

Monitoring Report on Print and Electronic Media 2017



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This report is produced for the project, Empowerment, Voice and Accountability for Better Health and Nutrition by Center for Communication Programs Pakistan. The contents are the sole responsibility of Center for Communication Programs Pakistan and do not necessarily reflect the views of the donor agency or partner organisations.

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Acronyms

BHU	Basic Health Unit
CCPP	Center for Communication Programmes Pakistan
DHQ	District Health Quarter
EVA-BHN	Empowerment Voice and Accountability for Better Health and Nutrition
HIV/AIDS	Human Immunodeficiency Virus and Acquired Immune Deficiency Syndrome
KPK	Khyber Pakhtunkhwa
PHNP	Provincial Health and Nutrition Programme
RMNCH	Reproductive, Maternal, Newborn Child Health
RHC	Rural Health Center
THQ	Tehsil Head Quarter
TV	Television
TORs	Terms of Reference
UK	United Kingdom

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1. Background

1.1 About Center for Communication Programs Pakistan

Center for Communication Programs Pakistan is dedicated exclusively to the study and practice of development communication. A non-governmental organisation formally registered in 2011 in Pakistan, Center has a rich heritage of over 30 years of dedicated experience in providing technical leadership in strategic social and behaviour change communication design, programming, research, and capacity strengthening. Center seeks to use communication to save and improve lives in Pakistan.

1.2 About Palladium Group

Palladium is a global development management firm, partnering with institutions, governments, and businesses worldwide to improve people's quality of life. Palladium is leading the consortium and responsible for leading the policy level and stakeholder engagement and the Innovation Fund within the EVA-BHN project.

1.3 About the Empowerment, Voice and Accountability for Better Health and Nutrition

Under the broader framework of Provincial Health and Nutrition Programme (PHNP) supported by UK government, a five-year project (2014-2019) Empowerment, Voice and Accountability for Better Health and Nutrition (EVA-BHN) focuses on the 'demand side' of reproductive, maternal, newborn and child health (RMNCH) and nutrition services in the provinces of Punjab and Khyber Pakhtunkhwa. More specifically, it has the objectives of:

- Enhancing communities' understanding of their health rights, entitlements and engagement in monitoring the planning and delivery of services; and

- Organising communities at all levels to catalyst the precipitation of desired policy changes at the local, provincial and national level.

1.4 Rights-Based Health Journalism Component

Rights-based health journalism component implemented by Center under EVA-BHN is aimed at increasing the quality and coverage of RMNCH and nutrition issues in both print and broadcast media. Center organized a workshop for journalists and reporters on rights-based health reporting from April 13-16, 2015. This workshop focused on capacity strengthening of local journalists and reporters specifically from Punjab and KPK. The workshop included sessions on RMNCH and nutrition issues; Human Rights Approach to Journalism; and technical production skills to Journalism; and technical production skills to develop more engaging story-based journalism.

Similarly, in post-workshop engagement, Center provides support to participants of the workshop by sharing newly published reports, access to data and expert opinion to encourage journalists for writing or covering health issues. Among the trained journalists, seven were identified as mentors who further trained district based journalists in all of the project's nine districts. This whole engagement with journalists leads towards an increased reportage on health and specially RMNCH and nutrition issues. In this context, a media content analysis is planned to assess the status of health reporting for period of four months from May-August each year post rights based workshop in 2015.

2. Introduction

Media monitoring is the process of reading, watching or listening to the editorial content of media sources on a continuing basis, and then, identifying, saving and analyzing content that contains specific keywords or topics. 2017 media monitoring report captures critical issues relevant to the media landscape and awareness in the context of highlighting the trends in reporting on RMNCH and Nutrition.

The local media specifically newspapers and TV stations in addition to other media platforms continues to play a fundamental role in raising awareness and educating the local masses. This report is part of the Journalist engagement component under the DFID funded project Empowerment Voice and Accountability for Better Health and Nutrition (EVA-BHN).

This year like the previous ones CCPP has carried out media monitoring of health news both on print and electronic media, specifically on RMNCH and Nutrition issues, across different newspapers and TV channels. The purpose of this activity was to see the impact of journalists' engagement, assessing increase in the number of health reporting and/or any improvement in the quality of health stories in 2017.



3. Methodology

The media monitoring conducted under the component, “Journalists Engagement” of the EVA project, comprised analysis of stories, press releases, news items, articles, columns and other similar news items. For this purpose, research associates were contracted for a period of four months to monitor mainstream newspapers and media channels including Express tribune, The News, Dawn, The Nation, Daily Mushriq and Daily Jang and TV channels, ARY News, News One and Dawn News.

The research associates were required to; analyse both hard and soft copies/websites and other resources on the basis of prescribed formats; maintain a database of all selected stories, news items, video-clips; present results by applying simple data analysis techniques, preferably on Excel and develop individual work plans with weekly targets for review and feedback.

3.1 Time Frame

The scheduled media monitoring took place from, 1 May to 31 August, for the years 2015, 2016 and 2017. This report details the findings and analyses of the media monitoring done in May-August 2017 with a comparative analysis of 2016 and 2015.

3.2 Forming the Team

The research associates were contracted after a competitive process. The TORs were released after which four associates were hired. The process for the years 2015 and 2016 was similar except that in 2016, a total of 7 research associates and reported to the Senior Media Advisor while the senior management of the CCPP provided administrative oversight



4. Scope

Defined at a preliminary stage the scope of this reporting period covered all health news reported in both print and electronic media in mainstream media of Pakistan. The monitoring was conducted through an observation method. Monitoring of health reporting was done on the basis of circulation and readership, 04 leading English newspapers which includes Dawn, The News, The Nation, and Express Tribune were selected for content monitoring; whereas, 02 Urdu newspapers are Daily Jang and Daily Mashriq which has largest readership in Khyber Pakhtunkhawa.

Among electronic media, 04 TV News channels including Dawn News, ARY News, Express News, and News One were selected for content monitoring. These national level TV channels were considered on the basis of availability and accessibility of their online archival content as well. A set of variables including themes of health news, contributors, type of news, page, news size, time period, etc were used to sift the media content on health.

4.1 Media publications/channels monitored

The mainstream newspapers and media channels included Express tribune, The News, Dawn, The Nation, Daily Mushriq and Daily Jang. From TV channels ARY News, News One and Dawn News.

4.2 Themes

The media monitoring for health reporting was divided into the following seven themes:

- **Accountability**

This contains all news where there has been an act of accountability i.e. a person, an institution or government has been held responsible for not providing health facilities/services

or action was taken against the accountable.

- **Health facilities**

This includes news reported on health centers (BHU's, RHC's, THQ's and DHQ's), mainly reporting on demand and delivery of health facilities.

- **Health policy**

This covers health policies under discussion on different platforms, and/or policies that are implemented by federal or provincial governments.

- **Health services**

Health Services that are being provided and lack thereof (other than health centers) are included in this theme. This theme also contains articles, columns and editorials highlighting issues of healthcare delivery

- **General Health and Nutrition**

This theme covers news specifically on nutrition. This theme has been slightly modified where general health has been a part of it.

- **RMNCH and Nutrition**

This theme covers all news-highlighting mother and child health issues including nutrition specific to mother and child.

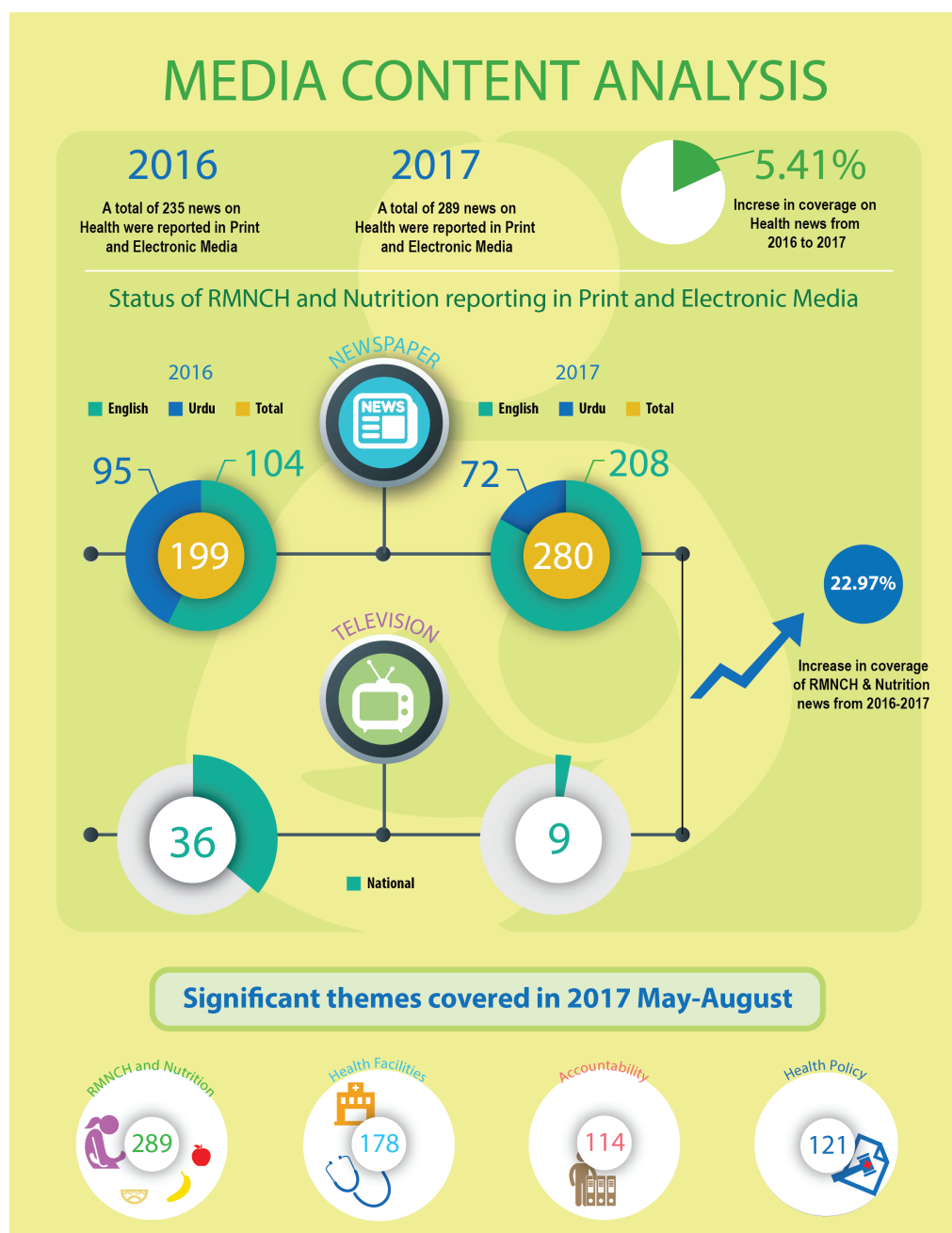
- **Others**

All news, which is not relevant to our themes but related to health general management issues have been added to "others". Furthermore, Dengue, HIV/AIDS, Polio, Gastro and legislative were also clubbed with "others" as they did not fit within the scope of this report.

5. Findings

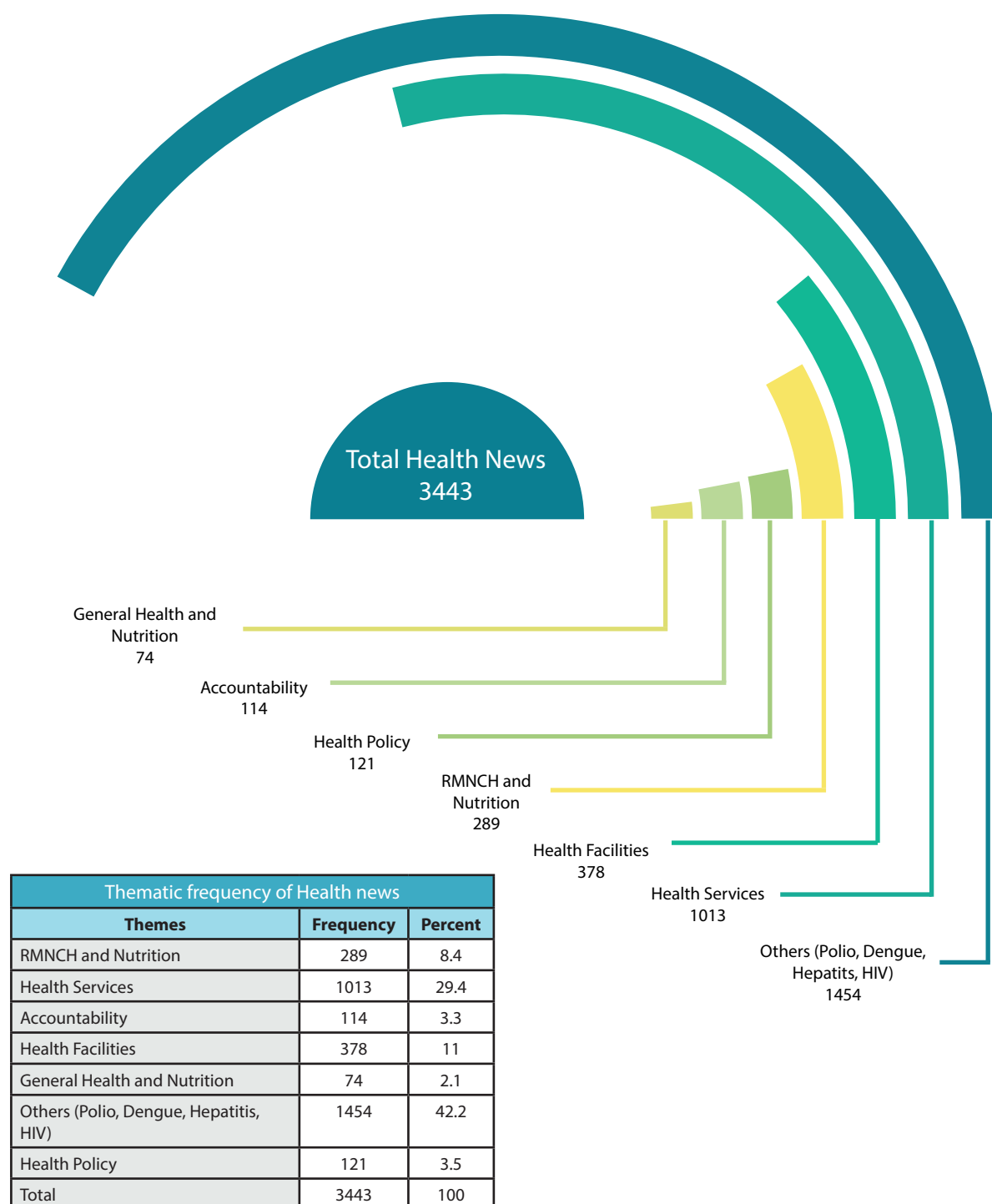
This section covers reports the findings of the media monitoring period 2017. In comparison to last year's reporting the total numbers of health stories reported were 3,443 where news reported under the theme health services took the lead by 1,013 stories. Similarly among the categories similar to last year the type of which lead was News with a number of 2,830. Among the TV channels DAWN took the lead by reporting maximum number of health stories i.e 39.

On the other hand in print this year The News reported the maximum number of stories on health i.e 657 health stories. Whereas the overall increase in total number of health stories from last reporting period is 177 in 2017. Finally, the total number of health stories reported specifically on RMNCH and Nutrition in 2017 was 289 health stories.



5.1 Thematic Frequency of Health News

Reported health stories have been categorized into seven respective themes. A total number of health news reported in both print and electronic media from May to August 2017 was 3443. Among the themes General health and Nutrition was scarcely covered while Health Services had maximum number of stories which were 1013. This was followed by health facilities at 378, RMNCH and Nutrition at 289, Health Policy at 121 and Accountability at 114.



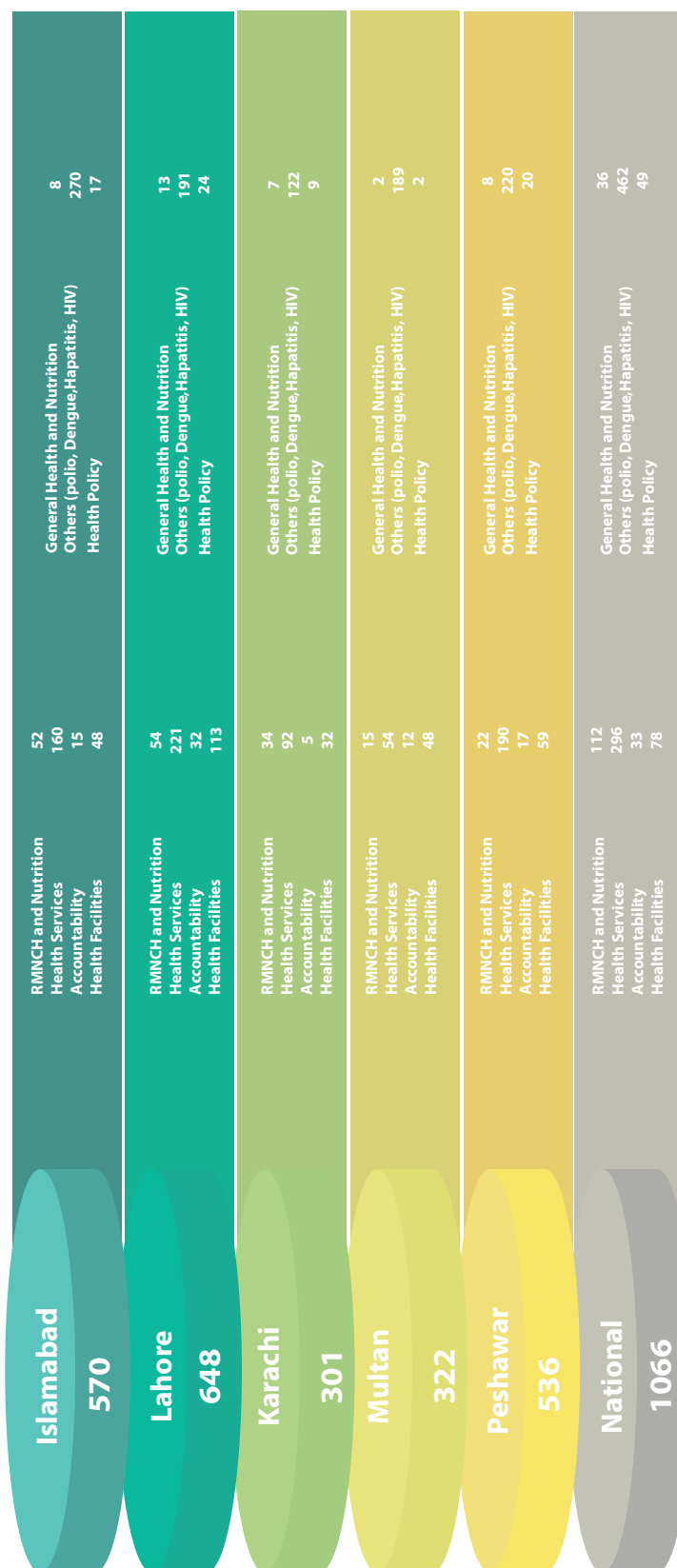
5.2 Regional Breakdown of health news in print and electronic media

In both print and electronic media the regional breakdown is of the major cities and the total number of health stories produced in both media i.e print and electronic .

The regions include National, Lahore, Islamabad/Rawalpindi, Multan, Karachi and Peshawar regions respectively. National lead with 1066 stories, followed by Lahore at 648, Islamabad/Rawalpindi at 570 and Peshawar at 536.

A thematic breakdown is also given in relation to regions highlighting the themes on which reporting has been done in 2017.

***National** represents health reporting in print and electronic media across Pakistan.

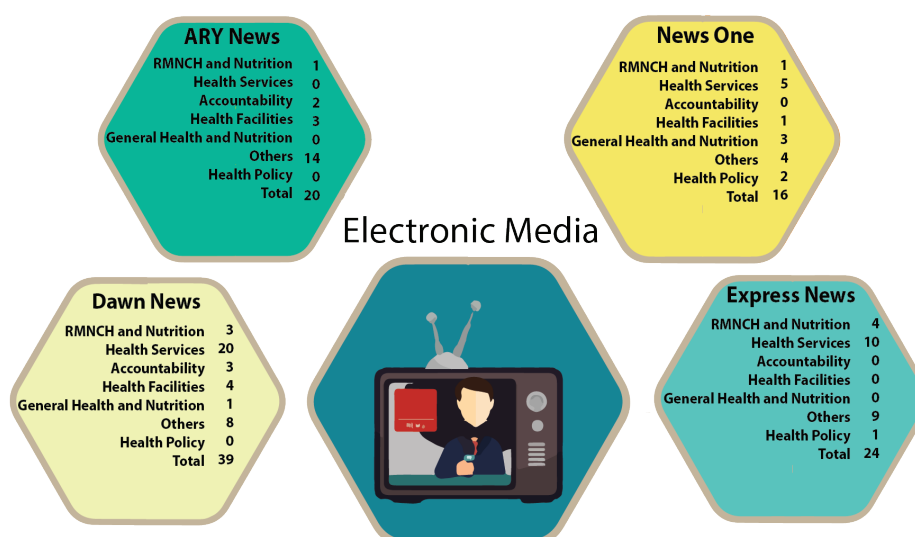


5.3 Print and Electronic Cross tabulations

The revolution of electronic media has renewed debate about the relevance of print media. However, in reality both mediums hold their importance, where print media reporters may cover subject with greater depth as compared to the reporters of electronic media. This year monitoring showed that in terms of reporting on health stories print media took the lead where The News is the leading newspaper having 657 stories and leading theme was Health Services at 242. This was followed by Daily Jang having 646 stories with the leading theme of health services at 117.



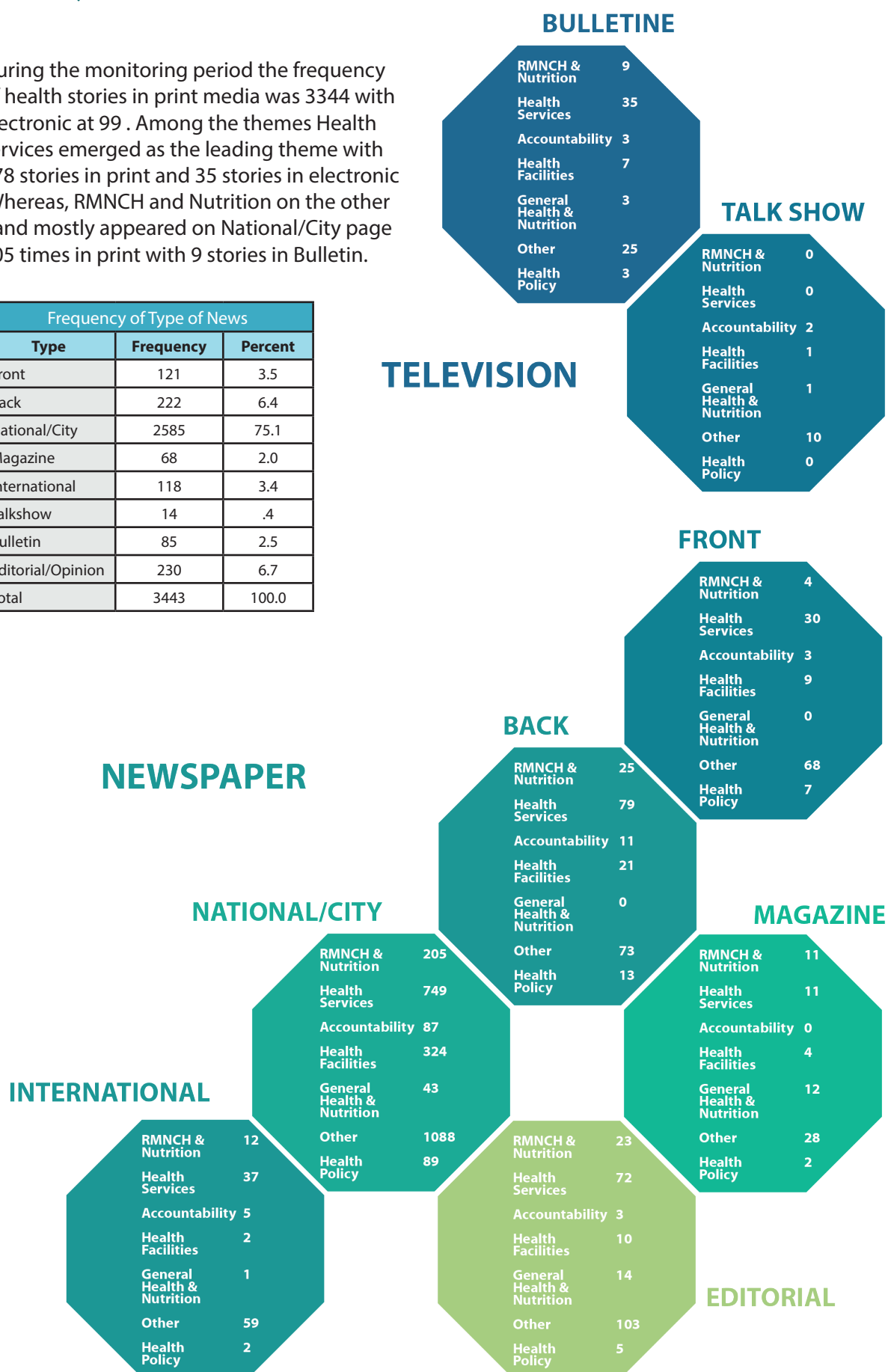
Health stories reported in electronic media are comparatively less mainly due to the reason of selection of limited no of packages due to the time constraints of electronic media. During this year's reporting period around 89 news were reported on electronic media i.e news channels in the bulletins, talk shows, morning shows etc .



5.4 Frequency of type of health news in numbers

During the monitoring period the frequency of health stories in print media was 3344 with electronic at 99. Among the themes Health services emerged as the leading theme with 978 stories in print and 35 stories in electronic. Whereas, RMNCH and Nutrition on the other hand mostly appeared on National/City page 205 times in print with 9 stories in Bulletin.

Frequency of Type of News		
Type	Frequency	Percent
Front	121	3.5
Back	222	6.4
National/City	2585	75.1
Magazine	68	2.0
International	118	3.4
Talkshow	14	.4
Bulletin	85	2.5
Editorial/Opinion	230	6.7
Total	3443	100.0



5.5 Thematic Cross tabulation

The table below shows the contribution of reporters, correspondents, media desk, editorial board etc in reporting the stories on health. It also gives the number of stories reported under each theme respectively.

Themes Vs Contributor								
Themes	Contributor							
	Exclusive with Journalist Name	News Agency	Health Department/ Govt News Agency	Reporter	Correspondent	Media Desk	Editorial Board	Total
RMNCH and Nutrition	69	8	66	50	56	30	10	289
Health Services	221	33	109	205	267	156	22	1013
Accountability	19	4	2	35	42	10	2	114
Health Facilities	65	3	17	103	149	38	3	378
General Health and Nutrition	31	4	7	5	10	13	4	74
Others (Polio, Dengue, Hepatitis, HIV)	301	50	188	395	279	195	46	1454
Health Policy	45	1	13	13	22	26	1	121
Total	751	103	402	806	825	468	88	3443

Similarly, the type of news reported in print and electronic media and the form they were printed or reported is represented in the table below. Around 193 news, 60 Public service messages and press release, 18 articles and 10 editorials have been reported on RMNCH and Nutrition.

Themes Vs Type of News									
Themes	Type								Total
	News	PSM/Press Release	Article	Column	Editorial	Feature	Letter to Editor	Picture/ Cartoon/ Header	
RMNCH and Nutrition	193	60	18	1	10	0	6	1	289
Health Services	852	70	19	5	22	6	31	8	1013
Accountability	108	0	1	0	2	1	1	1	114
Health Facilities	356	7	4	0	3	0	7	1	378
General Health and Nutrition	41	2	11	2	3	1	10	4	74
Others (Polio, Dengue, Hepatitis, HIV)	1176	130	39	4	45	5	42	13	1454
Health Policy	104	8	1	0	1	0	4	3	121
Total	2830	277	93	12	86	13	101	31	3443

5.6 Frequency according to the size of health news in numbers

The bar graph shows the frequency of health news in numbers according to their sizes.

Sizes of health news in print are as follows:

- **Small** - one column
- **Medium** - two columns
- **Large** - three or more columns

For electronic media, below are the descriptions.

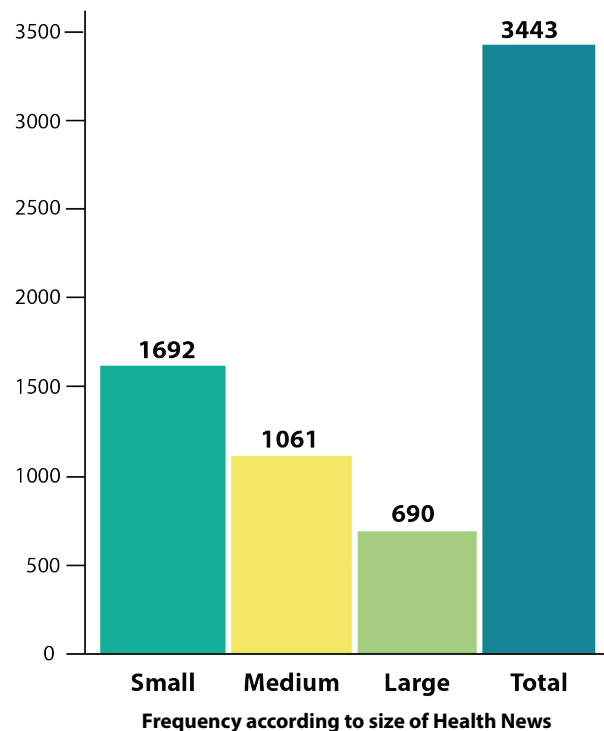
Bulletin:

- **Small** - Only headlines and tickers
- **Medium** - Up to 2 minutes story
- **Large** - More than two minutes

Talk shows:

- **Small** - 2-3 minutes segment
- **Medium** - 6-7 minutes segment
- **Large** - Complete show or around 15 minutes discussion

See below a cross tabulation according to the sizes of the stories in both print and electronic media.



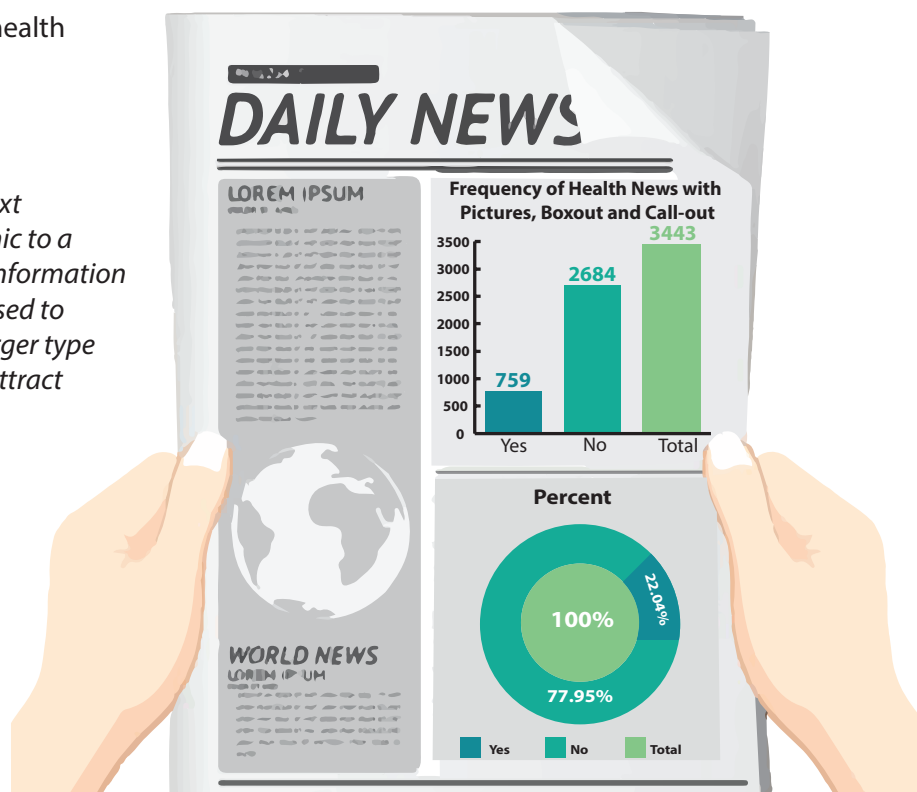
Cross tabulation according to the size of the stories				
Type	Size			
	Large	Medium	Small	Total
Front	10	55	56	121
Back	50	92	80	222
National/City	515	748	1322	2585
Magazine	57	10	1	68
International	10	33	75	118
Talkshow	4	7	3	14
Bulletin	0	63	22	85
Editorial/Opinion	44	53	133	230
Total	690	1061	1692	3443

5.7 Frequency of Health News with Pictures, Box-out and Callout

A box-out is an approximately square-shaped design element that contains text or graphics separate from the main body of text or graphics on the page.

See below, a cross tabulation with health themes in print only.

Note: A call out is a short string of text connected by a line or similarly graphic to a feature of an illustration and giving information about that feature. The term is also used to describe a short piece of text set in larger type than the rest of the page in order to attract



Themes Vs News supported by Picture, Box-out and Call out			
Theme	News Supported By		
	Yes (Picture, Box-out and Call out)	No	Total
RMNCH and Nutrition	96	193	289
Health Services	209	804	1013
Accountability	9	105	114
Health Facilities	57	321	378
General Health and Nutrition	27	47	74
Others (Polio, Dengue, Hepatitis, HIV)	333	1121	1454
Health Policy	28	93	121
Total	759	2684	3443

6. Comparative analysis with baseline of RMNCH news (print and electronic)

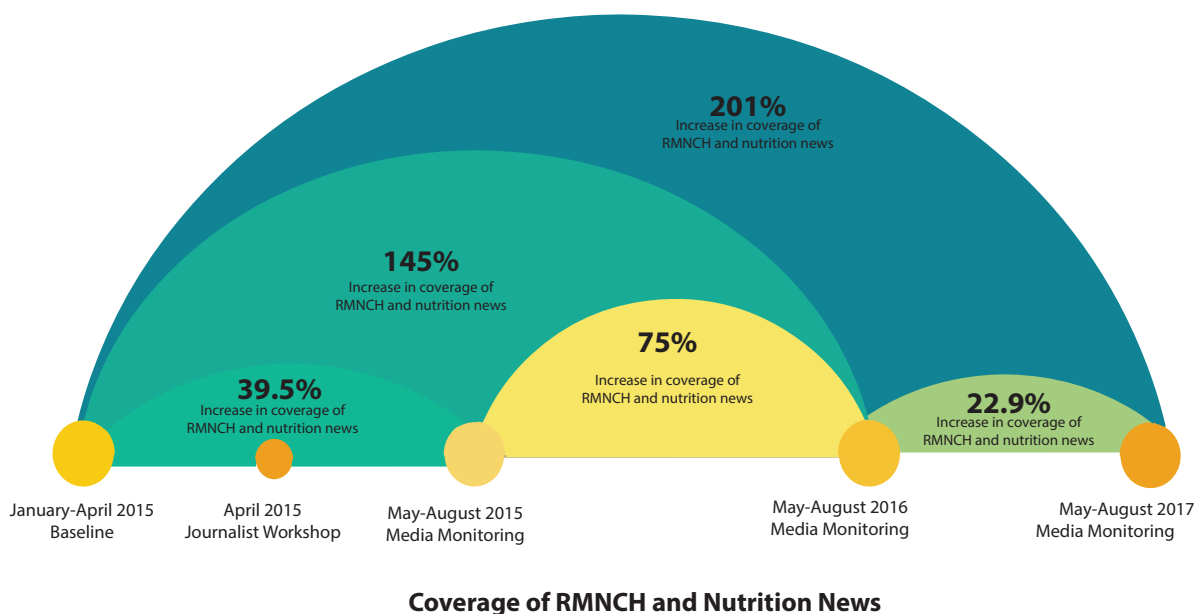
Following a baseline January to April 2015, Center conducted a workshop in April 2015 with journalists covering health beat from various newspapers and mainstream channels.

The purpose of this workshop was to equip journalist with health reporting tools in order to increase the coverage of health specifically on *RMNCH and Nutrition*.

See the diagram, showing the percentage increase of news on RMNCH and Nutrition against the baseline.

- There in an increase of 201% from January- April 2015's baseline till May- August 2017.
- In RMNCH related stories an increase of 22.97% has been observed

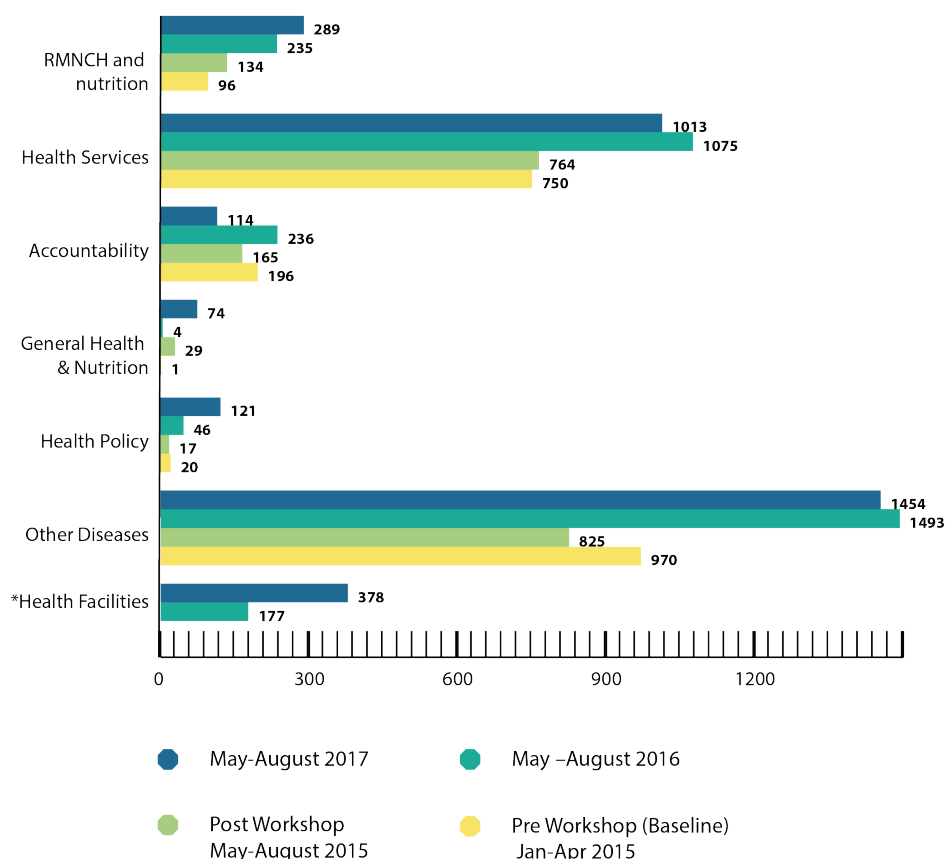
This year, an increase of 201 percent has been observed in the reporting of RMNCH related stories between the baseline and May-August 2017.



6.1 Comparative analysis with baseline of RMNCH news (print and electronic)

Tables given below are distributed thematically for the following periods:

- Media Monitoring – May to August 2017
- Media Monitoring – May to August 2016
- Post workshop media monitoring – May to August 2015
- Baseline – January to April 2015



Comparative Analysis with Baseline of all themes

**Note: In 2016 Health Facilities emerged as a noteworthy theme. Mainly due to the news coverage on primary health care in both print and electronic media during monitoring period of May to August. Therefore it was included as an additional theme in 2016.*

This year, a total of 289 news have been reported on RMNCH and Nutrition with 208 in English newspapers and 72 in Urdu newspapers. The graph below shows the most significant themes of 2017 and 2016, showing the increase in themes like health facilities, health policy and RMNCH and Nutrition making them the mostly focused areas for reporters when it came to health stories.



Number of news reported on significance themes in 2016-2017

6.3 Comparative analysis with baseline of RMNCH news (print and electronic)

May-August 2017				
Theme	Reported news in Urdu newspaper	Reported news in English newspapers	Reported news in TV Channels	Total News
RMNCH and nutrition	72	208	9	289
Health Services	269	709	35	1013
Accountability	38	71	5	114
General Health & Nutrition	12	58	4	74
Health Policy	30	88	3	121
Other Diseases	556	863	35	1454
Health Facilities	115	255	8	378
Total	1092	2252	99	3443

May-August 2016				
Theme	Reported news in Urdu newspaper	Reported news in English newspapers	Reported news in TV Channels	Total News
RMNCH and nutrition	95	104	36	235
Health Services	495	561	19	1075
Accountability	109	121	6	236
Nutrition	0	4	0	4
Health Policy	14	31	1	46
Other Diseases	687	767	39	1493
Health Facilities	126	50	1	177
Total	1526	1638	102	3266

Post Workshop May-August 2015				
Theme	Reported news in Urdu newspaper	Reported news in English newspapers	Reported news in TV Channels	Total News
RMNCH and nutrition	43	88	3	134
Health Services	407	347	10	764
Accountability	49	112	4	165
Nutrition	2	26	1	29
Health Policy	0	17	0	17
Other diseases	279	494	52	825
Total	780	1084	70	1934

Pre Workshop (Baseline) January-April 2015				
Theme	Reported news in Urdu newspaper	Reported news in English newspapers	Reported news in TV Channels	Total News
RMNCH and nutrition	62	34	0	96
Health Services	367	382	1	750
Accountability	146	50	0	196
Nutrition	1	0	0	1
Health Policy	0	20	0	20
Other Diseases	309	657	4	970
Total	885	1143	5	2033

7. Summary - Key Findings

- A total of 3443 news were reported from May-August 2017.
- The leading theme was Health Services at 1013, as reported in print and electronic media.
- Health coverage was mostly covered as “news” of which, the total number was 2830.
- In electronic media, Dawn News led with 39 number of health stories, followed by Express News at 24.
- In print, The News had the highest number of health news at 657, followed by Daily Jang at 646 and Dawn at 624.
- In 2016, 3266 health stories were reported, increasing stories by 5.41% as compared to the total number of stories in 2017.
- From 2015, baseline, 2033 health stories were reported that increased by 69.35% with 3443 stories reported in the year 2017.
- There is an aggregate increase of 201% in RMNCH and Nutrition from January- April 2015’s baseline till May-August 2017 and 22.97% increase from last year.

