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# Media Analysis Report: Nutrition and Health Issues in the Media

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Conducted by



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## Background

More than ever, the mass media play a vital role in how information is disseminated and how societies are shaped and function. As traditional forms of media and information dissemination change rapidly in an increasingly technological world, it is more important now than ever to understand the way media work and to provide them with resources and tools to play a strong role in ensuring accurate and adequate coverage of nutrition and health-related issues.

Management Resources and Development Initiative (MRDI), by request and with support from the Food and Nutrition Technical Assistance III Project (FANTA), with funding from the U.S. Agency for International Development (USAID), undertook baseline media monitoring during the period of January–June 2012 to observe how nutrition and health issues, specific to maternal, child, and adolescent health and nutrition across the life cycle, are reported in the media. The results of the baseline media monitoring and meetings with the media were used to design interventions with the media in Bangladesh to improve nutrition reporting. It was determined that a focus on select print media houses and community radio could affect the most change as a first phase of media interventions. Interventions conducted by MRDI and FANTA between July 2012 and December 2013 included in-house trainings at the *Daily Star*, *Jugantor*, *Kaler Kantho*, and *Prothom Alo* and one training for 15 representatives of community radio, as well as a mentorship program for 18 journalists selected from the media trainings. The trainings were designed to raise media awareness and understanding of nutrition issues in Bangladesh; build consensus among media gatekeepers on the importance of accurate and in-depth reporting of nutrition issues; strengthen the investigative reporting skills of journalists to improve the accuracy and depth in reporting of nutrition issues; and improve the quality, accuracy, and frequency of reporting on nutrition issues in Bangladesh. Each training included senior media staff (e.g., editors, chief reporters, news editors) and national and local correspondents and reporters.

Follow-up monitoring of print media was conducted to determine if reporting on nutrition had improved or increased during the time period of the interventions. Follow-up monitoring of television news segments was conducted to determine if other factors were also at play in increasing nutrition and health-related coverage. The results of the media analysis will be used to determine further steps required to improve and increase nutrition and health reporting among media in Bangladesh.

## Objectives of the Media Analysis

1. To track the amount, type, content, focus, placement/treatment, and clarity/readability of nutrition and health-related coverage during the time period 15 February–15 October 2013
2. To compare results of the media analysis with the results of the baseline media analysis conducted during the time period 15 January–15 June 2012

## Methodology

This report analyzes the findings of a follow-up survey of nutrition and health-related news in newspapers and on prime time television broadcasts, with an aim to assess the coverage trend. The survey monitored 10 national and 2 local daily newspapers and 4 national-level television channels (during prime time news broadcasts) during the time period of February 15, 2013 – October 15, 2013.

Print media included:

- **National newspapers**
  - *Prothom Alo*
  - *The Daily Star*
  - *Samakal*
  - *Ittefaq*

- *Naya Diganta*
- *Janakantha*
- *The Independent*
- *Jugantor*
- *Kaler Kantho*
- *New Age*
- **Local newspapers**
  - *Sonar Desh* (from Rajshahi)
  - *Gramer Kagoj* (from Jessore)

Note: All pages were monitored except International, Business, and Sports pages.

Television included:

- **State-owned**
  - BTV at 8:00 pm
- **Satellite channels**
  - ATN Bangla at 10:00 pm
  - NTV at 10:30 pm and Channel i at 10:30 pm

## Data Management and Analyses

Newspaper and television reports on nutrition and health were analyzed for:

- Number of articles and news segments
- Type of article and news segment
- Special treatment given to articles and news segments
- Geographic focus of articles and news segments
- Placement of articles in newspapers and of news segments in prime time broadcasts
- Issues covered in articles and in news segments
- Clarity of articles and news segments: Criteria for determining the clarity of news coverage included consistency of information, correct analysis of information, correct use of nutrition data, use of sources, and use of figures
- Readability of articles: Criteria for determining the readability of news coverage included simplicity of language, structural sentences, limited use of jargon, and concise sentences

Data for each article and broadcast news segment were coded on code sheets (see Annex A and Annex B). A data entry sheet was developed for each content item on which the data were recorded as per the code sheets. Crosschecks for assessment and coding consistency were done at regular intervals during the data coding. Separate databases were then developed for each section of content. Inconsistencies and typing errors were checked and corrected before analyzing the data. The databases were developed and all data analyses were done using SPSS version 17.0 statistical software.

The indicators for analyzing health and nutrition-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 and limited to the essential facts only
- **Follow-Up Reports:** Reports that follow-up events already reported and update readers or viewers on their development over time. This type of report 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; help readers or viewers understand the complex realities; and discern the processes and patterns of events and the issues involved. 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 an event could also go in-depth.
- **Features:** Features are longer and more in-depth than other reports. They are complex or entertaining stories in newspapers or television news segments, usually strong in human interest elements or focused on an offbeat issue or aspect. Features are more attractive and distinctive in style than straight news pieces. They may focus on a current news event or on a subject or issue.

### Definitions: News Producers

- **Staff Reporter:** This term refers to reporters who are on the monthly payroll of a media institution, usually based at the headquarters.
- **Local Correspondent:** This term refers to journalists who send reports from outside the center 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 produces a composite report, some news media call these “desk compilations.”

### Definitions: Treatment of Print News

- **Fold:** The fold that divides a newspaper page into top and bottom 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 segment.
- **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., it 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.
- **Color Headline:** A headline with type set in color to signify its distinction.
- **Reversed Headline:** A headline with type in white set on strips in black or color.
- **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 their prominence or to set them 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.

### Definitions: Treatment of Broadcast News

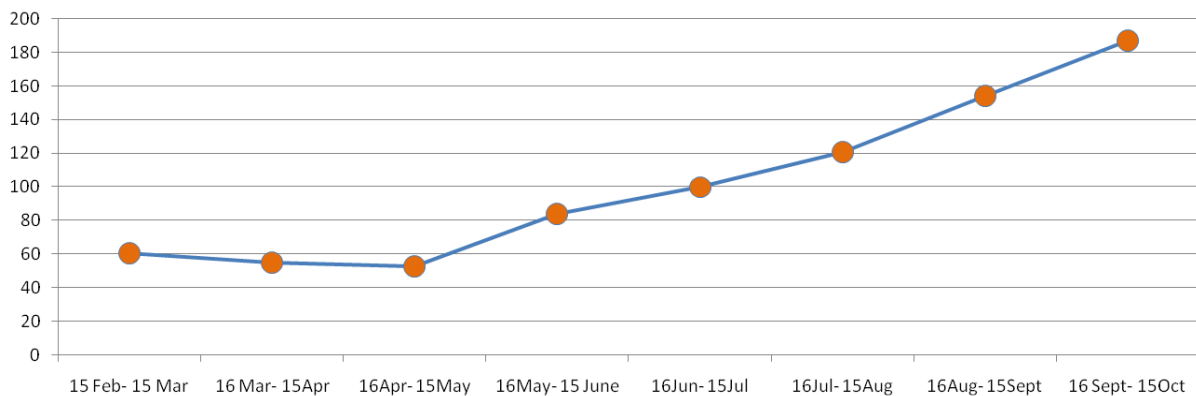
- **Breaking News:** Events that are still unfolding or developing during the transmission of a news segment. These are news events that require frequent updating during the broadcast cycle.

- **Vox Pop:** 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 program or to highlight news headlines. On TV, stings can come with visuals.
- **Promo or “Coming up”:** A short announcement promoting an upcoming story. Also called a trail, trailer, or teaser.
- **Sync:** This term means any audio or sound bites recorded on location.

## Results of Print Media Monitoring

The trend shown in Figure 1 indicates a rise in coverage on health and nutrition issues from February to October 2013. Media coverage has increased significantly since June 2013.

**Figure 1. Monthly Trend of Nutrition Coverage in Newspapers**



Despite this positive trend, a majority of the coverage was event-based. This indicates reporters covered nutrition or health-related events assigned to them by their newsroom managers.

Figure 2 shows the newspapers monitored during the time period and the number of nutrition and health-related articles that appeared in each. *The Ittefaq* and *Prothom Alo* with 107 and 106 nutrition and health-related reports, respectively, had the most coverage. The figure shows a steady rise in coverage for most newspapers during the time period, with the most articles occurring in September 2013, the month of International Girl Child Day. This event occupied most of the stories in nearly all the newspapers listed.

The English-language newspaper *New Age* ranked the lowest among national daily newspapers with regard to nutrition-related coverage, with 29 reports. Local dailies lag far behind their national counterparts. With 24 nutrition-related reports, *Gramer Kagoj* (Jessore) had the lowest amount of coverage during the time period.

**Figure 2. Number of Nutrition and Health-Related Articles in Newspapers**

Newspapers	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
<i>Ittefaq</i>	5	11	6	11	15	17	16	26	<b>107</b>
<i>Prothom Alo</i>	15	12	7	11	19	11	18	13	<b>106</b>
<i>Kaler Kantho</i>	3	4	3	6	8	14	26	25	<b>89</b>
<i>Jugantor</i>	3	2	5	5	6	9	18	31	<b>79</b>
<i>Samakal</i>	7	8	7	5	7	13	14	13	<b>74</b>
<i>The Independent</i>	8	3	8	8	9	11	12	14	<b>73</b>
<i>The Daily Star</i>	6	4	5	12	14	9	12	9	<b>71</b>
<i>Janakantha</i>	3	2	8	8	6	10	12	19	<b>68</b>
<i>Naya Diganta</i>	2	2	4	9	4	12	15	12	<b>60</b>
<i>Sonar Desh</i>	2	2	0	5	5	3	5	13	<b>35</b>
<i>New Age</i>	4	4	0	0	5	7	5	4	<b>29</b>
<i>Gramer Kagaj</i>	3	1	0	4	2	5	1	8	<b>24</b>
<b>Total</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>84</b>	<b>100</b>	<b>121</b>	<b>154</b>	<b>187</b>	<b>815</b>

Figure 3 shows the number of reports on a monthly timeline according to type of newspaper article. There has been a steady rise of in-depth reports, which signifies that reporters conducted investigative journalism and provided valuable content for the readers in their reports. Features stories also increased during this time period, which shows increased interest and focus on nutrition-related topics by journalists.

**Figure 3. Types of Newspaper Articles**

Types of articles	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Event/spot news	42	32	35	58	66	80	110	133	<b>556</b>
Feature	19	17	15	26	22	33	27	29	<b>188</b>
Editorial	0	2	3	0	11	6	9	7	<b>38</b>
In-depth/issue-based report	0	3	0	0	1	0	8	18	<b>30</b>
Follow-up report	0	1	0	0	0	2	0	0	<b>3</b>
<b>Total</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>84</b>	<b>100</b>	<b>121</b>	<b>154</b>	<b>187</b>	<b>815</b>

Figure 4 shows any special treatment given to nutrition-related news reports. During the period of monitoring, there was a high number of news reports with photos, graphs, and/or charts that gave readers and viewers visual illustrations of the issues. However, the vast majority of coverage did not receive any special treatment, especially in the period of June 16 – July 15, 2013.



**Figure 4. Special Treatment to Newspaper Articles**

Special Treatment	Timeline							
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct
Boxed	1	0	0	0	5	2	0	4
Italic heading	0	1	0	0	2	0	1	0
Colored heading	2	1	3	0	1	0	4	1
Reversed heading	0	0	0	0	2	1	1	0
Screen	3	2	2	2	3	2	2	1
Logo	5	0	0	0	0	0	0	0
Insert	3	6	4	1	7	0	4	1
Reports with pictures, graphs, charts	30	21	29	27	26	8	15	10
No special treatment	28	28	20	23	61	4	26	5
<b>Total</b>	<b>72</b>	<b>59</b>	<b>58</b>	<b>53</b>	<b>107</b>	<b>17</b>	<b>53</b>	<b>22</b>

As seen in Figure 5, the majority of news items covered nutrition and health-related issues in both urban and rural areas of Bangladesh. The trend is moving toward reporting on rural nutrition issues.

**Figure 5. Geographic Focus of Newspaper Articles**

Area of Coverage	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Both	41	28	24	54	71	74	109	103	<b>504</b>
Not mentioned	9	15	16	15	9	22	27	37	<b>150</b>
Rural	4	10	3	12	12	18	14	40	<b>113</b>
Urban	7	2	10	3	8	7	4	7	<b>48</b>
<b>Total</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>84</b>	<b>100</b>	<b>121</b>	<b>154</b>	<b>187</b>	<b>815</b>

As seen in Figure 6, a large number—504 items—were placed on the front page of the newspapers. This typically is where newspapers include their most compelling and newsworthy articles. This placement indicates newspapers gave importance to nutrition and health issues.

**Figure 6. Placement of Newspaper Articles**

Page/ Section	Timeline								Total
	15 Feb- 15 Mar	16 Mar- 15 Apr	16 Apr- 15 May	16 May- 15 June	16 June- 15 July	16 July- 15 Aug	16 Aug- 15 Sept	16 Sept- 15 Oct	
Front Page	6	5	0	35	100	109	154	95	<b>504</b>
Back Page	9	3	0	0	0	3	0	76	<b>91</b>
News Section	6	9	13	18	0	0	0	3	<b>49</b>
Metro Section	5	2	3	6	0	1	0	2	<b>19</b>
National Section	11	12	4	6	0	1	0	2	<b>36</b>
Health Section	6	5	4	5	0	3	0	5	<b>28</b>
Other	18	19	29	14	0	4	0	4	<b>88</b>
<b>Total</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>84</b>	<b>100</b>	<b>121</b>	<b>154</b>	<b>187</b>	<b>815</b>

Figure 7 shows the issues covered in newspaper articles during the time period. The vast majority of articles were on events sponsored by government or nongovernmental organizations (NGOs). Articles on food safety, micronutrients, and nutrition policy were also widely reported on.

**Figure 7. Issues Covered in Newspaper Articles**

Issues	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Events of observation (World Breastfeeding Week, Safe Motherhood Day, World Health Day, World Pneumonia Day, Nutrition Week, WATSAN Day/Handwashing Day)	31	14	22	46	47	48	68	107	383
Food safety	3	1	3	6	38	44	59	36	190
Micronutrients	7	8	3	8	8	16	28	19	97
Nutrition and food policy (BMS Code, government policy, etc.)	1	2	2	14	16	11	20	26	92
Water, sanitation, hygiene and infection related to nutrition	1	3	1	1	0	1	6	35	48
Food security related to nutrition	2	4	3	1	11	2	2	15	40
Government program	5	14	1	4	1	2	1	10	38
Child nutrition	1	1	12	2	2	0	4	3	25
Nutrition in pregnancy	2	1	2	4	4	0	2	5	20
Nutrition security	0	3	0	2	1	3	10	1	20
Malnutrition	0	3	0	2	2	1	5	6	19
Nutrition services	0	0	2	8	1	5	1	2	19
Child health	4	3	0	3	1	3	3	1	18
School feeding	1	1	1	1	2	3	4	5	18
Breastfeeding	2	0	1	1	0	6	2	4	16
Food habit/dietary pattern	1	1	2	0	1	6	5	0	16
Care practices	2	2	1	5	2	1	1	2	16
Balanced diet	0	0	3	1	0	1	3	2	10
Infant and young child feeding (IYCF)	1	1	1	1	0	1	0	3	8
Adolescent health	1	1	1	2	0	0	0	1	6
Child development	0	0	2	3	0	0	0	0	5
Malnutrition-related diseases	1	0	2	1	0	0	0	1	5
Colostrum (shal-dhud)	0	1	0	0	0	2	1	1	5
Food production related to nutrition	1	0	1	0	1	0	2	0	5
Supplementary feeding	0	0	0	1	0	1	0	2	4
Breast milk substitutes	0	0	0	0	0	1	3	0	4
Vitamin deficiency	1	1	1	0	1	0	0	0	4
Others	0	1	1	2	0	0	0	0	4
Low birth weight (LBW)	1	0	0	0	0	1	1	0	3
Complementary feeding and weaning	0	0	0	1	1	0	0	1	3
Daycare centers at worksites	0	1	0	0	0	0	0	2	3
Stunting/chronic malnutrition (height-for-age)	0	0	1	1	0	0	0	0	2
Wasting (weight-for-height)	0	0	0	0	0	1	0	0	1
Food access related to nutrition	0	0	0	1	0	0	0	0	1

Figure 8 shows a breakdown of coverage on women and children’s issues. As shown, there was a large amount of coverage on health and nutrition issues focused on children aged 0–6 and 7–23 months.

**Figure 8. Breakdown of Coverage on Women and Children’s Issues**

Categories	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Children 0–6 months	5	3	13	4	1	14	14	57	<b>111</b>
Children 7–23 months	31	18	2	4	2	11	8	54	<b>130</b>
Children 24–59 months	28	17	1	3	1	6	4	50	<b>110</b>
Children older than 5 years	1	3	10	3	4	3	10	20	<b>54</b>
Adolescents	1	1	2	2	2	0	0	4	<b>12</b>
Pregnant women	3	2	6	14	9	1	3	7	<b>45</b>
Lactating women	3	1	0	1	0	0	0	1	<b>6</b>
Not indicated	24	31	26	58	85	101	129	106	<b>560</b>

Figures 9 and 10 show the clarity and readability of newspaper articles on nutrition and health. The vast majority of articles were found to be very clear and compelling to read (565). Fifty-six articles were considered moderately clear and 12 adequately clear. However, 78 were considered vague and 104 were considered not clear at all, while 79 were considered difficult to read and 84 were considered not readable, indicating that more work is needed in strengthening investigative journalism and writing skills.

**Figure 9. Clarity of Newspaper Articles**

Clarity	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Very clear	0	0	0	33	100	108	154	170	<b>565</b>
Moderately clear	14	9	12	9	0	6	0	6	<b>56</b>
Adequately clear	5	3	2	0	0	0	0	2	<b>12</b>
Vague	18	19	15	17	0	4	0	5	<b>78</b>
Not clear	24	24	24	25	0	3	0	4	<b>104</b>
<b>Total</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>84</b>	<b>100</b>	<b>121</b>	<b>154</b>	<b>187</b>	<b>815</b>

**Figure 10. Readability of Newspaper Articles**

Readability	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Compelling to read	0	0	0	33	100	108	154	170	565
Pleasant to read	7	7	4	0	0	0	0	7	25
Readable	18	13	11	11	0	4	0	5	62
Not so good to read	22	16	20	16	0	6	0	4	84
Not readable	14	19	18	24	0	3	0	1	79
<b>Total</b>	<b>61</b>	<b>55</b>	<b>53</b>	<b>84</b>	<b>100</b>	<b>121</b>	<b>154</b>	<b>187</b>	<b>815</b>

## Results of Broadcast Media Monitoring

Figure 11 shows the television stations monitored during the time period and the number of nutrition and health-related news segments that appeared during prime time slots. The total number of news segments was 82, which shows that TV media was not giving the same importance to nutrition and health-related issues as print media.

**Figure 11. Number of Nutrition and Health-Related News Segments on Television in Prime Time**

TV Channels	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Channel i	2	1	4	5	3	4	7	6	32
BTV	6	0	5	2	2	3	2	4	24
ATN Bangla	2	1	2	1	2	3	3	1	15
NTV	2	0	0	0	2	4	3	0	11
<b>Total</b>	<b>12</b>	<b>2</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>82</b>

Figure 12 shows the types of news segment. Similar to print media, the vast majority of reporting was based on events.

**Figure 12. Types of News Segments**

Type	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Event/spot news	12	1	11	8	9	12	13	11	77
In-depth/issue-based report	0	0	0	0	1	2	2	0	5
<b>Total</b>	<b>12</b>	<b>1</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>82</b>

As seen in Figure 13, most news segments received one or more special treatments, of which 34 segments included “sync” (interviews).

**Figure 13. Special Treatment of News Segments**

Special Treatments	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 Jul	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Sync (Interviews)	7	1	4	5	3	7	3	4	34
Multiple	6	1	4	3	4	7	3	0	28
Scroll	3	1	3	4	4	3	2	1	21
Vox pop	2	0	3	1	1	4	1	4	16
Headlines	2	0	0	1	4	3	2	1	13
No special treatment	3	1	5	2	0	0	0	0	11
Special report	0	0	0	1	0	3	2	0	6
Special sting	0	0	0	0	2	3	1	0	6
Coming up	2	0	1	0	0	0	2	1	6
Graphics	0	0	1	1	2	1	0	0	5
Lead news	0	0	0	0	4	1	0	0	5
<b>Total</b>	<b>25</b>	<b>4</b>	<b>21</b>	<b>18</b>	<b>24</b>	<b>32</b>	<b>16</b>	<b>11</b>	<b>151</b>

Figure 14 shows the geographic focus of television news segments. The vast majority of segments focused on both urban and rural areas.

**Figure 14. Geographic Focus of Television News Segments**

Area	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Both	12	1	9	8	10	12	11	7	70
Urban	0	0	1	0	0	1	3	2	7
Rural	0	0	0	0	0	0	1	2	3
Not mentioned	0	0	1	0	0	1	0	0	2
<b>Total</b>	<b>12</b>	<b>2</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>82</b>

Figure 15 shows the placement of news segments on nutrition and health-related issues during prime time broadcasts. Most segments appeared in the first two-thirds of the broadcast.

**Figure 15. Placement of Broadcast News Segments**

When in the news?	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
1st part	7	1	0	1	6	6	4	2	27
2nd part	5	0	8	5	3	3	8	6	38
3rd part	0	1	3	2	1	4	3	3	17
<b>Total</b>	<b>12</b>	<b>2</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>82</b>

As seen in Figure 16, the majority of news segments covered events (63), followed by food safety (18) and government programs (13).

**Figure 16. Issues Covered during Prime Time News Broadcasts**

Issues	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Events of observation (World Breastfeeding Week, Safe Motherhood Day, World Health Day, World Pneumonia Day, Nutrition Week, WATSAN Day/Handwashing Day)	10	2	8	7	9	7	14	6	63
Food safety	0	0	1	0	4	6	6	1	18
Government program	8	1	1	1	1	0	1	0	13
Child health	2	1	1	3	0	2	0	0	9
Nutrition in pregnancy	0	0	2	1	0	0	0	1	4
Nutrition and food policy (BMS Code, government policy, etc.)	0	0	0	0	4	0	0	0	4
Water, sanitation, hygiene, and infection related to nutrition	0	0	1	0	0	0	0	3	4
School feeding	0	0	0	0	0	0	2	2	4
Care practices	1	0	2	0	0	0	0	0	3
Child development	0	0	2	0	0	0	0	0	2
Food security related to nutrition	2	0	0	0	0	0	0	0	2
Nutrition services	1	0	0	1	0	0	0	0	2
Child nutrition	0	0	1	0	0	0	0	0	1
Stunting/chronic malnutrition (height-for-age)	0	0	1	0	0	0	0	0	1
Breastfeeding	0	0	0	0	0	1	0	0	1
Colostrum (shal-dhud)	0	0	0	0	0	1	0	0	1
Nutrition security	0	0	1	0	0	0	0	0	1
Daycare centers at worksites	0	0	0	0	0	0	0	1	1
Adolescent health	0	0	0	0	0	1	0	0	1

As seen in Figure 17, most news segments were not specific to women’s or children’s issues. However, during this time period, there were only two broadcast mentions of adolescents.

**Figure 17. Breakdown of Broadcast Coverage on Women and Children’s Issues**

Category	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Children 0–6 months	0	0	0	0	0	1	2	3	6
Children 7–23 months	5	1	0	0	0	1	1	2	10
Children 24–59 months	5	2	1	0	0	1	0	2	11
Children older than 5 years	0	0	1	0	0	1	2	4	8
Adolescents	0	0	0	0	0	1	0	1	2
Pregnant women	0	0	3	6	1	1	0	1	12
Not indicated	7	0	7	2	9	9	11	2	47

Figure 18 shows that local correspondents of TV channels reported on only 2 broadcast news segments, while national correspondents reported on 61. The remaining 20 segments were desk reports. This shows that more work needs to be done with local correspondents to increase nutrition reporting.

**Figure 18. Reporting of Broadcast News Segments**

Source	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
National Correspondent	4	1	4	4	9	13	15	10	60
Desk Report	8	1	7	3	1	0	0	0	20
Local Correspondent	0	0	0	1	0	1	0	0	2
<b>Total</b>	<b>12</b>	<b>2</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>82</b>

Figure 19 shows the clarity of broadcast news segments on nutrition and health-related information. Half of the segments (41) were considered moderately clear, while only 7 segments being considered not clear.

**Figure 19. Clarity of Broadcast News Segments**

Clarity	Timeline								Total
	15 Feb-15 Mar	16 Mar-15 Apr	16 Apr-15 May	16 May-15 June	16 June-15 July	16 July-15 Aug	16 Aug-15 Sept	16 Sept-15 Oct	
Moderately clear	5	1	3	2	7	7	11	5	41
Adequately clear	5	1	1	4	0	3	1	3	18
Vague	2	0	4	1	3	2	1	3	16
Not clear	0	0	3	1	0	0	2	1	7
<b>Total</b>	<b>12</b>	<b>2</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>14</b>	<b>15</b>	<b>11</b>	<b>82</b>

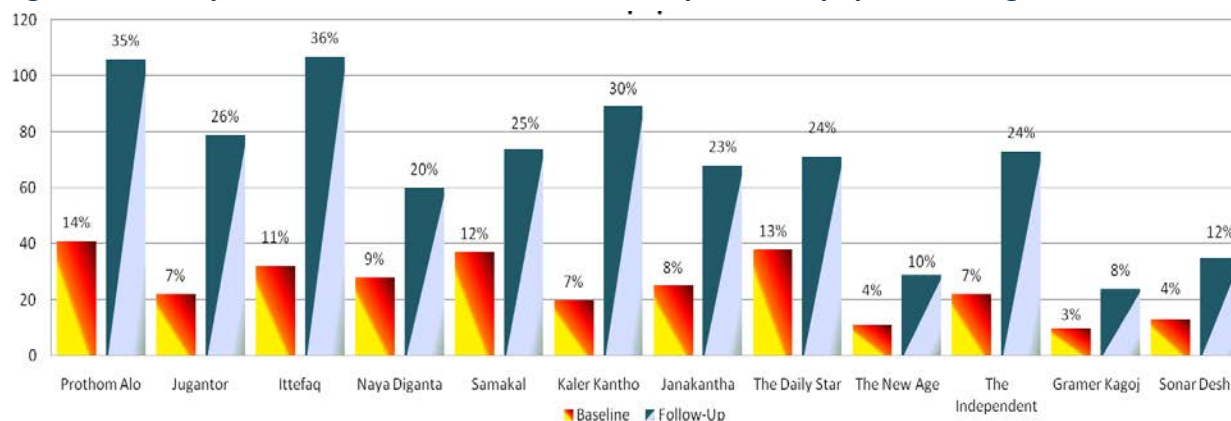


## Comparative Analysis of Baseline and Follow-Up Media Monitoring

### Print

Figure 20 shows the rise in print media coverage during the period of media interventions conducted by MRDI and FANTA. In every newspaper, coverage on nutrition and health-related issues increased from the baseline (January – June 2012) to the follow-up time period (February – October 2013). An increase in coverage was most pronounced among the newspapers that received training from FANTA and MRDI on nutrition issues and investigative reporting skills (*Prothom Alo*, *Jugantor*, *Kaler Kantho*, and *Daily Star*).

**Figure 20. Comparison of Baseline\* and Follow-Up\*\* Newspaper Coverage**



Coverage of events, features articles, and editorials greatly increased in the follow-up monitoring. The number of in-depth reports also increased in the follow-up monitoring, and from a qualitative angle, had more robust information on nutrition and investigative reporting than the baseline, including special emphasis on handwashing and hygiene. Among the media houses trained by MRDI and FANTA, the in-depth stories increased from 10 in the baseline to 32 in the follow-up monitoring.

**Figure 21. Comparison of Clarity of Articles from Baseline\* and Follow-Up\*\* Monitoring**

Clarity	Baseline	Follow-Up
Very clear	1	565
Moderately clear	90	56
Adequately clear	37	12
Vague	89	78
Not clear	82	104
<b>Total</b>	<b>299</b>	<b>815</b>

Figure 21 shows a marked increase in articles that were considered very clear, rising from 1 out of 299 (0.3%) in the baseline monitoring to 565 out of 815 (69.3%) in the follow-up monitoring. Of the 565 articles considered very clear, 345 of them were written by journalists trained by MRDI and FANTA, specifically, 106 from *Prothom Alo*, 79 from *Jugantor*, 89 from *Kaler Kantho*, and 71 from *The Daily Star*.

**Figure 22. Comparison of Readability of Articles in Baseline\* and Follow-Up\*\* Monitoring**

Readability	Baseline	Follow-Up
Compelling to read	4	565
Pleasant to read	40	25
Readable	105	62
Not so good to read	97	84
Not readable	53	79
<b>Total</b>	<b>299</b>	<b>815</b>

Figure 22 shows a huge increase in articles that were considered compelling to read, rising from 4 of 299 (1.3%) to 565 out of 815 (69.3%).

Again, of the 565 articles considered compelling to read, 345 of them were written by journalists trained by MRDI and FANTA.

## Broadcast

**Figure 23. Comparison of Baseline\* and Follow-Up\*\* Television Coverage**

Channel	Baseline	Follow-Up
Channel i	13	32
BTV	10	24
ATN Bangla	8	15
NTV	6	11
<b>Total</b>	<b>37</b>	<b>82</b>

Comparing the baseline television coverage to the follow-up coverage shows prime time news segments increased from 37 to 82. Channel i stands with the highest coverage in both the baseline and follow-up periods. While this represents a more than doubling in coverage, television reporting on nutrition and health still lags far behind print coverage.

**Figure 24. Comparison of Types of Television News Segments from Baseline\* and Follow-Up\*\***

Types of news segments	Baseline	Follow-Up
Event/spot news	35	76
In-depth/issue-based report	2	5
Graphics	0	1
<b>Total</b>	<b>37</b>	<b>82</b>

Figure 24 shows the greatest increase in television coverage of nutrition and health was in coverage of events. Much of this increase can be attributed to television news highlighting what was reported in the day's newspapers. In-depth reporting only increased from two in the baseline to five in the follow-up monitoring, indicating the need to work with broadcast media in telling a more robust story on nutrition.

**Figure 25. Comparison of Clarity of Television News Segments from Baseline\* and Follow-Up\*\* Monitoring**

Clarity of Items	Baseline	Follow-Up
Moderately clear	6	42
Adequately clear	6	17
Vague	20	16
Not clear	5	7
<b>Total</b>	<b>37</b>	<b>82</b>

Figure 25 shows the clarity of news segments from the baseline to the follow-up. While the number of moderately clear and adequately clear segments increased dramatically, the numbers indicate that much work still needs to be done with broadcast media.

\* Baseline Media Monitoring Time Period: January–June 2012

\*\* Follow-Up Media Monitoring Time Period: February–October 2013

## Conclusions and Recommendations

A rising trend in the amount of print nutrition coverage and the clarity and readability of print coverage from the baseline media monitoring to the follow-up media monitoring indicates that some media houses and journalists in Bangladesh have begun to prioritize nutrition and health reporting and have begun to strengthen reporting skills on nutrition. This indicates a positive step in improving nutrition reporting.

However, in general, much of the reporting is still based on covering events and, while the number of investigative reports that tell a robust story on nutrition is slowly increasing, those skills need to continue to be fostered. Much more work with media houses needs to be done to improve the media's understanding of nutrition issues to tell a complete story on nutrition in Bangladesh and to improve the accuracy and quality of nutrition coverage. Only 4 newspapers and 15 community radio stations were trained during this phase of MRDI's and FANTA's interventions. Additional work with media houses to build capacity in investigative journalism skills and provide mentorship opportunities for journalists is necessary, especially for local newspapers and local correspondents of national newspapers. During MRDI's and FANTA's meeting with media gatekeepers, several print and broadcast media requested that they be included in future trainings and have requested that the media fellowship program be continued and expanded to include their own staff members. Discussions with media gatekeepers confirmed that capacity development of journalists is essential, but further work in ensuring support at the top level of management and editorial policy making is also necessary to ensure improvement in reporting on nutrition.

No trainings were held with television media during this period, nor did the fellowship program involve television reporters. The comparison of prime time television broadcasts between the baseline and follow-up period shows that broadcast coverage on health and nutrition issues is lagging far behind print media. Trainings and mentorship opportunities with broadcast media, including television and radio, is necessary to improve reporting on nutrition and health-related issues in those media.

## Annex A. Print Media Code Sheet

### Codes for Dailies

Name of daily	Code
Prothom Alo	1
Jugantor	2
Ittefaq	3
Naya Diganta	4
Samakal	5
Kaler Kantha	6
Janakantha	7
The Daily Star	8
The New Age	9
The Independent	10
Gramer Kagoj	11
Sonar Desh	12

### Breakdown of Women and Children's Issues Codes

Issue	Code
Children 0–6 months	1
Children 7–23 months	2
Children 24–59 months	3
Children older than 5 years	4
Adolescents	5
Pregnant women	6
Lactating women	7
Not indicated	8

### Geographic Focus Codes

Geographic focus	Code
Rural	1
Urban	2
Both	3
Not mentioned	4

### Content Codes

Topic	Code
Nutrition in pregnancy	1
Low birth weight (LBW)	2
Child health	3
Child development	4
Child nutrition	5
Malnutrition	6
Malnutrition-related disease	7
Stunting/chronic malnutrition (height-for-age)	8
Growth/underweight (weight-for-age)	9
Wasting (weight-for-height)	10
Infant and young child feeding (IYCF)	11
Breastfeeding	12
Colostrum (shal-dhud)	13
Early initiation of breastfeeding	14
Child feeding	15
Complementary feeding and weaning	16
Introduction of food to breastfed child	17
Supplementary feeding	18
Food security related to nutrition	19
Food production related to nutrition	20
Food prices related to nutrition	21
Food access related to nutrition	22
Nutrition security	23
Balanced diet	24
Food habit/dietary pattern	25
Care practices	26
Women's work time and IYCF	27
Maternity leave and daycare centers at worksites/workplaces	28
Nutrition and food policy (BMS code, government policy, etc.)	29
Breast milk substitutes	30
Vitamin deficiency	31
Micronutrients	32
Water, sanitation, hygiene, and infection related to nutrition	33
Events of observation (World Breastfeeding week, Safe Motherhood Day, World Health Day, World Pneumonia Day, Nutrition week, WATSAN Day/Handwashing day)	34
School feeding	35
Food safety	36
Nutrition service	37
Adolescent health	38
Government program	39

## Type of Coverage Codes

Type of coverage	Code
Event/spot news	1
Follow-up report	2
In-depth/issue-based report	3
Feature	4
Editorial	5
Graphics	6

## Special Treatment Codes

Type of treatment	Code
Boxed	1
Italic heading	2
Color heading	3
Reversed heading	4
Screen	5
Logo	6
Insert	7
Reports with pictures, graph, charts	8
No special treatment	9

## Codes for Headline Size

Headline size	Code
Single column	1
Double column	2
3/C, 4/C, 5/C, ...	3,4,5

## Page Codes

Type of page	Code
Front page	1
Back page	2
News page	3
Metro page	4
National page	5
Health page	6
Women's page	7
Children page	8
Supplements/magazine (Star Magazine)	9
Others	10

## Graphics Content Codes

Type of graphic	Code
Table	1
Graph	2
Photograph	3
No graphical content	4

## Clarity Codes

Level of clarity	Code
Not clear	1
Vague	2
Moderately clear	3
Adequately clear	4
Very clear	5

## Clarity Checklist

- Info consistency/authenticity
- Correct analysis
- Use of data
- Use of sources
- Use of figure

## Readability Codes

Level of readability	Code
Not readable	1
Not so good to read	2
Readable	3
Pleasant to read	4
Compelling to read	5

## Readability Checklist

- Use of jargon
- Sentence length
- Ease of language
- Structural sequence

## Annex B. Broadcast Media Code Sheet

### Codes for Television Channels

Name of channel	Code
BTV	1
NTV	2
ATN Bangla	3
Channel i	4

### Breakdown of Women and Children's Issues Code

Issue	Code
Children 0–6 months	1
Children 7–23 months	2
Children 24–59 months	3
Children older than 5 years	4
Adolescents	5
Pregnant women	6
Lactating women	7
Not indicated	8

### Geographical Focus Codes

Geographic focus	Code
Rural	1
Urban	2
Both	3
Not mentioned	4

### Content Codes

Topic	Code
Nutrition in pregnancy	1
Low birth weight (LBW)	2
Child health	3
Child development	4
Child nutrition	5
Malnutrition	6
Malnutrition-related disease	7
Stunting/chronic malnutrition (height-for-age)	8

Topic	Code
Growth/underweight (weight-for-age)	9
Wasting (weight-for-height)	10
Infant and young child feeding (IYCF)	11
Breastfeeding	12
Colostrum (shal-dhud)	13
Early initiation of breastfeeding	14
Child feeding	15
Complementary feeding and weaning	16
Introduction of food to breastfed child	17
Supplementary feeding	18
Food security	19
Food production	20
Food prices	21
Food access	22
Nutrition security	23
Balanced diet	24
Food habit/dietary pattern	25
IYCF practices	26
Care practices	27
Women's work time and IYCF	28
Maternity leave and daycare centers at worksites/ workplaces	29
Nutrition and food policy (BMS code, government policy, etc.)	30
Breast milk substitutes	31
Vitamin deficiency	32
Micronutrients	33
Water, sanitation, hygiene, and infection related to nutrition	34
Events of observation (World Breastfeeding week, Safe Motherhood Day, World Health Day, World Pneumonia Day, Nutrition week, WATSAN Day/Handwashing day)	35

### Type of Coverage Codes

Type of coverage	Code
Event/spot news	1
In-depth/issue-based report	2

### Codes for Reporting of Broadcast News Segments

Type of segment	Code
Staff Correspondent/Reporter	1
Local Correspondent	2
Desk Report	5

### Placement of Broadcast News Segment Codes

Placement	Code
1st Half	1
2nd Half	2
3rd Half	3

### Special Treatment Codes

Type of treatment	Code
Graphics	1
Sync	2
Phono	3
Vox pop	4
Lead news	5
Special report	6
1-1 studio discussion	7
Special sting	8
Headlines	9
Coming up	10
Breaking news	11
Scroll	12
Multiple	13

### Clarity Codes

Level of clarity	Code
Not clear	1
Vague	2
Moderately clear	3
Adequately clear	4
Very clear	5

### Clarity Checklist

- Info consistency/authenticity
- Correct analysis
- Use of data
- Use of sources
- Use of figures

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