 and The Suppression of Repression of Women and Children Act, 2000 (amended in 2003) define a child as anyone under the age of 16.
- The Children Act stresses the state's responsibility to a child's protection needs. It deals with matters of institutional custody and care, protection and safety of children. This law stipulates

<sup>11</sup> Both the research works have been conducted by the Management and Resources Development—MRDI on behalf of the UNICEF Bangladesh,

special measures for destitute children and child offenders. The Act applies special and exclusive trial provisions for child offenders. It says that a child offender, or a child in conflict with the law, can only be dealt with by measures for protection, care and correction. The spirit is to reintegrate such children into society as responsible members. Attempts are on to raise the Children Act age-bar as per the National Child Policy provisions.

The Suppression of Repression of Women and Children Act addresses specific criminal offences including rape and other sexual crimes, trafficking, abduction, dowry, murder, incitement to suicide, and maiming a child with an intention to employ him or her in begging.

These two laws instruct the news media to protect the identities of child victims. The Children Act extends identity protection to juvenile offenders while reporting the legal proceedings.

- ✓ The Majority Act, 1875 on the other hand sets the age of maturity at 18.
- ✓ The Bangladesh Labour Act 2006 and The Penal Code 1860 limit childhood to younger ages in specific contexts. A few other laws set other age limits.<sup>12</sup>

**In tune with the baseline study, the follow-up survey regarded 18** as the cut-off age while identifying child-related media contents. The researchers also concluded that this should be the age-limit of childhood for considering the impact of news contents on children.

**2. Content Analyses—Child-related Items:** Monitored the contents of selected national-level daily newspapers (10) and a daily news bulletin of television channels (4), covering in total three months—12 weeks, or to be precise, six fortnights of outputs.

- ◀ The volume and proportion, types, merits and possible impacts of news-coverage on children and their affairs were probed and analysed in order to get an idea of the prevailing trends and practices.
- ◀ Both quantitative and qualitative analyses of the child-related contents were carried out. The qualitative analysis included study of selected cases or examples from the contents.

The baseline study had analysed child-related news contents of 12 national-level daily newspapers and one daily bulletin(s) on three national-level TV channels over a period of three consecutive months.

- **The Period monitored:** Monitored outputs of six fortnights in alternate months, spread over one year prior to the commencement of the survey. The year spanned June 2010 to May 2011. For June, August and October of 2010, the first two weeks of the month were monitored. For December 2010, February 2011 and April 2011, the last two weeks of the month were monitored. That makes it in total 89 days of coverage.

The baseline study had monitored similar news contents over June, July and August in 2009. The follow-up survey aimed to get a feel of the broader general trend by spreading the monitoring period over a span of one year.

- **Criteria for selection of the news media:** The national-level newspapers and TV channels were selected on the basis of their circulation and audience reach. Only broadsheet newspapers were selected.
- **The Newspapers Surveyed:** Monitored 10 national-level dailies—eight Bengali and two English. At present the licensing authority of the government, the Department of Films and Publications—DFP, enlists 311 daily newspapers, 111 of which are published from Dhaka with a national focus

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<sup>12</sup> Pages 49-61; *রিপোর্টারের জন্য নীতি-নৈতিকতা – প্রসঙ্গ শিষ্ট*; UNICEF Bangladesh, November, 2010

(DFP; 16 October, 2011). The sample therefore covers 3 percent of all dailies and 9 percent of the national-level dailies. Only a little over one-third of the national-level dailies is credited a circulation of 10 thousand or more. The sampled newspapers made up 26 percent of this group.<sup>13</sup>

✓ **The sampled newspapers are:** *Prothom Alo*, *The Daily Jugantor*, *Shamokal*, *Ittefaq*, *The Daily Inqilab*, *The Daily Naya Diganta*, *The Daily Janakantha*, *Kaler Kantho*, *The Daily Star* and *New Age*. Except for *Kaler Kantho*, all the others in the list had been covered in the baseline survey. *Kaler Kantho* could be considered a competitor in the circulation market for the follow-up period of monitoring. The baseline sample of newspapers had included dailies *Amar Desh*, *Manabzamin* and *Amader Shomoy*. The follow-up survey discarded these in order to assess a homogeneous mainstream trend.

✓ **Pages and items scanned:** In tune with the baseline study, the researchers scanned all news pages except for those on sports, business and international affairs. Besides, the special pages on women, health and culture were also monitored. News items including those generated by various announcements or appeals from members of the public, features, articles and photographs that concerned children and their affairs were taken for analysis.

The editorial policy of a newspaper plays an important role in deciding its news coverage priorities and the creation of its agenda for public debate and discussion. Editorials reflect the policy priorities of a newspaper. Editorial policies are crucial to creating enabling environments in media institutions for ethical reporting on and for children. The editorials of the sampled newspapers were scanned to gauge the level of importance attached to coverage of events and issues involving children.

- **The Television Channels Surveyed:** Monitored an evening news bulletin on four national-level television channels. As per the list published on the website of the ministry of information (dated 15 November, 2010), the government has till date given licence to 23 privately owned satellite channels. During the survey period, some 18 of these were in transmission. The state-run *Bangladesh Television*—*BTV* runs a terrestrial and a satellite channel called *BTV World*. All of these 20 channels have a national focus. The survey sample therefore covers 20 percent of all national-level television channels.<sup>14</sup>

✓ **The sampled TV channels are:** The state-run *BTV* (*terrestrial*) and the private satellite channels *ATN Bangla*, *Channel-i* and *NTV*. The first three on the list had been covered by the baseline study as well. The follow-up survey added *NTV* in its samples as the channel has a significant audience-reach.

✓ **Bulletins and Items scanned:** The bulletins monitored were: *BTV*—8:00 pm; *ATN Bangla*—10:00 pm; *Channel-i*—10:30 pm; *NTV*—10:30 pm. Each channel had identified the selected bulletin to be its most comprehensive one during evening hours.

The entire duration of the bulletins was scanned. The news reports, packages including features and visuals that concerned children and their affairs were taken for analyses.

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<sup>13</sup> The 12 national-level dailies monitored by the baseline study represented 5 percent of all dailies and 16 percent of the national dailies published in 2009. The number of national-level dailies published from Dhaka has had a significant jump since then but about two-thirds of them is credited a circulation of less than 10 thousand.

<sup>14</sup> The three national-level TV channels monitored by the baseline study represented 27 percent of all the channels then in operation. The number of privately owned satellite channels has had a significant jump since then.

**3. Content Analyses—Negative Impacts:** A second set of items were picked up from the general arena of news in the above-mentioned sampled pages of the 10 newspapers and the respective evening bulletins of the four television channels for their potentials to have negative impacts on child consumers.<sup>15</sup>

- **The Period Monitored:** Three consecutive months towards the end of the year in review—February, March and April, 2011.
- **Items Scanned:** All news items including reports, features, articles and photographs were scanned and those considered potentially harmful for a child reader or viewer were taken for analysis.
- **Assessment:** The researchers decided to rely more on qualitative analysis by studying the selected items for assessing the indications of their potential negative impacts. This appeared to be the best way to explore the issue of news having harmful impacts on children within the scope of this survey.

#### **4. Data Management and Analyses:**

- Two separate but corresponding main sets of indicators were developed for identifying and assessing the characteristics of the child-related contents in newspaper and television. Two code-sheets were developed enlisting these classified indicators. Two more subsidiary code-sheets were developed from the main ones to suit the requirements of the negative impacts assessments for newspapers and television items.
- The data for both quantitative and qualitative analyses were generated by observing and assessing the content items as per these code-sheets. A data-entry sheet was developed for each content item on which the data was recorded as per the code-sheets. (See Annexure-4 – ‘Code Sheets’)
- Crosschecks for assessment and coding consistency were done at regular intervals during the data coding. This was done again while going through the items for studying cases.
- Separate databases were then developed for the four groups of the newspaper and television contents. Inconsistencies and typing errors were checked and corrected before analysing the data. The databases were developed and all data analyses were done using SPSS PC version 17.0 statistical software.

The follow-up survey adopted the indicators used by the baseline study after fine-tuning them for clearer and more precise observation and assessments. The research team of three members—a lead researcher, a media expert and a junior researcher—did the fine-tuning after reviewing the experiences of the baseline monitoring. The lead researcher prepared an explanatory note on the codes and indicators. This was imparted to the other members of the team to ensure assessment consistency. The media expert and the junior researcher assessed and coded the content items under the supervision of the lead researcher. The TV data was coded entirely by the media expert, who also coded the qualitative data for newspapers. The lead researcher conducted the consistency checks, analysed the data and also studied the items or cases selected for in-depth qualitative assessments.

The junior researcher kept a record of the key events or issues during the surveyed fortnights and recorded pertinent observations on their influences over the media coverage involving children and their affairs.

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<sup>15</sup> The baseline study had probed this aspect minimally by analysing a set of randomly selected items from newspapers only.

## Notes on the Indicators

The complete code sheets are provided in Annexure-4. The indicators for analysing child-related news contents were developed after careful consideration of the relevant trends and ethical concerns. A few need some clarification.

### Definitions: News

- **Event-based Straight Reports:** Straightforward factual accounts of the latest important events or developments; reported immediately, containing the bare essential facts of the day's events; usually brief, limited to the essential facts only.
- **Announcements or appeals:** Items generated by various announcements, notifications or appeals (obituary or obit; missing people; achievements; for help) from members of the public have been marked separately, but they also fall in the category of straight reports in a broader sense.
- **Follow-up Reports:** Reports which follow up events already reported and update readers or viewers on their developments over time. This type of reports belongs to the broad category of straight news.
- **In-depth Reports:** Reports that go beneath the surface of events; provide proper contexts and adequate background information; investigate and delve deep into the causes and clarify the consequences of events; dig out the real truth of an event; unearth wrong doings and fix their responsibility; explain what has really happened; help readers or viewers understand the complex realities; discern the processes and patterns of events and the issues involved; manifest journalistic enterprise. They are usually longer than straight news reports, but length alone is not the deciding criterion. While reports of this nature may not depend on daily events, reports on a day's events could also go in-depth.
- **Features:** Features are longer and in-depth, complex or entertaining stories in newspapers or television bulletins, usually strong in human interest elements or focusing on an offbeat issue or aspect. Features are more attractive and distinctive in style than the straight news pieces. They may focus on a current news event or on a timeless subject or issue.
- **Articles:** For the purpose of this study, articles are newspaper pieces similar to features but more independent of news events and the purposes of which often are to provide information or tips on specific subjects such as health or any matter of current concern to the public.
- **Standalone Photograph:** This term refers to photographs that are published in newspapers without any text story accompanying them. They could be images of daily events or photographs treated as independent feature pieces.

### Definitions: News Producers

- **Staff Reporter:** This term refers to reporters who are on the monthly payroll of a media institution, usually based at the headquarter (Dhaka in this case).
- **Local Correspondent:** This term refers to journalists who send reports from outside the centre or districts and rural areas. They are usually paid a monthly retainer allowance and fees as per the outputs they generate.
- **Desk Reports and Compilations:** Reports that are prepared by the desk-based copy editors with information received from different sources such as news agencies or local correspondents. When a desk editor compiles information from different local correspondents or from a number of different sources and produce a composite report, some news media credit these as 'desk compilation'.

### Terminology: Treatment of News, Newspapers

- **Fold:** The fold that divides a newspaper page into top and down halves. The top half of the page, above the fold, is considered to be the more important area on a newspaper page.
- **Headline:** Headlines are titles of a newspaper or magazine story, set in display type over the story. 'Headline' also refers to the most important stories of an edition of a newspaper or of a television news bulletin.
- **Headline Size or Span:** Headlines of newspaper items are measured by their column-width or column-span. The column spread of a headline indicates the level of importance that the piece is treated with.
- **Banner Headline:** When a headline spans the width of all the columns on a page, i.e. stretches across the width of a page, it is termed a 'banner'. It usually goes at the very top of a page and is used for stories considered to be of utmost significance. Also called a streamer.
- **Italic Headline:** A headline set in *italic* type to signify its distinction.
- **Colour Headline:** A headline with type set in colour to signify its distinction.
- **Reversed Headline:** A headline with type in white set on strips in black or colour to set it out in reverse.
- **Screens:** Shaded areas of copy on a newspaper page, used to highlight a story or section from other pieces on the page.
- **Box and Border:** Frames or borders around stories and photographs to signify its prominence or to set it apart from other stories.
- **Highlights or Excerpts:** Especially significant or attractive bits of information or quotes excerpted and highlighted in a different typeface within the story space. Also called pull-out quote or pull quote.

### Terminology: Treatment of News, Television

- **Packages:** A completed television news story edited and ready for putting out on a bulletin. Packages are distinguished by the reporter telling the story and sometimes appearing before the camera (Piece to Camera—PTC or Stand-up) at some point. These are illustrated pieces, usually longer than a minute, showing images from the field or graphical representations and incorporating clips from news interviews or stray comments from the ordinary people (vox-pop). Occasionally, the reporter may join the news presenter or anchor over telephone from a field of occurrence (phono). Depending on the nature of the coverage, longer packages could gain the qualities of features or in-depth reports to some extent.
- **Out-of-Vision—OOV:** Television news items in which relevant visuals is shown (or float) over the voice of the news presenter or anchor narrating the story. They are called Out-of-Vision because the viewer hears the presenter but cannot see him or her. They are also known as Float because they are floated over the presenter's voice. Occasionally, these pieces may include interview clips (OOV plus Sync).
- **In-Vision—IV:** Items on a television news bulletin in which the presenter or the anchor is in vision i.e. he or she narrates the story before the camera, without any footage being shown.
- **Breaking news:** Events which are still unfolding or developing during the transmission of a bulletin. These are news events that require frequent updating during the broadcast cycle.
- **Vox pops:** Literally meaning 'voices of the people', these are short interviews where members of the public are randomly interviewed to get an idea of what people think about an issue or event.
- **Sting:** A short and distinctive bit of music or sound, often highlighting the beginning or the end of a report to set it apart from the rest of the programme or to highlight bulletin headlines. On TV, stings can come with visuals. Stings can be used to add drama. Stings are also used to punctuate programmes. (With visuals if on TV) used to punctuate the programme.

- **Promo or ‘Coming-up’:** A short announcement, a snatch of a segment promoting an upcoming story. Also called a trail or trailer.
- **Sync:** The term has gained a connotation of interview clips in broadcast journalism in Bangladesh. More generally, it means any audio or sound bites—voices or ambient noise—recorded on location.

### A few Concepts of the Codes

- **Issues and topics that are important for children:** A range of 52 issues or topics, covering a comprehensive realm of child-concerns in six clusters was predetermined. The clusters were as follows: 1. Abuse and Exploitation; 2. Vulnerability; 3. Children in Conflict with the Law; 4. Rights; 5. Children and Governance; 6. Success/Achievements. This list helped the researchers to measure the scope of coverage or neglect of children and their affairs in the media. The baseline study had used a list of 48 issues or topics. Ten more issues were added to this list, based on the indications from the baseline study.

A single item could touch upon more than one topic or issue and this overlapping was recorded during the data coding. Items covering overlapped issues were also marked out. Additionally, in order to get a broad classification, the total number of items marked within a cluster was counted separately.

Two points require further clarification:

- ✓ **Child death is divided up by four mutually exclusive causes**—The topic ‘Death by Accident’ refers to deaths caused by any accident. Then we have ‘Death from Health-Related Reasons’, ‘Murder’ and ‘Suicide’. All four issues are mutually exclusive. Therefore items registering these definitions could be added up for a total count of items featuring child-death.
  - ✓ **Overlapping topics**—Items marked by single issues could also be registered under a generic issue. For example, items on ‘Rape’ could also potentially be marked under ‘Sexual Abuse’. No total count is possible between overlapping issues. In such cases, the broader category could give an idea of the total number of items on the related topic. Two carefully marked broader issues are Education and Healthcare. One issue is labelled as ‘Legal Support/Aspects’. In most cases, this is not an independent issue. It usually comes as an issue accompanying other relevant topics. As we will see, this marking helped researchers assess an essential quality of items on certain subjects.
- **Human Interest Elements:** This concept was applied to judge readability of stories as well as to analyse qualities of pictures or images in print and broadcast news. Items presenting events or issues in human terms are recognised as containing human interest elements. This is about portraying life and human experience in a way that appeals to the reader or viewer’s interest, compassion and which creates a sense of connection. Focusing on the human interest elements of a story can make it much more powerful, but if not exercised carefully, this style could lend itself to making stories soppy, melodramatic, patronising or sensational. Instances of using children solely for creating sympathy could be an example of abusing appeals to human interest.
  - **Qualitative Assessment of Text Items/Narrations:** Qualitative assessment of the text items in newspapers or narrations in TV stories was carried out on four grounds—authenticity, clarity, readability (newspaper items only) and negative tone or implications of the content-matter. Standalone photographs could not be judged on these counts and were evaluated separately. Text items were assessed on these counts by using the following indicators:
    - ✓ **Authenticity**—Inadequacies of authenticity in reports, features, articles and editorials were measured against five indicators: information gaps or inaccuracies; sweeping statements; lack of citation of



evidence such as documents or direct observation; weak, vague or inadequate sourcing of information, and lastly, lack of coverage of all the parties who are essentially involved in the matter. An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems.

Three indicators were used to sort out items which were too brief for a proper assessment, items which showed no inadequacy of authenticity and items which were outstanding in authenticity. An item recorded as possessing one of these three characteristics was not marked by any other authenticity indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no authenticity inadequacy.

- ✓ **Clarity**—Inadequacies of clarity in reports, features, articles and editorials were measured against the following four indicators: information inconsistencies; unanswered questions or incomplete information; unclear focus or lack of focus; and disruptions in the logical order or natural sequence of the story.

An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems.

Three indicators were used to sort out items which were too brief for a proper assessment, items which showed no inadequacy of clarity and items which were remarkably clear. An item recorded as possessing one of these three characteristics was not marked by any other clarity indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no clarity inadequacy.

- ✓ **Readability**—Inadequacies of readability in newspaper reports, features, articles and editorials were measured against the following five indicators: use of jargon or difficult words; long and complex sentences; lack of flow of language or structure; irrelevant information or repetition that made items unnecessarily lengthy; and lastly, lack of human interest elements.

An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems.

Three indicators were used to sort out items which were too brief for a proper assessment, items which showed no inadequacy of readability and items which were good to read. An item recorded as possessing one of these three characteristics was not marked by any other readability indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no readability inadequacy.

- ✓ **Negative Tone and Implications of Content-matter**—A total of 22 indicators arranged in four clusters were used to assess if the text items or narrations contained any negative tone or implications for the children involved in the story or for a child-consumer. The clusters were as follows: 1. Representation—this included stereotypical or negative portrayals of children; 2. Safety and Security—this focused on identity protection to children in sensitive situations and includes the issue of showing their photographs; 3. Impacts and Consequences—this looked into the effects of coverage on children, including stigma or discriminations and detailed descriptions of methods of antisocial or criminal activities that could encourage imitative behaviour; 4. Presentation and Style—this covered issues including graphic depiction of violence, sexual provocation, use of stereotypical words, violation of privacy, or using children solely to elicit sympathy of a viewer.

An item could record more than one inadequacy. Such items were additionally marked as showing multiple problems. Besides, in order to get a broad classification, the total number of items marked within a cluster was counted separately.

In the baseline study, one indicator in the above four clusters had referred to a positive phenomenon. For the follow-up survey, it was omitted from the list.

Three indicators in a fifth cluster were used to sort out items which were too brief for a proper assessment, items which had nothing negative in tone or implications and items which were positive on this count. An item recorded as possessing one of these three characteristics was not marked by any other tone and implications indicator. Therefore the total count of these three markings could be taken as the number of items manifesting no such problem.

In the baseline study, the items too short for a proper assessment could nonetheless be marked for some problems. In the follow-up survey a strict division was maintained between the problematic aspects and non-problematic ones (mutually exclusive) in order to get a clearer picture.

- **The Visuals:** The issue of protection of photographic identity of children involved in sensitive situations was checked along with the tone and implications indicators. A separate set of 12 indicators was used to assess the content of images involving children.

Eight of these indicators were used to identify images which contained negative elements. These were: graphic images of violence or gruesomeness; images of dead bodies; images violating privacy; indecent images; sexually provocative images; images glorifying crime or criminal activities; images showing criminal or antisocial activities in detail; and lastly, images using children solely to evoke sympathy of a viewer—a phenomenon that could be seen as a form of emotional exploitation of the child-image.

A single photograph or image could record more than one negative element. Such images were additionally marked as showing multiple problems.

Three indicators were used to sort out images not containing any negative element, images containing positive elements and images containing positive human interest elements. An image recorded as possessing one of these three characteristics was not marked by any other indicators for images. Therefore the total count of these three indicators could be taken as the number of images manifesting no negative elements.

- **Angle of Items or News:** The concept refers to the approach or perspective from which an event or issue is viewed. It is the aspect or perspective of a story highlighted or emphasised by the journalist. Angle can be perceived as the slant given to a story. The angle of an item was assessed by two indicators—positive or negative. If the coverage of an event or issue mainly conveyed negative messages, scenarios or implications and denoted largely a negative point of view, it was defined as having a negative angle. If the coverage mainly conveyed positive messages, scenarios or implications and looked at the event or issue largely from a positive point of view, it was defined as having a positive angle.

A negative angle could potentially imply that the story was focusing mainly on the dark sides of an issue, while ignoring its positive aspects. A positive angle could potentially imply that the story was focusing mainly on the happy sides of an issue, while neglecting the negatives. Angles cannot be perceived as any assessment of the negative or positive qualities of coverage. Angles could only denote the main thrust of the coverage and, arguably, the positive or negative bends of the events or issues concerned.

The angle of an item could add some meaning, though not conclusively, when considered against the issue or topic covered by it. For example, if stories on a critical issue largely indicated a positive angle in their coverage, it could suggest that they were overlooking any negative aspect.

## Limitations of the Follow-up Trend Analysis

- In any content analysis survey, the perception of observers coding and generating the data is a potential source of inconsistency and unreliability since it varies between individuals. The research team tried its best to maintain a reasonable level of consistency among the assessments by its three observers and researchers in following the defined indicators. However, a small margin of error and variance especially in the qualitative data which assessed the tones and implications of the content-matter is perhaps inevitable. There is also a scope of difference of opinions in defining the in-depth coverage, but only in a very small number of cases.
- The monitoring and analysis of television news coverage was limited to one news bulletin in the evening hours. Other news bulletins, feature programmes or in-depth news programmes were not within the scope of this survey. This had been the case for the baseline study as well. A TV bulletin has but a limited span of time and cannot possibly go much beyond the brief coverage of the day's events. Besides, unlike newspapers there is no specific item on TV news bulletins representing editorial views. Other TV programmes that could reflect such views were not within the purview of this study. Consequently, the findings may not reflect a comprehensive trend for television. A more inclusive monitoring, preferably focused only on television will be required to get that reflection. The findings of this survey can only speak about the trend of a primetime bulletin.
- The monitoring and assessments of items from the general arena of news which could have negative impacts on a child-viewer was not the primary task of this trend analysis. The findings only give a broad idea of the issues, both for television and for newspapers. It would require monitoring of all the pages of the newspaper and all relevant programmes on television over a longer period of time to get a comprehensive idea of this trend.
- The selected news bulletins on two of the television channels are broadcast late in the evening. To fully assess the impacts on the children in the audience, the bulletins needed to be at an hour when large numbers of children are expected to watch television.
- The follow-up survey, as well as the baseline study, did not explore the contents on special pages or on special programmes targeted at children, as not all news media have them. Besides, these pages or programmes may not include news in their content for children. The objectives of these content-analyses required them to focus exclusively on mainstream news coverage. Monitoring such contents would be essential for finding out to what extent the news media are fulfilling the information needs of children.
- The assessment of the negative tones and implications of the content-matter should be taken as broad indications only. This trend analysis did not have the scope to focus on the issues singularly. Besides, these assessments would need to review news coverage over a longer period of time. Safety and security issues would require a more intensive probe. These problems did not feature in news frequently but the presence they demonstrated is disturbing enough.
- The monitoring and analysis of photographs or images could benefit from a more thorough and intensive investigation. The broad general parameters of the follow-up survey did not have a scope to do that. The issue of protection of photographic identity of children in sensitive cases was checked along with the tone and implications indicators. This check excluded the standalone photographs, which are not high in number, but nonetheless could reveal some problems in this regard.
- The assessment of the angles of media outputs used two extreme indicators, i.e. positive and negative. A third indicator for recording the items which had an appropriate balance in their angles would have provided a more useful insight.

## Key Findings of the Content Survey

### Salient Features of the Trend in Coverage of Children and their Affairs

The trend that emerges from a comprehensive review of findings of both the follow-up content analysis and the baseline study of the selected national-level mainstream news media demonstrates the following salient features.

- **Inadequate Coverage:** The news coverage of events or issues related to children is very small in its volume, as well as in its share in the total news outputs of the sampled newspapers and television news bulletins. As has been discussed in the introductory section, adequate coverage is a core ethical demand on the journalist. Adequacy will essentially depend on the nature and quality of coverage as well.
- **Lack of Planned and Focused Coverage:** The coverage depends overwhelmingly on the availability of events related to children. A dearth of planned and focused coverage of children and their affairs, independent of easy availability of events, is a key problem. The phenomenon is more pronounced in television news.
- **Lack of Enterprise in Coverage:** The newspapers and television channels are generally more prone to covering the big, obvious and easily identifiable or coverable events and issues. While journalists do not usually miss the big and visible current events related to children, they seldom actively seek or dig out events and issues which are not obviously visible or easy to get. The coverage trend therefore lacks in reportorial enterprises, which would be essential for ensuring a comprehensive and sustained vigilance over the diverse situations of children and their interests. This trend mostly limits itself to a reactive, not proactive, kind of coverage as well. These drawbacks are more pronounced in television news, which additionally tends to focus mostly on events in Dhaka.

The coverage flow of news in newspapers and on television bulletins over the spaced out six fortnights of monitoring in fact indicates a dependence on a concentration of big, obvious and sensational or controversial events. The coverage also favours events or issues information on which may be easily available by checking with the routine sources. Camera-friendliness, predictably, is an added factor for TV coverage. Such news is often generated by various sources who invite journalists for coverage.

- **The Dominance of Shallow and one-off Coverage:** A lack of enterprise is also evident in the dominance of surface or superficial routine coverage of events and issues. The bulk of the straight factual news reports tend to merely record the very basic information and often fail to give a fair and complete picture of the events in their proper contexts, leaving questions unanswered. There is negligence to follow up developments of events or issues that do appear in news.

Besides, investigative and in-depth coverage of events and issues involving children is a rare practice. The in-depth reports often manifest considerable qualitative shortcomings as well. Again, these trends are more pronounced in news on television bulletins.

- **Exceptions to the Dominant Trend:** Journalists however have sporadically brought to attention some important events or issues involving the under-18s, especially those on injustice and abuses. During the follow-up monitoring period a few cases of abuse, exploitation or injustice involving children have received continued and extensive coverage on some of the media. Journalists have also drawn public attention to individual stray tragedies and successes. Straight news reports on some of these cases have been thorough and extensive.
- **The Narrow News Agenda:** The news media tend to cover a narrow range of child-related issues and topics. Many important issues such as those concerning children and governance or various vulnerabilities and problems experienced by children in diverse situations remain under-covered or not covered at all. This is one manifestation of over-dependence on obvious daily events and of a lack of planned and focused coverage.
- **Education Gets Attention:** Within the limited volume of child-related news, educational issues show a pattern of consistent coverage. Although not free from the other limitations of coverage discussed above, stories on educational issues fared relatively better on these counts.
- **The Positive Slant of Coverage on Children and Governance Issues:** The coverage of children and governance issues is overwhelmingly positive in its slant, indicating potential negligence to take a much-needed critical look into these matters.
- **Lack of Thoughts to Impacts on Children:** During the follow-up monitoring period, a number of incidents saw children caught up in complex problems and tragedies within the family. Children have been murdered by boyfriends of their mothers or died as a consequence of mothers committing suicides along with their children. Spurred by the sensational aspects of such situations, or taking a moralistic attitude or by simply not knowing how to deal with such phenomena, news reports often demonstrated little thought given to how such accounts could affect a child reader or viewer. The incidents were traumatic enough. The way many of the reports covered these incidents, often sensational and melodramatic, could deeply erode the confidence and trust of a child reader or viewer in safety and security within home and family.

Coverage of incidents of suicide committed by girls who are victims of sexual abuse or harassment often demonstrated a lack of thought given to its impacts on other girls in similar situations. Stories on drug problems and crimes involving children often tended to focus on sweeping generalisations and stereotypical labelling. Graphic images of violence or traumatic events and harmful depiction of antisocial or criminal activities remained a problem, mainly on TV news.

Portrayal of children as passive victims, lack of consideration to a child's dignity when portraying his or her misfortunes and disclosing identities of children in sensitive situations which might lead to causing them harm afflict the media coverage trend in varying degrees. Not extending identity protection to children in conflict with the law remained a considerable problem.

**(For a detailed picture of these and some other similar problems, see Annexure-1 – ‘Study of a few Items.’)**

- **The Issue of Dead Bodies:** whether in child-related news or in general news, newspapers and television channels have a tendency to show dead bodies when the events covered provide the scope. The tendency however varies considerably between institutions. Although not very high by percentage, the prevalence is high enough for causing concern. The prevalence of such images is more visible on TV.

Test cases studied find this tendency to border on indecency in some instances. This persisting tendency gives a message of disrespect to the dead and demonstrates insensitivity to the feelings of their near ones, as well as to the probable impacts of such photographs or images on a child viewer.

(See ‘Inappropriate General News Contents: Newspapers and Television’ later in this section and ‘Study of a few Items’ in Annexure-1)

## **Key Events which influenced the Child-related Coverage**

Children featured in news the highest number of times, when they died. The baseline study had also found this to be true. The phenomenon therefore continued to be a sad reality.

The year spanned by the follow-up survey has not been kind to the children in Bangladesh. In response to the cruel and sad incidents, the government took a number of initiatives. Journalists followed up a handful of issues rigorously. A list of the key events which influenced the flow of news coverage on children and their affairs is provided below. This list would provide a context to the analyses of contents later in this section.

### **1-14 June, 2010**

- **June 01:** A five-storey building collapsed on adjacent tin-shed shanties in Begunbari, Dhaka, killing more than 20 people. Eight of them were children.
- **June 03:** A devastating fire in Nimtoli, a densely populated neighbourhood of Dhaka, killed more than 120 people. Many of them were children.
- **June 10:** A psychologically disturbed mother, Renu Begum, killed her three children and attempted suicide in the southern district of Barisal.
- **June 11:** A mother in Dhaka—Farzana Kabir Rita, abandoned by her husband after he had remarried, committed suicide along with her two children.
- **June 11:** The World Cup Football began, claiming considerable news spaces.
- **June 12:** The World Day against Child Labour.
- **June 13:** The Education Day. The education ministry observed the day as the anti-stalking day. Different programmes were organised in order to raise awareness on the issue.
- ◀ The government proposed to raise the budgetary allocation in the education sector by 13.5 percent for the next fiscal year.

### **1-14 August, 2010:**

- **August 01-07:** The World Breastfeeding Week.
- **August 4:** Police recovered the decomposed body of a three-and-a-half-year old girl, Jennifer Islam Tanha, allegedly killed by her mother’s boyfriend.

- **August 5:** Distraught over her husband's second marriage and attempting suicide, a mother—Bilashi Akhter set fire to herself and her two small children. All three died eventually.
- **August 09:** A mother—Maksuda Begum jumped before a running train in Dhaka along with her baby daughter, attempting suicide as her husband had divorced her to marry another woman.
- ◀ Similar incidents of suicides and crimes had been continuing for a while and led to follow-up reports in the news media and editorials in all 10 newspapers under the survey.
- **August 09:** The education ministry issued a circular banning corporal punishment in schools. The directive came weeks after the High Court had ordered the government to take steps to stop such punishment in primary and secondary schools. Two rights organisations had petitioned High Court in July 2010, which led to the court order.
- **August 12:** The government closed all schools and colleges for over a month at short notice on the first day of Ramadan, presumably as a measure to control traffic congestions in the capital city.

#### **1-14 October, 2010:**

- **October 4–10:** Bangladesh celebrated the International Child Rights Day and the Child Rights Week. The programmes were inaugurated by the Prime Minister. On this and also on other occasions during the monitoring period, the Prime Minister asked the authorities to cut the syllabuses down and ease the burden on children.
- **October 5:** The Parliament passes the 'Family Violence (prevention and protection) Act 2010, making strong provisions to protect women and children from family violence and repression.
- **October 7:** A High Court verdict directed the kazis—marriage registrars to check birth certificates of girls before registering their marriages. This move came in order to stop child marriage. The news media however covered this issue nominally.
- **October 12:** Stalkers in Natore critically injured a college teacher, Mizanur Rashid, as he protested against their harassing the female students. He died on the 24<sup>th</sup>. On October 26, a stalker killed Chanpa Rani for protesting against the harassment of her two daughters by crushing her under his motorbike.

#### **15-31 December, 2010:**

- **28 December:** The results of Primary School Terminal and Ebtedayee (madrasa) examinations (PSC) were published. These are public examinations.
- **29 December:** The results of Junior School Certificate (JSC) and Junior Dakhil Certificate (JDC) exams were published. These are public examinations.
- **29 December:** Rapid Action Battalion—RAB in a press conference presented a man arrested on charges of being involved with a gang that maimed children for employing them in begging. A rescued victim was presented as well.
- **December 31:** The Prime Minister inaugurated the free distribution of textbooks among the students of class I-IX under all education boards. The government was declaring the intent to distribute the books on time, which had been mentioned in news reports previously.
- **December 21:** Admission tests by lottery for enrolment in class I of state-run high schools began in Dhaka. Earlier reports in the news media had quoted government leaders and high officials discussing the issue.
- ◀ During this period, high officials said the government was about to make maternity leave six months for the public servants to promote and facilitate breastfeeding of babies. Reports had quoted the Prime Minister expressing the intent earlier in the second week of June. The decision was made effective early in January, 2011.

- ◀ The national news pages did not have much space during this fortnight because of the flow of reports on the preparations for the upcoming municipality polls.

### **15-28 February, 2011:**

- A fifteen-year-old girl Hena Akhter, allegedly raped by her cousin Mahbub Khan, was subjected to fatwa (religious ruling) on charges of adultery in a remote village in the district of Shariatpur on January 24, 2011. Organised by the man's wife, a group of village leaders set up an arbitration committee and issued the extra-judicial religious ruling subjecting her to severe whipping. She died from that on January 31. The village leaders involved in the crime tried to influence the investigation process. The news reached the media in the first week of February. The High Court ordered a second autopsy following media reports, which held that the first autopsy report had tried to suppress the actual cause of her death. Hena's body was exhumed and the second autopsy found grievous injuries on her, confirming the suspicions. Fresh investigations followed and the demand for justice grew stronger. The media, especially the newspapers, played an active role. During the last two weeks of February, the fortnight included in the survey, the media were still covering the issues rigorously.
- **February 06, 07 and 27:** The annual Ekushey book fair dedicated these days to children and marked four hours in the mornings as *Shishu Prohor* (Children's hour).
- **February 14, 2011:** The cabinet gave its final approval to the National Child Policy 2011, which set the age of childhood till reaching 18 years.
- **February 15:** The High Court, in response to a writ petition, declared all forms of violence, torture and repression of domestic helps illegal and ordered the government to ensure that no child below the age of 12 is employed as a domestic worker.
- **February 16:** Ayesha Akhter Tumpa, A schoolgirl, was abducted from Dhaka on February 14. Her body was found floating in a canal near Dhaka two days later. A gang of stalkers harassing Tumpa for the previous three years was suspected. The police said she had been raped before being murdered. Tumpa's brother had been murdered in May 2010 after he slapped a member of this gang.
- **February 21:** Serafina Mardi, a 14-year-old girl from an ethnic minority community in Rajshahi had been gang-raped on April 4 in 2010. She set herself on fire on February 17 following an out-of-court settlement by leaders of her community and the local church, which gave some money to her family and asked one of the alleged rapists to marry her. Serafina died on February 21. The settlement had been made and forced on the victim when the rape case was on trial. It succeeded in misleading the trial and setting the accused free.
- **February 17:** The World Cup Cricket, of which Bangladesh was a co-host, opened in Dhaka claiming much news spaces.

### **15-30 April, 2011**

- On March 23, members of the Raid Action Battalion—RAB shot a 16 years old college student Limon Hossain in the left leg in a village in the southern district of Jhalakathi. Limon's leg had to be amputated on March 27. RAB claimed that Limon was a criminal and had received the bullet injury in a shootout with them. RAB filed a case against Limon. Following newspaper reports, the RAB chief at some point admitted that Limon was innocent. But harassment of the boy continued. Limon's mother could file a case against the RAB officials only after much hassle and following media reports on the situation. The government sided with the RAB, with ministers and leaders making various statements in defense of the force. The news media, especially the newspapers played an active role by following up



the subsequent developments and controversies rigorously. They were still covering the issue extensively during the second week of April.

- **April 20:** Officials said that the government was going to upgrade 2,704 community primary schools to registered primary schools from the next month.
- **April 24:** The Prime Minister launched online versions of textbooks for the primary and secondary levels making them accessible to all, free of cost.
- ◀ Corporal punishment in schools was again in focus following exposure of a few incidents and continuation of steps by the government to stop such punishment. The issue featured at meetings and discussions while the government was finalising a detailed policy on banning and stopping physical and mental punishments in all educational institutions. The policy was announced on April 26. Earlier the education ministry had issued a circular banning corporal punishment on April 9 2010 and a Supreme Court judgement had termed such punishment unconstitutional on January 31.
- Public sexual harassment (stalking) of young girls had been on the rise throughout 2010. A large number of girls committed suicide following harassment. Some were killed. In November, the government set up mobile courts to deal with incidents of such harassment on the spot with imprisonment up to one year. Newspapers and television channels were covering the events regularly, which included some reports summarising the year's toll and looking into the trend. Incidents and reports featured even during the last days of April. It is interesting to note that public sexual harassment is termed 'eve-teasing' by most of the news media, as well as in common vocabulary. 'Eve-teasing' is a euphemistic term used only in the Indian subcontinent.
- Accidents, some enlisted above and others big or small, have claimed lives of children throughout the year in review. These included road accidents, launch or boat capsizes and death from drowning, which have not been mentioned in the above list of key events. These however claimed a moderate share of the child-related coverage, with television news featuring mainly the big or major ones.

## Key findings: child-related contents, Newspapers

### The basics

- Over the 12 weeks of monitoring, the sampled pages of the 10 surveyed dailies yielded 2474 items directly or incidentally involving children or their interests and affairs.
- Of these, 2419 (98%) were news items and 55 (2%) were Editorials. Of the news items, 171 were standalone photographs, i.e. photographs without any accompanying report. Thus all text news items totalled 2248, while all text items including the editorials totalled 2303. The newspapers published in total 1045 child-related photographs and 874 of them accompanied text pieces.
- To get an idea of the proportion of children-related coverage, all items on the sampled pages over the 12 weeks were counted.<sup>16</sup> This totalled 87,773. Of these 85,982 (98%) were news items, while 1791 (2%) were editorials. All photographs totalled 29,332.

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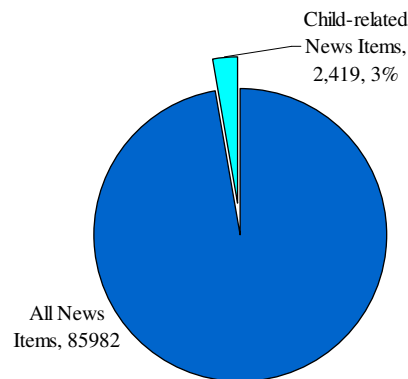
<sup>16</sup> Ideally, contents are measured by the amount of space they occupy but for the purpose of this study a rough estimation by number was adequate. The detailed categorisation of items discussed below indicated sufficient characteristics to assess the effective coverage volume.

## Analysis

**1. Insignificant News Coverage:** Only 3 percent of all news items on the sampled pages of the 10 newspapers dealt with children and events or issues related to them. This was what the baseline study had found also.

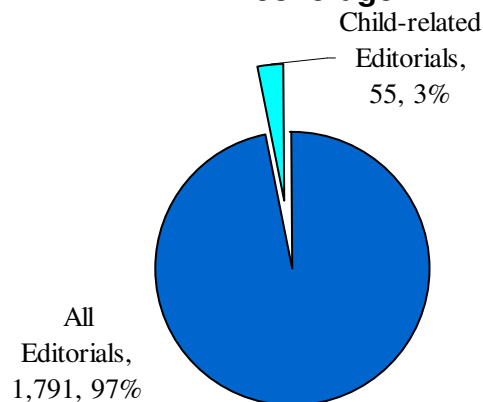
The coverage trend therefore indicated that insignificant coverage of children and their affairs was a key problem. This insignificance was accentuated by the dominant nature and quality of coverage as well.

**Total news and Child-related News**



**2. Editorial Scenario:** Editorials represent the views and policy positions of a newspaper. They highlight the issues that a paper especially seeks to put on the public agenda for debate and discussion with an aim to mould public opinion. Children were not prioritised for this attention as such.

**Total coverage and child-related coverage**



- During the monitored six fortnights, about 3 percent of all editorials addressed children and events or issues related to them. The average number of child-related editorials per newspaper would be less than six, indicating a rate of two per month. But the distribution of editorials was not even. One of the

newspapers published only one editorial over the entire period and the top four scorers published from seven to eight editorials.

- While the proportion of child-related editorials indicated neglect, the scenario was nonetheless marginally better than what the baseline study had found. The proportion of child-related editorials in 12 newspapers over the baseline three consecutive months in 2009 had been 1.65 percent.<sup>17</sup> The monthly average number of child-related editorials per newspaper would have been one only. But in reality two of the newspapers had published no child-related editorial at all, while two published in total one each. Five of the top scorers had ranged from five to six.
- The distribution and concentration pattern of editorials over the six fortnights of the follow-up survey indicated responses to major current events and issues. The highest number of editorials was published in the second half of December 2010, the period when the results of the twin primary and junior school-level public examinations were published. These events and a few more educational issues, including corporal punishment at schools, were the most frequent issues covered by the editorials. Education was covered in about one-third of all editorials. Government policies and announcements claimed a good share. Abuse and exploitation events or issues, including stalking or public sexual harassment of young girls featured prominently. The second highest number of editorials came during the first two weeks of August 2001, a period full of tragic incidents involving children, which also saw a government directive banning corporal punishment in schools. The first fortnight of October which included the Child Rights Week, did not generate that many editorials.

While editorials did not miss the big current happenings involving children, their dependence on obviously visible current events suggested a lack of focused planning and policy-priority given to children. Following events, the attention cannot be even over time. The news coverage on children also reflected this trend. The baseline study had found similar indications. The trend therefore was further confirmed.

**3. Monthly Coverage Pattern and Events:** The number of child-related items published per fortnight of the survey ranged from 320 to 547. The top scoring fortnight was the last two weeks of December, 2010. The first fortnight of August, 2010 and the last fortnight of February, 2011 were the next two scorers respectively. The lowest scorer was the first fortnight of October 2010.

The distribution of coverage volumes between the six fortnights indicated their dependence on concentration of big, obvious, sensational or controversial daily events, rather than on a conscious prioritisation of children's interests. A check with the list of key events provided above would support this observation.

- The last two weeks of December saw the publication of the twin school-level public examinations and a few other year-ending national-level activities and decisions of the government regarding education. Mobile courts punishing stalkers was also a prominent issue. The first fortnight of June, 2010 brought in the issue of annual budgetary allocation for education, the World Day against Child Labour and saw a few tragedies featuring children. These included the Begunbari building collapse, Nimtoli fire and a few sensational mother and child suicide cases. And yet the total coverage remained moderate. Similar sensational tragedies continued for a stretch of time and the newspapers were covering and following up the events significantly by the first two weeks of August 2010. The period studied in February, 2011 saw extensive coverage on the abuse and death of Hena Akhter and on a couple of

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<sup>17</sup> Because of an inadvertent calculation error, the published baseline study report wrongly mentions the share of child-related editorials to be less than one percent.

abduction, rape and murder of children. This fortnight registered a good coverage of child-related items, despite its coinciding with the World Cup Cricket opening in Dhaka. On March 23, 2011 began the series of events and controversies over Limon. Newspapers were following these up rigorously even over the last two weeks of April. Besides, this was when the government launched online versions of school textbooks.

The first fortnight of October 2010, the lowest scoring period by the total count of child-related items, incorporated the celebrations of the Child Rights Day and Week. This period however had the highest concentration of items on children and governance issues, including reflections of the various announcements, speeches and programmes marking these occasions.

- The volumes of in-depth stories and editorials largely followed this periodic pattern. February 2011 however remained mainly a period of straight daily news coverage, while October 2010 recorded a good flow of in-depth reports.
- On another front, the high periods of coverage on accidents involving deaths of children also indicated a dependence on concentration of big incidents including the tragedies of June and August.
- The baseline study surveying three consecutive months in 2009 (June to August) had indicated similar over-dependence of child-related news coverage on daily events. While coverage of education got a boost in the wake of publication of the Secondary School Certificate—SSC exams, coverage of healthcare had increased due to a few health-related controversies<sup>18</sup>. The picture of three consecutive months made the event-dependant imbalance clearer. Besides, sporadic events of death by accidents generated coverage throughout the three months.

The consistent general trend of coverage-dependence on big, obvious, sensational or controversial events was further established by the follow-up survey. The general trend implied a lack of planned coverage of children and their interests or issues. News will surely follow daily events, but the lack of initiatives to go beyond the obvious and easy-to-get events was a problem. The issues and topics covered by the child-related items, discussed later in this section, further supported and exemplified this observation. The nature of coverage made the trend all the more worrying.

- 4. Types of Reports:** The newspapers under the survey have rarely covered children and their affairs in-depth. The overwhelming trend has been straight news coverage of daily events.

#### **Broad Classification: Child-related Reports**

Items	Frequency	% of total news reports
Event-based Straight Reports including Follow-up Reports	1824	81.1
All Appeals and announcements	228	10.1
In-Depth Report + feature+ opinion+ articles	196	8.7
<b>Base: All Child-related Reports (2248)</b>		100.0

- Editorials comprised about 2 percent of all child-related items. The rest of the items—reports, standalone photographs, features and articles—could be broadly termed as news. These totalled 2419.

<sup>18</sup> During the baseline monitoring period controversies had developed over the government's countrywide campaign of distributing Vitamin-A capsules and de-worming tablets and a WFP-assisted school nutrition project of distributing biscuits (June 2009) as well as over a brand of pain reliever and fever reducer for children (peaking in July, continuing through August, 2009). Besides, individual appeals seeking financial assistance for various treatment costs constituted a large chunk of the newspaper items touching upon healthcare issues.

Taking out the standalone photographs, we get the total number of news stories—2248. The overwhelming majority of them—91 percent—were straight news reports<sup>19</sup> of daily events. Except for those on a handful of issues in a few newspapers, these were mostly one-off surface stories without pursuing their developments over time. These also included pieces that could be classified as appeals for help and different announcements (10 percent) from the members of the public.

The majority of these straight news reports (59%) did not merit more than a single-column treatment. Significant proportions of stories were found to be too brief or deficient in relevant information. Some 12 percent were barely one or two paragraphs in length. Above all, the general trend of coverage was just basic and routine in nature.

- In-depth reports<sup>20</sup> were merely 130 in number, claiming a share of barely 6 percent of the child-related news stories. Features and articles together claimed a very marginal share—just about 3 percent. The in-depth reports had their share of qualitative problems and we will look into those later in this section.
- Reportorial enterprise and proactive reporting is essential for highlighting significant issues or events and to do justice to the constituent sections of society. Such reporting would especially be manifested in the quantity and quality of in-depth reports and features. It would also indicate a media institution's policy thrust. In-depth reports and features can delve deep into an issue or event. These can focus on processes.

Straight reports, if done well and enterprisingly, serve the important task of informing the public about events, issues or phenomena they need to know. During the follow-up period stray reports exposed important realities concerning children and some of the newspapers followed up a number of events such as the Hena, Serafena, Limon or prominent sexual harassment ('eve teasing') cases rigorously and well. But the general trend indicated major shortcomings in this regard. Besides, straight news alone cannot achieve what in-depth coverage does. To serve the children's interest, straight news should lead to relevant in-depth coverage.

- The baseline study had recorded a greater proportion of in-depth reports and consequently a bit smaller percentage of straight news reports.<sup>21</sup> But the general trend of record keeping surface coverage had been omnipresent even then as well. The share of tiny one or two-paragraph stories had been higher then.

The follow-up survey therefore confirmed a general trend of record-keeping straight, more often surface, coverage of events involving children.

**5. Treatment and Effective Importance:** In keeping with the baseline survey findings, all the child-related items (2474) and the child-related news items (2419) in them received moderately good treatment but did not or could not really gain much effective importance.

- Close to two-thirds of all child-related items had the advantageous placement above the fold of the pages.
- About 28 percent of the child-related news items made it to the front and back pages. The largest concentration was on the inner pages for national news, indicating a flow of news from outside Dhaka.

<sup>19</sup> See 'Definitions: News'—'Notes on the Indicators' in 'Objective and Methodology', Section-2.

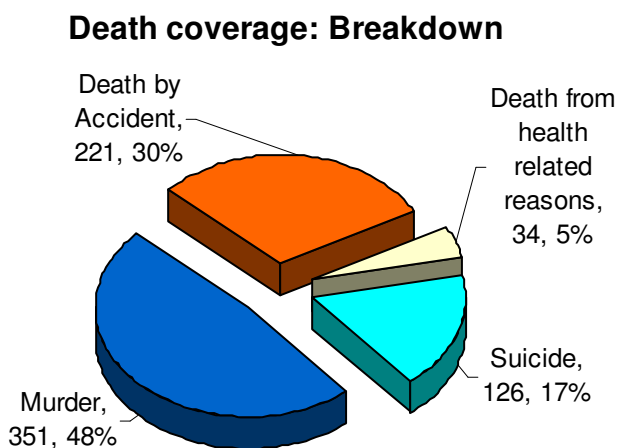
<sup>20</sup> See 'Definitions: News'—'Notes on the Indicators' in 'Objective and Methodology', Section-2.

<sup>21</sup> The volume of in-depth items during the baseline monitoring had been considerably higher than that of the follow-up survey. Their number decreased this time mainly because of a stricter scrutiny. Another reason could be that the Secondary School Certificate—SSC results, published that year on May 26, had generated many special stories on successes of individual students. In 2010 the results had been published on May 15 and the first fortnight of June could only capture the tail end of SSC stories. And the end of December could not capture the flow of similar stories following the school-level twin public exam results.

- Close to half of all the child-related items received special treatments such as being distinguished with photographs, borders, highlighted excerpts or headlines in colour type. A good proportion (16%) got multiple special treatments. A little over one-third of the pieces were reports complemented with photographs.
- And yet a little more than half of the child-related news items were headlined or displayed as single-column pieces. The column spread of the headline is an important indicator of the level of importance given to a news piece. A little over one-fourth got double-column treatment while less than one-fourth merited a spread of three to six columns. Just about one percent (14) could claim seven-column and banner headlines or displays.
- Only one percent of the child-related news items—31 pieces—was treated as the main story of the day, i.e. the lead story on the front page.
- A quick look through the stories suggested that when children were involved in an event, they were usually mentioned in headlines or intros, i.e. the beginning sentences of a report. This could be interpreted as an attempt to sell the story by playing up the emotional appeal to readers. The attention catching treatments suggested prioritising of children and their affairs. Yet when deciding on their news value by headline sizes, the larger share of the news pieces was treated as less significant. One factor could be that the stories could not merit any better treatment. Alternately, the gatekeepers or the copy editors did not hold issues involving children to be on their priority agenda. The editorial attention pattern and the nature of coverage also indicated a similar outlook.
- Compared to the baseline study, the placement on pages and the volume of seven-column and banner items recorded a little increase during the follow-up monitoring. In all other aspects, the baseline study had found almost the same trends.

The follow-up survey therefore confirmed that the prevailing trend of over-dependence on straight and surface reporting of obvious and easy-to-get daily events cannot ensure a consistent extensive coverage to children and the issues important for them. Nor can they gain children much effective importance on the news agenda.

**6. Narrow and Lopsided Range of Topics and Issues:** In tune with the baseline survey findings, children featured in items the highest number of times when they died (30%). Murder featured in the biggest chunk of child-death stories, followed by coverage of death by accident, suicide and death from health-related reasons. Nearly one-third of the items on accidental death items concerned death from drowning.



A small proportion of the child-death stories were done in-depth. These however made up a good share of the in-depth stories. A number of editorials also touched upon child-death. Murder, including the sensational incidents during the monitored period, claimed 19 in-depth reports and five editorials.

- Child-death is of absolute importance and must be reported on. However, generally, surface reports on child-death came without adequate investigative efforts or

complementary focus on the underlying issues involved. Because of the nature of child death under study, stories also had a tendency towards sensationalism or tear jerking. Generally speaking, the complex issue of child-death and its underlying factors deserve more in-depth coverage even when not directly linked to daily events.

- Next in line were items which covered education, indicating an influence of the results of the two public exams (50 percent of all items on education) and of different policies or declarations/announcements made by the government.
- A considerable share of the items concerned healthcare issues but nearly half of these were actually appeals seeking financial assistance for treatment costs from individuals.
- In reflection of the events during the monitoring period, items touching upon abuse and exploitation issues were significantly high in proportion. The cluster covered more than one-third of all child-related items. Consequently a considerable proportion of stories touched upon legal support issues. Reports on abuse and exploitation would require coverage of legal aspects. This should be an integral part of proper coverage of these issues. And yet, legal aspects were not adequately covered compared to the volumes of items requiring it.
- Legal aspects cannot generally be viewed as a topic by itself. On a scale of 52 issues<sup>22</sup> death, education and health-related topics accounted for the major chunks of items. These included, 16 issues got covered in 5 percent or a higher proportion of items. Some of these issues overlapped in the same story.
- The trend is a bit balanced but not vastly different from what the baseline study had found. Death had topped the coverage list of the baseline period as well, being slightly higher in proportion. Healthcare and education had been the next two frequently covered issues of the baseline survey period as well. Six out of the 10 issues that had been covered by 5 percent or a higher proportion of items concerned these three generic issues. Thus the coverage of issues had been much lopsided.
- The follow-up survey found a little less lopsided coverage of children-related issues than the baseline study had found. Important increases in coverage, though inadequate, were registered for some abuse and exploitation issues, governance issues and sports/cultural events.  
And yet the concern about a narrow range of issue-coverage remained. Just as in the baseline findings, as many as 25 issues on the scale received Zero to 1 percent coverage. This list of least-covered topics largely corresponded to that of the baseline findings. Common issues included marginalised groups, children's associations, street children, government allocation and its misuse and school corporal punishment. (A complete list of not-covered or little-covered issues from both the surveys is given in Annexure-2.)
- In at least 6 percent of the child-related news stories including the standalone photographs, children featured only incidentally. These were mostly reports on accidental death. About 5 percent of the items were on seminars or programmes. Both the phenomena were more pronounced in TV news though. The baseline trends had been similar.
- Major issues/topics for the child-related stories on the first page of the newspapers included education, incidents of abuse and exploitation and death by accident.
- The issues covered by the 31 lead stories included education, government policies, announcements by government/state dignitaries, bad governance and death by accident.

Dearth of enterprising reporting was indicated as a trend by the pattern of issue coverage as well. The issue coverage scenario and a closure scrutiny of reports further suggested that events or incidents on which information could be obtained by checking routine sources such as the police or hospitals stood a better

<sup>22</sup> See 'A few Concepts of the Codes'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.

chance of coverage. The same could be said about source-generated news, such as organised events or announcements which actively sought media attention.

**7. Angle of items:** Although a large number of items dealt with death, abuse, exploitation, various vulnerabilities, and healthcare problems, the coverage angles for all items (2474) were half and half between negative and positive. If an item was mainly a bearer of bad news or focused mainly on the negative aspects of the event or issue, it was considered to be done from a negative angle. And a positive angle denoted opposite characteristics.<sup>23</sup>

- The baseline study had judged some 70 percent of the items as negative. The bulk of the tiny pieces on accidental death and the health-related controversies of the time might have been responsible for that. The follow-up monitoring recorded a greater proportion of stories on education, which were overwhelmingly positive in angle. Stories on several controversial abuse and exploitation issues also focused on the constructive aspects for the children involved. In total 24 out of the 31 lead stories were positive in angle.

The trend that emerges from a comparison between the two studies still raises concerns about the appropriate angle of a story. For instance, both the surveys found governance-related items mostly done from a positive angle. When one considers that a large chunk of such stories were in fact based on announcements made by the state dignitaries and the dearth of investigative coverage, it indicates that some of these might be neglecting crucial and relevant problems.

**8. Gender Matters:** Close to half of all child-related items (2474) either addressed both boys and girls or had no context of gender. In the remaining 55 percent, girls dominated.

- Girls featured more in items on abuse and exploitation and on children in various vulnerable situations. Boys featured most frequently in items that covered death by accident and police handling cases. Interestingly, significantly more girls than boys were portrayed as passive victims. Reports revealed a patronising attitude, insensitivity or overplay of emotions much more if girls were involved. This gives rather a clear impression of gender biases in portrayal of victims and offenders, real or perceived. This was more or less similar to what the baseline study had found and could be regarded as a prevailing trend.
- One area in which boys dominated was significant from a gender perspective. Healthcare help appeals were largely made for boys (67%). These appeals are usually submitted by the families and they could reflect their priorities for the health and wellbeing of boys. The baseline study had found a similar trend.
- In items on education, the larger shares either addressed both or were gender neutral. Of the remaining, girls featured in more items than did the boys. The situation was similar for the items on academic excellence. During the baseline period, stories on academic achievement had focused more on boys. Compared to the baseline, academic achievement has got less coverage this time though. In general, the baseline study had registered more boys than girls addressed in items featuring either of the genders.

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<sup>23</sup> See 'A few Concepts of the Codes'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.



**9. Negative Tone and implications:** Unlike the baseline, which looked into one positive phenomenon (good role models<sup>24</sup>) while judging tone and implications of the content-matter of text items, this time the emphasis was given to identifying negative aspects only.<sup>25</sup>

- Of the 2303 text items comprising both news and editorials, nearly one-fifth were too brief for proper assessment.<sup>26</sup> Close to one-fifth were positive in tone and implications, while a larger proportion had nothing negative in tone. Taken together, close to two-thirds of the stories did not manifest any problem in tones and implications of their content matter. That still left almost 40 percent of the stories which manifested problems.

- In the problematic items, the problem featuring most was out of context information. This is a presentation or stylistic problem. The next prevalent problem was children being portrayed as passive victims and not incorporating their say on matters involving them.

The baseline monitor had marked a much greater proportion of items to be portraying children as passive victims and as unimportant.<sup>27</sup> Consequently, a larger share of items had been recorded as having problems with tone and implications. Excessive description of violence had also been marked more then. While these aspects may vary depending on the perception of the evaluator, other indicators such as those of identity protection are more specific and objective in nature.

- The more alarming problem concerned issues of identity protection. A comparison with the baseline study indicated that news coverage spread over a year has in fact suggested overall a worsening trend in terms of identity protection of and insensitivity towards children involved in sensitive cases.<sup>28</sup> Pieces disclosing names, identifying details such as addresses or photographs of child victims of sensitive abuses including sexual ones and of children in conflict with the law comprised one-tenth of all text items. Some of these disclosed multiple identities. The numbers of such items were quite high, considering the fact that just one story is enough to cause harm to the child involved.

There was a general tendency of disclosing the identities if the child in such a situation was dead. In some cases, identity disclosure was inevitable in order to focus on the injustices committed. These were not marked as problematic. So these stories definitely raise a concern about a lack of required identity protection, when dealing with victims and with children in conflict with the law.

For instance, about one-fifth of the text items on rape disclosed addresses or other facts that could identify the victim and nearly one-tenth disclosed their names. Four out of 15 items on violence and other crimes by children included names of the accused child. This is despite the fact that the law in Bangladesh forbids such identification.

Both the baseline study and the follow-up survey find that while names or photographs were published less frequently, the prevalence of other identification details persisted. This seemed to indicate a lack of care on the part of reporters and editors, or confusion about what real identity protection implies.

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<sup>24</sup> In the follow-up monitoring, this phenomenon was to be marked separately but the finding was abandoned later for newspapers as some unreliability was detected in the data.

<sup>25</sup> See 'A few Concepts of the Codes'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.

<sup>26</sup> Photographs were judged separately, except for the issue of identity protection. Photographs accompanying text pieces were checked for assessing this issue.

<sup>27</sup> Some of these had been distinguished as items too brief for proper assessment during the baseline study. This time, the items too brief were not marked by any problem indicator in order to get a clear proportion of items definitely negative in tone and implications.

<sup>28</sup> The baseline study had not segregated the identity disclosures of victims and of the accused. The number of items containing such disclosures for the two groups combined had been considerably lower than the segregated figures found during the follow-up survey.

- Marginal in proportion (much less than that of the baseline findings), but not insignificant numbers of pieces attached stigma, blame or negative impressions to the children involved. The same could be said about items containing detailed descriptions of criminal or antisocial activities in a way that could encourage imitative behaviour. And the same was true for graphic description of violence. A considerably large number of pieces contained stereotypical labelling or adjectives. A higher number and significant proportion of pieces showed insensitivity, patronising attitude, overlay of emotions or was derogatory about the child involved.

The prevailing trend says that the need for caution about identity protection, portrayal and stigma issues in the child-related newspaper items cannot be overstressed. And reporters need to exercise more care when a child is involved in the story.

(See ‘Inappropriate General News Contents: Newspapers and Television’ later in this section and ‘Study of a few Items’ in Annexure-1)

**10. Authenticity, Clarity and Readability:** Around one-fifth of the text items (2303) were too brief for proper assessment of their authenticity, clarity and readability.<sup>29</sup> A larger share had no problem in this regard, while tiny proportions were good on this count. Taken together, roughly 60 percent of the text items were acceptably authentic, clear and readable. That left some 40 percent of the text pieces manifesting problems.

- The problem prevailing most on counts of authenticity was not covering all the parties essentially involved in the matter. The next prevailing problem concerned sweeping statements. Nearly one-fifth of the pieces demonstrated multiple authenticity problems.
- The most prevailing clarity problem concerned incomplete information or information gaps. Nearly one-fifth pieces had multiple clarity problems.
- The most prevailing readability problem was that sentences were long and complex. Lack of flow in language and structure closely followed this problem. The next problem was irrelevant information cluttering the story.
- The baseline survey had identified considerably lesser proportions of pieces as showing authenticity and clarity problems. An even lesser proportion of pieces had been marked as showing readability problems. This difference could have been caused because of a stricter judgement adopted for the follow-up survey and also because of the longer span of the period monitored. The picture that emerged from a longer stretch of period and across a wider variety of situations could potentially reveal a more reliable trend.

Both the surveys stress that caution is needed in the following areas: coverage of all the sides or parties essentially involved in a matter; citing of evidence and documents; guarding against making sweeping statements; leaving information gaps in pieces; guarding against cluttering stories with irrelevant information; and taking care to write short and simple sentences ensuring a flow in language and structure.

**11. The News Producers:** Leaving the editorials aside, close to half of the news items came from local or regional correspondents of the newspapers, while around one-third was done by the central or Dhaka-based reporters. Local correspondents also provided photographs in a few cases.<sup>30</sup>

<sup>29</sup> See ‘A few Concepts of the Codes’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

<sup>30</sup> See ‘Definitions: News Producers’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

- These two groups of item producers accounted for 81 percent of the news items. Contributions from the news desk and the staff photographers made up some 4 percent and 6 percent of the news coverage.
- Authenticity and clarity problems were more of a problem for the local correspondents than for the staff reporters. A larger share of items by the staff reporters showed readability inadequacies than did the pieces by the local correspondents. Readable pieces from local correspondents could partially be credited to the desk editors. Similarly, the inadequacies with authenticity and clarity indicate a weakness of desk editors in these matters.
- Items too short for proper assessment came significantly more from the local correspondents.
- The baseline survey had found a slightly higher proportion of items coming from the local correspondents. Authenticity and clarity problems were more prevalent in the items by the local correspondents, while both the groups of news producers had an equal proportion of items bearing readability problems.

The trend underscores the need for imparting training on authenticity and clarity issues, especially to the local correspondents as well as to the editors at the national desks.

**12. Dissecting the In-depth:** Nearly one-third of the in-depth stories (130) dealt with the issues in the abuse and exploitation cluster, most frequently with murder. About one-fourth covered education. Nearly one-fourth of the in-depth stories touched upon the issues in the children and governance cluster.

Child-death featured in one-third of in-depth stories. Murder topped this child-death list. The issues of in-depth coverage had been more lopsided during the baseline period. Education including the SSC results and the health-related controversies had accounted for the majority of the in-depth stories then. The baseline survey had also found a near absence of in-depth stories on children and governance.

- Around 60 percent of the in-depth stories in the follow-up survey recorded a positive angle, a trend opposite to that during the baseline period.
- In 12 percent of the child-related in-depth stories children appeared incidentally, as part of a bigger picture. The baseline study had found about 4 percent of the in-depth stories mentioning children incidentally.
- The major share of the in-depth stories came from the staff reporters. During the baseline, the larger share of the in-depth stories had come from the local correspondents, presumably because of the SSC results and the healthcare controversies which spanned the country.
- About 42 percent of the in-depth stories had problems with their authenticity; the most prevalent problems being negligence to talk to all the essentially involved parties and making sweeping statements. One-fifth of them had multiple authenticity problems. Close to half of the in-depth stories showed clarity problems. The overwhelming majority of them left questions unanswered or provided incomplete information. Close to half of the in-depth stories bore readability problems. The most prevalent problem was that they were cluttered with irrelevant information or were too long. The baseline study had found considerably smaller shares of the in-depth items demonstrating inadequacies of authenticity and clarity.
- A little over half of the in-depth stories had no problem or were positive in their tone or implications for children. The most significant tonal or implicational problem was insensitivity, patronising attitude or overplay of emotions. The baseline study had found problems in most of the in-depth stories. The overwhelming problem detected had been children's portrayal as passive victims.
- **Features and articles:** Very few could be termed as features in the real sense. Two-thirds of them demonstrated a positive angle. Articles were almost all positively angled. For features, the top issue was healthcare. Other issues included murder, psychological abuse (mostly stalking or public sexual

harassment of young girls), disability and lifestyle. Healthcare was the top issue for articles as well, claiming a 40 percent share. Just a few articles were written on children and governance issues. About one-fifth of the articles dealt with abuse and exploitation issues. The baseline study had not distinguished between features and articles. The major issues this combined genre then covered had been education and health.

The coverage trends discerned by the two studies suggested that both the staff and the local correspondents needed to be inspired and trained to do more in-depth reports and features. The events of the follow-up period and the prevailing trend of stories indicated that reporters needed to ensure proper coverage of sensitive issues more thoroughly and in an investigative way.

**13. What Pictures Tell:** Photographs or images involving children have a greater capacity to affect them directly.<sup>31</sup> If handled wrongly, these could cause them immediate and lasting harm. These could potentially have strong and lasting impacts on child-viewers as well. Photographs could harm a child involved in the story even if he or she was not shown directly.

We have discussed the issue of photographic identity protection along with the negative tonal and implicational issues. That aspect aside, the newspapers largely acted responsibly when it came to photographs featuring children. But some problems they yielded were serious enough.

- The child-related photographs totalled 1045. The major share of these accompanied stories. More than half the images had positive elements, while close to one-third contained positive human interest elements. A small proportion was judged as not possessing any negative element. Taken together, about 90 percent of the images showed nothing that could affect a child negatively.
- The number of photographs that could cause harm was not negligible though—104. That makes it on an average about one picture per week per paper. In some respects, only one photograph is enough to cause lasting harm.

Some 42 photographs showed dead bodies of children, 13 photographs seemed to imply violation of privacy and 38 used children for merely evoking the viewer's sympathy. The last phenomenon, a twilight zone, could be viewed as opportunistic exploitation of the child-image and a disregard for the dignity of children. Such photographs and photographs violating the privacy of the children could inadvertently cause a child harm or stress, especially in situations of grief, distress and suffering.

- In the baseline survey, 12 dailies had yielded a total of 971 photographs. The share of problematic photographs could have been a little higher, but similar.<sup>32</sup> Photographs of dead bodies had been lower in proportion then, but violent images had a greater share. Photographs using children for exploiting a viewer's emotions had been significantly higher in proportion during the baseline monitoring.

Both the surveys indicated a persistent trend of publishing photographs of dead bodies. The other persistent but declining trend was using images of children solely to elicit the viewer's sympathy. One positive change recorded during the follow-up survey was the sharp decline in the number of photographs showing excessive violence or images that could cause trauma.<sup>33</sup> A consistent good trend was publishing photographs rich in human interest elements in a positive way, i.e. without posing any harm to the children photographed.

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<sup>31</sup> See 'A few Concepts of the Codes'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.

<sup>32</sup> The baseline survey had found nearly 50 percent of the photographs containing human interest elements but it had not strictly sorted out the ones which could be exploiting this element in a wrong way.

<sup>33</sup> The exclusion of three newspapers from the monitoring could be one reason for this finding.

(See ‘Inappropriate General News Contents: Newspapers and Television’ later in this section and ‘Study of a few Items’ in Annexure-1)

**14. Comparison between Newspapers:** Bengali newspapers were well ahead of the English ones in their frequency of covering children. But the two English dailies under review were right next to the top-runner in terms of the share/proportion of child-related items in its total news flow.

**Child-related news items**

<b>Newspapers</b>	<b>Child-related News</b>	<b>Total News</b>	<b>% of Child-related items</b>
Prothom Alo	311	6964	4.47
Inqilab	303	10931	2.77
Kaler Kantho	265	8337	3.18
Naya Diganta	264	10059	2.62
Ittefaq	253	10023	2.52
Shamokal	250	10519	2.38
Janakantha	229	8616	2.66
Jugantor	223	10888	2.05
The Daily Star	171	5203	3.29
New Age	150	4442	3.38
<b>Base: All news items published on monitored pages of each newspaper</b>	<b>2419</b>	<b>85982</b>	

- The number of child-related items published by individual dailies ranged from 157 to 318. The top scorer was *Prothom Alo*. By the number of items published, the second highest scorer was *The Daily Inqilab*. The dailies *Kaler Kantho*, *Naya Diganta*, *Ittefaq* (the baseline leading one) and *Shamokal* followed with items between 250 and 300. *The Daily Janakantha* and *The Daily Jugantor*, the two remaining Bangla newspapers, were next in rank with 237 and 227 items respectively. Both the English newspapers published less than 200 items, with *The Daily star* scoring over *the New Age*.
- The ranking changed, except for the top scorer, in terms of their proportion of child-related items. The share of child-related items in all the items published on the monitored pages of a daily ranged from 2 percent to nearly 5 percent. *Prothom Alo* had the highest proportion of child-related items. *New Age* ranked second, closely followed by *The Daily Star* and *Kaler Kantho*. The last one by proportion was *The Daily Jugantor*.
- *Prothom Alo* was far ahead in doing in-depth stories as well. It published 50 in-depth reports, comprising nearly one-fifth of its child-related news reports. *Ittefaq* followed with 21 in-depth pieces, which comprised one-tenth of its child-related reports. *New Age* had published only 11 in-depth pieces but they comprised about one-tenth of the paper’s total child-related news reports during the period. *The Daily Naya Diganta* was third by proportion, with 17 in-depth reports. The rest were insignificant by proportion and also by the numbers. Five of them published less than 10 in-depth reports over the entire period. *The Daily Star* published only two in-depth reports.
- The editorials per newspaper ranged from one to eight. *Kaler Kantho* and *The Daily Janakantha* led with eight editorials each (5 percent of their total editorials). *Prothom Alo* and *New Age* followed with seven editorials each (4 percent of their total editorials). Next stood *The Daily Star* with six editorials (3

percent of its total editorials). The Daily Inqilab did only one editorial. The editorials in all others ranged from four to five.

- Authenticity problems remained between 32 and 47 percent for all the newspapers except for *The Daily Naya Diganta* (51%). *Prothom Alo* had the lowest proportion of text items showing authenticity, clarity and readability problems. It was closely followed by *The Daily Star*. The highest proportions of text items showing authenticity and clarity problems were in *The Daily Naya Diganta*. The highest proportion of text items showing readability problems was in *The Daily Janakantha*—about two-thirds of its child-related items showed such problems.
- The lowest proportion of text items containing negative tones or implications was in *New Age* (26%). Very close was *Prothom Alo* (29%). The highest proportion of text items showing negative tone and implications was in *Naya Diganta*; *The Daily Janakantha* closely followed. All the others had tonal or implicational problems in 35 to 39 percents of their child-related text items.
- *Prothom Alo* published the highest proportion of child-related items above the fold. This was also the paper to publish the largest proportion of child-related photographs.
- The proportion of photographs published by the ten newspapers which showed no problem ranged from 97 percent to 79 percent. *Kaler Kantho* had the lowest proportion of photographs showing any problem, with *Prothom Alo* following one percentage point behind. *Ittefaq* was the next to follow. *The Daily Jugantor* was the newspaper with the highest proportion of pictures containing harmful or negative elements. Within the follow-up survey period, all except *Prothom Alo* showed dead bodies.
- The baseline study had not measured the proportion of child-related items in the news flow per newspaper. By the number of items, four Bangla dailies—*Ittefaq*, *Prothom Alo*, *The Daily Jugantor* and *The Daily Naya Diganta* had been close runners. Except for *Prothom Alo*, the others of this group recorded significant declines during the follow-up period. The English dailies recorded some increases.
- During the baseline study period, the nine common newspapers each had published higher proportions of in-depth reports. The SSC results could have been an inspiring factor. *Prothom Alo* had led even then.
- In terms of authenticity and clarity *The Daily Star*, *Prothom Alo* and *New Age* had performed best during the baseline period of monitoring.
- Among the nine common newspapers in the baseline study, the proportion of text pieces with negative tones and implications had ranged from 55 percent to 69 percent. *Ittefaq*, *The Daily Inqilab* and *The Daily Jugantor* had the lowest proportions of problematic pieces. Very closely followed *Prothom Alo*, *Shamokal* and *New Age*. The highest proportions of text items problematic in tone and implications had featured in *Naya Diganta*, *The Daily Star* and *The Daily Janakantha*. All except the *New Age* had published names of victims or offenders in at least a few reports.
- The baseline study had found the proportions of pictures showing problems in the nine common newspapers to range from 19 to 33 percent. The lowest proportion had been found in *Prothom Alo*. *Ittefaq*, *Naya Diganta* and *New Age* closely followed. The highest proportion of problematic photographs had been found in *The Daily Inqilab*. *The Daily Star* had been close to *The Daily Inqilab*, mostly because it had seemingly used children for evoking a viewer's sympathy only. *The New Age* had not published any image of violence or dead body.

The qualitative aspects showed some variance between the baseline and the follow-up study. But in terms of coverage and prioritising children and their issues, the *Prothom Alo*, *New Age* and *Ittefaq* demonstrated a consistent positive trend. *Kaler Kantho*, the new paper included in the follow-up study, would attain the same rank. *The Daily Star* would follow closely. *Naya Diganta* would claim the last position.

## Key findings: child-related contents, Television

### The basics

- The sampled evening bulletins of the four television channels over the six fortnights of monitoring devoted in total 374 minutes (six hours 14 minutes) to stories involving children or their interests and affairs.
- This airtime yielded a total number of 198 child-related stories, eight of which did not show any images.
- To get an idea of the proportion of children-related items, the entire durations of the bulletins excluding the advertisement breaks were timed. This totalled 11, 976 minutes (199 hours 36 minutes).
- Unlike newspapers there is no specific item on TV news bulletins representing editorial views. Other TV programmes that could reflect such views were not within the purview of this study.

### Analysis

**1. Insignificant Coverage:** About 3 percent (3.12%) of the total airtime of the bulletins dealt with children and events or issues involving them. If a bulletin was to be of 30 minutes, the average time allotted to children in it would be just about 56 seconds at this rate. While this indicates a very insignificant coverage of children and their interests or affairs, this appears to be marginally better than what the baseline monitoring had found (three channels; June to August, 2009). At the baseline rate of coverage, events or issues related to children would claim just about 42 seconds in a 30-minute bulletin.

- The total number of child-related stories on the monitored evening bulletins was very small as well. The baseline study had suggested that a bulletin ran on an average just about 14 child-related stories per month.<sup>34</sup> A total of 198 stories for four channels over the follow-up monitoring period of 89 days would mean on an average around 16 stories per month.

### Total Coverage and Child-related Coverage

		In Minutes	%
Total airtime of bulletins	<b>199 Hours 36 Minutes</b>	<b>11976 Min</b>	
Child-related airtime	<b>6 Hours 14 Minutes</b>	<b>374 Min</b>	<b>3.12</b>
Base: Total airtime			

The coverage trend of TV evening bulletins therefore indicated that insignificant coverage of children and their affairs has remained a key problem. This insignificance was accentuated by the dominant nature and quality of coverage as well.

**2. Monthly Coverage Pattern, Short-lived Events and Competing Interests:** The number of child-related stories published per fortnight of the survey ranged from 26 to 45. As in the case of newspapers, the highest number of child-related stories was aired in the second fortnight of December 2010, the period which saw a concentration of events related to education including the publication of results of the two

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<sup>34</sup> During the baseline monitoring period, one of the channels—*Channel-I*—had run significantly fewer stories than the others. The Channel-I evening bulletin monitored in the baseline study had been a short one and could have been responsible for the overall lower volume of total television coverage involving children registered then. The bulletin of this channel reviewed by the follow-up survey was longer and yielded more children-related items than did the previous one.

public exams. Next in line were the last two weeks of April 2011. They were closely followed by the first fortnights of June and October 2010.

Except for the December fortnight, the pattern of flow of coverage differs from that of newspapers. The distribution of coverage volumes between the six fortnights nonetheless suggested a dependence on big, sensational and controversial or the obvious events and programmes.

The trend in fact indicated that television news bulletins were even more prone to prominent daily event-bound straight and superficial news coverage than newspapers are. A list of the key events or issues influencing media coverage by the monitored six fortnights has been provided at the beginning of this chapter. An examination of that list against the periodic coverage volumes further suggested that camera-friendliness of daily events might have been an additional factor for variations in the coverage flow of television news. And for television, events or issues died quickly. The competition for space within the short span of bulletins appeared to be a crucial factor as well.

- For instance, the first fortnight of October contained the Child Rights Day and the Child Rights Weeks. These two events featured many colourful competitions and programmes involving children. The monitored television bulletins recorded a better flow of coverage during this period than did newspapers.
- To take another example, newspapers registered a good flow of child-related coverage during the last two weeks of February, 2011. They were following up the Hena incident and a number of other incidents of abuse, murder and suicides. Besides, the cabinet approved the new National Child Policy on the opening day of this fortnight. The major part of this period coincided with the World Cup Cricket, which Bangladesh was co-hosting. The TV bulletins in this fortnight yielded the fewest number of child-related stories within the monitored fortnights.
- On another front, accidents involving deaths of children featured in a significantly higher number of reports during the June 2010 fortnight, the period which saw a concentration of big tragedies involving children.
- The coverage pattern during the baseline study corroborates these indications. Over the baseline monitoring period of June to August in 2009, the peak coverage had been in July. This was the month, when a controversy over a brand of pain reliever and fever reducer for children had peaked. By June 2009, stories on SSC results had become stale for TV and the national budget announcement had come with its demands on bulletin timeslots. A controversy over the government's countrywide campaign distributing Vitamin-A capsules and de-worming tablets had to compete with the budget for space. The flow of monthly coverage then, squeezed within three consecutive months, manifested these tendencies more sharply. On another front, incidents of children dying in accidents had contributed the bulk of newspaper stories and generated many tiny reports, but these had not reached TV bulletins except for the big accidents.

The dominant nature of reporting and the coverage of issues or topics, discussed later in this section, further highlighted a lack of reportorial enterprise. The trends suggest that without a conscious prioritisation of children, their interests and affairs may not get a consistent and satisfactory volume of coverage on television bulletins. It would require considerable planning also.

**3. Treatment and Effective Importance:** The overwhelming majority of the child-related stories covered by TV received good treatment.

- One indication of importance given to stories in a bulletin is their placement. Generally, the earlier in the bulletin, the more would be its perceived significance. A bulletin was divided into three segments in



order to assess this aspect. About half the child-related stories were placed in the first segment of the bulletins. Another 34 percent was placed in the second segment. Altogether, 84 percent got the advantage of being in the prominent blocks of the bulletins.

- Another indication of importance awarded to a story is how it is prepared and presented. Close to two-thirds of the stories involving children were packages, i.e. illustrative pre-packaged stories told by the reporters over images coupled with video clips of interviews. About one-third was ‘out of vision’—OOV pieces, which showed relevant images or graphics over the voice of the presenter or anchor narrating the story or interviewing a guest. A tiny proportion combined OOV with sync or interview and audio clips from location. Altogether 98 percent therefore involved field reporting and planned illustrative presentation, rather than the presenter telling the story flatly to the camera.
- A variety of distinctive treatments also indicate the importance awarded to a story on the bulletin. A story leading the bulletin indicates top priority; in total nine child-related stories (5%) received this treatment. Next in importance ranking would be the stories announced on the headlines of the bulletin. Nearly one-fourth of the stories concerning children made headlines. Other distinctive treatments include special stings (a bit of sound punctuating the bulletin to distinguish the story); promos (a catchy bite announcing a piece coming up later in the bulletin); discussion with a guest speaker; and the key information scrolling at the bottom of the screen. Promos would attach a level of significance to the stories placed in the latter segments of a bulletin. Just over half the stories involving children received such special treatments. About one-fourth stories in fact received multiple special treatments.
- The length of a story is another way to measure the level of importance it is treated with. About One-third of the stories were less than one minute in duration. The larger share (53%) of the stories was one minute to less than three minutes in length. A moderate proportion (14%) stretched from three minutes up to less than five minutes. Two stories were between five and six minutes. The longer pieces were mostly packages. This also apparently indicated moderate importance awarded to child-related stories.

The treatment scenario was better than what the baseline study had found. And yet one cannot say that children and the events or issues related to them got much effective importance as such. As already noted, the absolute number of stories and the total time they occupied was not enough for registering a sustained or meaningful representation of children and their interests on television evening bulletins. Moreover, in about one-fourth of the stories, much higher than that of the baseline period, children came only incidentally—as part of a bigger picture. The concerns were further established by the type of coverage.

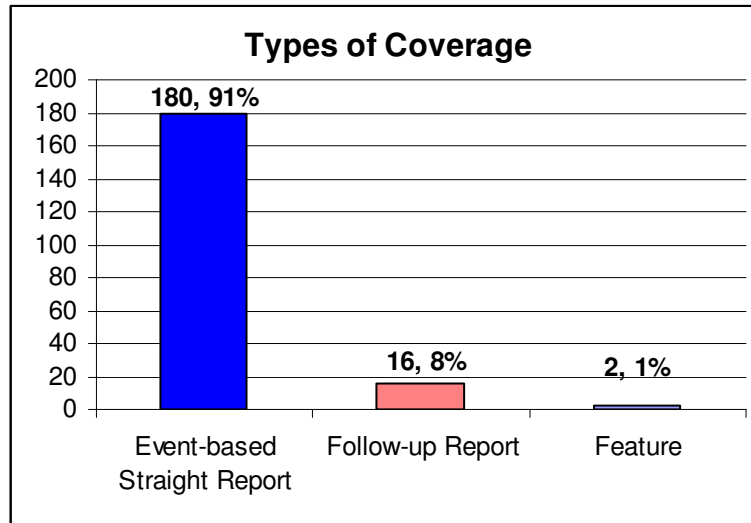
**4. Types of Coverage:** The dearth of in-depth stories<sup>35</sup> was even more pronounced on television evening bulletins than in newspapers. The monitor could not find one story that manifested in-depth reporting. Thus 99 percent of the stories were event-based straight news pieces<sup>36</sup>, in which follow-up coverage had but a tiny share. Only two reports, comprising 1 percent of the child-related reports, could be termed as features.

- Over the monitoring period, only a small number of stories covered subjects beyond the routine or obvious events of the day. Not even the stories of this nature could be considered as in-depth reports manifesting investigative efforts to a considerable extent.

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<sup>35</sup> See ‘Definitions: News’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

<sup>36</sup> See ‘Definitions: News’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.



- While short durations required by TV bulletins do not permit extensive in-depth investigative coverage, the longer packages could go into considerable depth of an issue. Clearly the reporters were failing to bring that dimension to their packages. Without a degree of in-depth enterprising coverage, TV bulletins cannot really serve the interest of children.
- The baseline study, applying a more lenient assessment, had recorded a small proportion of stories as in-depth pieces. The researchers however opted for a stricter scrutiny during the follow-up survey. In the case of TV, this seems to be the main reason for not registering any in-depth report rather than any pattern of events. The baseline study as well had underscored the dearth of conscious and decisive efforts on the part of the channels that would be essential for getting children a properly-covered fair share of the news on television bulletins.

**5. Yet Narrow but less lopsided:** Unlike the baseline study, the follow-up survey recorded a good number of child-death stories on TV bulletins too. This is presumably because of the nature of the incidents involving children during the one year stretch of the follow-up monitoring period. About one-fourth of the stories touched upon incidents of child-death.

- The most-covered issue on the evening bulletins however was education. This was what the baseline study had found also. Reports on events related to recreation, sports and culture made up a good share. So did stories on various announcements by the state dignitaries or government officials. These two issues had featured prominently in the baseline findings as well. Reports on healthcare, which had soared during the baseline study because of a trio of health-related crises, have gone down significantly though.
- While the range of issues remained narrow, it was less lopsided than during the baseline period. As many as 12 issues got covered by 5% or a higher proportion of stories. During the baseline period, only eight issues had got to this range of coverage and the top three generic issues (education, healthcare and recreation) had claimed nearly 70 percent of the stories. One issue which attained this range during the follow-up survey concerned government policies related to children.
- And yet the concern over the narrow range of issues covered by TV remained. On a scale of 52 issues or topics<sup>37</sup>, 28 received 0 to 1 percent coverage. In total 20 issues of this neglected group got zero coverage. Six issues were each covered by one report only. The neglected issues included rape,

<sup>37</sup> See 'A few Concepts of the Codes'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.

survival, birth registration (despite a High Court ruling regarding it), death from health-related reasons, bad governance and corruption, marginalised communities and reproductive health. The baseline study had found 0 to 1 percentage coverage of 29 issues, more or less the same ones as found by the follow-up survey.

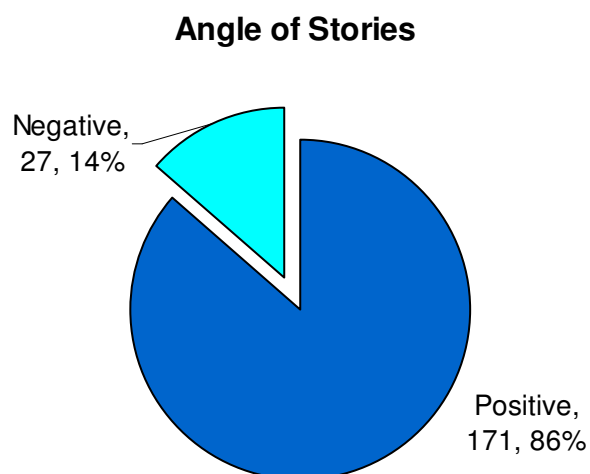
- During the follow-up survey, the nine child-related stories which were awarded the topmost priority as lead news dealt with events concerning death by accident, education, recreation (sports/culture), announcement by government dignitaries and government allocations including budgetary ones. One of the two stories between five and six minutes in length covered the Prime Minister's speech on the occasion of Child Rights Day and Week, announcing the government's commitment for improving the education scenario and for stopping corporal punishment in schools. The other one was on the Nimtoli fire, announcing recovery of bodies of two children and providing some analysis on the causes which had led to the fire.
- The two features amidst the sea of straight news reports covered child labour and the case of Limon. The first one was a long advocacy piece and the second one was a detailed follow-up. The 16 follow-up reports comprised less than one-tenth of the child-related reports. The most covered issues followed up were recreational, sports or cultural events, suicide and death by accidents.

Big, sensational and controversial or the obvious events and programmes dominated the coverage. And the coverage of issues related to children and their interests on TV bulletins, though better than what the baseline study had found, still demonstrated dearth of enterprising proactive journalism. Events or incidents, about which information and good visuals could be obtained easily, stood a better chance of coverage. So did the source-generated news, such as organised events or announcements which actively sought media attention.

Close to one-fifth of the child-related stories covered seminars or such programmes (including special Days and ceremonies attended by ministers) indicating a lack of reportorial enterprise. The child-related issues and topics covered by the monitored bulletins indicated a tendency to favour cultural competitions, fairs, speeches and pledges from state dignitaries and celebrities. Some such stories featured 'good' projects of the government or UNICEF-sponsored projects. The findings of the baseline study corroborate this tendency. Seminar or programme coverage had been much higher then.

**5. A Positive World:** Television stories involving children were found to be largely positive in their angle.<sup>38</sup> About 86 percent of them were positive events and issues or looked at their subjects from a positive point of view. All the stories on recreation, sports and cultural events were positively angled.

Nearly all the stories on education had a positive angle. So were the stories on children and governance, which could imply that they were neglecting to take a critical view. Most of these stories covered announcements by state



<sup>38</sup> See 'A few Concepts of the Codes'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.

dignitaries. Even the stories on death by accident were overwhelmingly positive in angle. The stories on sexual abuse and school corporal punishment were also positive in angle. The few negatively slanted issues included physical abuse, murder, police handling and custody, and legal supports. Nearly half the stories featured good role models.

The baseline study had also indicated this bias towards a positive slant on TV bulletins, though in a little lesser proportion. The trend had been more or less similar. Close to one-third of the stories had featured good role models then.

As the baseline study had also observed, overwhelmingly positive reports on TV evening bulletins could very well give a skewed view of the situation of children in Bangladesh. It could also imply that television preferred to portray sunny uncritical pictures when it came to children.

**7. Gender Matters:** The majority of the stories on the monitored evening bulletins were rather gender-neutral in their focus. Nearly two-thirds of the stories had no gender context. Another considerable chunk addressed both the genders. Only around 20 percent of the stories addressed either girls or boys, with girls claiming the marginally larger share.

- Stories on education, healthcare, academic achievements and recreation, sports or culture largely did not have any gender context or focused on both girls and boys. Except for education, the few gender-focused stories on these issues mostly focused on girls. The baseline study had found largely a similar trend in stories on these issues.
- The baseline study however had indicated even more gender-neutrality in TV news. In a handful of gender-focused stories, boys had claimed the marginally larger share.
- The follow-up survey recorded small numbers of stories on sexual abuse, murder and suicide. Girls featured more in these stories. Boys featured more in stories of physical abuse and education. Boys dominated the handful of stories on children in conflict with the law as well.
- The evening bulletins during the baseline monitoring had recorded nearly no story on sexual abuse, murder and suicide. But in the stories on children in conflict with the law, like in the follow-up survey, boys dominated.

The surveys therefore indicated a trend of gender stereotyping of girls and boys as ‘victims’ and ‘perpetrators’ in TV news, real or perceived. This is a trend that appeared more pronouncedly in the newspaper stories.

**8. Negative in Tone and implications:** The majority of the TV stories did not demonstrate problems with tones and implications of their narrations.<sup>39</sup> This trend matches with their positive angle bias. Unlike the baseline, which had looked into one positive phenomenon (good role models<sup>40</sup>) while judging tone and implications of content matter, this time the emphasis was given to identifying negative aspects only.<sup>41</sup>

- Of the 198 stories, about one-fifth was too brief for proper assessment to be made. Close to one-fourth was positive in their tone and implications for children. A same proportion had nothing negative in their

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<sup>39</sup> Images were judged separately, except for the issue of identity protection.

<sup>40</sup> The follow-up survey marked this phenomenon separately and the finding is mentioned along with the discussion on angles of stories.

<sup>41</sup> See ‘A few Concepts of the Codes’—‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2

tone or implications. Taken together, about two-thirds of the stories did not manifest any problem in this regard.

- That still left about 35 percent of the stories, mainly the packages, demonstrating different problems in this regard. A good proportion showed multiple problems, not all of which were marked for the specific nature of the problem. These aside, one most prevalent problem was portrayal of children as passive victims, often not seeking their response on matters involving them. The other most prevalent problem concerned out of context information in the story. This was a presentation or stylistic problem.
- A small number of stories compromised safety and security of the children in sensitive situations by disclosing their identities. One needs to keep in mind though that the evening bulletins of the channels covered very few stories on sexual abuse of children. The few stories involving children in conflict with the law however mostly disclosed the identity of the child involved by showing their images.
- The baseline study had marked more than half of the child-related stories on television evening bulletins as too brief for proper assessment and a good chunk as showing no problem. The proportion of stories decisively registering problems had been much smaller than what the follow-up survey found in this regard. (However, unlike the follow-up survey, the stories too brief had also been marked for problems during the baseline survey. The problems with those stories were largely portrayal of children as unimportant or as passive victims and also, to some extent, excessive descriptions of violence.)

The trend emerging from both the surveys underscores the need for more caution about portrayal of children as passive victims. The baseline findings had recorded graphic description of violence to be a significant problem as well.

(See ‘Inappropriate General News Contents: Newspapers and Television’ later in this section and ‘Study of a few Items’ in Annexure-1)

**9. Authenticity and Clarity:** The authenticity and clarity scenario is similar to that of newspaper text items. Around 20 percent of the stories were too brief for proper assessment, while nearly 40 percent did not show any problem or were good (in clarity only). Taken together, roughly 60 percent of the text items were acceptably authentic and clear. That left some 40 percent of the stories manifesting problems on these counts.<sup>42</sup>

- The problem prevailing most on counts of authenticity was not covering all parties essentially involved in the matter. The next prevalent problem concerned sweeping statements. A small proportion demonstrated multiple authenticity problems, while none was outstandingly authentic.
- The most prevalent clarity problem concerned incomplete information or information gaps. A considerable chunk manifested multiple clarity problems. A small chunk lacked clarity of focus. A handful was distinctively clear.
- The baseline survey had identified much greater proportions of stories as showing authenticity and clarity problems. The most prevalent authenticity problem had been negligence to cover all the essentially involved parties. The most prevalent clarity problem had concerned unclear focus. Information inconsistency had also been a big problem.

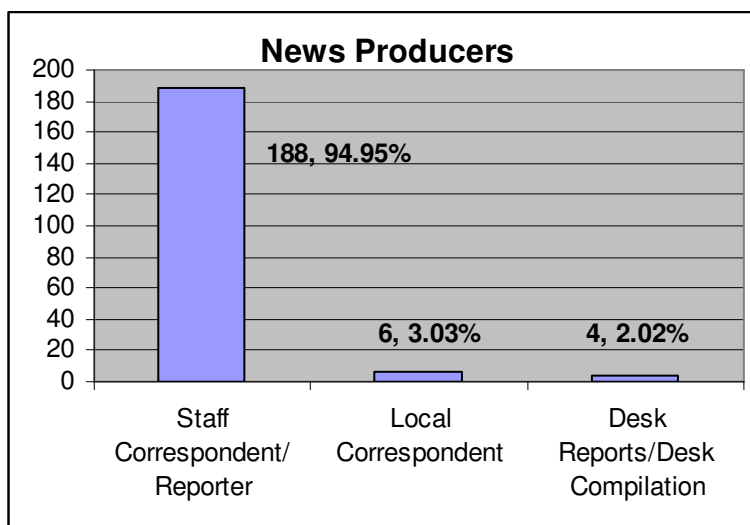
The picture that emerged from the follow-up survey could potentially reveal a more consistent trend because of its longer stretch of period covering a wider variety of events or issues. Both the surveys stress

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<sup>42</sup> See ‘A few Concepts of the Codes’—‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

that caution is needed in the following areas: coverage of all the sides or parties essentially involved in a matter; guarding against making sweeping statements and taking care to focus the story clearly.

**10. The news producers:** Most of the stories, 95 percent, were filed by the staff reporters who are mostly Dhaka-based. The regional correspondents and the news desk produced a small proportion of the stories only.<sup>43</sup> This is sharply different from the newspaper trend, where the bulk of the items came from the local correspondents.



- The proportion of stories with problems in tones and implications were higher among the local correspondents. The same was true for clarity problems. The proportion of stories showing inadequacies in authenticity was higher for the staff reporters. The desk reports had considerable problems.
- Local correspondents had filed more stories during the baseline period of monitoring, although even then the overwhelming share had come from the staff reporters. Authenticity inadequacies had been more prevalent in stories filed by the staff reporters. Not a single story from the local correspondents had been free from clarity problems. A higher proportion of stories by the local correspondents showed images of violence, though such stories from staff reporters had been greater in number.

The trend from both the surveys confirmed a severe dearth of stories from the local correspondents and consequently, from the districts and rural areas. This could be identified as a significant gap for TV coverage of children and their affairs. The inadequacies of authenticity or clarity do not vary vastly between the two groups, if one takes a comprehensive look at the findings. The same observation goes for the issues of insensitivity to the dignity of children.

**11. Positive Images:** It is the visual nature of television stories that makes them a particularly sensitive ground when it comes to children. The images can have impacts on the children involved in the stories even if they are not shown directly. If handled wrongly, the visuals could cause them immediate and lasting harm. These can potentially have strong and lasting effects on child-viewers as well.<sup>44</sup>

<sup>43</sup> See 'Definitions: News Producers'— 'Notes on the Indicators' in 'Objective and Methodology', Section-2.

<sup>44</sup> See 'A few Concepts of the Codes'—'Notes on the Indicators' in 'Objective and Methodology', Section-2.

- Eight of the TV stories involving children did not have any images to show. The remaining ones, 190 stories with visuals, were largely benign in terms of their potentials for causing harm. About one-fourth of them in fact contained positive element, while a smaller chunk was rich with positive human interest elements. A much larger share had no negative elements. Taken together, about 80 percent of the visuals were potentially harmless.
- That still left one-fifth of the visuals containing a range of negative elements. This is double the share of problematic photographs in newspapers. The number of stories showing potentially harmful images was 39. That makes it on an average about one story of dicey image per week per channel. In some respects, only one photograph is enough to cause lasting harm.
- The potentially negative elements in images included dead bodies of children (14); graphic images of violent or traumatic events (11); depiction of antisocial or criminal activities in a harmful way (11); and violation of privacy (9). Some 13 stories had visuals demonstrating multiple negative elements.
- In the baseline survey, the sampled bulletins of three channels had yielded 124 stories with visuals. The share of stories showing problematic images had been a little less.<sup>45</sup> Photographs of dead bodies had been lower in proportion then, while violent images had a similar share. A much smaller proportion had demonstrated human interest elements.

Both the surveys indicated a persistent trend of showing graphic images of violence or traumatic events. The trend of showing dead bodies of children was also established. The follow-up survey further suggested a trend of harmful depiction of antisocial or criminal activities and violation of privacy.

TV bulletins did not seem inclined to using images of children solely to elicit the viewer's sympathy.

On another front, we have discussed the issue of photographic identity protection along with the negative tonal and implicational issues. The sampled evening bulletins during the follow-up survey covered no story on rape and just a few on sexual abuses. During the baseline monitoring, the sampled channels had totally avoided these issues. This consistent trend could indicate that television is aware of the identification dilemma and responds to it by omitting them from the news agenda.

(See 'Inappropriate General News Contents: Newspapers and Television' later in this section and 'Study of a few Items' in Annexure-1)

**12. Dissecting the Packages:** The bulk of the evening bulletin stories involving children were packages. The objectives of this survey call for a closer look into them. Their number was not enough and not a single one could be termed as an in-depth report. Besides, many of them exhibited considerable problems with their quality.

- A fair share of the packages had no problem with their authenticity but none were distinctively authentic, while a small number was too brief for proper assessment. That still left about half of the packages demonstrating various inadequacies in their authenticity. The most prevalent problem detected were negligence to cover all the parties essentially involved in the event or issue of the story and making sweeping statements. A number of packages had multiple problems with their authenticity, but the specific nature of these inadequacies was not marked properly.
- A fair share of the packages had no problem with their clarity, while a few were really good and clear. A small number of packages were too brief for proper assessment. That still left about half of the

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<sup>45</sup> The baseline survey had found a handful of images containing human interest elements but it had not been strictly sorted out the ones which could be exploiting this element in a wrong way.

packages demonstrating various inadequacies in their clarity. The main inadequacy detected was gaps in information, i.e. questions remaining unanswered. Close to one-fifth of the packages had multiple problems with their clarity, but the specific nature of these inadequacies was not detected properly.

- One-third of the packages were positive in their tone and in their implications for the children involved. Another good chunk of them contained nothing negative in tone or implications. A handful of packages were too brief for any proper assessment to be made. That still left nearly 50 percent of the packages demonstrating various problems on counts of tone and implications. The most prevalent problem concerned presence of irrelevant information in the package. This was followed by portrayal of children as passive victims. A number of packages demonstrated insensitivity or patronising attitude to the children involved in the matter. About one-fourth of the packages showed multiple problems, the specific nature of these was not marked properly.
- A considerably big chunk (28%) of the visuals of the packages however was found to be problematic. The total number of packages with images containing negative elements was high enough to raise concerns. The most prevalent problems concerned harmful depiction of antisocial or criminal activities and violent or traumatic images. Images of dead bodies or images violating privacy ranked next. A considerable proportion of images contained multiple negative elements.
- The packages covered a range of issues. Education topped the list. About one-fifth of the packages covered abuse and exploitation issues, suicide and physical abuse claiming the major shares. Children and governance issues got a fair share of coverage but the majority of these packages focused on announcements by ministers and high officials. Recreation, sports or cultural events and death by accident featured in good proportions of packages.
- The baseline study had leniently judged 17 TV stories to be in-depth pieces. These were mainly packages. The closer scrutiny during the baseline had focused on these stories only. The overwhelming shares of them had been found deficient in authenticity and clarity (90%). Problems, almost omnipresent, were negligence to cover all the parties essentially involved in an event or issue and lack of focus. Three-fourths of them had one or more shortcomings in terms of tone and implications of their content-matter for children. The main problems were portrayal of children as passive victims or as unimportant, violent descriptions and stereotypical or prejudicial elements. The main concerns however had been their small number and narrow range of issues they covered. The four most-covered issues had been lifestyle, education, healthcare and police handlings of children or juvenile justice. The dearth of in-depth coverage on children and governance issues had been particularly worrying.

Both the surveys indicated a rather discouraging trend for the quantity as well as the qualitative merits of this genre of elaborate and illustrative TV stories. The dearth of in-depth coverage emerged as a prevailing trend. The packages had a scope of taking an in-depth look into events and issues, but it remained unutilised. The shallow coverage of the governance-related issues, even in illustrative pieces, could be seen as a particularly worrying trend.

**13. Comparison between the Channels:** A closer look into the performance by individual channels under the follow-up survey revealed a few interesting phenomena.

- The sampled evening bulletins of the four channels ran in total 198 child-related stories. The average number of stories per channel would be about 50. *Channel-I* ran the highest number of child-related stories, considerably higher than the average. The *NTV* and *BTV* followed together at some distance,



running fewer stories than the average figure. The lowest number of child-related stories was run on the *ATN Bangla* evening bulletin.

- The ranking however changed when judging by the airtime devoted to child-related stories and its share in the total airtime of the bulletin over the monitoring period. The *BTV* bulletins had the shortest span of airtime among the four. And yet the total duration of the child-related items was much higher on the *BTV*, giving it the highest proportion of child-related coverage time. This state-run channel carried the larger share of the stories on announcements by ministers and government officials. The late-evening bulletin of *Channel-I*, the top scorer by the number of child-related stories, was the longest among the four channels. The *NTV* bulletins came next. The *Channel-I* and the *NTV* devoted about the same proportion of their respective airtime to child-related stories. The *ATN Bangla* ranked last by the proportion of airtime devoted to child-related stories as well.

Type of stories	TV Channels				Total
	BTV	ATN Bangla	Channel-i	Ntv	
Event-based straight News	44	42	52	42	180
Follow-up Report	2	2	8	4	16
Feature	1	0	0	1	2
	47	44	60	47	198

- The airtime pattern suggested that the *BTV* ran longer pieces more than the others did. The highest number of stories spanning three minutes to less than five minutes was on *BTV* and they comprised about one-third of the channel's child-related stories. The channel ran quite a few stories on the government's 'successes' on issues concerning children. The *NTV* also ran a good number of stories within 3-5 minutes duration range. The bulk of the *Channel-I* child-related stories were in the mid-range of duration, spanning one minute to less than three minutes. The *ATN Bangla* ran the highest proportion of short stories, less than one minute in duration. The *NTV* child-related stories registered the most balanced distribution between the duration ranges.
- The two features were run on *NTV* and *BTV*. *Channel-i* ran the highest number of follow-up reports. This channel ran the largest number and proportion of packages (42—70%) as well; the *NTV* followed at some distance. The *BTV* and the *ATN Bangla* both ran about the same number and proportion of packages.
- The proportion of child-related stories bearing authenticity inadequacies ranged from 36 percent to 45 percent between the channels. *Channel-I* had the largest proportion of stories showing authenticity problems. *ATN Bangla* and *NTV* had the smallest and equal proportions of stories showing authenticity problems.
- The proportion of stories having clarity inadequacies ranged from 38 percent to 43 percent between the channels. *Channel-I* and *NTV* had the largest and equal proportions of stories showing clarity problems. The *BTV* had the lowest number and proportion of stories registering clarity inadequacies.
- The proportion of stories containing negative elements in their visuals ranged from 14 percent to 35 percent between the channels. The *NTV* had the largest and a far higher proportion of images demonstrating negative elements. The number of such stories on *NTV* was far higher (17) too. The others each showed 10 negative images, while the proportion of such stories was the lowest on *BTV*. All four channels showed dead bodies, violated privacy and depicted antisocial or criminal activities, with the *NTV* leading the show. This channel also showed the highest number of images of traumatic or violent events.

- The *NTV* however was the channel to perform best in terms of tone and implications of the narration. *ATN* was the worst performer. The proportion of stories containing such problems in their narration ranged from 32 percent to 37 percent between the channels.
- The baseline study had not measured the proportion of child-related items within the news flow per channel. The sampled evening bulletins of the three common channels (*BTV*, *ATN Bangla* and *Channel-I*) had run in total 127 child-related stories during the baseline period of monitoring. The distribution of stories had been very imbalanced then. By the number of stories, the top runner had been *ATN Bangla*, the channel which scored the least during the follow-up survey. The lowest scorer had been *Channel-I*, with only 19 child-related stories. The bulletin of that channel monitored during the baseline had been very short. A different bulletin sampled during the follow-up survey in fact made *Channel-I* the top scorer by number this time.

During the baseline monitoring, the *BTV* had run about the same number of stories as the follow-up period. The pattern of durations of the stories had suggested that *BTV* devoted a large proportion of time to children. The *ATN Bangla* had however registered most of the stories falling in the longer duration ranges. This channel had also run the largest number and proportion of the packages.

The proportion of child-related stories bearing authenticity inadequacies had ranged from 89 percent to 95 percent between the three common channels. *ATN Bangla* had the largest proportion of stories showing authenticity problems. The other two channels *ATN Bangla* and *NTV* had lesser and equal proportions of stories showing authenticity problems.

The proportion of stories containing clarity inadequacies ranged from 68 percent to 89 percent between the channels. *ATN* and *BTV* had the largest and equal proportions of stories showing clarity problems. The *Channel-I* had lesser number and proportion of stories registering clarity inadequacies.

During the baseline monitoring, *ATN Bangla* and *BTV* had aired big proportions of stories portraying children as unimportant or passive victims. Violent and stereotypical descriptions had been more frequent in the *Channel-I* and *ATN Bangla* stories.

During the baseline monitoring period, the proportion of stories containing negative elements in their visuals had ranged from 7 percent to 33 percent between the three common channels covered under the survey. The visuals rich in human interest elements had not been marked for any abuse of the element though. The smallest proportion and the largest proportion of problematic images had appeared on the *BTV* and the *Channel-I* respectively.

The qualitative aspects show variances between the baseline and the follow-up study. The *BTV* seems to have a positive trend regarding coverage of children and their affairs but one must keep in mind the government-success bias of this state-run channel. *BTV* also has projects with the UNICEF on prioritising coverage of children's issues.

## **Inappropriate General News Contents: Newspapers and Television**

Inappropriate contents in the general arena of news could have immediate or lasting negative impacts on those in the audience under 18 years of age. To explore this issue, researchers monitored the sampled pages and bulletins of the 10 newspapers and four television channels over three consecutive months toward the end of the year in review. The monitoring period covered February, March and April of 2011.

All general news items were scanned and those considered potentially harmful for a child reader or viewer were taken for qualitative analysis.

### **The Key Concerns**

General news items which could potentially have negative influences or impacts on an underage reader or viewer were not found to be very large in number. While a proper study of this phenomenon would require monitoring over a longer stretch of time and across a wider range of pages or news programmes, the limited samples of this survey provided some useful insights.

- The primary concerns were found to be with the visuals—in what the photographs in newspapers and images on TV showed.
- Closely following were problems in the tones of these news stories, their approach to a sensitive event or issue and in their choice of words. This was more prevalent in the television pieces.
- The most common negative aspect of these news items was disrespect to the dead, i.e. showing dead bodies in an exploitative manner, in some instances denoting a celebration of morbid horror and gruesomeness, presumably in an attempt to shock the viewers and sell sensations. More stories on television showed dead bodies, than did newspaper stories.
- Other common problematic dispositions were making stories sensational in a melodramatic way; glorifying or celebrating crimes and violence; dwelling on details of violence and antisocial or criminal activities; and falling into prejudicial or stereotypical generalisations. Often wrongs were committed on the notes of sympathy or righteousness, especially in the television pieces.
- Such irresponsibility or lapses were more frequent in items covering crimes, accidents and drug problems. Some of the newspapers and channels seemed more inclined to such coverage, when the nature of the events provided the scope to do so.
- Interestingly, exploitation of sexuality or sex appeals featured only discreetly in a handful of these items.

Findings from the child-related contents also supported these observations, both during the baseline and the follow-up periods of monitoring. Potentially negative influences and impacts of these items on an underage consumer of the news media could range from trauma, emotional insecurity and a fear of life to desensitisation or morbid attractions and adventurous imitative behaviour.

Monitoring of the news contents makes one feel the pervasiveness of cruelty, violence, crimes, accidents or social problems pervading the current events in Bangladesh. While portraying this reality in the news,

journalists would no doubt face crucial dilemmas. This scenario underscores all the more reasons to be careful and act responsibly.

On another front, some of these news items did not serve the purpose of informing the reader or viewer properly. An inexperienced person such as a child would be all the more easily misled.

## Key findings: Newspapers

The monitoring identified 18 items in the 10 newspapers which could have negative influence or impacts on the child readers.

The items covered the following events or issues: drug problems (6), murders (4), profile of a crime ringleader (1), political violence (2) launch accident (2), domestic violence (1), acid violence (1), and celebrity (1).

Sixteen of these items were news stories comprising seven in-depth and nine event-based straight reports. The other two items were standalone photographs.<sup>46</sup> Eleven of the news reports had photographs accompanying them. The photographs totalled 13, representing the overwhelming bulk of the potentially problematic items. Two of the photographs did not contain any negative element but could attract a child reader to the potentially harmful content of the text accompanying them. The rest of the photographs could directly affect a child reader.

Nearly three-fourths of the items were placed above the fold of the pages. About two-thirds appeared on the front and the back pages. Most of them had headlines across three or more columns. These therefore would be prominently visible to anyone going through the papers.

The English daily *New Age* had no such item on its pages monitored by the survey.

The highest number of these items appeared on *The Daily Janakantha* (5), which was closely followed by the *The Daily Jugantor* (3). *The Daily Star*, *Prothom Alo*, *The Daily Inqilab* and *The Daily Naya Diganta* each published one item which could be considered problematic in one way or other. The remaining three newspapers under survey each published two potentially harmful items.

- **The Dead Bodies and the gruesome:** Four of the photographs, accompanying stories, showed dead bodies. One of them was a close up on the faces of two robbers killed in a clash with the police and in mob lynching. The blown up faces dangled over a pool of blood—a cruel and insensitive picture. The photographs of the dead in a launch accident and the decomposed body of a murdered man were unkind and gruesome. Photographs of the dead, including these two, mostly featured on *The Daily Jugantor*. Two stories contained detailed and graphic descriptions, featuring repeatedly, of a man being slaughtered and hacked into pieces (*Shamokal* and *Kaler Kantho*). These stories also used sensational and cliché words and expressions such as ‘a grievous or heart-breaking murder (মর্মান্বিত হত্যাকাণ্ড)’ and ‘a

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<sup>46</sup> See ‘Definitions: News’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

thrilling or horrifying description (লোমহর্ষক বর্ণনা). A photograph comprising thumbnail mug shots of people injured in political violence during local government elections could terrify a child viewer.

- **The Drug Stories:** The reports on drug problems all attempted to be in-depth coverage but they were poor in quality. These stories made sweeping comments and fell into over generalisation, while lacking in properly-sourced hard facts. A three-part series on *The Daily Janakantha* covering prevalence of drug addiction among students made prejudicial sweeping comments against ‘the spoilt rich youth’ of the ‘English-medium institutions’ and ‘private universities’. The reports held that taking drugs was a ‘fashion’, ‘pastime’ or ‘hobby’ for these privileged youth. One of these said that ‘rising criminal terrors’ take part in late evening drug sessions at the majority of educational institutions in the capital. A similar story in the *Ittefaq* included a photograph, appearing to be an arranged one, of a group of boys and girls taking heroin. The story also held that ‘numerous’ students and some teachers of the Dhaka University indulge in drugs. To an underage reader, these higher educational institutions may appear to be places where one can go and enjoy a recklessly free life. One story on illegal drug markets was accompanied by a photograph of bottles containing lurid red alcohol. A similar story, the lone sample from *The Daily Inqilab*, showed bottles of energy drink, sweepingly stating that these contained alcohol. Some of these stories gave exact locations where various illegal drugs were available.
- **The story of a Top Terror:** A story on *The Daily Janakantha* on a crime ring leader gave sensational accounts of his power and crimes, describing his ‘torture cells’ and harping on his womanising nature. The piece in effect glorified him and his alleged crimes. The heading for this story could be translated as ‘The Lecherous Murderer Rezaul Violated Chastity of many women’ (খুনী লম্পট রেজাউল বহু নারীর ইজ্জত লুটেছে). Stories of this nature may be expected on a tabloid but the newspaper publishing this was a mainstream broadsheet one.
- **Of Dignity, Sensitivity and Sensibility:** The only dubious item found on *The Daily Star* was a photograph showing burn injuries on a woman set afire by her husband for dowry. The photograph might scare a child and offend the victim or her near ones. The only dubious item found on *Prothom Alo* was a photograph showing a group of children whose distorted faces bore marks of acid violence. One dubious item on *Kaler Kantho* was a story showing *madrassa* children picketing during a political strike armed with logs. These photographs remind one about the dilemmas a journalist might face while trying to portray a cruel or dangerous reality.
- **The Sexy wife of a Foreigner:** A big blown up photograph on *The Daily Janakantha* in colour showed the partially exposed torso of the wife of a foreign sports star. The photograph might look slightly ridiculous to an adult, while it might influence a teenager from a conservative background in a different way. This was the only piece demonstrating an explicit sexual intonation. Sexuality in general featured in discreet suggestions or titillations in some of the stories.

## Key findings: Television bulletins

The monitoring identified 11 items on the sampled evening bulletins of the four channels which could have negative influence or impacts on the child readers.

The items covered the following events or issues: murders (4); launch and road accidents (3); accidental death of a child (1); motorcycle hacking involving murder (1); terrorism by extremists and criminals (1) and drug problems (1).

All of these items were event-based straight news stories comprising eight packages and three OOV pieces.<sup>47</sup> The packages were mostly two to three minutes in duration, while the OOV pieces timed less than one minute each. The pieces were marked by sketchy surface information, sweeping generalisations and potentially harmful poor-quality images. These images could directly and negatively affect any child in the audience.

Seven of these stories were on the *NTV*, while the other four were equally divided between the *ATN Bangla* and the *Channel-i*.

The state-run terrestrial channel *BTV* had no such story on its bulletins monitored by the survey.

- **The Dead Bodies and their Stories:** Ten out of the 11 pieces each included more than one shot of the dead involved in the story. The narrations of these stories were soppy, melodramatic, alarmist and sensation-mongering, ridden with cliché words and expressions.

One story on the *NTV* featured the alleged murder of a housewife by her husband. Quoting police officials investigating the case, it called the husband a ‘woman-hungry killer’ (নারীলোভী ঘাতক) and focused largely on his alleged extra-marital relationships. The story named the ‘girlfriends’ and showed the photograph of one. It described the husband as constantly accompanied by girlfriends and changing women all the time. The visuals of the story showed the wife’s dead body in four shots, one of them closing up on her exposed bruised legs. A story on a child’s death in a road accident showed her body, along with the mother lamenting over it, in seven shots. Privacy of those in grief seemed to be of no concern to the reporters who covered these stories.

Another *NTV* story focused on incidence of motorcycle hacking and showed the body of a man killed in one of the incidents twice, seemingly insensitive to the impact it might have on his three young children or on any other child watching the news. The narration included phrases like ‘unbeatable gangs’ (দুর্ধর্ষ চক্র) and their ‘alarming rise’ (উদ্বেগজনকভাবে বেড়েছে), sweepingly blaming the ‘misguided drug addict students’ (পথভ্রষ্ট, নেশায় আসক্ত) of a ‘certain university’.

The graphic visuals were matched by equally graphic narrations, exploiting individual tragedies. The crime stories on these channels were mainly based on information fed by the publicity-hungry law enforcement officials.

A story on the *ATN Bangla* focused on the violence by the extremist groups in the northwest of Bangladesh. The story largely publicised RAB officials claiming credits of keeping them in control. This 2:25-minute story accommodated 14 close shots of butchered heads and mangled bodies, only a few of which attempted to blur the images.

- **The Drug Story:** The only story not showing a dead body was the one on drug problems. This *Channel-I* package focused on drug trafficking in an area bordering India. The reporter commented on the ‘ingenious techniques’ of illegally importing drugs and held that everyday ‘thousands of young men

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<sup>47</sup> See ‘Definitions: News’ and ‘Terminology: Treatment of News, Television’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

and women' rushed to the area to indulge in the substances. The story showed the trafficking techniques in detail. Every now and then a label blipped over the visuals proclaiming the area to be a 'heaven of drugs' (মাদকের স্বর্গরাজ্য).

One common feature of the above-mentioned stories involving human tragedies appeared to be that they were overtly emotional and righteous or moralistic in their tone, and at the same time conveyed a tone of celebrating the violence or the grief in the situation.

## Recommendations

- Further studies should be carried out to assess the phenomenon of inappropriate news contents and their potential negative impacts on children. Newspapers and television news should be monitored in two separate studies.

The monitoring and analysis should cover child-related contents as well as all contents in the general arena of news. The studies should include all the supplementary sections or inserts of newspapers and at least three news bulletins at different hours of the day on television. The study of television news should incorporate special news programmes, especially those on crimes. Photographs and images would require special attention.

The monitoring period should cover at least six months, spread over a span of at least two years.

- Two separate studies for newspapers and television should explore to what extent the news media are fulfilling the information needs of children. The studies should especially focus on the special contents for children, but examine the general news and feature contents as well.
- Two separate studies for newspapers and television should exclusively look into the tones and implications of the news stories involving children. Safety and security and portrayal issues would require special attention.
- Adequate coverage is essential for serving the interests of children and is a core ethical responsibility of the news media. Journalism in Bangladesh is not fulfilling this responsibility to children. Workshops and brainstorming sessions should be carried out with the editors and gatekeepers, i.e. those who take news decisions, in order to collectively discuss and identify the reasons for the low volumes of coverage. A separate set of workshops and brainstorming sessions should be carried out with the reporters to get their perspectives on this issue and the findings should be conveyed to the media decision-makers.
- Workshops and consultation meetings should be organised with the editors and media policy-makers to raise awareness on the media's responsibility towards children. These sessions should underscore the need for a planned, focused and enterprising coverage of children and their affairs and interests. No effective change is possible without securing a planned prioritisation at the policy-level. Television will definitely need to have a policy of planned prioritisation.

The MRDI training of journalists for ethical reporting on and for the children (2010-2011) indicated that this alone could not ensure adequate and proper coverage. Enterprising, thorough and in-depth coverage would require the media's investment in time, money and regular training of reporters. Conscious prioritisation would be required to increase news flow from outside Dhaka, especially on television.

A policy thrust and a supportive media management would therefore be crucial for securing proper coverage of events and issues important for children.



- Training programmes need to be designed on television journalists on a priority basis. The training programmes following the baseline study had only covered newspaper journalists.
- Training of journalists should be a continuous process. The training programmes should include brainstorming sessions on finding and developing story ideas. The content analyses show that while journalists do not usually miss the big and obvious current events related to children, they seldom actively seek or dig out events and issues which are not obviously visible or easy to get. The idea development sessions should focus on such proactive and investigative coverage seeking to broaden the agenda of news on children and their affairs. Such coverage would be essential for ensuring a comprehensive and sustained vigilance over the diverse situations of children and their interests. Independent initiatives and enterprises of reporters should be stressed upon, as opposed to a dependence on source-generated easy-to-get coverage.

The importance of owning a story should be stressed upon and journalists should be encouraged to follow a matter through its pertinent developments over time. They should also be encouraged to check on the effects of a child-related story on the child involved, once the story has been published. Securing participation of the staff reporters and local correspondents would be equally important.

- Training of journalists should be a continuous process. The training programmes should include sessions on general journalism ethics and the essential requirements in news stories, such as accuracy and truth seeking, verification, attribution, impartiality and fairness, balance, clarity and readability, good taste and presenting stories in human terms. The aspects of comprehensive responsibility, not causing unwarranted harm, respect for people's privacy, as well as independence and integrity of reporters should be stressed.  
Securing participation of the staff reporters and local correspondents would be equally important.
- Training of journalists should be a continuous process. The training programmes should include sessions on improving the coverage reach and quality of daily news and of straight factual reports. The problems with the current dominance of shallow and one-off coverage would need to be pointed out and addressed. Journalists would also need to be inspired to pay attention to the diverse realities of children and their affairs, with a special focus on the marginalised and neglected groups. The sporadic instances of good coverage of daily news found by the survey would need to be presented to the trainees. The trainees should be encouraged to examine the good coverage patterns and take notes on the lessons they teach.  
Securing participation of the staff reporters and local correspondents would be equally important.
- Training of journalists should be a continuous process. The training programmes should include sessions on the techniques of in-depth and investigative reporting. A corresponding session should focus on feature reporting as well.  
This would be an important requirement for serving the interests of children.  
Securing participation of the staff reporters and local correspondents would be equally important.
- Training of journalists should be a continuous process. The training programmes should include sessions on proper and appropriate coverage on selected issues such as sexual abuse, sexual harassment, suicide, drug problems, and those involving children in conflict with the law. Special

emphasis should be given to safety, security and identity protection of child victims as well as of the child accused.

The present trend of coverage on children and governance issues would need to be discussed and ways to ensure a critical coverage of these should be explored.

Securing participation of the staff reporters and local correspondents would be equally important. Gatekeepers must attend these sessions.

- Training of journalists should be a continuous process. The training programmes should include sessions on the dimensions and importance of sensitivity when children are involved in an event or issue.

Workshops and brainstorming should include examination of one's own perceptions and prejudices. These sessions should aim at raising awareness of impacts of news coverage, especially on sensitive issues, on the children involved in stories as well as on the children in the audience.

Impacts of any story involving family conflicts and problems would need to be examined in the light of the coverage of mother and child tragedies during the follow-up monitoring period.

The concerns regarding showing dead bodies would need special attention. The dignity of the dead as well as impacts of gruesome or traumatic photographs or images would need to be discussed thoroughly.

A focus on portrayal issues including the dignity of the children featured in a story would be essential. The twilight zone of using children solely for eliciting the sympathy of the news consumer would need to be explored thoroughly.

Securing participation of the staff reporters and local correspondents would be equally important. Additionally such sessions must secure the participation of the gatekeepers.

- Training of journalists should be a continuous process. The training programmes should include sessions on writing skills. The language and structure of reports would need to special attentions. Journalists should be made aware of the power of a story told in simple words, without editorialising or making it soppy. They need to be aware of the dangers from adjectives and stereotypical or prejudicial words or phrases creeping into the story. They also need to be aware of the weaknesses stemming from cliché or melodramatic words or phrases and from patronising tones and depictions. Securing participation of the staff reporters and local correspondents would be equally important. Additionally such sessions must secure the participation of the gatekeepers.
- Training of journalists should be a continuous process. The training programmes should include sessions on the UN Child Rights Convention and the relevant national laws. They need to fulfil the positive requirements of the laws, while watching for their abuses. They also need to question any harmful or negative provision enshrined by the law.

- Separate training sessions or programmes need to be organised for photographers and camera persons on relevant issues discussed above. Such sessions must also secure the participation of gatekeepers.
- Workshops and consultation meetings with the media management and policy-planners should emphasise the need to have institutional codes of conduct or ethics, or written down editorial guidelines or principles. They should be encouraged to provide a section on children in the code as well as address the issue of inappropriate contents for a child reader or viewer.

Training programmes for journalists should also have a session for preparing a self-code of conduct. The in-house training programmes following the baseline study included one such session. The responses from the journalist participants and from the managements have been very encouraging.

Simultaneously, professional organisations of journalists such as different unions and press clubs should be lobbied for facilitating discussions on ethical practices. A few of them have dated codes of conduct appended to their constitutions. Journalists largely are not aware of it. Any such code would need to be updated, when clauses concerning children could be included in it. Most professional organisations are yet to have such codes. They should be lobbied for formulating codes.

Bangladesh Press Council authorities also need to be lobbied for incorporating sections on children in its existing code. This code is deficient in many ways and would need updating anyway.

## Annexure—1

### Study of a few Items

#### (The Follow-up survey)

‘The bubbling young men and women on the verge of turning 18 have been confined to childhood after all.’ (‘১৮ বছর ছুঁই ছুঁই করা টগবগে তরমণ-তরমণীরা শেষ পর্যন্ত শিশুই রয়ে গেল’) This was the opening sentence of a two-paragraph straight news report<sup>48</sup> that came out on the back page of a Bangla daily the day after the Cabinet approved the National Children Policy 2011. The comment is a sarcastic reference to the extension of childhood up until reaching the age of 18 as per the provision of the policy.

Comments ranging from sarcastic to moralistic, along with stereotypical or prejudicial adjectives and depictions pervaded many reports involving children on some of the Bangla dailies. Television news stories also had this trait. News reports resorted to such editorialising more easily when dealing with children and with women, it seemed. The tragic events of the follow-up monitoring period could be exploited to serve this end. Sensationalising was blatant in some of these stories. Oblique sexual references or intonation, when the events provided the scope, were not uncommon either.

Such words and corresponding tonal characteristics of some of these reports could have serious implications for the children involved in the stories. These could potentially have serious negative and traumatic impacts on a child reader or viewer as well.

- **Of Mothers and Children:** The series of incidents involving children as victims of complex problems and tragedies within the family were covered extensively and prominently by the newspapers and television channels. Some of the reports went sensational particularly when these incidents involved extra-marital affairs of a parent.

When the decomposed body of a three-year-old girl was found dumped on a sun-shed of the house where her mother had been living with her boyfriend, the police arrested the mother.<sup>49</sup> The absconding boyfriend was suspected of murdering the girl. A first day report in a Bangla daily said the mother had taken part in the murder. It wrote that after dumping the body on the sun-shed, the ‘killer mother’ (ঘাতক মা) freely indulged in having a good time with her lover. It commented that the body of her child lying outside did not bother her at all. A few other reports, including those on television, described the murdered girl as a victim of her mother’s ‘illegitimate relationship’ (অবৈধ সম্পর্ক). These reports described in detail the stages of the affair in emotive words, providing moralistic judgements on the mother. A TV report described the condition of the body in detail.

On another incident of a mother allegedly slaughtering her child, a report called the mother a ‘butcher’.

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<sup>48</sup> See ‘Definitions: News’— ‘Notes on the Indicators’ in ‘Objective and Methodology’, Section-2.

<sup>49</sup> See ‘Key Events which influenced the Child-related Coverage’ (August, 2010) in Section-3 ‘Key Findings of the Content Survey’

When a housewife set fire to her two children and herself<sup>50</sup> attempting suicide in protest of her husband's second marriage, a few reports condemned the father in a similar manner. A caption of his photograph labelled him as 'the wicked, heartless husband' (পাষণ্ড স্বামী). A TV report of this incident showed the severely burnt victims on their hospital beds. The reporter interviewed the mother and then gave an emotionally charged piece-to-camera standing by the bed of the dying mother.

Reports on a new incident frequently referred to the previous similar incidents and made the trend seem omnipresent. The strongly emotive, sentimental and sensational narratives added to the effect.

These reports gave little thought to how such accounts could affect a child reader or viewer. The incidents were traumatic enough. The way many of the reports covered these incidents could deeply erode the confidence and trust of a child reader or viewer in safety and security within home and family.

- **Adding Colour, Losing Sense:** The reports on arrest of a man on charges of maiming children and forcing them into begging were based on a RAB press conference. Short on information, one report in a Bangla daily tried to add drama by harping on 'a monstrous syndicate' and 'heinous criminal gang' destroying the 'golden future of children'.

Physical abuse of children was often described as 'hair-raising torture'. Sexual abuse could easily become 'beastly torture'. Sexual relationship outside marriage was frequently described as 'immoral relationship' (অনৈতিক সম্পর্ক). A phrase sometimes used in stories was that the perpetrator raped the girl 'by force' (জোরপূর্বক ধর্ষণ).

- **Dead Bodies:** All but one or two newspapers and all four television channels were prone to showing dead bodies of children. Stories on accident would inevitably feature images of dead children, if there were any. So would the crime stories. A good number of stories on girls committing suicide or children getting murdered showed photos of the bodies, often closing up on the faces or injuries.

These photos could be cruel and gruesome, even to the point of being indecent. For instance, when five members of a family died in a road accident, a Bangla daily published a photo showing a dead baby stacked over its mother's body. Parents had killed their baby girl following a dream that this sacrifice would get them treasures. The body was exhumed by the police a couple of days later. A photograph of the decomposed body accompanied one of the reports on the incident. A good number of reports on the Nimtoli fire<sup>51</sup> showed rows of dead children.

Dead children featured in the visuals of television stories on suicide, accidents or murders. A couple of pieces on the phenomenon of stalking or sexual harassment were marked by considerably thorough and comprehensive coverage. Even these pieces showed file photos of girls who had committed suicide. Very few pieces took the trouble to blur the faces even.

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<sup>50</sup> See 'Key Events which influenced the Child-related Coverage' (August, 2010) in Section-3 'Key Findings of the Content Survey'

<sup>51</sup> See 'Key Events which influenced the Child-related Coverage' (June, 2010) in Section-3 'Key Findings of the Content Survey'

- **The Twilight Zone and the Issue of Dignity:** The nature of many of the child-related events covered by the news media made children's portrayal as passive victims inevitable. Similarly, photographs or depictions that have been marked as using children solely for the purpose of eliciting the sympathy of a viewer could in some instances be regarded as inevitable. Often such portrayal brought assistance or help to the child concerned. Some items like the appeals for help for medical treatments deliberately exposed the pitiable situations of children.

Notwithstanding any probable inevitability, such imaging eroded the dignity of the child concerned. The deformed face of a child suffering from a rare disease of abnormality could frighten a child viewer as well.

- **The 'Criminals' and the 'Depraved':** A report, mainly based on sweeping generalisations and inadequate information fed by the police painted an alarming picture of teenager 'criminals' 'terrorising' the public life. The report was accompanied by a photo of four young boys who, the police said, had been arrested with arms. A few daggers and a pistol were arranged on a table in front of the boys, presumably at a police station.

The issue of identity protection of children in conflict with the law can involve more serious dilemmas. A report on an incident of stalking featured a photograph of the three teenagers accused. The common Bangla term used to describe a stalker is *bokhate* (the depraved). The boys had been arrested for severely injuring a young girl with razor blades. In two reports of two separate incidents, young boys charged with murder had been identified. The reports published their photographs as well. These boys had killed two girls they stalked. One of the girls had been raped before being killed. Most of the news media are more inclined to expose the identities of the accused in such cases.

These are tough situations but journalists covering them nonetheless need to keep in mind the core legal and ethical reasons for providing identity protection to juvenile offenders. That reflection seemed to be missing, judging by the dominant trend of news coverage.

**Suicides and Deaths from Sexual abuse:** Young girls have committed suicides unable to cope with the indignity and threats of stalking. In some cases suicides have followed sexual abuses. A tone prevailing in many of the stories on suicide was of an utter helplessness. And the stories often described the methods of committing suicide.

A phrase frequently used in these stories was 'she chose the path of committing suicide' (আত্মহত্যার পথ বেছে নিল). Another version of it was 'she had to choose the path of committing suicide' (আত্মহত্যার পথ বেছে নিতে বাধ্য হলো). One story wrote, 'In killing herself, Dola found her relief' (আত্মহননেই মুক্তি মিলল দোলার). The messages these stories conveyed could lead another girl in a similar situation to the same sort of actions.

On another front, these stories have mostly provided detailed identification of the girls along with their photographs. One wonders if the issue of stigma loses its relevance once the victim dies.

## Tables: Newspapers

Note: For those sets of codes where indicators may overlap in a single item, figures will not add up. These sets are marked by one code registering the phenomenon of multiple hits.

### Coverage Basics: Newspapers

#### Total Coverage and Child-related Coverage

	News (including photograph)	Editorial	Total
All items	<b>85982</b>	<b>1,791</b>	<b>87,773</b>
Child-related items	<b>2,419 (3%)</b>	<b>55 (3%)</b>	<b>2,474 (3%)</b>

Note-

Number of all Text Items including Editorials: 2,303

Number of all Text News Pieces (Reports): 2248

	All photographs	Child-related photographs
	<b>29332</b>	<b>1,045 (4%)</b>

Note- Child-related Standalone Photographs: 171; Photographs Accompanying Reports: 874

**Note:** Ideally, contents are measured by the spaces they occupy but for the purpose of this study a rough estimation by number was considered adequate. The categorization of news indicated sufficient characteristics to assess the effective coverage volume.

## Coverage Breakdown by the Monitored Fortnights

Fortnightly Coverage	Frequency	Percent
June, 2010	361	14.6
August, 2010	441	17.8
October, 2010	320	12.9
December, 2010	547	22.1
February, 2011	424	17.1
April, 2011	381	15.4
<b>Total</b>	<b>2474</b>	<b>100</b>
<b>Base</b>	<b>2474</b>	

### **Basics: Baseline Study**

*(12 Newspapers; three consecutive months, June—August, 2009)*

*Total Number of all Items: 89,891 (rough estimation)<sup>52</sup>*

*(News Items: 97%; Editorials: 3%)*

*Total Number of all Child-related Items: 2,644 (3%)*

*(Child-related News Items: 99%; Child-related Editorials: 1%)*

*Number of all News Items: 87,528*

*Number of Child-related News Items: 2,605 (3%)*

*Number of all Editorials: 2,363*

*Number of Child-related Editorials: 39 (1.65 %)*

*Number of Child-related Photographs: 971*

*(Standalone Photographs: 141; the rest recorded as those accompanying stories and as receiving multiple special treatments)*

*Number of all Text Items including Editorials: 2503*

*Number of all Text News Pieces (Reports): 2,464*

*Monthly Distribution of Child-related Items (Baseline): June—1094 (41%); July—895 (34%); August—655 (25%)*

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<sup>52</sup> To get an idea of the proportion of children-related coverage, all items on the pages monitored were counted for the first month. The count for news items (29,176) was then multiplied by three (months) to get an approximate number of total news items on the sampled pages over the study period. The total number of editorials published over this period was counted separately and added to the total number of news items to estimate the total number of all items.



## Key Features of Editorials

### Breakdown of Editorials by Fortnights:

Monitoring Fortnights		Number of editorials
Monthly Coverage	10-Jun	4
	10-Aug	10
	10-Oct	7
	10-Dec	17
	11-Feb	8
	11-Apr	9
Total		55

**2009 Baseline: Monthly breakdown of the Total 39 Editorials:** June—18 (46%); July—14 (36%); August—7 (18%)

### Issues Covered by Child-Related Editorials

Issues/Topics	No. of Editorials	% of 55
<b>Abuse and Exploitation: Cluster Total</b>	<b>18</b>	<b>33</b>
Sexual Abuse/harassment	1	2
Kidnapping	1	2
Physical Abuse	3	5
Psychological Abuse	3	5
School Corporal Punishment	4	7
Murder	5	9
Rape	3	5
Suicide	2	4
<b>Vulnerability: : Cluster Total</b>	<b>8</b>	<b>15</b>
Vulnerable Children-	2	4
Other forms of child	3	5
Disability	1	2
Other Marginalized G	1	2
<b>Children in conflict: : Cluster Total</b>	<b>1</b>	<b>2</b>
Drug Abuse and Peddling	1	2
Violence and other c	1	2
<b>Rights: Cluster Total</b>	<b>37</b>	<b>67</b>
Rescue/Rehabilitation	2	4
Education	18	33
Maternal and child n	3	5
Health Care	1	2
Death from health-related reasons	1	2
Child Birth Registration	2	4
Recreation/Sports/Cu	3	5
Freedom of Expression	5	9
Legal Support/Aspect	8	15

Survival	1	2
<b>Children and Governance: Cluster Total</b>	<b>14</b>	<b>25</b>
Govt. Policies Related to Children	10	18
Announcements by Govt./State Dignitaries	3	5
Bad Governance and/or Corruption	3	5
<b>Success/Achievements: Cluster Total</b>	<b>4</b>	<b>7</b>
Academic achievement	3	5
Positive others	1	2
<b>Editorials covering multiple issues</b>	<b>37</b>	<b>67</b>
<b>Base: All child-related Editorials—55</b>		

*2009 Baseline: Most-covered Editorial Issues: Nutrition (11) Healthcare (10) and Education (3). Death by accident had been one of the most covered issues but only one editorial addressed it.*

<b>Authenticity</b>	Number of Editorials (Total: 55)	%
Info gaps/Inaccuracy	4	7.27
Sweeping Statement	5	9.09
Evidence- Documents/Direct observation not cited	0	0.00
Weak, Vague or Inadequate Sourcing	0	0.00
All involved parties not covered	3	5.45
Multiple authenticity problem	1	1.82
Too short for proper assessment	0	0.00
No problem	47	85.45
Outstanding Authenticity	0	0.00
<b>Base: Total Number of Child-related Editorials (55)</b>		

<b>Clarity</b>	total editorials (55)	%
Information Inconsistency	1	1.82
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	7	12.73
Unclear Focus /Lack of Focus	1	1.82
Disruptions in the Logical Order or Natural Sequence of the Story	1	1.82
Multiple Clarity problems	2	3.64
Too brief for proper assessment	0	0.00
No problem with clarity	46	83.64
Good and Clear	1	1.82
<b>Base: Total Number of Child-related Editorials (55)</b>		

### Distribution and Issues/Events of Editorials by Newspapers

Newspaper	No. of Editorials	Total editorial	% of Child-related Editorials	Events/Issues
Janakantha	8	172	4.65	<ul style="list-style-type: none"> <li>A 'no-fear' educational institution</li> <li>House-help shouldn't be below 12 years old</li> <li>PM's speech on children</li> <li>Birth registration, high court order</li> </ul>
Kaler Kantho	8	172	4.65	<ul style="list-style-type: none"> <li>Slow birth registration work</li> <li>Physical punishment in schools</li> <li>Six-month Maternal leave</li> <li>Child crime</li> <li>Secure child rights</li> </ul>
Prothom Alo	7	172	4.07	<ul style="list-style-type: none"> <li>Torture at education institution</li> <li>The mother and child suicide trend</li> <li>Coaching centers- business institutions?</li> <li>Eve-teasing and death</li> <li>PSC results</li> <li>The child ultimate victim of education institutions</li> <li>Child health awareness</li> <li>No more punishment at schools</li> </ul>
New Age	7	172	4.07	<ul style="list-style-type: none"> <li>Underprivileged children</li> <li>HSC examinees and power cut!</li> <li>Stringent actions to curb coaching class menace</li> <li>Child malnutrition</li> <li>Anomaly of kindergarten schools</li> </ul>
The Daily Star	6	172	3.49	<ul style="list-style-type: none"> <li>Missing text-book supply deadline- if exists syndicate go after it</li> <li>Better performance at PSC exam</li> <li>Terribly insecure young girls</li> </ul>
Ittefaq	5	171	2.92	<ul style="list-style-type: none"> <li>Physical punishment at schools</li> <li>Carefulness at primary education</li> <li>Poverty alleviation must for cutting child labor</li> </ul>
Naya Diganta	5	172	2.91	<ul style="list-style-type: none"> <li>PSC exams</li> <li>Corporal punishment- all must come forward</li> <li>Free stationary but not timely delivery</li> <li>Street children forced in crime</li> </ul>
Jugantor	4	245	1.63	<ul style="list-style-type: none"> <li>Social crime</li> <li>Admission at primary level</li> </ul>
Shamokal	4	171	2.34	<ul style="list-style-type: none"> <li>Child nutrition and the future of country</li> <li>Child marriage- how long would the curse stay</li> <li>Child abuse</li> </ul>
Inqilab	1	172	0.58	<ul style="list-style-type: none"> <li>Results of PSC</li> </ul>

## Categories of Child-related Items

### Classification: All child-related Items

Items by classification	Frequency	Percent
Event-based Straight Report	1659	67.1
Follow-up Report	165	6.7
In-Depth Report	130	5.3
Feature	19	0.8
Editorial	55	2.2
Stand-alone Photograph/Pic	171	6.9
Opinion Report	1	0
Appeal for help	112	4.5
Announcement of achievement	98	4
Obit announcement	1	0
Announcement of missing	17	0.7
Article	46	1.9
<b>Base: All Child-related Items (2474)</b>		100

### Breakdown: Classification of Child-related News Items

News items by classification	Frequency	Percent
Event-based Straight Report	1659	68.58
Follow-up Report	165	6.82
In-Depth Report	130	5.37
Feature	19	0.79
Standalone Photograph	171	7.07
Opinion Report	1	0.04
Appeal for help	112	4.63
Announcement of achievement	98	4.05
Obit announcement	1	0.04
Announcement of missing	17	0.70
Article	46	1.90
<b>Base: All Child-related News Items (2419)</b>		

### Broad Classification: Child-related Reports

Items	Frequency	% of total news reports
Event-based Straight Reports including Follow-up Reports	1824	81.1
All Appeals and announcements	228	10.1
In-Depth Report + feature+ opinion+ articles	196	8.7
<b>Base: All Child-related Reports (2248)</b>		100.0

**All Child-related Straight Reports: 2052 (91 % of all Child-related Reports) and All**

**Child-related In-depth Reports including Features, Opinion Reports and Articles: 198 (9 % of all Child-related Reports)**

*2009 Baseline: Classification of all Child-related News Items: Event-based Straight Reports—70%; Follow-up Reports—8%; In-depth Reports—13%; Features—3%; Standalone Photographs—5%*

*2009 Baseline: Broad Classification of all Child-related Reports: All Child-related Straight Reports including Follow-up Reports—83% (75% + 8%) of all Child-related Reports; All Child-related In-depth Reports including Features: 17% (14% + 3%) of all Child-related Reports*

## Treatment: Child-related News

Placement of items		
	Frequency	Percent
Above the fold	1525	61.6
Below the fold	949	38.4
Total	2474	100.0

**Baseline 2009:** Above the fold: 55%;

### Distribution of all child-related items by page

Pages	Frequency	Percent
Front	344	13.9
Back	333	13.5
Metro	254	10.3
National	849	34.3
Other News page	552	22.3
Editorial	55	2.2
Cultural	16	0.6
Women's	28	1.1
Health	34	1.4
Others	9	0.4
Total	2474	100

**Baseline 2009:** Front page: 12%; Back page: 14%; Metro and national pages: 26% each; Editorials on Editorial pages: 2%

### Distribution of news items by page

Pages	Frequency	Percent
Front	344	14.2
Back	333	13.8
Metro	254	10.5
National	849	35.1
Other News page	552	22.8
Cultural	16	0.7
Women's	28	1.2
Health	34	1.4
Others	9	0.4
Total	2419	100.0
<b>Base: All child-related news items 2419</b>		

### Special treatments awarded to child-related items

Nature of special treatments	Number of items	% of 2474
Boxed	308	12

Italic Heading	2	0
Colored Heading	102	4
Reversed Heading	141	6
Screen	10	0
Logo	63	3
Insert	113	5
Reports with pictures	874	35
Multiple	407	16
No Special Treatment	1326	54
<b>Base: all child-related items (2474)</b>		

**Baseline 2009:** No special treatment 60%; Special treatments 40%;

Key special treatments: reports with photographs 45%; Box 6%; Multiple special treatments 37%

### Headline span of child-related news

Span of headline	Frequency	Valid Percent	Remarks
Single Column	1233	51	
Double Column	612	25.3	
3 Clmn	260	10.7	
4 Clmn	86	3.6	
5 Clmn	31	1.3	
6 Clmn	15	0.6	Results of the two Public Examinations, Students from Poor Families Achieving Good Results (Odommoyo medhabi), Child labor
7 Clmn	7	0.3	Nimtoli fire, Results of the two Public Examinations,
Banner	4	0.2	Children under poverty, Prothom Alo trust-School, malnutrition, Results of the two Public Examinations,
Stand-alone pics S/C	5	0.2	
Stand-alone pics D/C	39	1.6	
Stand-alone pics 3/C to 6/C	124	5.1	
Stand-alone pics 7/C and Banner	3	0.1	Call to protect abuse of children (child labor day), 21 February-mother language day
<b>Base: All Child-related News Items (2419)</b>	<b>2419</b>	<b>100</b>	

**Baseline 2009:** Single-Column 51%; Double-Column 28%; 3-6 columns 21%; 7-column to banner 0.15% (Percentages of all news items including standalone photographs)

### News items receiving single-column treatment

Items	Number of stories
Event-based Straight Report	949
Follow-up Report	86
In-Depth Report	9
Feature	8
Standalone Photograph	5
Opinion Report	0
Appeal for help	105

Announcement of achievement	49
Obit announcement	1
Announcement of missing	17
Article	9
	1233 Reports plus 5 Standalone photographs

Note- All straight news pieces numbered 2052. Of them 1207 (59%) received single-column treatment

### Some features of child-related items

	2 para or less	Seminar/Roundtable/ Workshop/Programme	Public exam results	Day observation	Incidental involvement	Lead story	Drowning death	Required but inadequate/ no legal dimensions	Dead victims name (sensitive case)
Event/Spot News	221	117	146	61	111	21	63	119	13
Follow-up Report	7	0	1	1	17	0	1	2	3
In-Depth Report	0	3	20	7	16	7	0	0	0
Feature	0	0	1	0	2	0	0	0	0
Editorial	0	0	8	3	1	0	0	0	0
Stand-alone pictures	0	10	12	17	7	3	5	0	0
Appeals for help	28	0	4	0	0	0	0	0	0
Announcement of achievements	8	1	78	5	0	0	0	0	0
Announcement of missing	11	0	0	0	0	0	0	0	0
Article	0	0	0	1	2	0	0	0	0
	275	131	270	95	156	31	69	121	16



## Coverage of Issues

### Issues/topics covered by the child-related items

Issues and topics	Number of items	%
<b>Abuse and Exploitation: Cluster Total</b>	<b>892</b>	<b>36.05</b>
Sexual Abuse/harassment	108	4.37
Incest	1	0.04
Trafficking	21	0.85
Kidnapping	114	4.61
Physical Abuse	126	5.09
Psychological Abuse	141	5.70
School Corporal Punishment	34	1.37
Acid Attacks	12	0.49
Killing	351	14.19
Rape	193	7.80
Suicide	126	5.09
<b>Vulnerability: Cluster Total</b>	<b>543</b>	<b>21.95</b>
Vulnerable Children-street	15	0.61
Vulnerable Children-sex-worker	8	0.32
Vulnerable Children-domestic work	60	2.43
Vulnerable Children-other hazardous labor	32	1.29
Other forms of child labor	46	1.86
Vulnerable Children-Child marriage/mothers	37	1.50
Disability	42	1.70
Other Marginalized Groups- Adivasis/ Secluded Caste/sex worker's children/ Gypsies/etc.	33	1.33
Death by Accident	221	8.93
Accident	28	1.13
Missing	77	3.11
<b>Children in conflict with the law: Cluster Total</b>	<b>69</b>	<b>2.79</b>
Drug abuse and peddling	6	0.24
Violence and other crimes	15	0.61
Police handling/custody/Justice	48	1.94
Shelter and Correction homes	5	0.20
<b>Rights: Cluster Total</b>	<b>1649</b>	<b>66.65</b>
Rescue/Rehabilitation	61	2.47
Education*	544	21.99
Maternal and child nutrition	49	1.98
Healthcare**	254	10.27
Death from health related reasons	34	1.37
HIV/STDs	0	0.00
Reproductive health	1	0.04
Child birth registration	7	0.28
Recreation/Sports/Culture	179	7.24
Freedom of Expression	143	5.78

Legal Support/Aspects	424	17.14
Children Associations	2	0.08
Survival	114	4.61
Lifestyle	31	1.25
Discrimination	30	1.21
<b>Children and Governance: Cluster Total</b>	<b>401</b>	<b>16.21</b>
Govt Polices related to children	125	5.05
Announcements by govt/state dignitaries	128	5.17
Government allocations	12	0.49
Bad Governance and Corruption	115	4.65
Govt. special institutions for children	13	0.53
NGO initiatives	77	3.11
<b>Success/Achievements: Cluster Total</b>	<b>187</b>	<b>7.56</b>
Creativity	21	0.85
Innovation	2	0.08
Social Contribution	2	0.08
Academic achievement/excellence	154	6.22
Positive others	10	0.40
<b>Items covering multiple issues</b>	<b>1399</b>	<b>56.55</b>
<b>Base: All child-related items (2474)</b>		

\* 50% of the items covering Education focused on the results of the public examinations; 28% in fact focused on academic achievements of students.

\*\* 44% of the items covering Healthcare were in fact appeals from members of the public seeking financial assistance for treatment costs.

Note: 16 issues got covered by 5 percent or a higher proportion of items. During the baseline period 10 issues had got up to this scale of coverage.

### Top 10 child-related issues covered

Top 10 issues	Freq	%
Psychological Abuse	141	5.70
Freedom of Expression	143	5.78
Academic achievement/excellence	154	6.22
Recreation/Sports/Culture	179	7.24
Rape	193	7.80
Death by Accident	221	8.93
Health Care	254	10.27
Killing	351	14.19
Legal Support/Aspects*	424	17.14
Education	544	21.99
<b>Base: All child-related items 2474</b>		

\* Legal Aspects is not really an independent issue.

### Baseline 2009: The Top Ten Issues

Death by accident 21%; Healthcare 21%; Education 13%; Academic achievements 9%; Nutrition 9%; Legal aspects 7%; Murder 7%; Sexual abuse 5%; Accident 5%; Rescue and rehabilitation 5% of all child-related items (2644). All other issues had been covered by less than 5% of the items.

**Note:** The stories on healthcare and nutrition had reflected three controversies centering on nutritional projects and a brand of medicine.

### Top four generic issues

Issues	No. of Items	%
Child death	732	29.58
Education	544	21.99
Healthcare	254	10.27
Recreation	179	7.24

#### **Baseline 2009: Top Four Generic Issues**

*Child-death (33%); Healthcare (21%—24% of these were in fact appeals for treatment assistance from individuals); Education (13%—48% of these focused on the SSC results); Sexual Abuse or Harassment (5%).*

### Death coverage: Breakdown

Child-death Issues	No. of Items	% of 2474
Murder	351	14.19
Death by Accident	221	8.93
Death from health related reasons	34	1.37
Suicide	126	5.09
	732	29.58

**Baseline 2009:** Death by accident 21%, Murder 7%, Suicide 2%, Death from health-related reasons 4% of all child-related items. Total death coverage 33%

### Child-death: Editorials (Total 55, child death 8—15%)

Murder	5
Suicide	2
Death from health reasons	1

**Baseline 2009:** Child-death editorials— in total 23% (10) of all editorials (39)

### Child-death: In-depth reports, features and articles

Murder	19
Suicide	9
Death by Accident	14
Death from health related reasons	1
Murder (Feature)	3
Suicide (Feature)	1
Death by Accident (Feature)	2
Murder (Articles)	3
Suicide (Articles)	2
Death by Accident (Articles)	2

**Baseline 2009:** Child-death In-depth reports— in total 7%; Features and Articles in total 5% (of all child-related pieces in the genres)

**Zero to 1% coverage of issues (0%–13 issues, 1%–12 issues)**

1	HIV/STDs	0	0.00
2	Incest	1	0.04
3	Reproductive health	1	0.04
4	Children Associations	2	0.08
5	Innovation	2	0.08
6	Social Contribution	2	0.08
7	Shelter and Correction homes	5	0.20
8	Drug abuse and peddling	6	0.24
9	Child birth registration	7	0.28
10	Vulnerable Children-sex-worker	8	0.32
11	Positive others	10	0.40
12	Acid Attacks	12	0.49
13	Government allocations	12	0.49
14	Govt. special institutions for children	13	0.53
15	Vulnerable Children-street	15	0.61
16	Violence and other crimes	15	0.61
17	Trafficking	21	0.85
18	Creativity	21	0.85
19	Accident	28	1.13
20	Discrimination	30	1.21
21	Lifestyle	31	1.25
22	Vulnerable Children-other hazardous labor	32	1.29
23	Other Marginalized Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	33	1.33
24	School Corporal Punishment	34	1.37
25	Death from health related reasons	34	1.37

**Baseline 2009:** The 0 to 1% coverage list of 25 issues had included five issues not in the follow-up list: Juvenile justice, child marriage, government policies, psychological abuse and child domestic workers; Five issues and topics which were not in the baseline list but have entered the follow-up list were: trafficking, accidents, innovations, life style, violence and other crimes.

**Coverage of child-related issues/topics by fortnight**

	Fortnightly coverage						Total
Issues/topics	June 10	August 10	October 10	December 10	February 11	April 11	
	Count	Count	Count	Count	Count	Count	Count
<b>Abuse and Exploitation: Cluster Total</b>	<b>109</b>	<b>191</b>	<b>93</b>	<b>106</b>	<b>215</b>	<b>178</b>	<b>892</b>
Sexual Abuse/harassment	14	19	6	20	27	22	108
Incest	1	0	0	0	0	0	1
Trafficking	4	5	6	2	2	2	21
Kidnapping	13	15	17	14	34	21	114
Physical Abuse	13	17	8	16	24	48	126
Psychological Abuse	23	24	11	15	24	44	141
School Corporal Punishment	2	14	4	3	3	8	34
Acid Attacks	5	2	2	2	1	0	12
Killing	32	82	33	37	108	59	351
Rape	18	35	21	22	65	32	193
Suicide	20	31	7	16	31	21	126

<b>Vulnerability: Cluster Total</b>	<b>117</b>	<b>94</b>	<b>79</b>	<b>68</b>	<b>95</b>	<b>90</b>	<b>543</b>
Vulnerable Children-street	2	2	3	1		7	15
Vulnerable Children-sex-worker	3	3	1		1		8
Vulnerable Children-domestic work	8	4	6	1	21	20	60
Vulnerable Children-other hazardous labor	12	3	6	6	2	3	32
Other forms of child labor	16	5	7	11	3	4	46
Vulnerable Children-Child marriage/mothers	5	6	8	10	4	4	37
Other forms of child	16	5	7	11	3	4	46
Disability	4	10	10	8	3	7	42
Other Marginalized G	2	8	6	3	8	6	33
Death by Accident	69	41	27	24	34	26	221
Accident	13	4	2	0	2	7	28
Missing	6	15	9	11	18	18	77
<b>Children in conflict with the Law: Cluster Total</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>11</b>	<b>8</b>	<b>31</b>	<b>69</b>
Drug abuse and peddling	2	1	2	0	1	0	6
Violence and other c	4	1	2	3	4	1	15
Police Handling/Police Custody/ Custody/ Juvenile Justice	3	1	2	7	5	30	48
Shelter Homes/Correction Centers	0	3	0	1	0	1	5
<b>Rights: Cluster Total</b>	<b>202</b>	<b>280</b>	<b>209</b>	<b>438</b>	<b>278</b>	<b>242</b>	<b>1649</b>
Rescue/Rehabilitation	5	15	9	9	12	11	61
Education	52	56	39	302	42	53	544
Maternal and child n	8	20	8	8	1	4	49
Health Care	45	43	40	40	39	47	254
Death from health re	3	9	3	8	3	8	34
HIV AIDs	0	0	0	0	0	0	0
Reproductive health	1	0	0	0	0	0	1
Child Birth Registration	0	0	5	1	1	0	7
Recreation/Sports/Cu	26	21	40	21	52	19	179
Freedom of Expression	17	18	34	29	34	11	143
Legal Support/Aspect	47	87	38	44	117	91	424
Children Association	0	0	1	0	1	0	2
Survival	18	38	21	8	10	19	114
Lifestyle	6	6	5	2	5	7	31
Discrimination	2	6	10	5	3	4	30
<b>Children and Governance: Cluster Total</b>	<b>37</b>	<b>68</b>	<b>90</b>	<b>73</b>	<b>65</b>	<b>68</b>	<b>401</b>
Govt. Policies Related to Children	14	24	22	21	26	18	125
Announcements by Govt./State Dignitaries	15	22	34	29	13	15	128
Government allocations	0	1	5	1	0	5	12
Bad Governance and C	4	18	19	21	26	27	115

Govt. Special Institutions for Children	0	0	5	4	1	3	13
NGO initiatives	10	13	24	10	8	12	77
<b>Success/Achievements: Cluster Total</b>	<b>36</b>	<b>25</b>	<b>8</b>	<b>101</b>	<b>6</b>	<b>11</b>	<b>187</b>
Creativity	6	4	0	6	1	4	21
Innovation	0	0	0	1	0	1	2
Social Contribution	0	1	0	1	0	0	2
Academic achievement	30	17	5	94	4	4	154
Positive others	1	3	3	0	1	2	10
<b>Items covering multiple issues</b>	<b>180</b>	<b>261</b>	<b>183</b>	<b>270</b>	<b>263</b>	<b>242</b>	<b>1399</b>
	359	436	318	545	423	378	2459

### Page-1 Issues

Issues/topics	No. of reports	%
<b>Abuse and Exploitation: Cluster Total</b>	<b>110</b>	<b>32</b>
Sexual Abuse/ harassment	10	3
Trafficking	2	1
Kidnapping	10	3
Physical Abuse	16	5
Psychological Abuse	28	8
School Corporal Punishment	4	1
Acid Attacks	2	1
Killing	49	14
Rape	15	4
Suicide	28	8
<b>Vulnerability: Cluster Total</b>	<b>58</b>	<b>17</b>
Vulnerable Children-street	2	1
Vulnerable Children-domestic work	7	2
Vulnerable Children-other hazardous labor	2	1
Other forms of child labor	2	1
Vulnerable Children-Child marriage/mothers	3	1
Disability	4	1
Other Marginalized Groups- Adivasis/ Scheduled Caste/sex worker's children/ Gypsies/etc.	3	1
Death by Accident	26	8
Accident	7	2
Missing	6	2
<b>Children in conflict with the law: Cluster Total</b>	<b>9</b>	<b>3</b>
Drug abuse and peddling	1	0
Violence and other crimes	1	0
Police handling/custody/Justice	6	2
Shelter and Correction homes	1	0
<b>Rights: Cluster Total</b>	<b>248</b>	<b>72</b>
Rescue/Rehabilitation	5	1

Education	102	30
Maternal and child nutrition	4	1
Health Care	59	17
Death from health related reasons	3	1
Recreation/Sports/Culture	10	3
Freedom of Expression	9	3
Legal Support/Aspects	52	15
Survival	18	5
Lifestyle	4	1
Discrimination	3	1
<b>Children and Governance: Cluster Total</b>	<b>53</b>	<b>15</b>
Govt Polices related to children	15	4
Announcements by govt/state dignitaries	22	6
Government allocations	1	0
Bad Governance and Corruption	20	6
Govt. special institutions for children	2	1
NGO initiatives	1	0
<b>Success/Achievements: Cluster Total</b>	<b>23</b>	<b>7</b>
Creativity	3	1
Social Contribution	1	0
Academic achievement/excellence	20	6
<b>Reports covering multiple issues</b>	<b>183</b>	<b>53</b>
<b>Base: All child-related items on page-1 (344)</b>		

#### Some features of child-related coverage

The features	No. of items	Percent	Base	
2 para or less	275	12	2248 (all reports)	
Seminar/Roundtable/Workshop/Programme	131	5	2474 (all items)	
Public exam results	270	11	2474	
Day observation	95	4	2474	
Incidental involvement	156 (At least)	6	2419 (all news items including standalone pic)	Death by accident
Lead story	31	1	2248	Nimtohy Fire, Results of the two public exams
Death from Drowning	69	3		9.4% of total death
Dead victim's name (sensitive case)	16	1	2248	Death following rape, murder, suicide

**Baseline 2009:** 2-paragraphs or less—21%; Coverage of seminars/roundtables/workshops/programmes—5%; Incidental involvement of children—(9%); Coverage of SSC results—6% of all news reports (2464)

**Abuse and Exploitation Items Covering Legal Aspects**

Issues/topics, abuse and exploitation	No of Items covering legal aspects	% of Each Item Total Hits
<b>Cluster Coverage: 388 Items; 43.50 Percent of Cluster Total (892 Items)</b>		
Sexual Abuse/harassment	48	44.44
Trafficking	4	19.05
Kidnapping	59	51.75
Physical Abuse	45	35.71
Psychological Abuse	54	38.30
School Corporal Punishment	3	8.82
Acid Attacks	6	50.00
Killing	178	50.71
Rape	95	49.22
Suicide	49	38.89



## Coverage: Children and Governance

### Children and Governance: Breakdown per Fortnight

Fortnight	Number of Items	Key Events
June	37	শিশুদের প্রতি সংবেদনশীল হতে প্রধানমন্ত্রীর আহ্বান সরকার ২০১৬ সালের মধ্যে ঝুঁকিপূর্ণ শিশুশ্রম দূর করবে Call to protect street and sexually abused children নারী ও শিশুদের সমস্যা সমাধানে সব মন্ত্রণালয়ে সম্মিলিত চেষ্টা চাই
August	68	স্কুল কোচিং বন্ধের জন্য শিক্ষা মন্ত্রীর আহ্বান/ শিক্ষা প্রতিষ্ঠানে শারিরিক শাস্তি বন্ধের শিক্ষা মন্ত্রণালয়ের নির্দেশ/
October	90	শিশু অধিকার দিবস উপলক্ষে প্রধানমন্ত্রীর আহ্বান, বিয়ের জন্য জন্ম নিবন্ধন সনদ লাগবে হাইকোর্টের নির্দেশ
December	73	সময়মতো পাঠ্যপুস্তক দেয়া এবং না দিতে পারা বিষয়ক সিদ্ধান্ত / সমাপনী পরীক্ষার ফলাফলের পর সরকার কতজনকে বৃত্তি প্রদান করবে তার ঘোষণা/ শিশুশ্রম নিরসন বিষয়ক / মাতৃত্বকালীন ছুটি চার মাস করা হয়েছে
February	65	১২ বছরের কম বয়সী শিশুদের গৃহকর্মে নিয়োগ হাইকোর্টের রায়
April	68	শাস্তি নয়, শিক্ষাকে অনন্দময় করতে হবে শ্রেনীকক্ষে ১১ ধরনের শাস্তি দেওয়া যাবে না শিশুর বিকাশে সবাইকে মনোযোগী হতে হবে লিমন কেস- ঘটনা তদন্তে সংসদীয় উপকমিটি গঠনের বিরোধিতা স্বরাষ্ট্রমন্ত্রী
<b>Cluster Total</b>	<b>401 Items</b>	

Breakdown	June 10	August 10	October 10	December 10	February 11	April 11	
<b>Children and Governance: Cluster Total</b>	<b>37</b>	<b>68</b>	<b>90</b>	<b>73</b>	<b>65</b>	<b>68</b>	<b>401</b>
Govt. Policies Related to Children	14	24	22	21	26	18	125
Announcements by Govt./State Dignitaries	15	22	34	29	13	15	128
Govt. Allocations	0	1	5	1	0	5	12
Bad Governance and/or Corruption	4	18	19	21	26	27	115
Govt. Special Institutions for Children	0	0	5	4	1	3	13
*NGO initiative	10	13	24	10	8	12	77

## Angle of Items

Angle of Child-related items		
Angle	Frequency	Percent
Positive	1262	51
Negative	1212	49
Total	2474	100

Angle and Issues	Positive	Negative	Item Hits	% of positive to each issue/topic total item hits
<b>Abuse and Exploitation (Cluster Total: 892 Items. Positive Angle: 184 = 20.63 Percent)</b>				
Sexual Abuse/harassment	26	82	108	24.07
Incest	1	0	1	100.00
Trafficking	10	11	21	47.62
Kidnapping	29	85	114	25.44
Physical Abuse	30	96	126	23.81
Psychological Abuse	26	115	141	18.44
School Corporal Punishment	23	11	34	67.65
Acid Attacks	3	9	12	25.00
Killing	59	292	351	16.81
Rape	42	151	193	21.76
Suicide	9	117	126	7.14
<b>Vulnerability (Cluster Total: 543 Items. Positive Angle: 159 = 29.28 Percent)</b>				
Vulnerable Children-street	11	4	15	73.33
Vulnerable Children-sex-worker	5	3	8	62.50
Vulnerable Children-domestic work	24	36	60	40.00
Vulnerable Children-other hazardous labor	20	12	32	62.50
Other forms of child labor	23	23	46	50.00
Vulnerable Children-Child marriage/mothers	22	15	37	59.46
Disability	21	21	42	50.00
Other Marginalised Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	16	17	33	48.48
Death by Accident	21	200	221	9.50
Accident	12	16	28	42.86
Missing	21	56	77	27.27
<b>Children in conflict with the law (Cluster Total: 69 Items. Positive Angle: 24 = 34.78 Percent)</b>				
Drug abuse and peddling	0	6	6	0.00
Violence and other crimes	4	11	15	26.67
Police handling/custody/Justice	11	37	48	22.92
Shelter and Correction homes	3	2	5	60.00
<b>Rights (Cluster Total: 1649 Items. Positive Angle: 1056 = 64.04 Percent)</b>				
Rescue/Rehabilitation	31	30	61	50.82
Education	462	82	544	84.93

Maternal and child nutrition	48	1	49	97.96
Health Care	165	89	254	64.96
Death from health related reasons	2	32	34	5.88
HIV/STDs	0	0	0	0.00
Reproductive health	1	0	1	100.00
Child birth registration	5	2	7	71.43
Recreation/Sports/Culture	169	10	179	94.41
Freedom of Expression	124	19	143	86.71
Legal Support/Aspects	113	311	424	26.65
Children Associations	2	0	2	100.00
Survival	55	59	114	48.25
Lifestyle	26	5	31	83.87
Discrimination	17	13	30	56.67
<b>Children and Governance (Cluster Total: 401 Items. Positive Angle: 263 = 66 Percent)</b>				
Govt Polices related to children	113	12	125	90.40
Announcements by govt/state dignitaries	114	14	128	89.06
Government allocations	9	3	12	75.00
Bad Governance and/or Corruption	38	77	115	33.04
Govt. special institutions for children	11	2	13	84.62
NGO initiatives	69	8	77	89.61
<b>Success/Achievements (Cluster Total: 187 Items. Positive Angle: 134 = 71.66 Percent)</b>				
Creativity	19	2	21	90.48
Innovation	2	0	2	100.00
Social Contribution	2	0	2	100.00
Academic achievement/excellence	147	7	154	95.45
Positive others	10	0	10	100.00
<b>Items covering multiple issues (Total: 1399Items. Positive Angle: 728 = 52 Percent)</b>				

<b>Angles standalone pictures</b>		
Standalone pictures (171)	Total	% of 171
Positive	151	88.30409
Negative	20	11.69591

#### Angle of lead stories

<b>Lead Story total</b>	<b>31</b>
<b>Positive angle</b>	<b>24 (77%)</b>

**Baseline 2009:** Angle of child-related items: Negative (25%);

Issue/topics which had been largely negative in angle included: Death by accident, healthcare, murder, sexual abuse and harassment, kidnapping, trafficking

Issue/topics which were largely positive in angle included: Education and Announcements by state dignitaries.

## Child-related reports: The Gender Perspective

### Genders addressed in child-related reports

Gender	Frequency	Percent
Male	525	21.2
Female	830	33.5
Both	503	20.3
Not Applicable (No gender context)	616	24.9
Total	2474	100.0

### Appeals for financial help (healthcare) and gender

Gender of child	Frequency	Percent
Male	75	66.96
Female	35	31.25
Both	2	1.79
Total	112	100
(Base: 122)		

### Gender and issues

Issues	Gender of child involved				Total
	Male	Female	Both	Not Applicable	
<b>Abuse and Exploitation: Cluster Total</b>	<b>193</b>	<b>441</b>	<b>120</b>	<b>138</b>	<b>892</b>
Sexual Abuse/harassment	12	64	13	19	108
Incest	1	0	0	0	1
Trafficking	3	6	4	8	21
Kidnapping	35	52	16	11	114
Physical Abuse	39	46	17	24	126
Psychological Abuse	29	57	23	32	141
School Corporal Punishment	5	10	5	14	34
Acid Attacks	0	8	1	3	12
Killing	84	170	51	46	351
Rape	21	143	13	16	193
Suicide	17	67	24	18	126
<b>Vulnerability: Cluster Total</b>	<b>143</b>	<b>187</b>	<b>102</b>	<b>111</b>	<b>543</b>
Vulnerable Children-street	1	2	4	8	15
Vulnerable Children-sex-worker	2	2	1	3	8
Vulnerable Children-domestic work	5	29	10	16	60
Vulnerable Children-other hazardous labor	6	6	9	11	32
Other forms of child labor	12	7	13	14	46
Vulnerable Children-Child marriage/mothers	5	21	6	5	37
Disability	10	15	7	10	42
Other Marginalized Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	7	15	3	8	33

Death by Accident	76	63	43	39	221
Accident	4	10	10	4	28
Missing	29	25	11	12	77
<b>Children in conflict with the law: Cluster Total</b>	<b>27</b>	<b>18</b>	<b>10</b>	<b>14</b>	<b>69</b>
Drug abuse and peddling	0	1	0	5	6
Violence and other crimes	5	5	2	3	15
Police handling/custody/Justice	22	13	7	6	48
Shelter and Correction homes	0	2	1	2	5
<b>Rights: Cluster Total</b>	<b>310</b>	<b>522</b>	<b>371</b>	<b>446</b>	<b>1649</b>
Rescue/Rehabilitation	21	24	10	6	61
Education	78	106	155	205	544
Maternal and child nutrition	12	3	6	28	49
Health Care	67	82	49	56	254
Death from health related reasons	14	8	4	8	34
Reproductive health	0	0	0	1	1
Child birth registration	0	2	1	4	7
Recreation/Sports/Culture	27	41	60	51	179
Freedom of Expression	13	45	38	47	143
Legal Support/Aspects	85	219	58	62	424
Children Associations	2	0	0	0	2
Survival	20	30	34	30	114
Lifestyle	5	12	6	8	31
Discrimination	3	13	6	8	30
<b>Children and Governance: Cluster Total</b>	<b>58</b>	<b>90</b>	<b>49</b>	<b>138</b>	<b>335</b>
Govt Polices related to children	21	27	14	63	125
Announcements by govt/state dignitaries	23	31	27	47	128
Government allocations	1	6	3	2	12
Bad Governance and/or Corruption	23	38	12	42	115
Govt. special institutions for children	2	2	3	6	13
NGO initiatives	0	7	16	54	77
<b>Success/Achievements: Cluster Total</b>	<b>34</b>	<b>53</b>	<b>60</b>	<b>40</b>	<b>187</b>
Creativity	4	6	8	3	21
Innovation	0	1	0	1	2
Social Contribution	0	0	1	1	2
Academic achievement/excellence	29	44	50	31	154
Positive others	2	2	1	5	10
<b>Items covering multiple issues</b>	<b>255</b>	<b>519</b>	<b>263</b>	<b>331</b>	<b>1368</b>

Gender, portrayal and tone

	Male	%	Female	%	Both	%	Not Applicable	%	Total
Portrayed as passive victims or as a mere child- not seeking his/her opinion in matters involving the child	49	19	85	34	58	23	60	24	252
Portrayed as criminals	5	50	0	0	3	30	2	20	10
Stigma or blame/negative image attached to child	11	31	17	49	4	11	3	9	35
Stereotypical Words or Adjectives	15	18	43	51	16	19	10	12	84
Insensitivity/patronizing attitude/overplay of emotions-tear jerking/derogatory-about child or situation	24	16	75	50	42	28	9	6	150

**Baseline 2009:**

*(Of all child-related items—2644)*

*Reports without any gender context: 15%*

*Reports addressing boys and girls both: 29%*

*Reports addressing boys: 32%*

*Reports addressing girls: 24%*

*Gender in reports on a few issues (in percentages of total number of reports on the issue):*

- Sexual Abuse: Boys—17; Girls—68; Both—10; No gender context—5; (Total reports 126)
- Kidnapping: Boys—36; Girls—44; Both—16; No Gender Context—5 (Total reports 101)
- Murder: Boys—55; Girls—34; Both—8; No gender context—3; (Total reports 185)
- Suicide: Boys—19; Girls—70; Both—12; No gender context—0; (Total reports 43)
- Domestic worker: Boys—8; Girls—83; Both—4; No gender context—4; (Total reports 24)
- Police Handling and Juvenile Justice: Boys—39; Girls—22; Both—36; No gender context—3 (Total reports 36)
- Academic Achievements: Boys—32; Girls—17; Both—45; No gender context—6; (Total reports 230)
- Violence and Other Crimes: Boys—43; Girls—15; Both—30; No gender context—13 (Total reports 40)
- Drug abuse and peddling: Boys—46; Girls—8; Both—15; No gender context—31; Total no. of stories—25 (Total reports 13)
- Recreation/Sports/Cultural Events or issues: Boys—9; Girls—11; Both—47; No gender context—33; Total no. of stories—23 (Total reports 112)
- Healthcare: Boys—23; Girls—15; Both—35; No gender context—27 (Total reports 547)
- Education: Boys—23; Girls—18; Both—53; No gender context—16 (Total reports 355)
- Individual appeals for treatment assistance: Boys—67, Girls—27, Both—4, No gender context—2 (Total reports 129)

Baseline 2009: Gender, Portrayal and Tone (in percentage of total items registered in the phenomenon):

- Portrayal as passive victims: Boys—34; Girls—27; Both—28; No gender context—11 (Total item 1409)
- Portrayal as criminal (in tone): Boys—50; Girls—28; Both—22; (Total items 36)
- Portrayal as sexual image (in tone): Boys—16; Girls—60; Both—18; No gender context—7 (Total Items 45)
- Insensitivity/Patronizing attitude/Overplay of emotions: Boys—48; Girls—37; Both—11; No gender context—4 (Total Items 27)
- Stigma/blame/bad image/ negative image attached to child: Boys—43; Girls—23; Both—20; No gender context—14 (Total Items 35)
- Stereotypical words/adjectives: Boys—41; Girls—33; Both—21; No gender context—5 (Total Items 266)

## Of Tones and Implications

### Tones and Implications of Content-matter (Text Items)

	Valid	% of all items minus standalone pictures (2303)
<b>Representation: Cluster Total</b>	<b>260</b>	<b>11</b>
Portrayed as passive victims or as a mere child-not seeking his/her opinion in matters involving the child	252	11
Portrayed as criminals	10	0
Portrayed as sexual image	0	0
Bad role-models, promoting negative roles	6	0
<b>Safety and Security: Cluster Total</b>	<b>226</b>	<b>10</b>
Name of child victims of sexual or other sensitive abuses/situation	39	2
Name of children in conflict with the law	39	2
Address/other identification of child victims of sexual and other sensitive abuse/situation	88	4
Address/other identification of children in conflict with the law	57	2
Photo/image of child victims of sexual or other sensitive abuses/situation	9	0
Photo/image of children in conflict with the law	54	2
Multiple Identification	20	1
<b>Impact/Consequences: Cluster Total</b>	<b>92</b>	<b>4</b>
Stigma or blame/negative image attached to child	35	2
Racial/Class/Gender discrimination or negative portrayal is evident	9	0
Detailed description of crime/anti social activities or of harmful imitative behavior	52	2
<b>Presentation/Style: Cluster Total</b>	<b>482</b>	<b>21</b>
Excessive Descriptions of Violence	29	1
Sexual Provocation	2	0
Sensational (Other means)	6	0
Using children for sympathy only	9	0
Stereotypical Words or Adjectives	84	4
Violation of Privacy/ Unnecessary personal info	23	1
Insensitivity/patronizing attitude/overplay of emotions- tear jerking/derogatory-about child or situation	150	7
Out of context statements/Information	301	13
<b>Showing no problem/ too brief: Cluster Total</b>	<b>1431</b>	<b>62</b>
Too brief for proper assessment	405	18
Nothing Negative in content-matter	641	28
Positive	385	17
<b>Items Containing Multiple negative elements</b>	<b>303</b>	<b>13</b>



Total Problems	872	<b>38</b>
Total No problems	1431	<b>62</b>
	<b>2303</b>	<b>100</b>

**Items disclosing identities of children in a few sensitive cases**

	issues							Remarks	
	Sexual Abuse/harassment	%	Rape	%	Violence and other crimes	%	Police handling/custody/Justice	Name of Dead victims in sensitive cases (in total 7 items)	
	Count		Count		Count		Count		
Name of child victims of sexual or other sensitive abuses/situation	3	3	17	9			1	2	3
Name of children in conflict with the law	4	4	3	2	4	27	4	8	1
Address/other identification of child victims of sexual and other sensitive abuses/situation	12	11	36	19	1	7	3	6	2
Address/other identification of children in conflict with the law	5	5	9	5	3	20	5	10	0
Photo/image of child victims of sexual or other sensitive abuses/situation	1	1							1
Photo/image of child victims in conflict with the law	1	1	3	2					2
<b>Multiple Identification</b>			<b>5</b>	<b>3</b>			<b>1</b>	<b>2</b>	<b>3</b>
<b>Base (total items per issue)</b>	108		193		15		48		

**Note:** Other sensitive issues would include psychological abuse (public sexual harassment), murder and suicide.

**Baseline 2009—Proportions of Child-related Reports with Problems of Tone and Implications:** (Note: unlike the baseline, the stories found to be too brief for proper assessment had been marked for problems.)

Too brief for proper assessment: 13%

Nothing negative in tone and implications: 27%

Therefore Items definitely problematic: 60%

***Most pervasive problems—Baseline:***

*Portrayal as passive victims: 56%; (Portrayal as unimportant had been recorded separately also – 20%); Excessive descriptions of violence: 13% ; Stereotypical words/phrases and adjectives: 11%;*

***Identity disclosure in sensitive cases—Baseline:***

***Overall percentage of all text pieces—****Names of victims or of the Accused: 2% (48 items); Address/other identification: 3% (69 items); Photographs of victims or of the accused: 0% (6 items)*

***Sexual abuse or harassment—****Names of victims or of the accused: 13%; Address of victims or of the accused: 33%; Photographs of victims or of the accused: 1%*

***Violence and other crimes—****Name of victims or of the accused: 28%; Address of victims or of the accused: 28%; Photographs of victims or of the accused: 5%*

***Note:*** *The baseline study had not segregated the identity disclosures of victims and of the accused. The total number of items containing such disclosures for the two groups combined shows to be considerably lower than the segregated figures found during the follow-up survey.*

## Authenticity, Clarity and Readability of child-related text items

### Authenticity of text items

Authenticity indicators	Frequency	% of all items minus standalone pics (2303)
Info gaps/Inaccuracy	161	6.99
Sweeping Statement	403	17.50
Evidence- Documents/Direct observation not cited	143	6.21
Source weak and vague	51	2.21
All involved parties not covered	560	24.32
Multiple authenticity problem	411	17.85
Too short for proper assessment	476	20.67
No problem of Authenticity	894	38.82
Outstanding Authenticity	5	0.22
Total	2303	100.00
<b>Base: All child-related text items (2303)</b>		
<b>No Problem of Authenticity (Includes those too brief)</b>	<b>1375</b>	<b>59.70%</b>
<b>Problems of Authenticity</b>	<b>928</b>	<b>40.30%</b>

### Authenticity by item types

	Authenticity of items								Outstanding Authenticity
	Info gaps/ Inaccuracy	Sweeping Statement	Evidence- Documents	Source weak and vague	All involved parties not covered	Multiple problem	Too short for proper assessment	No problem	
Event/Spot News	125	309	111	47	467	336	368	549	2
Follow-up Report	16	36	10	1	52	34	23	58	1
In-Depth Report	14	23	12	3	27	26	1	72	2
Feature	0	5	0	0	2	2	0	14	0
Editorial	4	5	0	0	3	1	0	47	0
Opinion Reports	0	0	0	0	1	0	0	0	0
Appeals for help	1	5	2	0	2	4	52	51	0
Announcement of achievements	0	13	3	0	5	6	15	68	0
Obit announcement	0	0	0	0	0	0	0	1	0
Announcement	0	0	0	0	1	0	16	0	0

of missing									
Article	1	7	5	0	0	2	1	34	0
Indicator total	161	403	143	51	560	411	476	894	5

### Clarity of text items

Clarity	Frequency	Percent
Information inconsistent/ Not authentic	151	7
Unanswered questions/Incomplete information	826	36
Focus not clear	86	4
Jerks in logical sequence	74	3
Multiple clarity problems	241	10
Too brief for proper assessment	490	21
No problem of clarity	845	37
Good and Clear	29	1
Total	2303	100
<b>No problem of Clarity (includes those too brief)</b>	<b>1364</b>	<b>59.23%</b>
<b>Problems of Clarity</b>	<b>939</b>	<b>40.77%</b>

### Clarity by item types

Item to Clarity	Information inconsistent	Unanswered questions	Focus not clear	Jerks in logical sequence	Multiple clarity pro	Too brief for proper	No problem with clarity	Good and Clear
Event/Spot News	122	659	65	52	193	373	526	19
Follow-up Report	9	81	8	5	19	22	54	1
In-Depth Report	13	53	7	6	18	0	62	7
Feature	0	3	3	4	3	0	12	0
Editorial	1	7	1	1	2	0	46	1
Opinion Reports	0	1	0	0	0	0	0	0
Appeals for help	1	3	0	0	2	59	47	0
Announcement of Achievement	2	14	2	3	2	18	60	1
Obit announcement	0	0	0	0	0	0	1	0
Announcement of miss	0	1	0	0	0	16	0	0
Article	3	4	0	3	2	2	37	0
<b>Indicator Total</b>	<b>151</b>	<b>826</b>	<b>86</b>	<b>74</b>	<b>241</b>	<b>490</b>	<b>845</b>	<b>29</b>

### Readability of items

Readability indicators	Frequency	Percent
Jargons/hardwords	15	1
Sentences long and complex	435	19
Lack of flow of language and structure	281	12
Irrelevant information/Unnecessary length	208	9
Lacking in human interest	38	2
Multiple readability problems	49	2
Too short for assessment	496	22
No problem with readability	847	37
Good to read	9	0
Total	2303	100
<b>No problem with Readability (includes those too brief)</b>	<b>1352</b>	<b>58.71%</b>
<b>Problems with Readability</b>	<b>951</b>	<b>41.29%</b>

### Readability by item types

	Jargons/ hardwords	Sentences long and complex	Lack of flow of language and structure	Irrelevant information/ Unnecessary length	Lacking in human interest	Multiple readability problems	Too short for assessment	No problem with readability	Good to read
Event/Spot News	9	336	214	130	25	54	386	564	1
Follow-up Report	0	37	21	31	4	5	18	56	1
In-Depth Report	0	15	21	30	1	4	1	57	4
Feature	1	1	4	2	2	0	0	9	0
Editorial	4	5	6	2	0	5	1	47	0
Opinion Reports	0	0	1	0	0	0	0	0	0
Appeals for help	0	22	4	2	3	1	58	25	0
Announcement of achievements	0	14	5	5	1	1	14	57	1
Obit announcement	0	0	0	0	0	0	0	1	0
Announcement of missing	0	0	0	0	1	0	16	0	0
Article	1	5	5	6	1	4	2	31	2
<b>Indicator total</b>	<b>15</b>	<b>435</b>	<b>281</b>	<b>208</b>	<b>38</b>	<b>74</b>	<b>496</b>	<b>847</b>	<b>9</b>

### ***Authenticity—Baseline:***

*Too brief for proper assessment: 14%; no problem with authenticity: 56%*

*Therefore, items with inadequacies of authenticity: 30%*

### ***Prevalent authenticity inadequacies:***

*Weak or vague sources (14%); all the essentially involved parties not covered (8%); sweeping statement (5%)*

**Clarity—Baseline:**

*Too brief for proper assessment: 13%; no problem with clarity: 66%*

*Therefore, items with inadequacies of clarity: 21%*

*Prevalent clarity inadequacies:*

*Unanswered questions 17%; inconsistent information 2%*

**Readability—Baseline:**

*Too brief for proper assessment: 14%; no problem with readability: 71%*

*Therefore, items with inadequacies of readability: 15%*

*Prevalent readability inadequacies:*

*Containing irrelevant information and unnecessarily lengthy: 7%; Lack of flow of language and structure: 4%*

**Note:** The picture that emerged from the follow-up survey could potentially reveal a more consistent trend because of a stricter scrutiny and also because of its longer stretch of period covering a wider variety of events or issues.

## Producers of News Items

### Producers of Child-related News

Source of Items	Frequency	Valid Percent
Staff Correspondent/Reporter	873	36.1
Local Correspondent	1083	44.8
Staff photojournalist/Artist	153	6.3
Feature/Special Writers (Page)	53	2.2
Desk Reports/Desk Compilation	106	4.4
News Agency	59	2.4
Foreign Correspondent	1	.0
Press Release/Handout	91	3.8
Total	2419	100.0

Item source	Code for Items											Total
	Event/Spot News	Follow-up Report	In-Depth Report	Feature	S/A pictures	Opinion Reports	Appeals for help	Announcement of Achievement	Obit	Announcement of missing	Article	
Staff Correspondent/Reporter	636	85	78	5	3	0	39	23	1	2	1	873
Local Correspondent	867	70	50	7	8	1	23	52	0	5	0	1083
Staff photojournalist/Artist	1	1	0	0	151	0	0	0	0	0	0	153
Feature/Special Writers (Page)	0	2	0	7	0	0	0	0	0	0	44	53
Desk Reports/Desk Compilation	75	4	1	0	2	0	15	9	0	0	0	106
News Agency	50	3	0	0	5	0	0	0	0	0	1	59
Foreign Correspondent	1	0	0	0	0	0	0	0	0	0	0	1
Press Release/Handout	29	0	1	0	2	0	35	14	0	10	0	91
(+55 Editorials)	1659	165	130	19	171	1	112	98	1	17	46	2419

### Journalists and authenticity

Authenticity Indicators	Staff Correspondent/Reporter	% of 873	Local Correspondent	% of 1083
Info gaps/Inaccuracy	64	7.33	84	7.76
Sweeping Statement	170	19.47	199	18.37
Evidence-Documents/Direct observation not cited	40	4.58	80	7.39
Source weak and vague	15	1.72	33	3.05
All involved parties not covered	200	22.91	312	28.81
Multiple authenticity problem	158	18.10	223	20.59
Too short for proper assessment	97	11.11	288	26.59

No problem	434	49.71	288	26.59
Outstanding Authenticity	3	0.34	1	0.09

### Journalists and clarity

Clarity Indicators	Staff Correspondent/Reporter	% of all staff reporters (873)	Local Correspondent	% of all local correspondent (1083)
Information inconsistent/Not authentic	59	6.76	78	7.20
Unanswered questions/Incomplete information	303	34.71	448	41.37
Focus not clear	30	3.44	41	3.79
Jerks in logical sequence	27	3.09	37	3.42
Multiple clarity problems	90	10.31	125	11.54
Too brief for proper assessment	101	11.57	292	26.96
No problem with clarity	415	47.54	265	24.47
Good and Clear	12	1.37	12	1.11

### Journalists and readability

Readability Indicators	Staff Correspondent/Reporter	% of 873	Local Correspondent	% of 1083
Jargons/hardwords	4	0.46	5	0.46
Sentences long and complex	195	22.34	203	18.74
Lack of flow of language and structure	94	10.77	137	12.65
Irrelevant information/Unnecessary length	102	11.68	74	6.83
Lacking in human interest	13	1.49	22	2.03
Multiple readability problems	14	1.60	28	2.59
Too short for assessment	94	10.77	306	28.25
No problem with readability	369	42.27	306	28.25
Good to read	4	0.46	2	0.18

### Baseline 2009—Producers of Items

Staff Reporter—27%; Local Correspondents— 50%; Staff Photographers—5%; Feature/Special Writers—3%; Desk Reports/Compilations—9%; News Agency—1%; Press Release—3%; Foreign Correspondents—2%

(Altogether 77% credited to Staff Reporters and Local Correspondents)

**Note:** Editorial Writers (39 editorials) had not been segregated from the staff writers

### Authenticity—Baseline:

Percentage of Items from Staff Reporters Showing Authenticity Inadequacies: 26%

Percentage of Items from Local Correspondents Showing Authenticity Inadequacies: 38%

Key Authenticity Inadequacies:



*Percentage of items by staff reporters with weak or vague sources: 10% Percentage of items by local correspondents with weak or vague sources: 19%*

*Percentage of items by staff reporters with all the essentially involved parties not covered: 9%*

*Percentage of items by local correspondents with all the essentially involved parties not covered: 9%*

***Clarity—Baseline:***

*Percentage of Items from Staff Reporters Showing Clarity Inadequacies: 18%*

*Percentage of Items from Local Correspondents Showing Clarity Inadequacies: 25%*

***Key Clarity Inadequacies:***

*Percentage of items by staff reporters with unanswered questions: 16%*

*Percentage of items by local correspondents with unanswered questions: 21%*

***Readability—Baseline:***

*Percentage of Items from Staff Reporters Showing Readability Inadequacies: 16%*

*Percentage of Items from Local Correspondents Showing Readability Inadequacies: 16%*

***Key Readability Inadequacies:***

*Percentage of Items from Staff Reporters containing irrelevant information and unnecessarily lengthy: 7%*

*Percentage of Items from Local Correspondents containing irrelevant information and unnecessarily lengthy: 8%*

*Percentage of Items from lacking in flow of language and structure: 4% for each group.*

**Note:** The picture that emerged from the follow-up survey could potentially reveal a more consistent trend because of a stricter scrutiny and also because of its longer stretch of period covering a wider variety of events or issues.

## In-depth coverage

### In-depth fortnightly coverage

	In-depth Items	Total
June 10	9	9
August 10	29	29
October 10	24	24
December 10	37	37
February 11	10	10
April 11	21	21
Total	130	130

### Issues covered by In-depth reports

Issues	In-depth	% of 130
<b>Abuse and Exploitation: Cluster Total</b>	42	32
Sexual Abuse/harassment	7	5
Trafficking	1	1
Kidnapping	2	2
Physical Abuse	7	5
Psychological Abuse	13	10
Corporal Punishment at School	2	2
Murder	19	15
Rape	7	5
Suicide	9	7
<b>Vulnerability: Cluster Total</b>	31	24
Vulnerable Children-	1	1
Disability	2	2
Other Marginalized Group	1	1
Death by Accident	14	11
Accident	1	1
Missing	8	6
Children in conflict	3	2
Drug abuse and peddling	1	1
Violence and other c	1	1
Police Handling/Police Custody/ Custody/Juvenile Justice	1	1
<b>Rights: Cluster Total</b>	81	62
Rescue/Rehabilitation	2	2
Education	35	27
Maternal and child n	6	5
Health Care	9	7
Death from health related reasons	1	1
Child birth registration	1	1
Recreation/Sports/Culture	10	8
Freedom of Expression	4	3
Legal Support/Aspect	13	10
Survival	8	6

Lifestyle	3	2
Discrimination	3	2
Children and Governance: <b>Cluster Total</b>	28	22
Govt Polices related	5	4
Announcements by Govt./State Dignitaries	8	6
Government allocation	1	1
Bad Governance and C	14	11
Govt. Special Institutions for Children	1	1
NGO initiatives	4	3
Success/Achievements: <b>Cluster Total</b>	9	7
Creativity	2	2
Social Contribution	1	1
Academic achievement	7	5
<b>In-depth reports covering multiple issues</b>	<b>81</b>	<b>62</b>
Base: All in-depth reports (130)	129	99

Note: Total Number of items will not add up as single items could register multiple hits

#### In-depth: Producers

Producers	Frequency	Percent
Staff Correspondent/Reporter	78	60
Local Correspondent	50	38
Desk Reports/Desk Compilation	1	1
Press Release/Handout	1	1
Total	130	100

#### In-depth: Angles

Angles	Frequency	Percent
Positive	76	58
Negative	54	42
Total	130	100

#### Authenticity of In-depth reports

Authenticity Indicators	total in-depth (130)	%
Info gaps/Inaccuracy	14	11
Sweeping Statement	23	18
Evidence- Documents/Direct observation not cited	12	9
Source weak and vague	3	2
All involved parties not covered	27	21
Multiple authenticity problem	26	20
Too short for proper assessment	1	1
No problem	72	55
Outstanding Authenticity	2	2

In-depth reports without any problems of authenticity	75	58
With problems	55	42

Note: Total Number of items will not add up as single items could register multiple hits

#### Clarity of In-depth reports

Clarity indicators	total in-depth (130)	%
Information inconsistent/ Not authentic	13	10.00
Unanswered questions/Incomplete information	53	40.77
Focus not clear	7	5.38
Jerks in logical sequence	6	4.62
Multiple clarity problems	18	13.85
Too brief for proper assessment	0	0.00
No problem with clarity	62	47.69
Good and Clear	7	5.38

#### Readability of In-depth report

Readability indicators	readability of in-depth (130)	%
Jargons/hardwords	0	0.00
Sentences long and complex	15	11.54
Lack of flow of language and structure	21	16.15
Irrelevant information/Unnecessary length	30	23.08
Lacking in human interest	1	0.77
Multiple readability problems	3	2.31
Too short for assessment	1	0.77
No problem with readability	57	43.85
Good to read	4	3.08

In-depth reports without any problems of readability	62	48%
With problems	68	52%

Note: Total Number of items will not add up as single items could register multiple hits

#### Death covered In-depth

Issues covering Child-death	Frequency	%
Murder	19	14.62
Suicide	9	6.92
Death by Accident	14	10.77
Death from health related reasons	1	0.77
<b>Base: Death Total</b>	<b>43</b>	

### In-depth: Tone and Implications

<b>Tone and implications indicators</b>	<b>No. of reports</b>	<b>%</b>
<b>Representation: Cluster Total</b>	<b>18</b>	<b>13.85</b>
Portrayed as passive victims or as a mere child- not seeking his/her opinion in matters involving the child	18	13.85
Portrayed as criminals	1	0.77
Portrayed as sexual image	0	0.00
Bad role-models, promoting negative roles	0	0.00
<b>Safety and Security: Cluster Total</b>	<b>6</b>	<b>4.62</b>
Name of child victims of sexual or other sensitive abuses/situation	0	0.00
Name of children in conflict with the law	1	0.77
Address/other identification of children in conflict with the law	1	0.77
Photo/image of child victims of sexual or other sensitive abuses/situation	1	0.77
Photo/image of children in conflict with the law	4	3.08
Multiple Identification	0	0.00
<b>Impact/Consequences: Cluster Total</b>	<b>5</b>	<b>3.85</b>
Stigma or blame/negative image attached to child	1	0.77
Racial/Class/Gender discrimination or negative portrayal is evident	1	0.77
Detailed description of crime/anti social activities or of harmful imitative behavior	4	3.08
<b>Presentation/Style: Cluster Total</b>	<b>39</b>	<b>30.00</b>
Description of Excessive Violence	0	0.00
Sexual Provocation	0	0.00
Sensational (Other means)	0	0.00
Using children for sympathy only	0	0.00
Stereotypical Words or Adjectives	2	1.54
Violation of Privacy/ Unnecessary personal info	0	0.00
Insensitivity/patronizing attitude/overplay of emotions- tear jerking/derogatory-about child or situation	11	8.46
Out of context statements/Information	32	24.62
<b>Showing no problem/ too brief: Cluster Total</b>	<b>72</b>	<b>55.38</b>
Too brief for proper assessment	1	0.77
Nothing Negative in content-matter	41	31.54
Positive	30	23.08
<b>In-depth reports containing multiple negative elements</b>	<b>15</b>	<b>11.54</b>
<b>Base: All In-depth reports (130)</b>		

Total number of items without any problem of tone and implications	72	55%
With problem	58	45%

Note: Total Number of items will not add up as single items could register multiple hits

**Baseline 2009:** Share in all child-related news reports 14%

*Major Issues Covered: Education 39% (SSC results 18%); Health care 17% (Nutrition 7%); Survival 6%;*

*Angles of in-depth reports: Negative 64%*

*In-depth producers: staff reporters 37%; Local correspondents 57%*

*In-depth reports with Authenticity problems: 35%; The most prevalent problem was weak or vague sourcing (13%)*

*In-depth reports with Clarity problems 23%; the most prevalent problem was incomplete information (17%)*

*In-depth reports without Readability problems 65%*

*In-depth reports without problems in tone or implications 22%*

## Features

Issues	Frequency	% of 19 total feature
<b>Abuse and Exploitation: Cluster Total</b>	<b>5</b>	<b>26</b>
Kidnapping	1	5
Psychological Abuse	2	11
Murder	3	16
Suicide	1	5
<b>Vulnerability: Cluster Total</b>	<b>6</b>	<b>32</b>
Vulnerable Children-	1	5
Disability	2	11
Death by Accident	2	11
Missing	1	5
<b>Children in conflict with the law : Cluster Total</b>	<b>1</b>	<b>5</b>
Violence and other c	1	5
<b>Rights: Cluster Total</b>	<b>14</b>	<b>74</b>
Education	2	11
Maternal and child n	1	5
Health Care	7	37
Legal Support/Aspect	2	11
Survival	1	5
Lifestyle	2	11
Discrimination	1	5
<b>Children and Governance: Cluster Total</b>	<b>1</b>	<b>5</b>
Announcements by Govt./State Dignitaries	1	5
<b>Features covering multiple elements</b>	<b>10</b>	<b>53</b>
	19	100

*Baseline 2009: Main issues— healthcare 31%; nutrition 18%; Education 15%*

**Angle of Features**

Angle	Frequency	%
Positive	12	63.2
Negative	7	36.8
Total	19	100.0

**Articles**

Issues	No. of articles	% of 46 total article
<b>Abuse and Exploitation: Cluster Total</b>	8	17
Physical Abuse	3	7
Psychological Abuse	1	2
Murder	3	7
Rape	1	2
Suicide	2	4
<b>Vulnerability: Cluster Total</b>	7	15
Vulnerable Children-	1	2
Other forms of child	1	2
Other Marginalized Group	1	2
Death by Accident	2	4
Children in conflict	1	2
Police Handling/Police Custody/ Custody/Juvenile Justice	1	2
<b>Rights: Cluster Total</b>	40	87
Education	8	17
Maternal and child n	6	13
Health Care	18	39
Recreation/Sports/Culture	4	9
Freedom of Expression	1	2
Legal Support/Aspect	5	11
Survival	3	7
Lifestyle	1	2
Discrimination	1	2
<b>Children and Governance: Cluster Total</b>	5	11
Govt Polices related	2	4
Announcements by Govt./State Dignitaries	2	4
Govt. Special Institutions for Children	1	2
NGO initiatives	1	2
<b>Success/Achievements: Cluster Total</b>	2	4
Social Contribution	1	2
Academic achievement	1	2
Articles covering multiple issues	18	39
	46	100

**Angle of Articles**

Angle	Frequency	Percent
Positive	44	96
Negative	2	4
Total	46	100



## What Photos Show

Photographs involving children

	Frequency	% of total child-related items (2474)
<b>No Photos</b>	<b>1429</b>	<b>58</b>
<b>Total Child-related Photos</b>	<b>1045</b>	<b>42</b>
<b>Indicators: Photos</b>		<b>% of total child-related photos</b>
Violent/Traumatic images	2	0
Dead Bodies	42	4
Violation of privacy	13	1
Indecent images	6	1
Glorifying crime/Criminals	2	0
Harmful depiction of Anti-social/Criminal Activities	2	0
Using children for sympathy only	38	4
Negative multiple content	11	1
No Negative Elements	57	5
Positive Elements	577	55
Positive: Human Interest	307	29
<b>Total Child-related Items</b>	<b>2474</b>	
<b>Total Child-related Photos</b>		
<b>Total Child-related Photos</b>	<b>1045</b>	
<b>Photos without problem</b>	<b>941</b>	<b>90</b>
<b>Photos with problem</b>	<b>104</b>	<b>10</b>

### **Baseline 2009: Photographs**

*Out of 1689 items, 971 had been photographs. Most of them accompanied stories while 141 were standalone photographs. (The system missed 16 items)*

*Photos showing human interest element: 48%*

*Photos showing no negative elements: 27%*

*Therefore, photos showing negative elements: 83%*

(The baseline survey had not strictly sorted out the ones which could be exploiting human interest elements in a wrong way.)

### **Key Negative Elements:**

*Photos showing violent or traumatic images: 3% (24 photos)*

*Using children solely for evoking a viewer's sympathy: 17% (161 photos)*

*Multiple negative contents: 2% (15 photos)*

*Dead bodies: 2% (19 photos)*

The baseline survey had found a handful of images containing human interest elements but it had not been strictly sorted out the ones which could be exploiting this element in a wrong way.

**Note:** The picture that emerged from the follow-up survey could potentially reveal a more consistent trend because of a stricter scrutiny and also because of its longer stretch of period covering a wider variety of events or issues.

## Comparisons between newspapers

### A. Child-related coverage and coverage pattern

#### All items on the monitored pages

Dailies	News items	Editorials	Photos
Prothom Alo	6964	172	2736
Naya Diganta	10059	172	3460
Inqilab	10931	172	3745
Jugantor	10888	245	3398
Ittefaq	10023	171	3500
Shamokal	10519	171	3421
Daily Star	5203	172	2261
New Age	4442	172	1536
Kaler Kantho	8337	172	2808
Janakantha	8616	172	2467
Total	85982	1791	29332

#### All Child-related items in newspapers

Newspapers	Child related Items	Total items	% of Child related items
Prothom Alo	318	7136	4.46
Inqilab	304	11103	2.74
Kaler Kantho	273	8509	3.21
Naya Diganta	269	10231	2.63
Ittefaq	258	10194	2.53
Shamokal	254	10690	2.38
Janakantha	237	8788	2.70
Jugantor	227	11133	2.04
The Daily Star	177	5375	3.29
New Age	157	4614	3.40
<b>Base: All items on monitored pages of each newspaper</b>	<b>2474</b>	<b>87773</b>	<b>2.82</b>

#### Child-related news items

Newspapers	Child related News	Total News	% of Child related items
Prothom Alo	311	6964	4.47
Inqilab	303	10931	2.77
Kaler Kantho	265	8337	3.18
Naya Diganta	264	10059	2.62
Ittefaq	253	10023	2.52
Shamokal	250	10519	2.38
Janakantha	229	8616	2.66

Jugantor	223	10888	2.05
The Daily Star	171	5203	3.29
New Age	150	4442	3.38
<b>Base: All news items published on monitored pages of each newspaper</b>	<b>2419</b>	<b>85982</b>	

### Broad classification of child-related items

Newspaper	Code for Items					
	Event/Spot News+ follow-up	In-Depth + feature+ articles+opinion	Appeals for help +achievement +obit+missing	Editorial	Stand-alone pictures	Total
Prothom Alo	196	55	27	7	33	318
Inqilab	220	28	45	1	10	304
Kaler Kantho	210	9	25	8	21	273
Naya Diganta	202	26	27	5	9	269
Ittefaq	157	31	31	5	34	258
Shamokal	224	8	12	4	6	254
Janakantha	168	12	43	8	6	237
Jugantor	189	11	13	4	10	227
The Daily Star	151	4	4	6	12	177
New Age	107	12	1	7	30	157
<b>Total</b>	<b>1824</b>	<b>196</b>	<b>228</b>	<b>55</b>	<b>171</b>	<b>2474</b>

### Broad classification of child-related photos

Newspapers	Stand-alone pictures	Photos with reports	Total child-related photos	Total Photos	Proportion
Inqilab	10	125	135	3745	3.6
Ittefaq	34	98	132	3500	3.8
Prothom Alo	33	93	126	2736	4.6
Naya Diganta	9	114	123	3460	3.6
Kaler Kantho	21	90	111	2808	4.0
Janakantha	6	101	107	2467	4.3
Shamokal	6	89	95	3421	2.8
Jugantor	10	67	77	3398	2.3
The Daily Star	12	64	76	2261	3.4
New Age	30	33	63	1536	4.1
<b>Total</b>	<b>171</b>	<b>874</b>	<b>1045</b>	<b>29332</b>	
Base: All photographs on monitored pages of each newspaper					

Note: Due to overlapping of marking, the number of photographs with reports per newspaper would vary by plus/minus 1 to 6. The total numbers of photos (standalone and photos with reports) however are checked and confirmed. The number of child-related photographs for each newspaper given with the photo-content table below is the correct figure.

### Child-related Standalone Photographs and Text Items

Newspapers	Standalone pictures	Total child-related items	All Child-related text items including editorials
Prothom Alo	33	318	285
Jugantor	10	227	217
Shamokal	6	254	248
Ittefaq	34	258	224
Inqilab	10	304	294
Naya Diganta	9	269	260
Janakantha	6	237	231
Kaler Kantho	21	273	252
The Daily Star	12	177	165
New Age	30	157	127
	171	2474	2303

### B. Child-related editorials and in-depth items

#### Child-related Editorials and newspapers

Newspapers	Child-related Editorials	All editorials	% of editorials related to children
Janakantha	8	172	4.65
Kaler Kantho	8	172	4.65
Prothom Alo	7	172	4.07
New Age	7	172	4.07
The Daily Star	6	172	3.49
Ittefaq	5	171	2.92
Naya Diganta	5	172	2.91
Jugantor	4	245	1.63
Shamokal	4	171	2.34
Inqilab	1	172	0.58
<b>Total</b>	<b>55</b>	<b>1791</b>	
Base: All editorials of each newspaper during monitoring			

### Child-related In-depth reports and newspapers

Newspapers	Child-related in-depth reports	All Child-related News (text)	%
Prothom Alo	50	278	18
Jugantor	3	213	1
Shamokal	6	244	2
Ittefaq	21	219	10
Inqilab	12	293	4
Naya Diganta	17	255	7
Janakantha	4	223	2
Kaler Kantho	4	244	2
The Daily Star	2	159	1
New Age	11	120	9
<b>Total</b>	<b>130</b>	<b>2248</b>	
base: Each newspaper total news (text)			

### Child-related features and newspapers

Newspaper	Feature
Prothom Alo	5
Jugantor	2
Shamokal	-
Ittefaq	1
Inqilab	1
Naya Diganta	8
Janakantha	-
Kaler Kantho	1
The Daily Star	1
New Age	-
	19

### Child-related articles and newspapers

Newspapers	Number of articles	All Child-related news (text)	%
Jugantor	6	213	2.8
Shamokal	2	244	0.8
Ittefaq	8	219	3.7
Inqilab	15	293	5.1
Naya Diganta	1	255	0.4
Janakantha	8	223	3.6
Kaler Kantho	4	244	1.6
The Daily Star	1	159	0.6
New Age	1	120	0.8
<b>Total</b>	<b>46</b>	<b>2248</b>	
Base: All Child-related news (text), each paper			

## C. Treatment of Child-related items

### Placement on pages

Newspapers		Placement of items		Total	%
	Above the fold	Below the fold			
Prothom Alo	245	73	318	77.0	
Jugantor	140	87	227	61.7	
Shamokal	163	91	254	64.2	
Ittefaq	172	86	258	66.7	
Inqilab	123	181	304	40.5	
Naya Diganta	154	115	269	57.2	
Janakantha	126	111	237	53.2	
Kaler Kantho	192	81	273	70.3	
The Daily Star	108	69	177	61.0	
New Age	102	55	157	65.0	
<b>Total</b>	<b>1525</b>	<b>949</b>	<b>2474</b>	<b>61.6</b>	
Base: All child-related items per newspaper					

### Headline spans of Child-related News Items (Standalone photo—S/A segregated)

Newspaper	Headline Span												Total news items (plus editorials)
	Single Column—S/C	Double Column—D/C	3 clmn	4 Clmn	5 Clmn	6 Clmn	7 Clmn	Banner	S/A-S/C	S/A-D/C	S/A-3-6	S/A-7/C to ban	
Prothom Alo	147	64	47	10	3	2	5		1	9	21	2	311 (+7ed)
Jugantor	132	52	15	6	3	2		3		2	8		223 (+4 ed)
Shamokal	133	75	21	9	4	2				3	3		250 (+4 ed)
Ittefaq	105	68	37	5	2	1	1		1	9	24		253 (+5 ed)
Inqilab	202	54	26	5	3	2	1		1	4	5		303 (+1 ed)
Naya Diganta	170	64	14	6		1			1	3	5		264 (+5 ed)
Janakantha	149	62	7	1	3	1				1	5		229 (+8 ed)
Kaler Kantho	108	94	34	4	2	2				2	18	1	265 (+8 ed)
The Daily Star	44	50	39	20	3	2		1		3	9		171 (+6 ed)
New Age	43	29	20	20	8				1	3	26		150 (+7 ed)
<b>Total</b>	<b>1233</b>	<b>612</b>	<b>260</b>	<b>86</b>	<b>31</b>	<b>15</b>	<b>7</b>	<b>4</b>	<b>5</b>	<b>39</b>	<b>124</b>	<b>3</b>	<b>2419 (+55 ed)</b>

Note: Editorials were not measured by headline spans

### Special treatment of child-related items

Special treatment	Newspapers										Total
	PA	Jug	SMK	Itt	Inq	ND	JNK	KK	TDS	NA	
Boxed	35	14	37	27	47	24	62	45	15	2	308
Italic Heading	0	0	0	0	2	0	0	0	0	0	2
Colored Heading	33	9	15	8	16	8	4	7	2	0	102
Reversed Heading	18	11	15	7	6	12	50	20	2	0	141

Screen	3	1	1	0	0	2	0	3	0	0	10
Logo	21	3	20	1	9	0	0	8	1	0	63
Insert	26	11	15	6	19	5	20	6	4	1	113
Reports with pictures	93	67	89	98	125	114	101	90	64	33	874
Multiple	68	30	47	35	63	31	73	46	13	1	407
<b>No Special Treatment</b>	<b>166</b>	<b>149</b>	<b>116</b>	<b>146</b>	<b>153</b>	<b>135</b>	<b>92</b>	<b>145</b>	<b>102</b>	<b>122</b>	<b>1326</b>

#### Angle of child-related items

	Angle of Stories		Total	% OF POSITIVE
	Positive	Negative		
Newspaper				
Prothom Alo	194	124	318	61
Jugantor	107	120	227	47
Shamokal	102	152	254	40
Ittefaq	138	120	258	53
Inqilab	169	135	304	56
Naya Diganta	85	184	269	32
Janakantha	111	126	237	47
Kaler Kantho	146	127	273	53
The Daily Star	94	83	177	53
New Age	116	41	157	74
<b>Total</b>	<b>1262</b>	<b>1212</b>	<b>2474</b>	<b>51</b>

#### D. Tone and implications, authenticity, clarity and readability of child-related text items (including editorials)

##### Tone and implications of Child-related Text Items (News + Editorials): Nothing Negative

Newspapers	Too brief for proper assessment	Nothing Negative in content-matter	Positive	No problem total	Newspaper total Child-related Text Items	% of no problem
Prothom Alo	42	95	65	202	285	70.88
Jugantor	57	52	31	140	217	64.52
Shamokal	51	70	30	151	248	60.89
Ittefaq	40	74	27	141	224	62.95
Inqilab	70	74	37	181	294	61.56
Naya Diganta	61	66	13	140	260	53.85
Janakantha	30	38	65	133	231	57.58
Kaler Kantho	30	82	37	149	252	59.13
The Daily Star	11	39	50	100	165	60.61
New Age	13	51	30	94	127	74.02
<b>Total</b>	<b>405</b>	<b>641</b>	<b>385</b>	<b>1431</b>	<b>2303</b>	



### Compromising Safety and Security of children involved

<b>Indicators: Safety and Security</b>	<b>PA</b>	<b>Jug</b>	<b>SMK</b>	<b>Itt</b>	<b>Inq</b>	<b>ND</b>	<b>JNK</b>	<b>KK</b>	<b>TDS</b>	<b>NA</b>	<b>Total</b>
Safety and Security	21	27	33	16	36	23	25	18	18	9	226
Name of child victims of sexual or other sensitive abuses/situation	2	6	3	3	0	6	9	4	4	2	39
Name of children in conflict with the law	1	3	5	7	6	7	1	7	2	0	39
Address/other identification of child victims of sexual and other sensitive abuses/situation	8	14	14	5	7	9	19	4	6	2	88
Address/other identification of children in conflict with the law	11	5	7	2	13	4	4	5	3	3	57
Photo/image of child victims of sexual or other sensitive abuses/situation	0	2	1	0	3	2	0	0	1	0	9
Photo/image of child victims in conflict with the law	2	5	12	2	10	4	4	4	7	4	54
<b>Newspaper's Total child-related Text Items (News + Editorials)</b>	<b>285</b>	<b>217</b>	<b>248</b>	<b>224</b>	<b>294</b>	<b>260</b>	<b>231</b>	<b>252</b>	<b>165</b>	<b>127</b>	<b>2303</b>

### Authenticity of Child-related Text Items (News + Editorials): No inadequacy

<b>Newspapers</b>	<b>No problem total</b>	<b>Newspaper total</b>	<b>% of no problem</b>
Prothom Alo	194	285	68.07
Jugantor	137	217	63.13
Shamokal	145	248	58.47
Ittefaq	139	224	62.05
Inqilab	163	294	55.44
Naya Diganta	128	260	49.23
Janakantha	123	231	53.25
Kaler Kantho	161	252	63.89
The Daily Star	109	165	66.06
New Age	76	127	59.84
<b>Total</b>	<b>1375</b>	<b>2303</b>	
<b>Base: Each paper's Total Text (News + Editorials)</b>			

### Clarity of Child-related Text Items (News + Editorials): No inadequacy

<b>Newspapers</b>	No problem total	Newspaper total	% of no problem
Prothom Alo	189	285	66.32
Jugantor	138	217	63.59
Shamokal	145	248	58.47
Ittefaq	137	224	61.16
Inqilab	165	294	56.12
Naya Diganta	124	260	47.69
Janakantha	125	231	54.11
Kaler Kantho	159	252	63.10
The Daily Star	107	165	64.85
New Age	75	127	59.06
<b>Total</b>	<b>1364</b>	<b>2303</b>	
<b>Base: Each paper's Total Text (News + Editorials)</b>			

### Readability of Child-related Text Items (News + Editorials): No Inadequacy

<b>Newspapers</b>	No problem total	Newspaper total	% of no problem
Prothom Alo	205	285	71.93
Jugantor	136	217	62.67
Shamokal	160	248	64.52
Ittefaq	145	224	64.73
Inqilab	149	294	50.68
Naya Diganta	135	260	51.92
Janakantha	78	231	33.77
Kaler Kantho	145	252	57.54
The Daily Star	114	165	69.09
New Age	85	127	66.93
<b>Total</b>	<b>1352</b>	<b>2303</b>	
<b>Base: Each paper's Total Text (News + Editorials)</b>			

### Authenticity: Detailed

Indicators	PA	Jug	SMK	Itte	Inq	ND	Jan	KK	TDS	NA	
Info gaps/Inaccuracy	24	6	34	9	24	10	31	15	4	4	161
Sweeping Statement	30	20	39	27	81	32	73	57	21	23	403
Evidence-Documents/Direct observation not cited	26	3	5	18	29	34	7	8	6	7	143
Source weak and vague	7	5	0	4	1	26	1	4	1	2	51
All involved parties not covered	47	69	74	40	67	60	61	59	42	41	560
Multiple authenticity problem	39	25	49	17	71	50	55	51	26	28	411
Too short for proper assessment	60	51	58	42	104	56	31	44	13	17	476
No problem	131	85	87	97	59	71	92	117	96	59	894
Outstanding Authenticity	3	1	0	0	0	1	0	0	0	0	5
<b>Total Child-related Text Items (News + Editorials—2303)</b>	<b>285</b>	<b>217</b>	<b>248</b>	<b>224</b>	<b>294</b>	<b>260</b>	<b>231</b>	<b>252</b>	<b>165</b>	<b>127</b>	

### Clarity: Detailed

Indicators	Newspapers										Total
	PA	Ju g	SM K	Itte	Inq	ND	Jan	KK	TDS	NA	
Information inconsistent/ Not authentic	22	8	25	17	18	16	23	8	4	10	151
Unanswered questions/Incomplete information	83	74	103	61	118	96	103	87	54	47	826
Focus not clear	7	6	2	12	16	13	4	11	9	6	86
Jerks in logical sequence	5	4	2	14	10	23	5	4	3	4	74
Multiple clarity problems	23	13	29	23	31	44	27	16	20	15	241
Too brief for proper assessment	62	48	59	46	106	62	32	46	13	16	490
No problem with clarity	113	84	86	90	58	56	93	112	94	59	845
Good and Clear	14	6	0	1	1	6	0	1	0	0	29
<b>Total Child-related Text Items (News + Editorials—2303)</b>	<b>285</b>	<b>217</b>	<b>248</b>	<b>224</b>	<b>294</b>	<b>260</b>	<b>231</b>	<b>252</b>	<b>165</b>	<b>127</b>	

### Readability: Detailed

Readability & Newspapers	Newspapers										Total
	PA	Jug	SMK	Itte	Inq	ND	Jan	KK	TDS	NA	
Jargons/hardwords	0	2	1	1	3	2	1	1	1	3	15
Sentences long and complex	10	34	65	9	78	11	121	71	21	15	435
Lack of flow of language and structure	31	41	16	32	31	55	41	12	7	15	281
Irrelevant information/Unnecessary length	32	22	4	22	28	23	22	24	18	13	208
Lacking in human interest	6	1	0	10	3	16	0	0	2	0	38

Multiple readability problems	3	13	2	8	5	18	19	2	2	2	74
Too short for assessment	62	52	56	47	106	62	34	47	12	18	496
No problem with readability	139	82	104	97	42	72	44	98	102	67	847
Good to read	4	2	0	1	1	1	0	0	0	0	9
<b>Total Child-related Text Items (News + Editorials—2303)</b>	<b>285</b>	<b>217</b>	<b>248</b>	<b>224</b>	<b>294</b>	<b>260</b>	<b>231</b>	<b>252</b>	<b>165</b>	<b>127</b>	

### Nothing Negative in the Child-related Photographs

		% of all pic (125)		% of all pic (75)		% of all pic (98)		% of all pic (129)		% of all pic (140)		% of all pic (119)		% of all pic (108)		% of all pic (109)		% of all pic (78)		% of all pic (64)
Newspapers	PA		Jug		SMK		lttef		Inq		ND		JNK		KK		TDS		NA	
No Negative Elements	2	1.60	7	9.33	11	11.22	1	0.78	1	0.71	6	5.04	9	8.33	7	6.42	11	14.10	2	3.13
Positive Elements	34	27.20	46	61.33	64	65.31	58	44.96	84	60.00	59	49.58	79	73.15	83	76.15	44	56.41	26	40.63
Positive: Human Interest	84	67.20	6	8.00	14	14.29	59	45.74	41	29.29	39	32.77	7	6.48	16	14.68	14	17.95	27	42.19
	120	96.00	59	78.67	89	90.82	118	91.47	126	90.00	104	87.39	95	87.96	106	97.25	69	88.46	55	85.94

### Contents of Child-related Photographs: Detailed

Newspaper	PA	Jug	SMK	ltte	Inq	ND	Jan	KK	TDS	NA	Total
No picture	193	152	156	129	164	150	129	164	99	93	1429
Violent/Traumatic images	0	0	0	0	1	0	0	0	1	0	2
Dead Bodies	0	9	6	5	5	4	9	1	1	2	42
Violation of privacy	0	3	2	1	2	1	2	1	0	1	13
Indecent images	0	2	0	0	0	2	1	0	1	0	6
Glorifying crime/Criminals	0	1	0	0	0	0	0	0	0	1	2
Harmful depiction of Anti-social/Criminal Activities	0	0	0	2	0	0	0	0	0	0	2
Using children for sympathy only	5	1	1	4	5	10	2	1	5	4	38
Negative multiple content	0	2	0	1	3	2	1	0	1	1	11
No Negative Elements	2	7	11	1	1	6	9	7	11	2	57
Positive Elements	34	46	64	58	84	59	79	83	44	26	577
Positive: Human Interest	84	6	14	59	41	39	7	16	14	27	307
	318	229	254	260	306	273	239	273	177	157	
<b>Total number of Child-related Photographs (1045)</b>	<b>125</b>	<b>75</b>	<b>98</b>	<b>129</b>	<b>140</b>	<b>119</b>	<b>108</b>	<b>109</b>	<b>78</b>	<b>64</b>	

### ***Baseline 2009: Coverage between the common nine newspapers***

- ***Number of all child-related items:*** PA (302); Jug (302); SMK (260); Itte (311); Inq(229);ND (302);Jnk (207); TDS (142);NA (122)
- ***Number of editorials—***PA (6); Jug (5); SMK (6); Itte (5); Inq (1);ND (2);Jnk (5); TDS (4);NA (4)
- ***Total number of Photographs—*** PA (109); Jug (115); SMK (78); Itte (140); Inq(95); ND(115); Jnk(92); TDS(57);NA(36)
- ***Number of in-depth reports plus features:*** PA (52+17); Jug (49+8); SMK (28+14); Itte (41+11); Inq(21+6);ND(29+6);Jnk(24+5); TDS(17+4);NA(8+1)
- ***Proportions of Child-related Reports and editorials (text) with Inadequacies of Authenticity:***  
PA (21%); Jug (21%); SMK (33%); Itte (26%); Inq (35%); ND (31%); Jnk (28%); TDS (20%); NA (24%)
- ***Proportions of Child-related Reports and editorials (text) with Inadequacies of Clarity:***  
PA (13%); Jug (21%); SMK (29%); Itte (20%); Inq (24%); ND (20%); Jnk (20%); TDS (13%); NA (17%)
- ***Proportions of Child-related Reports and editorials (text) with Inadequacies of Readability:***  
PA (12%); Jug (16%); SMK (16%); Itte (12%); Inq (17%); ND (14%); Jnk (15%); TDS (9%); NA (8%)
- ***Proportions of Child-related Photographs showing negative elements in their photos***  
PA (19% —22); Jug (24% — 30); SMK (28% — 22); Itte (20% —31); Inq (33% —31 ); ND (21% — 26); Jnk (27% — 26); TDS (30% — 17); NA (22% —8)
  - ✓ All except New Age published at least one violent/traumatic images; The highest number appeared on Ittefaq—5; All except The Daily Star and New Age published at least one photo of dead bodies; The highest on Inqilab—5; All except New Age had atleast one photo showing multiple negative element). Besides, all the newspapers published a number of photographs using the child-image solely to evoke the sympathy of a viewer.
  - ✓ The unproblematic photographs included those rich in human interest elements some of which could potentially abuse the appeal but was not marked as such.
- ***Proportions of Child-related Reports and editorials (text) with Problems of Tone and Implications:*** (Note: unlike the baseline, the stories found to be too brief for proper assessment had been marked for problems.)  
PA (60%); Jug (57%); SMK (61%); Itte (55%); Inq (56%); ND (69%); Jnk (68%); TDS (69%); NA (60%)
  - ✓ The problem which featured most prominently and in each newspaper was portrayal of children as passive victims or unimportant. All the newspapers except New Age published names of child

victims in sensitive cases or the accused. All of the newspapers published violent depictions in the text of the pieces.

- ✓ Prothom Alo, Ittefaq, Naya Diganta, Janakantha, The Daily Star and New Age did not publish any photograph of a victim or an accused.
- ✓ New Age reports did not have any thing in its content which could attach stigma or cause discrimination to the child involved.

### Types of items per newspaper: Follow-up survey

Item types	PA	Jug	SM K	Itte	Inq	ND	Jan	KK	TDS	NA	Total
Event/Spot News	167	177	200	139	210	181	157	196	133	99	1659
Follow-up Report	29	12	24	18	10	21	11	14	18	8	165
In-Depth Report	50	3	6	21	12	17	4	4	2	11	130
Feature	5	2	0	1	1	8	0	1	1	0	19
Editorial	7	4	4	5	1	5	8	8	6	7	55
Stand-alone pictures	33	10	6	34	10	9	6	21	12	30	171
Opinion Reports	0	0	0	1	0	0	0	0	0	0	1
Appeals for help	12	0	4	5	33	17	36	3	2	0	112
Announcement of achievements	10	10	8	24	7	9	6	21	2	1	98
Obit announcement	1	0	0	0	0	0	0	0	0	0	1
Announcement of missing	4	3	0	2	5	1	1	1	0	0	17
Article	0	6	2	8	15	1	8	4	1	1	46
<b>Total</b>	<b>318</b>	<b>227</b>	<b>254</b>	<b>258</b>	<b>304</b>	<b>269</b>	<b>237</b>	<b>273</b>	<b>177</b>	<b>157</b>	<b>2474</b>

### Baseline 2009: Types of reports in newspapers

	Newspapers												Total
Code of Items	PA	Jug	SMK	Itte	Inq	ND	Jan	KK	TDS	NA	PA	Jug	
Event Spot News	180	211	176	212	180	236	151	172	115	48	79	76	1836
Follow-up Report	29	18	20	18	13	24	15	18	13	9	16	12	205
In-depth/issue-based Report	52	49	28	41	21	29	24	47	17	5	17	8	338
Feature	17	8	14	11	6	6	5	12	0	0	4	1	84
Editorial	6	5	6	5	1	2	5	1	0	0	4	4	39
Stand Alone Photos	17	11	16	24	8	5	7	7	1	2	22	21	141
	<b>301</b>	<b>302</b>	<b>260</b>	<b>311</b>	<b>229</b>	<b>302</b>	<b>207</b>	<b>257</b>	<b>146</b>	<b>64</b>	<b>142</b>	<b>122</b>	<b>2643</b>

Note: 1 item (Prothom Alo) had been missed by the system

## Tables: Television

Note: For those sets of codes where indicators may overlap in a single item, figures will not add up. These sets are marked by one code registering the phenomenon of multiple hits.

### Basics of Child-related News Coverage

(Four Channels; one Bulletin daily on each; for six fortnights spread over alternate months in one year—June 2010 to May 2011)

#### Total Coverage and Child-related Coverage

		In Minutes	%
Total airtime of bulletins	<b>199 Hours 36 Minutes</b>	<b>11976 Min</b>	
Child-related airtime	<b>6 Hours 14 Minutes</b>	<b>374 Min</b>	<b>3.12</b>
Base: Total airtime			

#### Note:

Total number of all child-related reports on the monitored bulletins: 198

Reports with visuals: 190 (96%)

#### Number of Reports by Fortnights

Fortnights	No. of Reports	% of total reports
June 10	32	16
August 10	28	14
October 10	32	16
December 10	45	23
February 11	26	13
April 11	35	18
Total	198	100

#### Types of Coverage

Type of Report	No. of Reports	%
Event-based Straight Report	180	91
Follow-up Report	16	8
Feature	2	1
		100
<b>Base: All child-related Reports (198)</b>		



**Baseline 2009: Total Coverage and Child-related Coverage**

*(Three Channels, common to the follow-up monitoring—BTV, NTV and Channel-i; one bulletin daily on each; for three consecutive months, June—August, 2009)*

*Total airtime of the monitored bulletins: 112 Hours 30 Minutes (6,750 min), rough estimation<sup>53</sup>*

*Total airtime of the child-related reports: 2 Hours 37 Minutes (157 Min)*

*Share of the airtime of all child-related reports: 2.33%*

*Total number of all child-related reports on the monitored bulletins: 127*

*Reports with visuals: 124 (98%)*

**Note:** *During the baseline monitoring period, one of the channels—Channel-I—had run significantly fewer stories than the others. The Channel-i evening bulletin monitored in the baseline study had been a short one and could have been responsible for the overall lower volume of total television coverage involving children registered then. The bulletin of this channel reviewed by the follow-up survey was longer and yielded more children-related items than did the previous one. The bulletin sampled during the follow-up survey had been identified by each respective channel as its most comprehensive one broadcast in the evening hours.*

**Baseline 2009: Monthly Distribution of Child-related Reports**

*June—45 (35%); July—53 (42%); August—29 (23%)*

**Baseline 2009: Types of Coverage**

*Event-based Straight Reports (77%); Follow-up Reports (9%); In-depth Reports (13%) and Features (1%)*

**Note:** The baseline study had applied a more lenient assessment for identifying in-depth coverage. A stricter scrutiny during the follow-up survey, rather than any pattern of events, seems to be the main reason for not registering any in-depth report this time.

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<sup>53</sup> The three bulletins of the three channels had been timed excluding the advertisement breaks for one month. This total time (2,250 min) was then multiplied by three (months) to get an idea of the total airtime of the bulletins over the period of monitoring.

## Treatment and Special Treatment

### Placement of Child-related Reports in Bulletin Segments

Segments	No. of Reports	%
1st Segment	98	49
2nd Segment	68	34
3rd Segment	32	16
<b>Base: All child-related reports (198)</b>		100

*Baseline 2009: First Segment—42%; Second Segment—26%; Third Segment—32%*

### Duration Range: Child-related Reports

Duration	Frequency	Percent
0-1 min	64	32
1-3 min	105	53
3-5 min	27	14
5	1	1
6	1	1
Total	198	100

*Baseline 2009: 0-1 min—60%; 1-3 min— 33%; 3-5 min—6% and 5-6 min—1%*

### Treatment of Child-related Reports

Treatment	No. of Reports	Percent
In Vision (IV)	3	1.5
Out of Vision (OOV)	66	33.3
Package (graphic, sync, phono, Vox-pop)	124	62.6
OOV+Sync	5	2.5
<b>Base: All child-related reports (198)</b>	198	100.0

*Baseline 2009: IV—4%; OOV—59% and Packages—37% (OOV+Sync had not been segregated.)*

### Special treatments to reports

Treatments	Number of reports	% of all reports (198)
Lead news	9	5
Special report (with promo)	3	2
1-1 studio discussion	4	2
Special Sting	23	12
Headlines	46	23
Promo/'Coming-up'	12	6

Breaking news	2	1
Scroll	54	27
Multiple	48	24
No special treatment	97	49

Spl treat	101	51
No Spl treat	97	49

***Baseline 2009:*** Reports receiving no special treatment—52%; Multiple Special Treatments (not specified)—38%; other criteria not marked properly; no lead report or headlines marked.

## Coverage of issues or topics

### Issues Covered by the Child-related Reports

All Issues and Topics	No. of reports	% of 198
<b>Abuse and Exploitation: Cluster Total</b>	<b>37</b>	<b>18.69</b>
Sexual Abuse/harassment	6	3.03
Incest	0	0.00
Trafficking	0	0.00
Kidnapping	3	1.52
Physical Abuse	11	5.56
Psychological Abuse	0	0.00
School Corporal Punishment	7	3.54
Acid Attacks	0	0.00
Killing	6	3.03
Rape	0	0.00
Suicide	13	6.57
<b>Vulnerability: Cluster Total</b>	<b>40</b>	<b>20.20</b>
Vulnerable Children-street	0	0.00
Vulnerable Children-sex-worker	0	0.00
Vulnerable Children-domestic work	6	3.03
Vulnerable Children-other hazardous labor	3	1.52
Other forms of child labor	6	3.03
Vulnerable Children-Child marriage/mothers	0	0.00
Disability	1	0.51
Other Marginalized Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	0	0.00
Death by Accident	27	13.64
Accident	0	0.00
Missing	0	0.00
<b>Children in conflict with the law: Cluster Total</b>	<b>8</b>	<b>4.04</b>
Drug abuse and peddling	0	0.00
Violence and other crimes	2	1.01
Police handling/custody/Justice	5	2.53
Shelter and Correction homes	1	0.51
<b>Rights: Cluster Total</b>	<b>119</b>	<b>60.10</b>
Rescue/Rehabilitation	1	0.51
Education*	55	27.78
Maternal and child nutrition	9	4.55
Healthcare	8	4.04
Death from health related reasons	1	0.51
HIV/STDs	1	0.51
Reproductive health	1	0.51
Child birth registration	0	0.00
Recreation/Sports/Culture	32	16.16
Freedom of Expression	0	0.00
Legal Support/Aspects	17	8.59

Children Associations	3	1.52
Survival	0	0.00
Lifestyle	0	0.00
Discrimination	0	0.00
<b>Children and Governance: Cluster Total</b>	<b>40</b>	<b>20.20</b>
Govt Polices related to children	9	4.55
Announcements by govt/state dignitaries	30	15.15
Government allocations	3	1.52
Bad Governance and Corruption	0	0.00
NGO initiatives	2	1.01
Govt. special institutions for children	0	0.00
<b>Success/Achievements: Cluster Total</b>	<b>36</b>	<b>18.18</b>
Creativity	11	5.56
Innovation	3	1.52
Social Contribution	0	0.00
Academic achievement/excellence	13	6.57
Positive others	14	7.07
<b>Stories covering multiple issues</b>	<b>99</b>	<b>50.00</b>

\* 18% (10) of the reports covering Education focused on the results of the public examinations; 26% in fact focused on various academic achievements of students.

Note: 12 issues got covered by 5% or a higher proportion of stories. During the baseline period eight issues had got up to this scale of coverage.

#### Top 10 issues

Issues	No. of reports	% of 198
Education	55	27.78
Recreation/Sports/Culture	32	16.16
Announcements by govt/state dignitaries	30	15.15
Death by Accident	27	13.64
Legal Support/Aspects	17	8.59
Positive others	14	7.07
Suicide	13	6.57
Academic achievement/excellence	13	6.57
Physical Abuse	11	5.56
Creativity	11	5.56

\* Legal Aspects is not really an independent issue.

#### Baseline 2009: The Top Ten issues

Education—30%; Healthcare—20%; Recreation, Sports or Cultural events—18%; Announcements by Government Dignitaries—16%; Nutrition—8%; Violence and other crimes—6%; Rescue and Rehabilitation—5%; Lifestyle—5%; Death by Accident—4%; and Academic achievements—4% of all child-related reports (127).

Out of 20 stories on announcements by government dignitaries, 12 had been coverage of seminars, workshops or programmes.

**Note:** The stories on healthcare and nutrition had reflected three controversies centring on nutritional projects and a brand of medicine. The stories covering education and recreation/sports/cultural events had largely focused on seminars or other programmes.

### Top 4 generic issues

Issues	No. of reports	% of 198
Education	55	27.78
Child-death	47	23.74
Recreation/Sports/Culture	32	16.16
Announcements by govt/state dignitaries	30	15.15

### Baseline 2009: Top Four Generic Issues

Education (30%); Healthcare (20%); Recreation/Sports/Culture (18%); Announcements by Government Dignitaries (16%).

### All death stories

Issues	No. of reports	% of 198
Death by Accident	27	13.64
Suicide	13	6.57
Murder	6	3.03
Death from health-related reasons	1	0.51
	47	23.74

Baseline 2009: Total coverage of child-death—6%; mostly death by accident and featuring no story on suicide.

0 to 1% coverage (0—20 issues; 1%—8 issues)

Issues	No. of reports	% of 198
Incest	0	0.00
Trafficking	0	0.00
Psychological Abuse	0	0.00
Acid Attacks	0	0.00
Rape	0	0.00
Vulnerable Children-street	0	0.00
Vulnerable Children-sex-worker	0	0.00
Vulnerable Children-Child marriage/mothers	0	0.00
Other Marginalized Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	0	0.00
Accident	0	0.00
Missing	0	0.00
Drug abuse and peddling	0	0.00
Child birth registration	0	0.00
Freedom of Expression	0	0.00
Survival	0	0.00
Lifestyle	0	0.00
Discrimination	0	0.00
Bad Governance and Corruption	0	0.00
Govt. special institutions for children	0	0.00
Social Contribution	0	0.00
Abuse and Exploitation		0.00
Disability	1	0.51
Shelter and Correction homes	1	0.51
Rescue/Rehabilitation	1	0.51
Death from health-related reasons	1	0.51

HIV/STDs	1	0.51
Reproductive health	1	0.51
Violence and other crimes	2	1.01
NGO initiatives	2	1.01

**Baseline 2009:** 29 issues had been in this list; of them 20 issues got zero coverage. The 0 to 1% coverage list had included nine issues not in the follow-up list—Physical Abuse, Murder, Domestic Workers, Sexual Abuse, School Corporal Punishment, Hazardous Child Labour, Suicide, Legal Aspects and Innovation. Seven issues which were not in the baseline list but have entered the follow-up list were: Rape, Discrimination, NGO Initiatives, Disability, Rescue and Rehabilitation, Lifestyle, and, violence and other crimes.

#### Coverage by fortnights

Issues	Fortnightly Coverage						Total
	June 10	August 10	October 10	December 10	February 11	April 11	
<b>Abuse and Exploitation: Cluster Total</b>	<b>5</b>	<b>12</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>10</b>	<b>37</b>
Sexual Abuse/harassment	3	0	1	2	0	0	6
Kidnapping	0	0	0	3	0	0	3
Physical Abuse	0	0	0	3	0	8	11
School Corporal Punishment	0	2	1	2	0	2	7
Killing	0	4	0	1	0	1	6
Suicide	2	6	2	3	0	0	13
<b>Vulnerability: Cluster Total</b>	<b>19</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>40</b>
Vulnerable Children-domestic work	0	0	0	0	3	3	6
Vulnerable Children-other hazardous labor	0	1	0	0	1	1	3
Other forms of child labor	1	0	4	1	0	0	6
Disability	0	0	1	0	0	0	1
Death by Accident	18	0	0	3	1	5	27
<b>Children in conflict with the law: Cluster Total</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>8</b>
Violence and other crimes	0	0	2	0	0	0	2
Police handling/custody/Justice	0	0	0	1	0	4	5
Shelter and Correction homes	0	0	1	0	0	0	1
<b>Rights: Cluster Total</b>	<b>8</b>	<b>17</b>	<b>11</b>	<b>37</b>	<b>21</b>	<b>25</b>	<b>119</b>
Rescue/Rehabilitation	0	0	0	0	1	0	1
Education	2	5	4	24	4	16	55
Maternal and child nutrition	0	7	0	0	0	2	9
Health Care	0	1	1	1	2	3	8
Death from health related reasons	0	0	0	1	0	0	1
HIV/STDs	0	0	0	0	1	0	1
Reproductive health	0	0	0	0	1	0	1
Recreation/Sports/Culture	6	0	7	4	15	0	32
Legal Support/Aspects	0	4	0	6	1	6	17
Children Associations	0	0	2	1	0	0	3
<b>Children and Governance: Cluster Total</b>	<b>0</b>	<b>1</b>	<b>11</b>	<b>17</b>	<b>4</b>	<b>7</b>	<b>40</b>
Govt Polices related to children	0	1	6	1	0	1	9
Announcements by govt/state dignitaries	0	0	7	16	3	4	30

Government allocations	0	0	1	0	0	2	3
NGO initiatives	0	0	0	1	1	0	2
<b>Success/Achievements: Cluster Total</b>	<b>2</b>	<b>2</b>	<b>9</b>	<b>15</b>	<b>5</b>	<b>3</b>	<b>36</b>
Creativity	0	0	5	2	2	2	11
Innovation	0	0	1	2	0	0	3
Academic achievement/excellence	0	2	0	6	3	2	13
Positive others	2	2	4	5	1	0	14
<b>Stories covering multiple issues</b>	<b>12</b>	<b>7</b>	<b>13</b>	<b>34</b>	<b>11</b>	<b>22</b>	<b>99</b>

#### Lead News Issues

Issues	No. of reports
<b>Vulnerability: Cluster Total</b>	<b>5</b>
Death by Accident	5
<b>Rights: Cluster Total</b>	<b>4</b>
Education	2
Recreation/Sports/Culture	2
<b>Children and Governance: Cluster Total</b>	<b>3</b>
Announcements by govt/state dignitaries	2
Government allocations	1
<b>Lead news covering multiple issues</b>	<b>5</b>

Baseline 2009 had not marked any story as lead news.

#### Features

Channels	Subjects	Duration
BTV	Child labor	4 min 18 seconds
NTV	Follow-up on Limon	2 min 3 second

#### Follow-up issues

Issues	No. of Follow-up Reports
<b>Abuse and Exploitation: Cluster Total</b>	<b>4</b>
Suicide	4
<b>Vulnerability: Cluster Total</b>	<b>6</b>
Vulnerable Children-domestic work	1
Other forms of child labor	1
Death by Accident	4
<b>Children in conflict with the law: Cluster Total</b>	<b>1</b>
Shelter and Correction homes	1
<b>Rights: Cluster Total</b>	<b>8</b>
Recreation/Sports/Culture	5
Legal Support/Aspects	3
<b>Children and Governance: Cluster Total</b>	<b>2</b>
Announcements by govt/state dignitaries	2
<b>Success/Achievements: Cluster Total</b>	<b>2</b>
Positive others	2
<b>Follow-up stories covering multiple issues</b>	<b>8</b>
	16



**Legal aspects coverage scenario**

<b>Issues</b>	<b>No. of reports</b>	<b>Total reports on the issue</b>
Kidnapping	3	3
Physical Abuse	9	11
School Corporal Punishment	1	7
Murder	2	6
Suicide	4	13

**A few features of child-related coverage**

	<b>Responses</b>	
	<b>N</b>	<b>Percent</b>
Seminar/Roundtable/Workshop/Programme	33	17
Public exam results	10	5
Day observation	15	8
Incidental involvement	50	26
Good role models	88	49
	196	100

*Baseline 2009: Seminar/Roundtable/Workshop/Programme—53%; Incidental Involvement of children—12% and Good role models featured in—29% of all child-related reports (127).*

## Angle of stories

Angle of Stories	Frequency	Percent
Positive	171	86.36
Negative	27	13.64
Total	198	100

### Issue topics and angles

Issues	Positive items	Total	% of total
<b>Abuse and Exploitation: Cluster Total</b>	<b>24</b>	<b>37</b>	64.86
Sexual Abuse / harassment	6	6	100.00
Trafficking	0	0	
Kidnapping	0	3	0.00
Physical Abuse	3	11	27.27
Psychological Abuse	0	0	
School Corporal Punishment	7	7	100.00
Acid Attacks	0	0	
Killing	3	6	50.00
Rape	0	0	
Suicide	10	13	76.92
<b>Vulnerability: Cluster Total</b>	<b>32</b>	<b>40</b>	80.00
Vulnerable Children-street	0	0	
Vulnerable Children-sex-worker	0	0	
Vulnerable Children-domestic work	4	6	66.67
Vulnerable Children-other hazardous labor	2	3	66.67
Other forms of child labor	6	6	100.00
Vulnerable Children-Child marriage/mothers	0	0	
Disability	1	1	100.00
Other Marginalized Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	0	0	
Death by Accident	20	27	74.07
Accident	0	0	
Missing	0	0	
<b>Children in conflict with the law: Cluster Total</b>	<b>3</b>	<b>8</b>	37.50
Drug abuse and peddling	0	0	
Violence and other crimes	0	2	0.00
Police handling/custody/Justice	2	5	40.00
Shelter and Correction homes	1	1	100.00
<b>Rights: Cluster Total</b>	<b>106</b>	<b>119</b>	89.08
Rescue/Rehabilitation	0	1	0.00
Education	54	55	98.18
Maternal and child nutrition	7	9	77.78
Health Care	7	8	87.50
Death from health related reasons	1	1	100.00
HIV/STDs	1	1	100.00

Reproductive health	1	1	100.00
Child birth registration	0	0	
Recreation/Sports/Culture	32	32	100.00
Freedom of Expression	0	0	
Legal Support/Aspects	8	17	47.06
Children Associations	3	3	100.00
Survival	0	0	
Lifestyle	0	0	
Discrimination	0	0	
<b>Children and Governance: Cluster Total</b>	<b>39</b>	<b>40</b>	<b>97.50</b>
Govt Polices related to children	9	9	100.00
Announcements by govt/state dignitaries	29	30	96.67
Government allocations	3	3	100.00
Bad Governance and Corruption	0	0	
NGO initiatives	2	2	100.00
Govt. special institutions for children	0	0	
<b>Success/Achievements: Cluster Total</b>	<b>36</b>	<b>36</b>	<b>100.00</b>
Creativity	11	11	100.00
Innovation	3	3	100.00
Social Contribution	0	0	
Academic achievement/excellence	13	13	100.00
Positive others	14	14	100.00
<b>Stories covering multiple issues</b>	<b>84</b>	<b>99</b>	<b>84.85</b>

#### Angles of certain coverage

	Angle of Stories		Total
	Positive	Negative	
Seminar/Roundtable/Workshop/Programme	31	2	33
Public exam results	10	0	10
Day observation	15	0	15
Incidental involvement	34	16	50
Good role models	80	8	88

**Baseline 2009: Good role models—29% (37 stories)**

**Baseline 2009: Angle of child-related items: Negative (25%); Positive (75%)**

*Issue/topics which were largely negative in angle included: Death by Accidents; Kidnapping; and Violence or Other Crimes.*

*Issue/topics which were largely positive in angle included: Government Policies related to Children; Disability; Recreational, sports or cultural events; Education; and Academic Achievements.*

## Gender Matters

Child-related reports addressing gender

Gender of child involved	Frequency	Percent
Male	18	9.09
Female	21	10.61
Both	37	18.69
Not Applicable	122	61.62
<b>Total</b>	<b>198</b>	<b>100</b>

Issues and topics	Gender of child involved				Total
	Male	Female	Both	Not Applicable	
<b>Abuse and Exploitation: Cluster Total</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>8</b>	<b>37</b>
Sexual Abuse / harassment	0	5	1	0	6
Kidnapping	1	0	0	2	3
Physical Abuse	8	0	0	3	11
School Corporal Punishment	0	3	1	3	7
Murder	0	3	2	1	6
Suicide	0	4	7	2	13
<b>Vulnerability: Cluster Total</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>30</b>	<b>40</b>
Vulnerable Children-domestic work	0	2	0	4	6
Vulnerable Children-other hazardous labor	1	0	0	2	3
Other forms of child labor	1	0	0	5	6
Disability	0	0	0	1	1
Death by Accident	3	4	1	19	27
<b>Children in conflict with the law: Cluster Total</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>8</b>
Violence and other crimes	2	0	0	0	2
Police handling/custody/Justice	4	1	0	0	5
Shelter and Correction homes	0	0	1	0	1
<b>Rights: Cluster Total</b>	<b>9</b>	<b>6</b>	<b>24</b>	<b>80</b>	<b>119</b>
Rescue/Rehabilitation	0	0	0	1	1
Education	3	1	17	34	55
Maternal and child nutrition	0	1	0	8	9
Healthcare	0	0	1	7	8
Death from health-related reasons	0	0	0	1	1
HIV/STDs	0	1	0	0	1
Reproductive health	0	1	0	0	1
Recreation/Sports/Culture	0	3	3	26	32
Legal Support/Aspects	6	1	3	7	17
Children Associations	0	0	0	3	3
<b>Children and Governance: Cluster Total</b>	<b>0</b>	<b>2</b>	<b>8</b>	<b>30</b>	<b>40</b>
Govt Polices related to children	0	1	1	7	9
Announcements by govt/state dignitaries	0	1	7	22	30
Government allocations	0	0	0	3	3
NGO initiatives	0	1	0	1	2
<b>Success/Achievements: Cluster Total</b>	<b>1</b>	<b>3</b>	<b>13</b>	<b>19</b>	<b>36</b>
Creativity	1	1	0	9	11
Innovation	0	0	0	3	3
Academic achievement/excellence	0	0	7	6	13
Positive others	0	3	7	4	14
<b>Stories covering multiple issues</b>	<b>8</b>	<b>12</b>	<b>20</b>	<b>59</b>	<b>99</b>

## Gender, tone and portrayal

Gender of the child	Insensitivity/patronizing attitude/overplay of emotions- tear jerking/derogatory-about child or situation	Portrayed as passive victims or as a mere child- not seeking his/her opinion in matters involving the child	
Male	1	0	1
Female	1	2	3
Both	2	2	4
Not Applicable	2	9	11
	6	13	19

### **Baseline 2009:**

*(Of all child-related stories—127)*

*Reports without any gender context: 39%*

*Reports addressing boys and girls both: 48%*

*Reports addressing boys: 7%*

*Reports addressing girls: 6%*

### *Gender in reports on a few issues:*

- Kidnapping: Boys—2; Girls—0; Both—0; No gender context—2; Total no. of stories—4
- Disability: Boys—0; Girls—0; Both—2; No gender context—0; Total no. of stories—2
- Death by Accident:: Boys—0; Girls—0; Both—2; No gender context—3; Total no. of stories—5
- Violence and other Crimes: Boys—3; Girls—0; Both—1; No gender context—3; Total no. of stories—7
- Police Handling and Juvenile Justice: Boys—1; Girls—0; Both—1; No gender context—2; Total no. of stories—4
- Education: Boys—0; Girls—1; Both—19; No gender context—18; Total no. of stories—38
- Healthcare: Boys—1; Girls—1; Both—12; No gender context—11; Total no. of stories—25
- Recreation/Sports/Cultural Events or issues: Boys—0; Girls—5; Both—14; No gender context—4; Total no. of stories—23
- Academic Excellence: Boys—0; Girls—1; Both—3; No gender context—1; Total no. of stories—5

## Tones and Implications of the content-matter (Text)

### Tones and implications

Tones	No. of reports	%
<b>Representation: Cluster Total</b>	<b>14</b>	<b>7.07</b>
Portrayed as passive victims or as a mere child- not seeking his/her opinion in matters involving the child	13	6.57
Portrayed as criminals	1	0.51
Portrayed as sexual image	0	0.00
Bad role-models, promoting negative roles	0	0.00
<b>Safety and Security: Cluster Total</b>	<b>8</b>	<b>4.04</b>
Name of child victims of sexual or other sensitive abuses/situation	0	0.00
Name of children in conflict with the law	1	0.51
Address/other identification of child victims of sexual or other sensitive abuses/situation	1	0.51
Address/other identification of children in conflict with the law	0	0.00
Photo/image of child victims of sexual or other sensitive abuses/situation	1	0.51
Photo/image of children in conflict with the law	5	2.53
Multiple Identification	0	0.00
<b>Impact/Consequences: Cluster Total</b>	<b>4</b>	<b>2.02</b>
Stigma or blame/negative image attached to child	1	0.51
Racial/Class/Gender discrimination or negative portrayal is evident	1	0.51
Detailed description of crime/anti social activities or of harmful imitative behaviour	3	1.52
<b>Presentation/Style: Cluster Total</b>	<b>26</b>	<b>13.13</b>
Description of Excessive Violence	4	2.02
Sexual Provocation	0	0.00
Sensational (Other means)	0	0.00
Using children for sympathy only	2	1.01
Stereotypical Words or Adjectives	2	1.01
Violation of Privacy/ Unnecessary personal info	3	1.52
Insensitivity/patronizing attitude/overplay of emotions- tear jerking/derogatory-about child or situation	6	3.03
Out of context statements/Information	13	6.57
<b>Showing no problem/ too brief: Cluster Total</b>	<b>128</b>	<b>64.65</b>
Too brief for proper assessment	38	19.19
Nothing Negative in content-matter	45	22.73
Positive	45	22.73
<b>Stories containing multiple negative elements</b>	<b>32</b>	<b>16.16</b>
Problematic stories	70	35.35
Stories with no problem	128	64.65

***Baseline 2009—Proportions of Child-related Reports with Problems in Tone and Implications:*** (Note: unlike the baseline, the stories found to be too brief for proper assessment had been marked for problems.)  
*Too brief for proper assessment: 30%*

*Nothing negative in tone and implications: 52%.*

*Therefore Items definitely problematic: 18%.*

***Most pervasive problems—Baseline:***

*Portrayal as unimportant: 37%; Portrayal as passive victims (13%); Excessive descriptions of violence: 12%*

***Identity disclosure in sensitive cases—Baseline:***

*No TV report had done this. In fact, coverage of such events had been rare.*

**Note:** The picture that emerged from the follow-up survey could potentially reveal a more consistent trend because of a stricter scrutiny and also because of its longer stretch of period covering a wider variety of events or issues.



## Authenticity and Clarity of Child-related Reports

### Authenticity of reports

Authenticity indicators	Frequency	%
Info gaps/Inaccuracy	12	6.06
Sweeping Statement	22	11.11
Evidence- Documents/Direct observation not cited	13	6.57
Source weak and vague	1	0.51
All involved parties not covered	34	17.17
Multiple authenticity problem	9	4.55
Too short for proper assessment	43	21.72
No problem	76	38.38
No problem with authenticity	119	60.10
Problems	79	39.90

### Clarity of reports

Clarity indicators	No. of reports	%
Information inconsistent/ Not authentic	7	3.54
Unanswered questions/Incomplete information	47	23.74
Focus not clear	14	7.07
Jerks in logical sequence	2	1.01
Multiple clarity problems	24	12.12
Too brief for proper assessment	42	21.21
No problem with clarity	69	34.85
Good and Clear	5	2.53
Total	198	100.00
No clarity problem	116	58.59
Problems	82	41.41

#### **Authenticity—Baseline:**

*Too brief for proper assessment: 5%; no problem with authenticity: 3%*

*Therefore, items with inadequacies of authenticity: 92%*

*Prevalent authenticity inadequacies:*

*All the essentially involved parties not covered (82%); sweeping statement (6%)*

#### **Clarity—Baseline:**

*Too brief for proper assessment: 13%; no problem with clarity: 2% (2)*

*Therefore, items with inadequacies of clarity: 85%*

*Prevalent clarity inadequacies:*

*Focus not clear: 52%; inconsistent information 25%*

**Note:** The picture that emerged from the follow-up survey could potentially reveal a more consistent trend because of a stricter scrutiny and also because of its longer stretch of period covering a wider variety of events or issues.

## The Producers of News

News Producers	Frequency	Percent
Staff Correspondent/ Reporter	188	94.95
Local Correspondent	6	3.03
Desk Reports/Desk Compilation	4	2.02
Total	198	100

	Source of Items						Total
Indicators	Staff Reporter (188)	%	Local Correspondent (6)	%	Desk Reports/Desk Compilation (4)	%	
Showing no problem/ too brief	122	65	3	50	3	75	128
Too brief for proper assessment	37	20		0	1	25	38
Nothing Negative in content-matter	42	22	2	33	1	25	45
Positive	43	23	1	17	1	25	45
Base: Total of each group of journalists	188		6		4		

### Authenticity by producers

Authenticity indicators	Staff Reporter (188)	%	Local Correspondent (6)	%	Desk Reports/Desk Compilation (4)	%	Total
Info gaps/Inaccuracy	12	6	0	0	0	0	12
Sweeping Statement	20	11	1	17	1	25	22
Evidence-Documents/Direct observation not cited	13	7	0	0	0	0	13
Source weak and vague	1	1	0	0	0	0	1
All involved parties not covered	32	17	1	17	1	25	34
Multiple authenticity problem	9	5	0	0	0	0	9
Too short for proper assessment	40	21	2	33	1	25	43
No problem	73	39	2	33	1	25	76
Base: Total of each group of journalists							

Clarity Indicators	Staff Reporter (188)	%	Local Correspondent (6)	%	Desk Reports/Desk Compilation (4)	%	Total
Information inconsistent/ Not authentic	7	4	0	0	0	0	7
Unanswered questions/Incomplete information	44	23	2	33	1	25	47
Focus not clear	13	7	1	17	0	0	14
Jerks in logical sequence	1	1	0	0	1	25	2
Multiple clarity problems	23	12	1	17	0	0	24
Too brief for proper assessment	40	21	1	17	1	25	42
No problem with clarity	67	36	1	17	1	25	69
Good and Clear	5	3	0	0	0	0	5
Base: Total of each group of journalists							

Photo indicators	Staff Reporter (188)	%	Local Correspondent (6)	%	Desk Reports/Desk Compilation (4)	%	Total
No picture	7	4	1	17	0	0	8
Violent/Traumatic images	10	5	0	0	1	25	11
Dead Bodies	13	7	1	17	0	0	14
Violation of privacy	9	5	0	0	0	0	9
Indecent images	5	3	0	0	0	0	5
Harmful depiction of Anti-social/Criminal Activities	10	5	0	0	1	25	11
Using children for sympathy only	3	2	0	0	0	0	3
Negative multiple content	13	7	0	0	0	0	13
No Negative Elements	74	39	3	50	1	25	78
Positive Elements	44	23	1	17	0	0	45
Positive: Human Interest	27	14	0	0	1	25	28

### **Baseline 2009—Producers of Items**

*Staff Reporter—86%; Local Correspondents— 13%; Desk Reports/Compilations—1%;*

*(Altogether 99% credited to Staff Reporters and Local Correspondents)*

### **Authenticity—Baseline:**

*Percentage of reports from Staff Reporters Showing Authenticity Inadequacies: 93%*

*Percentage of reports from Local Correspondents Showing Authenticity Inadequacies: 88%*

### **Key Authenticity Inadequacies:**

*Percentage of items by staff reporters with all the essentially involved parties not covered: 83%*

*Percentage of items by local correspondents with all the essentially involved parties not covered: 71%*

*Percentage of items by staff reporters making sweeping statements: 5%*

*Percentage of items by local correspondents making sweeping statements: 18%*

***Clarity—Baseline:***

*Percentage of reports from Staff Reporters Showing Clarity Inadequacies: 83%*

*Percentage of reports from Local Correspondents Showing Clarity Inadequacies: 100%*

***Key Clarity Inadequacies:***

*Percentage of reports by staff reporters with unclear focus: 53%*

*Percentage of reports by local correspondents with unclear focus: 47%*

*Percentage of reports by staff reporters with inconsistent information: 21%*

*Percentage of reports by local correspondents with inconsistent information: 53%*

***Visuals—Baseline:***

*Percentage of reports from Staff Reporters showing negative elements: 15%*

*Percentage of reports from Local Correspondents showing Clarity Inadequacies: 47%*

***Key Negative Elements in Visuals:***

*Percentage of reports by staff reporters showing violent or traumatic images: 5% (five stories)*

*Percentage of reports by local correspondents showing violent or traumatic images: 12% (two stories)*

*The only story that had been credited to the desk had problems on all accounts.*

## What Visuals Show

### Contents of Visuals

	Frequency	% of all child-related Reports (198)
<b>Reports without Visuals</b>	8	4.04
<b>Reports with Visuals</b>	180	95.96
Indicators for Visuals	Frequency	% of all child-related reports with Visuals
Violent/Traumatic images	11	5.79
Dead Bodies	14	7.37
Violation of privacy	9	4.74
Indecent images	5	2.63
Harmful depiction of Anti-social/Criminal Activities	11	5.79
Using children for sympathy only	3	1.58
Negative multiple content	13	6.84
<b>No Negative Elements</b>	<b>78</b>	<b>41.05</b>
<b>Positive Elements</b>	<b>45</b>	<b>23.68</b>
<b>Positive: Human Interest</b>	<b>28</b>	<b>14.74</b>

<b>Total Child-related Reports with Visuals</b>	<b>190</b>	
<b>Visuals showing negative elements</b>	<b>39</b>	<b>20.52632</b>
<b>Visuals showing no negative element</b>	<b>151</b>	<b>79.47368</b>

### **Baseline 2009: Visuals**

*Out of 127 reports, 124 showed visuals*

*Visuals showing human interest element: 4%*

*Visuals showing no negative elements: 78%*

*Therefore, visuals showing negative elements: 18% (The baseline survey had not recorded if human interest elements were being used in a wrong way)*

### **Key Negative Elements:**

*Visuals showing violent or traumatic images: 6% (seven stories)*

*Using children solely for evoking a viewer's sympathy: 4% (five stories)*

*Multiple negative contents: 3% (four stories)*

## The packages

### Issues covered by packages

Issues	Valid	% of 124
<b>Abuse and Exploitation: Cluster Total</b>	<b>32</b>	<b>25.81</b>
Sexual Abuse/harassment	5	4.03
Incest	0	0.00
Trafficking	0	0.00
Kidnapping	3	2.42
Physical Abuse	10	8.06
Psychological Abuse	0	0.00
School Corporal Punishment	5	4.03
Acid Attacks	0	0.00
Killing	6	4.84
Rape	0	0.00
Suicide	12	9.68
<b>Vulnerability: Cluster Total</b>	<b>24</b>	<b>19.35</b>
Vulnerable Children-street	0	0.00
Vulnerable Children-sex-worker	0	0.00
Vulnerable Children-domestic work	2	1.61
Vulnerable Children-other hazardous labor	2	1.61
Other forms of child labor	4	3.23
Vulnerable Children-Child marriage/mothers	0	0.00
Disability	1	0.81
Other Marginalized Groups- Adivasis/Secluded Caste/sex worker's children/ Gypsies/etc.	0	0.00
Death by Accident	16	12.90
Accident	0	0.00
Missing	0	0.00
<b>Children in conflict with the law: Cluster Total</b>	<b>6</b>	<b>4.84</b>
Drug abuse and peddling	0	0.00
Violence and other crimes	1	0.81
Police handling/custody/Justice	4	3.23
Shelter and Correction homes	1	0.81
<b>Rights: Cluster Total</b>	<b>77</b>	<b>62.10</b>
Rescue/Rehabilitation	0	0.00
Education	35	28.23
Maternal and child nutrition	7	5.65
Health Care	4	3.23
Death from health related reasons	1	0.81
HIV/STDs	1	0.81
Reproductive health	1	0.81
Child birth registration	0	0.00
Recreation/Sports/Culture	20	16.13
Freedom of Expression	0	0.00
Legal Support/Aspects	14	11.29
Children Associations	1	0.81

Survival	0	0.00
Lifestyle	0	0.00
Discrimination	0	0.00
<b>Children and Governance: Cluster Total</b>	<b>28</b>	<b>22.58</b>
Govt Polices related to children	6	4.84
Announcements by govt/state dignitaries	24	19.35
Government allocations	0	0.00
Bad Governance and Corruption	0	0.00
NGO initiatives	2	1.61
Govt. special institutions for children	0	0.00
<b>Success/Achievements: Cluster Total</b>	<b>13</b>	<b>10.48</b>
Creativity	4	3.23
Innovation	1	0.81
Social Contribution	0	0.00
Academic achievement/excellence	5	4.03
Positive others	5	4.03
<b>Packages covering multiple issues</b>	<b>68</b>	<b>54.84</b>

#### Authenticity of packages

Indicators	No. of reports	%
Info gaps/Inaccuracy	10	8
Sweeping Statement	19	15
Evidence- Documents/	12	10
Source weak and vague	1	1
All involved parties	22	18
Multiple authenticity	8	6
Too short for proper	4	3
No problem	58	47
base: total package 124		
Total No problem	62	
% of base: 124	50	

#### Clarity of Packages

Indicators	No. of reports	%
Information inconsistency	4	3
Unanswered questions	33	27
Focus not clear	13	10
Jerks in logical sequence	2	2
Multiple clarity pro	22	18
Too brief for proper	4	3
No problem with clarity	53	43
Good and Clear	5	4
<b>Total No Problem</b>	<b>62</b>	
<b>% of base: 124</b>	<b>50</b>	



No picture	3	2
Violent/Traumatic images	10	8
Dead Bodies	9	7
Violation of privacy	9	7
Indecent images	3	2
Harmful depiction of	11	9
Using children for s	3	2
Negative multiple co	12	10
No Negative Elements	46	37
Positive Elements	24	19
Positive: Human Interests	19	15

<b>Total No problem</b>	89
<b>% of base: 124</b>	71.77
<b>Images positive: Total</b>	43
<b>% of base: 124</b>	35

### Tones and implications of packages

Indicators	No. of reports	% of 124
<b>Representation: Cluster Total</b>	<b>11</b>	<b>9</b>
Portrayed as passive	10	8
Portrayed as criminal	1	1
<b>Safety and Security: Cluster Total</b>	<b>4</b>	<b>3</b>
Name of children in	1	1
Photo/image of child	2	2
<b>Impact/Consequences: Cluster Total</b>	<b>3</b>	<b>2</b>
Detailed description	3	2
<b>Presentation/Style: Cluster total</b>	<b>25</b>	<b>20</b>
Description of excessive violence	4	3
Using children for Eliciting Sympathy only	1	1
Stereotypical Words	2	2
Violation of Privacy	3	2
Insensitivity /Patronizing attitude/Overplay of emotions–Tear jerker /Derogatory–About Child or Situation	6	5
Out of Context Statements/Information	13	10
Multiple Content Matter	30	24
<b>Showing no problem: Cluster Total</b>	<b>64</b>	<b>52</b>
Too Brief for proper Assessment	5	4
Nothing Negative in	26	21
Positive	33	27
	124	

<b>Total No problem</b>	64
<b>% of base: 124</b>	52
<b>Total Problems</b>	36
<b>% of base: 124</b>	48

### Baseline 2009:

*The baseline study had not looked into the qualities of packages. It had however leniently categorized 17 of the total number of child-related stories(127) as in-depth reports.*

*These were mainly packages.*

*The issue covered by the highest number of these stories had been ‘Lifestyle’—a four-part series on day-care centres, run on ATN Bangla, which however had approached the subject from the point of view of mothers.*

*Three issues, namely Education, Healthcare and Announcement by State dignitaries/officials had each been reflected in three in-depth stories; while the issue of Police Handling/Juvenile Justice claimed two in-depth stories.*

*On another front, five of these had covered seminars/workshops or programmes, while children had appeared only incidentally as part of a bigger picture in one story.*

*Only three in-depth stories had nothing negative in their tones or implications (for children), while one had been too brief for proper assessments. Prevalent problems included: Portrayal as passive victims (4); Excessive descriptions of violence (3) and Stereotypical depictions (3).*

*Inadequacies of authenticity in in-depth reports: 12 reports (71%) out of the 17 in-depth stories*  
*Key Authenticity Inadequacy: All the essentially involved parties not covered: 11 reports (65%)*

*Inadequacies of Clarity in in-depth pieces: 15 reports (90%) out of the 17 in-depth stories*  
*Key Clarity inadequacies: Unclear Focus: 10 reports (59%) and Inconsistent Information: 5 reports (29%)*

## Comparison between Channels

### Airtime Allotted to Child-related Reports

TV Channel	Total airtime of the bulletins	In minutes	Total airtime of the child-related reports	In minutes	% of airtime allotted to child-related reports
BTV	40H 9M	2409	2H	120	5
ATN	49H 8M	2948	1H 7M	67	2
Channel-I	57H 10M	3430	1H 33M	93	3
NTV <b>Base: Total airtime of the monitored bulletins per channel</b>	53H 9M	3189	1H 34M	94	3

### Number of Child-related Reports

TV Channel	No. of child-related reports	Percent
BTV	47	23.74
ATN Bangla	44	22.22
Channel-i	60	30.30
Ntv	47	23.74
<b>Base: Total no. of child-related reports (198)</b>	198	100

**Baseline 2009: Number of Child-related Reports on the monitored bulletins of the three common Channels:** BTV—46 (36%); ATN Bangla—62 (49%); Channel-i—19 (15%).

### Duration range of stories

Channels	Duration range										Total
	0-1 min	%	1-3 min	%	3-5 min	%	5	%	6	%	
BTV	12	26	19	40	15	32	0	0	1	2	47
ATN Bangla	17	39	27	61	0	0	0	0	0	0	44
Channel-i	21	35	37	62	2	3	0	0	0	0	60
Ntv	14	30	22	47	10	21	1	2	0	0	47
Base: total number of stories of each channel	64		105		27		1		1		198

### Baseline 2009:

BTV: 0-1 min : 61%; 1-3 min : 35%; 3-5 min : 4% ; 5-6 min : 0%

ATN Bangla: 0-1 min : 55%; 1-3 min: 37%; 3-5 min : 8% ; 5-6 min : 0

Channel-i: 0-1 min: 74%; 1-3 min: 16%; 3-5 min: 5% ; 5-6 min : 5%

### Types of child-related reports

Type of stories	TV Channels				Total
	BTV	ATN Bangla	Channel-i	Ntv	
Event-based straight News	44	42	52	42	180
Follow-up Report	2	2	8	4	16
Feature	1	0	0	1	2
	47	44	60	47	198

**Baseline 2009:** 17 reports had been classified as in-depth (13% of all child-related reports): BTV—5 (11% of its child-related reports); ATN Bangla—10 (16% of its child-related reports); and Channel-i—2 (11 %

	TV Channels								Total
	BTV	%	ATN Bangla	%	Channel-i	%	Ntv	%	
Treatment of news									
In Vision (IV)	2	4.26	0	0.00	0	0	1	2.13	3
Out of Vision (OOV)	17	36.17	17	38.64	18	30	14	29.79	66
Package (graphics, sync, phono, Vox-pop)	27	57.45	26	59.09	42	70	29	61.70	124
OOV+Sync	1	2.13	1	2.27	0	0	3	6.38	5
Base: All child-related items for each channel	47	100.00	44	100.00	60	100	47	100.00	198

of its child-related reports).

### Treatment of Child-related Reports

**Baseline 2009: Treatment of Child-related Reports**

*BTV—IV: 3 (7%); OOV—31 (67%); Package: 12 (26%)*  
*ATN Bangla—IV: 0; OOV: 32 (52%); Package: 30 (48%);*  
*Channel-i: IV: 2 (11%); OOV—12 (63%); Package: 5 (26%)*  
**Note:** *OOV + Sync was not segregated during the baseline monitoring.*

## Authenticity of Child-related Reports

Indicators	TV Channels			
	BTV (47)	ATN Bangla (44)	Channel-I (60)	Ntv (47)
Info gaps/Inaccuracy	6	2	1	3
Sweeping Statement	8	5	7	2
Evidence- Documents/Direct observation not cited	4	3	4	2
Source weak and vague	1	0	0	0
All involved parties not covered	4	6	15	9
Multiple authenticity problem	4	0	2	3
Too short for proper assessment	12	14	8	9
No problem	16	14	25	21
Base: All child-related items for each channel	47	44	60	47
Total items without authenticity, inadequacy	28	28	33	30
	59.57	63.64	55.00	63.83

### **Baseline 2009—Proportions of Child-related Reports with Inadequacies of Authenticity:**

**BTV:** 89% of its child-related reports. (The most prevalent problems: all essentially involved parties not covered—83%; sweeping statements: 4%)

**ATN Bangla:** 95% of its child-related reports. (The most prevalent problems: all essentially involved parties not covered—85%; sweeping statements: 8%)

**Channel-i:** 89% of its child-related reports. (The most prevalent problems: all essentially involved parties not covered—76%; evidence/documents not cited: 18%)

## Clarity of Child-related Reports

Indicators	TV Channels				Total
	BTV	ATN Bangla	Channel-i	Ntv	
Information inconsistent/ Not authentic	3	2	1	1	7
Unanswered questions/Incomplete information	8	8	18	13	43
Focus not clear	2	4	4	4	12
Jerks in logical sequence	0	0	1	1	2
Multiple clarity problems	9	6	6	3	18
Too brief for proper assessment	11	13	8	10	42
No problem with clarity	18	12	22	17	69
Good and Clear	0	1	4	0	5
Base: Child-related Reports per each	47	44	60	47	198

channel					
Total items without authenticity, inadequacy	29	26	34	27	116
	61.70	59.09	56.67	57.45	58.59

**Baseline 2009—Proportions of Child-related Reports with Inadequacies of Clarity:**

**BTV:** 89% of its child-related reports. (The most prevalent problems: unclear focus—52%; inconsistent information—30%)

**ATN Bangla:** 89% of its child-related reports. (The most prevalent problems: unclear focus—55%; inconsistent information—23%)

**Channel-i:** 68% of its child-related reports. (The most prevalent problems: unclear focus—47%; inconsistent information—24%)

**Visuals of Child-related Reports**

	TV Channels		Channel-i		
	BTV	ATN Bangla		Ntv	Total
Reports without Visuals	4	2	1	1	8
Violent/Traumatic images	1	0	4	6	11
Dead Bodies	1	4	2	7	14
Violation of privacy	1	2	2	4	9
Indecent images	2	1	1	1	5
Harmful depiction of Anti-social/Criminal Activities	1	2	3	5	11
Using children for sympathy only	0	0	1	2	3
Negative multiple content		1	4	8	13
No Negative Elements:	17	24	20	17	78
Positive Elements	11	6	19	9	45
Positive: Human Interest	9	4	11	4	28
<b>Total number of Child-related Reports with Visuals (190)</b>	<b>43</b>	<b>42</b>	<b>59</b>	<b>46</b>	
<b>Visuals showing nothing negative</b>	37	34	50	30	
<b>% of visuals showing nothing negative</b>	86.05	80.95	84.75	65.22	

**Baseline 2009—Proportions of Child-related Reports with visuals (Total: 124) showing negative elements in their images and the prevalent negative factors:**

**BTV:** 7% of its child-related reports with visuals (44)—one story showing violent or traumatic image

**ATN Bangla:** 18% of its child-related reports with visuals (62)—four stories showing violent or traumatic images

**Channel-i:** 33% of its child-related reports with visuals (18)—three stories showing dead bodies and two stories showing violent or traumatic images

## Negative Tone and Implications of Content-matter (Narratives only)

Indicators	TV Channels				Total
	BTV	ATN Bangla	Channel-i	Ntv	
<b>Representation: Cluster Total</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>14</b>
Portrayed as passive victims or as a mere child-not seeking his/her opinion in matters involving the child	2	6	3	2	13
Portrayed as criminals	0	0	0	1	1
<b>Safety and Security: Cluster Total</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>8</b>
Name of children in conflict with the law	1	0	0	0	1
Address/other identification of child victims of sexual or other sensitive abuses/situation	0	0	0	1	1
Photo/image of child victims of sexual or other sensitive abuses/situation	0	0	0	1	1
Photo/image of child victims in conflict with the law	0	1	2	2	5
<b>Impact/Consequences: Cluster Total</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>4</b>
Stigma or blame/negative image attached to child	0	0	1	0	1
Racial/Class/Gender discrimination or negative portrayal is evident	0	0	1	0	1
Detailed description of crime/anti social activities or of harmful imitative behavior	0	1	1	1	3
<b>Presentation/Style: Cluster Total</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>4</b>	<b>26</b>
Description of Excessive Violence	0	1	2	1	4
Using children for sympathy only	1	0	1	0	2
Stereotypical Words or Adjectives	0	0	0	2	2
Violation of Privacy/ Unnecessary personal info	0	2	1	0	3
Insensitivity/patronizing attitude/overplay of emotions- tear jerking/derogatory-about child or situation	1	2	3	0	6
Out of context statements/Information	4	3	5	1	13
<b>Multiple Problems with Content Matter</b>	<b>7</b>	<b>8</b>	<b>12</b>	<b>5</b>	<b>32</b>
<b>Showing no problem/ too brief: Cluster Total</b>	<b>31</b>	<b>27</b>	<b>38</b>	<b>32</b>	<b>128</b>
Too brief for proper assessment	10	13	7	8	38
Nothing Negative in content-matter	10	7	15	13	45
Positive	11	7	16	11	45
<b>Total Number of Child-related Reports</b>	<b>47</b>	<b>44</b>	<b>60</b>	<b>47</b>	<b>198</b>

### Total number of unproblematic reports (Tones and implications)

	BTV	ATN Bangla	Channel-i	NTV	Total
Total Number of Child-related Items	47	44	60	47	198
Total no problem	31	27	38	32	128
% of total no problem	66	61	63	68	65



**Baseline 2009—Proportions of Child-related Reports with Problems of Tone and Implications:** (Note: unlike the follow-up survey, the stories found to be too brief for proper assessment had been marked for problems.)

**BTV:** 20 of its 46 child-related reports had nothing negative in their tone and implications, while the remaining 26 were judged to be too brief for proper assessment. However, 19 of the too brief stories, which comprised around 40% of its total child-related stories, had portrayed children as unimportant. A few too-brief stories contained excessive descriptions of violence as well.

**ATN Bangla:** 31% of its child-related reports had been found to be decisively problematic. The problems these and some of its too brief reports showed included portrayal of children as unimportant, excessive descriptions of violence and stereotypical depictions.

**Channel-i:** Four reports, comprising 20% of its child-related reports, had been found to be decisively problematic. The problems these and a good number of its too brief reports showed included portrayal of children as passive victims and excessive descriptions of violence.

	BTV	total (Four Channels)	%
Announcements by govt/state dignitaries	10	30	33.33

**Note:** The picture that emerged from the follow-up survey regarding the qualitative aspects could potentially reveal a more consistent trend because of its longer stretch of period covering a wider variety of events or issues and also because of a stricter scrutiny.

## Code Sheets

### *Ethical Child Reporting: Print Media Codes-1 (Follow-up survey)*

#### *Codes for National Dailies*

Prothom Alo	1
The Daily Jugantor	2
Shamokal	3
Ittefaq	4
The Daily Inqilab	5
The Daily Naya Diganta	6
The Daily Janakantha	7
Kaler Kantho	8
The Daily Star	9
New Age	10

#### *Codes for Items*

Event-based Straight Report	1
Follow-up Report	2
In-depth Report	3
Feature	4
Editorial	5
Standalone Photograph/Pic	6
Opinion Report	7
Appeal for Help	8
Announcement of Achievement	9
Obit Announcement	10
Announcement of Missing Children	11
Article	12

#### *Codes for Source of Items*

Staff Reporter	1
Local Correspondent	2
Staff Photojournalist/Artist	3
Feature/Special Writer	4
Desk Compilation/Report	5
News Agency	6
Foreign Correspondent	7
Press Release/Handout—without any additional input	8
Editorial Writer	9

#### *Codes for Span of Headlines*

Single-Column (S/C)	1
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Double-Column (D/C)	2
3/C, 4/C, 5/C, 6/C, 7/C	3/ 4/5/6/7
<b>Banner or Streamer</b>	<b>8</b>
<b>Standalone Pic S/C</b>	<b>9</b>
<b>Standalone Pic D/C</b>	<b>10</b>
<b>Standalone Pic 3/C Up to 6/C</b>	<b>11</b>
<b>Standalone Pic 7/C and Banner</b>	<b>12</b>

**\*\* Janakantha 3-column = 4-column and J 4-5-columns = 5-7 columns of others**

#### *Codes for Pages*

Front Page	1
Back Page	2
Metro Page	3
National Page (District News)	4
Other News Pages	5
Editorial Page	6
Cultural Page	7
Women's Page	8
Health Page	9
Others	10

#### *Codes for Placements of Items*

Upper Fold	1
Lower Fold	2

#### **Codes for Special Treatments**

Boxed Items	1
Headline in <i>Italic</i>	2
Headline Fonts in Colour	3
Reversed Headline	4
Screen as Background	5
Logo	6
Highlights (Excerpted Text)	7
Report with Photographs	8
Multiple Special Treatments	9
No Special treatment	10

**Codes for Authenticity**

Info Gaps/Inaccuracy	1
Sweeping Statement	2
Evidence—Documents/Direct observation—not cited	3
Weak, Vague or Inadequate Sourcing	4
All the Essentially Involved Parties not Covered	5
Multiple Authenticity Problems	6
Too Brief for Proper Assessment	7
Not Showing any Problem of Authenticity	8
Outstanding in Authenticity	9

**Note: 7, 8 & 9 will not overlap with any of the indicators. All others may be overlapping in an item.**

**Codes for Issues/Topics**

<b>A. Abuse and Exploitation</b>	
Sexual Abuse/Harassment	1
Incest	2
Trafficking	3
Kidnapping/Abduction	4
Physical Abuse	5
Psychological Abuse	6
Corporal Punishment at School	7
Acid Attacks	8
Murder	9
Suicide	10
*Rape	50
<b>B. Vulnerability</b>	
Vulnerable Children-Street	11
Vulnerable Children-Sex-work	12
Vulnerable Children-Domestic work	13
Vulnerable Children-Other hazardous labour	14
Other forms of Child Labour	15
Vulnerable Children-Child Marriage/Mothers	16
Children with Disabilities	17
Other Marginalized Groups—Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	18
Death by Accident	19
Accident	20
Missing Children	21
<b>C. Children in Conflict with the Law</b>	
Drug Abuse and Peddling	22
Violence and other 'Crimes'	23
Police Handling/Police Custody/Custody/Juvenile Justice	24
Shelter Homes/Correction Centres	25
<b>D. Rights</b>	
Rescue/Rehabilitation	26
Education	27
Maternal and Child Nutrition	28
Healthcare	29
Death from Health-related Reasons	30

HIV and AIDS or STDs	31
Reproductive Health	32
Child Birth Registration	33
Recreation/Sports/Culture	34
Freedom of Expression	35
Legal Support/Legal Aspects	36
Children's Associations	37
Survival	38
Lifestyle	39
*Discrimination	51
<b>E. Children and Governance</b>	
Govt. Policies Related to Children	40
Announcements by Govt./State Dignitaries	41
Govt. Allocations	42
Bad Governance and/or Corruption	43
Govt. Special Institutions for Children	44
*NGO initiative	52
<b>F. Success/Achievements</b>	
Creativity	45
Innovation	46
Social Contribution	47
Academic Achievements/Excellence	48
Other Positive Subjects	49
<b>Multiple Issues/Topics</b>	<b>53</b>

\*These issues were added later and therefore their code numbers are irregular.

#### Codes for Negative Tones and Implications of Content-Matter

<b>A. Representation</b>	
Portrayed as Passive Victims or as a mere 'child'—not seeking his/her opinions in matters involving the child	1
Portrayed as Criminals	2
Portrayed as Sexual Images	3
Featuring and Promoting Bad Role-models/ Negative Roles	4
<b>B. Safety and Security</b>	
Name of Child victims of Sexual or other Sensitive Abuses/Situations	5
Name of Children in Conflict with the Law	6
Address/other Identification of Child Victims of Sexual or other Sensitive Abuses/Situations	7
Address/other Identification of Children in Conflict with the Law	8
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	9
Photo/Image of Children in conflict with the law	10
Multiple Identification	11
<b>C. Impacts/ Consequences</b>	
Stigma or Blame/Negative Image Attached to Child	12
Racial/Class/Gender Discrimination or Negative Portrayal is Evident	13

Detailed Description of Methods of Crime/Anti-social activities or of harmful imitative behavior	14
<b>D. Presentation/Style</b>	
Excessive descriptions of violence	15
Sexual provocation	16
Sensational (other means)	17
Using children for Eliciting Sympathy only	18
Stereotypical words/Adjectives	19
Violation of Privacy/Unnecessary Personal Info	20
Insensitivity /Patronizing attitude/Overplay of emotions–Tear jerker /Derogatory–About Child or Situation	21
Out of Context Statements/Information	22
<b>E. Showing No Problem</b>	
Too Brief for proper Assessment	23
Nothing Negative in Content-matter	24
Positive	25
<b>Multiple Problems</b>	<b>26</b>

Note: 23, 24 & 25 will not overlap with any of the indicators. All others may be overlapping.

#### Codes for Clarity

Information Inconsistency	1
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	2
Unclear Focus /Lack of Focus	3
Disruptions in the Logical Order or Natural Sequence of the Story	4
Multiple Clarity problems	5
Too brief for proper assessment	6
No problem with clarity	7
Good and Clear	8

Note: 6, 7 & 8 will not overlap with any of the indicators. All others may be overlapping.

#### Codes for Readability

Jargons/Difficult words	1
Long and Complex Sentences	2
Lack of flow of language and structure	3
Irrelevant information/Repetition/Unnecessary Length	4
Lacking in Human Interest	5
Multiple readability problems	6
Too short for assessment	7
No problem with readability	8
Good to read	9

Note: 7, 8 & 9 will not overlap with any of the indicators. All others may be overlapping.

#### Codes for Angle of Items

Positive	1
Negative	2

**Graphics Content Code**

No picture	1
Violent/traumatic images	2
Dead bodies	3
Violation of privacy	4
Indecent images	5
Sexually provocative images	6
Glorifying crime/criminals	7
Harmful depiction of Anti-social/Criminal activities	8
Using children for sympathy only	9
Multiple Negative Elements	10
No Negative Elements	11
Positive Elements	12
Positive: Human interest	13

Note: 11, 12 and 13 will not overlap with any of the indicators. All others may be overlapping.

**Codes for Gender of child Involved**

Male	1
Female	2
Both	3
Not Applicable	4

**Remarks**

2 Paragraphs or Less	1
Seminar/Roundtable/Workshop/Programme	2
Public exam results	3
Day observation	4
Incidental Involvement	5
Good role models	6
Lead story	7
Death by Drowning	9
Dead victim's name (sensitive case)	11

## *Ethical Child Reporting: Print Media Codes-2 (Follow-up survey)*

*(Having impact on children)*

### *Codes for National Dailies*

Prothom Alo	1
The Daily Jugantor	2
Shamokal	3
Ittefaq	4
The Daily Inqilab	5
The Daily Naya Diganta	6
The Daily Janakantha	7
Kaler Kantho	8
The Daily Star	9
New Age	10

### *Codes for Items*

Event-based Straight Report	1
Follow-up Report	2
In-depth Report	3
Feature	4
Editorial	5
Standalone Photograph/Pic	6
Opinion Report	7
Appeal for Help	8
Announcement of Achievement	9
Obit Announcement	10
Announcement of Missing Children	11
Article	12

### *Codes for Source of Items*

Staff Reporter	1
Local Correspondent	2
Staff Photojournalist/Artist	3
Feature/Special Writer	4
Desk Compilation/Report	5
News Agency	6
Foreign Correspondent	7
Press Release/Handout—without any additional input	8



#### Codes for Span of Headlines

Single-Column (S/C)	1
Double-Column (D/C)	2
<b>3/C, 4/C, 5/C, 6/C, 7/C</b>	<b>3/ 4/5/6/7</b>
<b>Banner or Streamer</b>	<b>8</b>
<b>Standalone Pic S/C</b>	<b>9</b>
<b>Standalone Pic D/C</b>	<b>10</b>
<b>Standalone Pic 3/C Up to 6/C</b>	<b>11</b>
<b>Standalone Pic 7/C and Banner</b>	<b>12</b>

**\*\* Janakantha 3-column = 4-column and J 4-5-columns = 5-7 columns of others**

#### Codes for Pages

Front Page	1
Back Page	2
Metro Page	3
National Page (District News)	4
Other News Pages	5
Editorial Page	6
Cultural Page	7
Women's Page	8
Health Page	9
Others	10

#### Placement Codes

Upper Fold	1
Lower Fold	2

#### Special Treatment Codes

Boxed	1
<i>Italic</i> Heading	2
Colored Heading	3
Reversed Heading	4
Screen	5
Logo	6
Insert	7
Reports with pictures	8
Multiple	9
No Special treatment	10

#### Angle of stories/items

Positive	1
Negative	2

**Graphics Content Code**

No picture	1
Violent/traumatic images	2
Dead bodies	3
Violation of privacy	4
Indecent images	5
Sexually provocative images	6
Glorifying crime/criminals	7
Harmful depiction of Anti-social/Criminal activities	8
Using children for sympathy only	9
Multiple Negative Elements	10
No Negative Elements	11
Positive Elements	12
Positive: Human interest	13

Note: 11, 12 and 13 will not overlap with any of the indicators. All others may be overlapping.

***Codes for Potentially and Pronouncedly Inappropriate Content in General New Stories***

Violence	1
Indecency	2
Sexual content	3
Detailed description of crime/ Anti-social activities	4
Wrong role model	5
Extreme falsehood/distortion/confusion	6
Racial/Gender discrimination (Promotion of negative racial or gender portrayal)	7
Sensational	8
Too Depressive/Promoting negative world view	9
Provoking negative behaviour/imitative behavior	10
Other	11

**Remarks**

Lead with picture	1
Picture with Story	2

## Ethical Child Reporting: Electronic Media Monitoring Codes (Follow-up)

### TV Code

BTV	1
ATN Bangla	2
Channel i	3
Ntv	4

### Codes for Items

Event-based Straight Report	1
Follow-up Report	2
In-depth Report	3
Feature	4
Graphics	5
Appeal for Help	6
Announcement of achievement	7
Obit announcement	8
Announcement of missing Children	9

### Item Source Codes

Staff Reporter	1
Local Correspondent	2
Desk Compilation/Report	3
News Agency	4
Foreign News agency	5
Archive and reference	6
Press Release/Handout– without any additional input	7

### When in the Bulletin?

1 <sup>st</sup> Part	1
2 <sup>nd</sup> Part	2
3 <sup>rd</sup> Part	3

### Treatment of News

In Vision (IV)	1
Out of Vision (OOV)	2
Package (Graphics, Sync, Phono, Vox-pop)	3
OOV+Sync	4

### Special Treatment

Lead news	1
Special Report	2
1-1 Studio Discussion	3
Special Sting	4
Headlines	5
'Coming-up' or Promo	6
Breaking News	7
Scroll	8
Multiple	9
No special treatment	10

**Codes for Authenticity**

Info Gaps/Inaccuracy	1
Sweeping Statement	2
Evidence—Documents/Direct observation— not cited	3
Weak, Vague or Inadequate Sourcing	4
All the Essentially Involved Parties not Covered	5
Multiple Authenticity Problems	6
Too Brief for Proper Assessment	7
Not Showing any Problem of Authenticity	8
Outstanding in Authenticity	9

**Note: 7, 8 & 9 will not overlap with any of the indicators. All others may be overlapping.**

**Codes for Issues/Topics**

<b>A. Abuse and Exploitation</b>	
Sexual Abuse/Harassment	1
Incest	2
Trafficking	3
Kidnapping/Abduction	4
Physical Abuse	5
Psychological Abuse	6
Corporal Punishment at School	7
Acid Attacks	8
Murder	9
Suicide	10
*Rape	50
<b>B. Vulnerability</b>	
Vulnerable Children-Street	11
Vulnerable Children-Sex-work	12
Vulnerable Children-Domestic work	13
Vulnerable Children-Other hazardous labour	14
Other forms of Child Labour	15
Vulnerable Children-Child Marriage/Mothers	16
Children with Disabilities	17
Other Marginalized Groups— Adivasis/Scheduled Caste/Sex Worker's children/Gypsies etc.	18
Death by Accident	19
Accident	20
Missing Children	21
<b>C. Children in Conflict with the Law</b>	
Drug Abuse and Peddling	22
Violence and other 'Crimes'	23
Police Handling/Police Custody/ Custody/Juvenile Justice	24
Shelter Homes/Correction Centers	25
<b>D. Rights</b>	
Rescue/Rehabilitation	26
Education	27
Maternal and Child Nutrition	28
Healthcare	29

Death from Health-related Reasons	30
HIV and AIDS or STDs	31
Reproductive Health	32
Child Birth Registration	33
Recreation/Sports/Culture	34
Freedom of Expression	35
Legal Support/Legal Aspects	36
Children's Associations	37
Survival	38
Lifestyle	39
*Discrimination	51
<b>E. Children and Governance</b>	
Govt. Policies Related to Children	40
Announcements by Govt./State Dignitaries	41
Govt. Allocations	42
Bad Governance and/or Corruption	43
Govt. Special Institutions for Children	44
*NGO initiative	52
<b>F. Success/Achievements</b>	
Creativity	45
Innovation	46
Social Contribution	47
Academic Achievements/Excellence	48
Other Positive Subjects	49
<b>Multiple Issues/Topics</b>	<b>53</b>

\*These issues were added later and therefore their code numbers are irregular.

#### Codes for Negative Tones and Implications of Content-Matter

<b>A. Representation</b>	
Portrayed as Passive Victims or as a mere 'child'—not seeking his/her opinions in matters involving the child	1
Portrayed as Criminals	2
Portrayed as Sexual Images	3
Featuring and Promoting Bad Role-models/ Negative Roles	4
<b>B. Safety and Security</b>	
Name of Child victims of Sexual or other Sensitive Abuses/Situations	5
Name of Children in Conflict with the Law	6
Address/other Identification of Child Victims of Sexual or other Sensitive Abuses/Situations	7
Address/other Identification of Children in Conflict with the Law	8
Photo/Image of Child Victims of sexual or other Sensitive Abuses/Situations	9
Photo/Image of Children in conflict with the law	10
Multiple Identification	11
<b>C. Impacts/ Consequences</b>	
Stigma or Blame/Negative Image Attached to Child	12
Racial/Class/Gender Discrimination or Negative Portrayal is Evident	13
Detailed Description of Methods of Crime/Anti-social	14

activities or of harmful imitative behavior	
<b>D. Presentation/Style</b>	
Description of excessive violence	15
Sexual provocation	16
Sensational (other means)	17
Using children for Eliciting Sympathy only	18
Stereotypical words/Adjectives	19
Violation of Privacy/Unnecessary Personal Info	20
Insensitivity /Patronizing attitude/Overplay of emotions– Tear jerker /Derogatory–About Child or Situation	21
Out of Context Statements/Information	22
<b>E. Showing No Problem</b>	
Too Brief for proper Assessment	23
Nothing Negative in Content-matter	24
Positive	25
<b>Multiple Problems</b>	<b>26</b>

Note: 23, 24 & 25 will not overlap with any of the indicators. All others may be overlapping.

#### Codes for Clarity

Information Inconsistency	1
Unanswered Questions/Incomplete Information (Gaps in context, cause, consequences)	2
Unclear Focus /Lack of Focus	3
Disruptions in the Logical Order or Natural Sequence of the Story	4
Multiple Clarity problems	5
Too brief for proper assessment	6
No problem with clarity	7
Good and Clear	8

Note: 6, 7 & 8 will not overlap with any of the indicators. All others may be overlapping.

#### Angle of stories/items

Positive	1
Negative	2

#### Graphics Content Code

No picture	1
Violent/traumatic images	2
Dead bodies	3
Violation of privacy	4
Indecent images	5
Sexually provocative images	6
Glorifying crime/criminals	7
Harmful depiction of Anti- social/Criminal activities	8
Using children for sympathy only	9
Multiple Negative Elements	10
No Negative Elements	11
Positive Elements	12
Positive: Human interest	13

Note: 11, 12 and 13 will not overlap with any of the indicators. All others may be overlapping.

**Codes for Gender of child Involved**

Male	1
Female	2
Both	3
Not Applicable	4

**Remarks**

2 Paragraphs or Less	1
Seminar/Roundtable/Workshop/ Programme	2
Public exam results	3
Day observation	4
Incidental Involvement	5
Good role models	6
Lead story	7
Drowning death	9
Dead victims name (sensitive case)	11

## Ethical Child Reporting: Electronic Media Monitoring Codes -2 (Follow-up)

### TV Code

BTV	1
ATN Bangla	2
Channel i	3
Ntv	4

### Codes for Items

Event-based Straight Report	1
Follow-up Report	2
In-depth Report	3
Feature	4
Graphics	5
Appeal for Help	6
Announcement of achievement	7
Obit announcement	8
Announcement of missing Children	9

### Item Source Codes

Staff Reporter	1
Local Correspondent	2
Desk Compilation/Report	3
News Agency	4
Foreign News agency	5
Archive and reference	6
Press Release/Handout–without any additional input	7

### When in the Bulletin?

1 <sup>st</sup> Part	1
2 <sup>nd</sup> Part	2
3 <sup>rd</sup> Part	3

### Treatment of News

In Vision (IV)	1
Out of Vision (OOV)	2
Package (Graphics, Sync, Phono, Vox-pop)	3
OOV+Sync	4

### Special Treatment

Lead news	1
Special Report	2
1-1 Studio Discussion	3
Special Sting	4
Headlines	5
'Coming-up' or Promo	6
Breaking News	7
Scroll	8
Multiple	9
No special treatment	10



**Angle of stories/items**

Positive	1
Negative	2

**Graphics Content Code**

No picture	1
Violent/traumatic images	2
Dead bodies	3
Violation of privacy	4
Indecent images	5
Sexually provocative images	6
Glorifying crime/criminals	7
Harmful depiction of Anti-social/Criminal activities	8
Using children for sympathy only	9
Multiple Negative Elements	10
No Negative Elements	11
Positive Elements	12
Positive: Human interest	13

Note: 11, 12 and 13 will not overlap with any of the indicators. All others may be overlapping.

*Codes for Potentially and Pronouncedly Inappropriate Content in General New Stories*

Violence	1
Indecency	2
Sexual content	3
Detailed description of crime/ Anti-social activities	4
Wrong role model	5
Extreme falsehood/distortion/confusion	6
Racial/Gender discrimination ( <i>Promotion of negative racial or gender portrayal</i> )	7
Sensational	8
Too depressive promoting negative world view	9
Provoking negative behaviour/imitative behavior	10
Other	11