Annexure

A: Sample

Research Sample : 380 samples Collected
Sample Area : 13 districts from different areas of Maharashtra
Sample Collected from : Different age groups, Professions, Income groups, genders.

B. Format of the Questionnaire Distributed to Viewers

Section 1: Personal Information
1. Name:
2. Address:
3. E-Mail:
4. Gender:
5. Age:
6. Educational Qualification:
7. Occupation: (Employed, Unemployed, Self Employed)
8. Monthly House-hold Income:

Section 2: Information about TV
1. You Watch TV: (Every day/Sometimes in week/ Weekends only)
2. You watch TV in: Evening night Other time
3. Average TV Viewing Hours Per Day : < 0r = 2 2-4 4-6
4. You Watch News in : Morning / evening / night / Late Night

Section 3: Information about TV News Viewing
2. Your Favorite Channel:
3. Your Favorite News
5. Your Favorite News Based /Current Affair Program (in any Language)
6. Your Favorite Marathi News
7. Your favorite News Anchor
8. Your Favorite Marathi News Anchor
9. Your favorite anchor (Current Affairs)
10. Your favorite Anchor (Marathi Current Affairs)

Section 4 : Information about the credibility
1. Which national News channel is faster?
2. Which Marathi News channel is faster?
3. Which News channel is more accurate?
4. Which Marathi news channel is more accurate?
5. Which is the most reliable and credible News Channel?
6. Which is the most reliable and credible Marathi news channel?
7. Do You think the News add to your Knowledge?
8. Does it affect on your day to day life?
9. What do you like most in your favorite Marathi channel?

(Production/presentation/reporting)

Section 5 : Choice Of News
1. What Sort of news do you like to see on the bulletin every day? (Politics/ share market/ Social/ human Interest/ developmental sports/ entertainment?)
2. What sort of news you hate most?
3. Does it have any impact on your mind Yes / No /Sometimes
   How? A Pleasing you B. Disturbing you C. Making you angry
   D. nothing like any of that
4. Do you think that the Impact of the news on TV ever change your perspective towards any subject or happening? (Y/N/Some times)
5. Do you think the news is made sensational? (Y/N/Some times)
6. Do you react to the news and if yes, how?
   A. By discussing it at home, at office or elsewhere,
   B by neglecting it
   C by writing it in the letter to the channel
   D. by making a phone call to the channel
   E. by other way of reacting
   F. Do you like to participate in the current affairs live programs on any channel to react on the burning topics of the week? (Y/N/Some times)
   G. what is most important according to you in the news bulletins?
6. Can you give at least one example from the following types of the news, and tell where you have seen them on which news channel in last two months?
   a. Good political story
   b. Good coverage of the Natural disaster
   c. Good human interest

C. Questionnaire for Senior Producers and News Heads

1. What is Number of the bulletins your channel Produce?

2. What is the strength of your Staff? (Permanent and/or on contract?)
   - Reporters
   - Editorial
   - Asst Editors
   - Cameramen
   - Video Editors
   - Anchors
   - News Producers
   - Production Assts
   - Computer Engineer
   - Graphic Artists
   - Library
   - Facility
   - Stringers

3. How many Reporters and editors work on computer directly?

4. How many of the following technical devices are used on your channel?
   - Auto cue-teleprompter
   - Talk Back to anchor
   - Cameras-Indoor-studio
   - Cameras-Outdoor
• Cut to cut editing
• Non Linear Editing
• Scroll super
• Graphic Support
• Chroma Key
• Changes in Background

5. Is there any style book of your channel for
   • Language
   • Pronunciation
   • Body language
   • Wardrobe
   • Make up
   • Graphics

6. Have you got Wardrobe of your channel sponsored?

7. Is your staff Multi skilled in Reporting, Editing and Anchoring?

8. Have you organized any training for your staff?
   (Internal / in house / government / outside hired agency)

9. Do you produce any News Based and current affairs Programs?
   How many? What are the Time slots?

10. Is there any separate staff deputed for the Current affairs?

11. Have you tried to compare your working with the other private
    channels?

12. What was the impact of other private satellite channels on your
    channels?

13. Do you have a free hand in editorial decisions?

14. What basic changes in the system are drastically needed?

15. Have you made any major changes in the News making?

16. Is there any written broadcast code for your channel?

17. How many OB vans are exclusively reserved for your News set up?

18. Do you hire any more OB vans? How and when?

19. How many live inputs are taken normally every day?

20. How many points of live connectivity are available for your news?

21. Do you have authority to hire the vehicles like car/ chopper?
22. Do you use satellite phone or ISDN lines for the feeding of news?

23. Which format do you generally use for the feed from remote place?
   - Satellite
   - DSNG
   - Optic Fiber Cable
   - MB Lines
   - Private Companies support like Reliance?

24. How do you prepare Run Down/ Cue Sheet?

25. How many Packages are produced from your centre every day?

26. What is the division of subjects you focus in the bulletin? Like Politics, social, Public Utility, Sports?

27. Are there specific beats assigned to the reporters?

28. Do you meet the reporters regularly, and brief them regarding the assignments?

29. Are your reporters and staffers trained in multi skilled tasks? Like camera, editing, reporting, visual edit, effects, computers etc?

30. Is there integrated and dedicated network of computers for the news?

31. Do you have direct access to your net work or visual library in Delhi?

32. Do you get footage from FD, NFDC, AIR etc from Govt agencies?

33. How many times anchors panels were recruited?

34. What is the Organizational structure of the news room?

35. Are your stringers trained?

36. Are there any restrictions on news gathering and subjects related to the government?

37. Can you make stories criticizing the government policies?

38. Have you exposed any matter from the public usage point of view?

39. What are your efforts as the public broadcaster?

40. What are the latest technical packages or software which you have got? Do you use them regularly?

41. What is the minimum time to send or make your crew ready for the coverage?
42. How is your library system works for the news?
43. How many stock shots have you preserved?
44. Is there any method of the audience survey regularly?
45. How does the audience react on your production of news?
46. Do you use Video server?
47. Do you take vox pop?
48. Do you include reactions and opinions of common man in your coverage and telecast them?
49. Have you advertised your own news cast in other programs?
50. Do you have the freedom after the BCI was formed?
51. Your section is under staffed or overstaffed?
52. How many of the staff is above 55 years old?
53. What is the average age of the staff?
54. On Your channels, is there any concept of Breaking News?
55. How many stories were telecast for the first time?
56. Do you or your staff watch other channels regularly?
57. How many formats do you use in the news making?
  • Anchor –bite
  • Graphics
  • Voice over packages
  • Stand ups
  • PTC’s
  • Live
  • Phone in
  • Studio Interviews
  • Debates
  • Vox pops
  • Edited reactions
58. Have you brought the changes in technique and attitudes of the staff?