

News Broadcasting and Journalists – A case study of Telugu Television News channels

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Abstract: Television is visual platform. India has the highest number of news channels in the world. After globalization, organizations identified the potentiality of broadcast industry. Today we have more than 900 satellite channels in India. Every year number increases. News Broadcaster production cost and increased Competition, depleting advertising revenue make the Broadcaster to think over ways to reduce production cost. The crisis is coming from the fact that the business model has been broken for a period of time, substantially because in distribution, broadcaster doesn't get subscription money, but they are paying carriage fees. Competition among news broadcaster led to decrease job satisfaction level of Television journalists. This paper tries to emphasis the prevailing situation in News broadcasting and journalist's conditions.

Keywords: News Broadcasting, Journalists, Telugu Television, Telugu News channels

1. Introduction

Once it was called Idiot box, that idiot box making great impact on society by way of shaping up public opinions, sentiments, disseminate accurate and desirable information. It has brought change in the life styles of the people and become a major influence in our culture. While printing, took hundreds of years to influence culture but Television done instantaneously.. Throughout the world, Television journalism is one or other way funded and sustained through a variety of financial models, like government license fees and taxes, philanthropy, advertising, subscriptions, pay-per-view, crowd sourced contributions, and mixes of all of the above.

The more and more channels started broadcasting which lead to Competition. Television channels making efforts to gain or regain lost market share. Most media owners concentrate on methods which give more profit with using available resources. As a result, working conditions for many journalists have continuously deteriorating, and non stop for workloads. The new trend which allows Multimedia reporting and publishing has become the norm of business. Most news organizations have reduced staff, asking the remaining employees to multiply their output for the 24-hour news series.

1.2 Evaluation of Television in India

Doordarshan had a modest beginning with an experimental telecast starting in Delhi on 15 September 1959, with a small transmitter and a make shift studio. The regular daily transmission started in 1965 as a part of All India Radio. Doordarshan began a five-minute news bulletin in the same year in 1965.

The television service was extended to Bombay (now Mumbai) and Amritsar in 1972. Up until 1975, only seven Indian cities had a television service and Doordarshan remained the sole provider of television in India. Television services were separated from radio on 01 April 1976. National telecasts were introduced in 1982. In the same year, colour TV was introduced in the Indian market with the live telecast of the Independence Day speech by then Prime Minister Indira Gandhi on 15 August 1982, followed by the 1982 Asian Games which were held in Delhi

In the world , India, with unity in diversity, has moving towards to have highest number of news channels in the world. After U.S. and China, India is the third largest TV market with 146 million TV households and 80% penetration in Cable and Satellite (C&S) connections (KMPG report). Media and Entertainment industry, has news segment, very small stake. It is divided as National, regional and business channels. News channels commands only 7% of Total TV Viewership. sow

In order to generate revenue, media operates and competes in two different markets. Media economist and author Robert Picard described media as "Dual Product Market." (Picard, 1989. The seed for satellite channel sown when Subhash Chandra launched India's first privately owned Hindi satellite channel in October 1992,. The satellite unlinking facility was not available from India ,he had to uplink his signals from Hong Kong since. Satellite news however was still patiently waiting for its turn to be unleashed. After 3 years later ,Zee TV added one news bulletin per day in its FPC. After continuous attempts to start an India centric news bulletin, NDTV got opportunity through the newly launched DD Metro in 1995 and started 'News Tonight' 30minute daily news

bulletin. The News channel operation from the Indian soil materialized when Rupert Murdoch given contract to NDTV to launch STAR Plus News channel. India's first 24x7 news channel was incidental rather than planned. (Mehta, 2008) Aaj Tak (Hindi) was the first news Channel in India, launched on 31st December 1998.

The Competition grow up, Star News had a competitor in Zee News, this was quickly followed by brands like ETV and Aaj Tak which concentrated on the business of producing News and Current Affairs content into a competitive market. Presently, Doordarshan operates 35 channels – seven all India channels (DD National, DD News, DD Sports, DD Gyandarshan, DD Bharti, DD Rajya Sabha and DD Urdu), eleven Regional Language Satellite Channels (RLSC), fifteen State Networks (SN) an international channel, DD India and one HDTV channel which are available through free terrestrial signals as well as through DTH, digital and analog Cable and IPTV platforms (www.ddindia.gov.in) assessed on sept. 19 March, 2016). As per the Ministry of Information records (30th April 2016), there are 885 permitted satellite Television channels with valid permission in India, (News and Current Affairs Channel -401, Non News and Current Affairs Channels -484), and the Doordarshan has 33 Television channels under its control.

1.2 Regulation bodies and Self regulatory Agencies: Ministry of Information and Broadcasting (MIB), Telecom Regulatory Authority of India, Indian Broadcasting Foundation, Broadcasting Content Complaint Council, The News Broadcasters Association, News Broadcasting Standards Authority, India Media Group, Media Research Users Council,

1.3 Related Laws and Acts: After a land mark judgment by Supreme court that ruled out the airwaves are public property. First ordinance -cable Networks Regulation Act in 1995 to control mushrooming cable operators around the country, and then Broadcasting Bill (1997) attempt to enable licensing and regulation of broadcasting. This Bill aimed at establishing an autonomous Broadcasting Authority to regulate broadcasting services in India. This bill lapsed after Communication Convergence Bill replace it. The communication Convergence bill 2001 focused both distribution and content sides of television and recommended Federal Communication Commission of India like in the US. In 2006, Government put forward another Broadcasting Services Regulations bill

drafted. when this bill drafted, TRAI was already given the responsibility of overseeing the regulatory function of Broadcast industry. The Ministry of Information and Broadcasting and the industry regulator have done several rounds of consultation with industry stakeholders on the main issues of content, ownership regulation, cross media regulation but never got passed in 14th Lok Sabha .

1.4 Uplink Guide lines from India: In 1998 , finally, Government of India , first time gave permission to indian organisation which having 80% stake to uplink form India through VSNL.The Government of India, first time differentiate between News and non-News content in 2003.

1.5 Essentials for setting up a News Channel in India: News and Current affairs TV channel deined as a channedl which has any element of news and current affiars in its program content.As per MIB guideline, any Indian company registered und the companies act 1956,indian owner must have major stake is is eligible for launching a news channel in India. Minimum net worth required for applying for such license in set to be Rs. 20 crore for the first channel and Rs. 5 crore for each additional channel. Regulatory guideline suggest that media should have 3/4 of the Directors on the Board of Directors of the company ,all key executive and editorial position staff would be Indian residents and at least one person occupying top position should have a minimum three years prior experience in top position ina media company, operating News and Current Affairs Television channel. The Top position would be like Chairperson, Managing Director, Chief Executive Officer, Chief Operating Officer, Chief Technical Officer or Chief Financial Officer of the Company.

1.6 Regional News Channels:In the regional level the early private satellite project in the counrty was Asianet, sponsor by K. Sasikumar,aired entertainmnet programs in Malayalam. The two biggest networks in regional news channel industry are Sun network and ETV network.Sun network has its presence south Indian languages Sun News - Tamil nadu,Gemini News-Malayalam,Telugu and Udaya News -Kannada.The other major network from south is ETV from EEnadu group.This group first started a Telugu channel and soon spread wings in several North Indian languages. Today offers more than 10 regional language news channels. Another group is TV9 group, promoted by Srini Raju, which spread its network to regional level.

Telugu New Channels position:

Sl.no.	Private Satellite (Telugu news channels)		Remarks
	Channel	Management	
1	ETV news	Ramoji Rao	Media baron
2	NTV	Narendra Chowdary	Real Estate
3	TV5	Naidu	Businessmen

Private Satellite (Telugu news channels)			
Sl.no.	Channel	Management	Remarks
4	TV9	Sini Raju	IT Industry
5	Sakshi	Jagan Mohan Reddy	Businessman turn Politician
6	HMTV	Kapil Chits	Business
7	10TV	CPM Party	Political party
8	99TV	CPI Party	Political party
9	Studio N	Kalkaji	Devotional Group
10	6TV	Suresh	NRI
11	CVR News	C.V.Rao	Real Estate
12	Gemini News	Sun Network	Sun Network
13	ABN TV	Andhra Jyothi Group	ABN Group/Sr Journalist
14	I News	Private Group	Private Group
15	Express TV	Dr. C.Jaya Ram	NRI
16	T NEWS	TRS Party	Political party
17	V6	Vinod	Politician & Industrialist
18	Maha TV	I.Venkat Rao (Sr.Journalist)	Sr.Journalist

Table1: Management pattern of Telugu Television News Channels

Table 1 shows different management pattern of investors entered in the media industry. The political parties, , NRI's, media persons, Business entities launched News Channels in Telugu states in order to support their businesses or to promote their political party ideology.

At present, there are nearly fifty plus Current Affairs and Non-Current Affairs Satellite channels operating from Hyderabad area. It become common scene in hyderabad that journalists are not well paid, irregular salaries, deprive of basic facilities. Even Major Journalists Associations(Andhra Pradesh Union of working Journalists-APUWJ,Andhra Pradesh Journalist Federation- APJF, Telangana Union of Working Journalists-TUWJ) unable to solve this issues.. As Television industry come under working Shops & Factories, and Establishment act 1988, the Labour Department, issued notices to the Television managements but delayed salaries practice continues. There are instances that News channels removed journalists without any notice. Many news channels on the rolls to sell their equity or share/channels. The Increase competition, deleting advertising revenue, no upward flow of subscription amount, huge channel carriage fee management attitude, all these factors contribute to incur losses..

Weaver and Wilhoit's (1996) definition of journalists as persons who produce news, information, and opinion rather than those who produce fiction, drama, art, or other content, we excluded the questionnaires of logistic members , technicians and interns and other inapplicable employees

In Journalism, professional job satisfaction traced form 1971 when Johnstone, Salwski, and Bowman (1976) introduced the variable in their seminal study on American journalists. Since, then,

decennial studies (Weaver & Wilhoit, 1986.1991, 1996,) of U.S. journalist and in other countries have made jobs satisfaction one of the leading variables examined in journalism research.

Two factors contribute to the job satisfaction , one intrinsic factors like pay, co-worker, supervisor, communication, fringe benefit, promotion, contingent reward, operational condition, nature of work and extrinsic factors like recognition society,identity.

2.1 Working condition of Journalists ..

For a media profession so central to society's sense of self, it is of crucial importance to understand the influences of changing labour conditions, professional cultures, and the appropriation of technologies on the nature of work in journalism. There are instances that few channels removed their journalist without any notice and in some other channels salaries are not properly paid, when journalist leaves the organization, even employer not releasing Provident fund application.

Several studies have noted how the introduction of new technologies in newsrooms such as a content management system, desktop internet access, and the increased emphasis on so-called 'multiskilling' (often involving retraining programs or expectations of reporters in one medium to be schooled in the production techniques of other media) leads to increasingly pressurized production arrangements, to higher stress levels and burn-out rates, an ongoing recasting of specialists into generalist reporters, coupled with a widely shared sense among

News workers that the newly introduced technologies translate into more work without providing added value for them.

2.Incurring expenses of a Broadcasting News Channels in India : Management Point of View

In order manage media industries require talented technical, creative, and managerial personnel. The employees of the media firm are single expense for any organization. In the media industries those involved trade, craft, and technical side are considered “below-the-line” employees, whereas employees such as producers, writers, directors, talent, and management are considered “above-the-line” employees

The media firms need to ready to adjust with changing technology which require skilled /trained people in technology or to hire from outsources. Labor markets are affected by consolidation, which typically creates a loss of some repetitive jobs, as well as general labor trends.

license fee: Television channel regularly needs to pay or renew license, those channel which do not have their own frequency or Earth Station, have to pay frequency or unlinking or Teleport services. For Example, M/s.India Sign company which provides teleport, Satellite New gathering, play out, Earth Station services to the channels.

Distribution /Exhibition charges: The MSO’s (Multi system operators) or direct-broadcast satellite television systems (Hathway,Tata sky, Big TV Den,Videocon,Airtel) charge amount for carrying channels through their distribution network and Local cable operators collect channel subscription fee from consumers. After digitalization process initiation by the Government of India, consumer with addressable system receiving high quality picture on the Television screen

TRP (Television Rating Points): Television has to pay subscription amount go get their channel TRP points. TAM (Television Audience Measurement) media Research Provides data which channels most watched in India, what do the Indian audience watch on TV (Age, Gender, Socio economic classes). Now, BARC India (Broadcast Audience Research Counsel) providing such services. These agencies need to follow Ministry of Information & Broadcasting guideline while providing such information. Now, BA RC(Broadcaster Audience Research Council) come into existence form April 2015, which claims to provide systematic and scientific data relating audience. In August, BARC announced its tie-up with TAM for a new meter management company to manage panel operations. This entailed the integration of 12,000 meters of TAM with those of BARC

News Agencies payment: To get latest news updates or video, News channels subscribe to Reuters, ANI (Asian News International), agencies.

Depleting Advertising Revenue: The TRP (Television Rating Points) points decides channels’ revenue, on the basis of good TRP points the gets

product advertisement. Just like Doctor Prescription, the patient generally will not go to medical shop to purchase medicine. It is on Doctor’s prescription, patient go and purchase medicine. Doctor is the key element here, who direct the patient to purchase

For the last six to seven years now, the TV news business has been actually going through a crisis. It’s been a very prolonged crisis. It was a really short golden age that all went through. The crisis is coming from the fact that the business model has been broken for a period of time, substantially because in distribution, broadcaster doesn’t get subscription money, but they are paying carriage fees.

But, for various reasons, the carriage fees are continuing, and the subscription money is not going to the broadcasters. Now, the government and the regulators assured that digitization is going to change the Television news business scenario. Hoping for a new economic model and channels will be able to rely on subscription revenue and not purely on advertising revenue. Obviously, if channels are on a subscription medium, particularly news channels, they don’t have to dependent completely on chasing TRPs. The people are paying cable operators money for a bundle of Channels. But that money doesn’t flow up the system from the LCO (Local Cable Operator) to the MSO (Multi-System Operators) and from the MSO to the broadcaster. If that can’t be unlocked, it news channels have to entirely dependent on advertising revenue. With effect from Union cabinet decision on 12th November 2009, the Headend-in-the Sky (HITS) Service has been permitted in india .This service offers multi channel downlinking and distribution of television programs in C-Band or KU Band ,where in all pay channels are downlinked at a central facility (Hub/Teleport)and again uplinked to a satellite after encryption of channels.At the cable headend these encrypted pay channels are downlinked using a single satellite antenna, trasmodulated and sent to the subscribers by using a land based transmission system comprising of infrastructure of cable /optical fibres network.

4. Studies on working Conditions of Journalists:

The study of Occupational stress and job satisfaction in media personnel assigned to the Iraq war (2003) revealed that journalists living conditions deteriorated during the assignment and the pressure to “be the first to a story” led to unsafe conditions and unnecessary risk taking. Many of them do not have a firm work contract: they are paid with “copyright agreement” frame work (they get paid only if they deliver news) By interviewing 515 journalist in Shanghai,Hanitzsch and Hidyat (2012) have reported relative high level of job satisfaction among Indonesian journalists. Mwesig’s (2004) study on Ugandan journalists had reported low levels of jobs satisfaction and income

was one of the strongest predictors of their jobs satisfaction. A 2004 Survey (Lo, 2012) on 1,642 Taiwanese journalists found that job satisfaction correlated with job autonomy, income, and education. Taiwanese journalists who earned higher salaries, had higher levels of education, and claimed more autonomy in their jobs, expressed greater job satisfaction. Faced with changing media use, media companies need to innovate to remain profitable, and some are failing because businesses largely have not done so (Mersey, 2010). So, there is, indeed, a crisis of the media industry, but not necessarily a crisis of journalism. According to the 2012 Annual Report of the Journalistic Profession, published by the Association Press of Madrid, since 2008, 197 media companies have disappeared in Spain and by late 2012 there were nearly 28,000 unemployed journalists. A Russian Study (Pasti et al., 2012) comprising 620 respondents found that the autonomy in news selection predicted jobs satisfaction. "Labor Conditions of Young Journalists in Romania" by Romina Surugiu (2012) research revealed that young Romanian journalists work for low wages but are expected to perform diverse and complex editorial activities... Global science journalism report: working conditions & practices, professional ethos and future expectations by Martin W Bauer & Assistant Susan Howard, London School of Economics (April 2013), revealed Seventy-two per cent of science journalists are happy in their jobs. Most respondents (62%) welcome the idea of a science desk that is sponsored by third parties (Philanthro--journalism), with 79% and 67% of people favouring national and foreign charitable foundations respectively. In the literature dealing with journalist job satisfaction, autonomy has always been ranked among the top factors leading to satisfaction (Weaver and Willnat 2012), particularly for American journalists (Chang and Massey 2010). Rodríguez noted that about 70 percent of Spanish journalists have considered to alter their job. In that study, the reasons pointed out were need to spend more time with family and peers (36.1 percent); to reduce stress (35 percent); to earn more money elsewhere (29 percent) and to reduce frustration (25.5 percent). Rama Prasad has found that journalists in Tanzania and Nepal considered their profession important and joined it

because they believed in their goals of informing the public and building society. Research in the tradition of journalist surveys has generally gauged how important the journalistic profession is for its practitioners and may include questions on the reasons for joining the profession.

A study on Social, educational backgrounds and professionalism: an analysis of Kannada Journalists by Chintamani, V Y (2013) revealed deteriorating working condition of Kannada print journalist. Various studies on the working conditions of women journalist reveal the same situation, till now, no improvement. They are just allowed soft beat and a few women occupies top position and vernacular journalist put on contract. A study by B.Vijyachandran pillai (2015) on non journalist of print media in Kerala, too revealed that Workplace stress affects the performance of the brain, including functions of work performance; memory, concentration, and learning. Employers should provide a stress-free work environment, recognize where stress is becoming a problem for staff, and take action to reduce stress.

Conclusion: The Newspapers get revenue through advertising and subscription but Television gets through advertising only. Many Business houses enter into this lucrative Television industry to promote their business interest. Those who do not have any business house support, or political party patronage, making losses. It is inevitable that running News Channels always risky one unless if you have regular inflow of funds into Television. Still many Telugu Channels are continuing with delayed salaries. Only Zee 24 Gantalu closes down. Journalist welfare schemes are limited to accredited journalist only. In Television, it is not clearly defined who is a journalist or a non journalist to get accreditation. A committee, comprise of senior journalists, working in print and electronic media helping state Information & Public Relation department to identify & issue accreditation. The Government of India or Telecom Regulatory Authority of India should make certain provisions in order to protect interest of the employees. As Ministry of Information and Broadcasting set up a content monitoring wing, the labor department also looks into similar pattern to keep an eye on Television industry.

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