

NEEDS ASSESSMENT STUDY ON MEDIA CAPACITY BUILDING IN DISASTER REPORTING

Conducted by



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EXECUTIVE SUMMARY

This study found that while Bangladesh media is increasingly playing a strong role in the recent years, it is not doing enough in reducing risks of natural disasters. Most reports are hard in nature and there is a dearth of in-depth, investigative, feature and follow-up reports. Most reports are produced when there is an event. As disaster is not considered as a beat, different reporters are assigned to cover disasters in different times. Therefore, individual reporters do not develop expertise through experience.

The media predominantly focuses on floods and cyclones and not other issues. Overall coverage by the Bangla newspapers is better than that by their English counterparts mainly because the Bangla papers have more local correspondents and readerships.

Media coverage of disasters has become an important issue in disaster management. It is because the focus of disaster management has shifted from rescue and relief operation to risk reduction. An increased coverage of risk reduction issues in the media would supplement and reinforce national efforts on disaster management. It is crucial to orient journalists to this new approach of covering disasters and sensitize the gatekeepers of the same.

The study found an overwhelming need to train reporters at both local and central level, re-orient editors about their policies on disaster coverage, encourage reporters on area-wise coverage, as well as covering most vulnerable areas and promote sustained coverage of disaster issues.

INTRODUCTION

Bangladesh is a densely populated disaster-prone country. Seriously life-threatening, disasters have remained as one of the major impediments to country's economic growth.

Bangladesh has an evolving and vibrant print and electronic media that is perceived to have strong influence in policymaking. In recent decades, disaster coverage in the media has increased significantly—while people's access to media has also increased.

This study was commissioned to identify Bangladesh media's current role and weaknesses in reporting disasters.

In this process, we have monitored disaster related news coverage in six national dailies -- both Bangla and in English -- on the basis of their circulation and image. These are: Prothom Alo, Jugantor, Ittefaq, Samakal, The Daily Star and New Age. We have also monitored news coverage in four popular television channels -- BTV, ATN Bangla, NTV and Channel i.

The news monitoring period for these 10 media houses was between 2006 and 2009—extending four years. The news items were picked from a particular period of time each year when disaster reports tend to be more than other times of the year.

The media monitoring work brought a clear picture of the status of media coverage in Bangladesh. It also shows which areas are getting more attention and which the least attention.

As part of this study we have also held three focus group discussions in three disaster-prone areas of Sirajganj, Chapainawabganj and Koyra in Khulna. Sirajganj town faces annual flood and river erosion while Chapainawabganj faces flood, erosion, drought, arsenic contamination in drinking water and extreme weather. Remotely located Koyra is a cyclone-affected area. The discussions were held with people who have better access to media or are opinion leaders. The key points of this discussion were how they evaluated the role of media in risk reduction in a disaster, what are the areas that demanded more focus and what are the important issues that are completely left out.

Another focus group discussion was held in Dhaka with experts and journalists where they expressed their views on the role of media and the quality of media coverage, which areas need more professional development etc.

In addition, we have interviewed three key informants on the same issue where they gave their frank opinions and evaluation about media coverage, quality and areas that need improvement.

Finally, we have interviewed five reporters on the same issue asking questions about what difficulties they face in disaster coverage, the challenges of disaster reporting and other aspects of disaster reporting.

These discussions and interviews generated a collective perception of media performance and image and views on the areas of weakness and strength and how the media can play even a more constructive role.

DISASTER: BANGLADESH SITUATION

With an area of 147,570 sq. kilometers Bangladesh is situated between the mighty Himalayan mountain range on the north and the open ocean on the south. The country is densely populated with 847 inhabitants per sq. kilometer. The country is the delta of two great rivers Ganges and Brahmaputra. Only a small part of the country is more than 20 meters above sea level.

Because of its geographical location, and land and river formation, Bangladesh is prone to many kinds of natural disasters. Of these natural disasters, tropical cyclones stand out as the biggest threat. Other kinds of disasters include cyclone associated surges, droughts, tornadoes, floods, and riverbank erosions. In addition, there are some occurrences of earthquakes. The water dominant country's another type of natural calamity is widespread arsenic contamination of underground drinking water. In recent years, scientists have found out that Bangladesh is one of the worst victims of global warming --as majority of its land is set to go under the water within a few decades.

Tropical cyclones and depressions frequently form in the Bay of Bengal immediately before monsoon and after-monsoon periods. Because of high population density, cyclones and storm surges destroy lives and properties and bring widespread health hazards as well as damage crops, infrastructures and homes. Associated tidal surges also create short and long-term problems as the salt water ruins the soil, water tables and crops. Cyclones and tidal surges leave deep wounds in the country's economy and often challenge the country's efforts to become self-reliant in food.

The cyclone disasters in 1970 had left between 300,000 and 500,000 dead and 1991 left 138,000 dead. Both are among the worst natural disasters in the world. In recent years, in November 2007, a cyclone named Sidr reaching a wind speed of 240 km per hour left around 10,000 people dead and damaged crops and properties worth US 1.8 billion dollars. In May 2009, another cyclone named Aila hit the north-western coastal region of the country. Although the cyclone was weak in terms of wind speed (highest speed 120 km), the cyclone brought widespread tidal surge -- killing more than 300 people and leaving more than 1 million people homeless. Aila's tidal surge brought saltwater deep inside the coastal districts and till today, the region could not get over the damage.

Regular floods in Bangladesh pose enormous threat to the population. The river-dominated country's crops and infrastructure often bear the brunt of extensive floods. But moderate floods contribute to the fertility of the land. Therefore, floods are perceived both as a negative and positive factor for the country's economy.

Commonly during the monsoon, one third of its 22 million acres of cultivated land is flooded. As floods have been a part of life for centuries, the people demonstrate great resilience and skill in coping with it. Farmers consider normal monsoon flooding as useful and beneficial. Problem arises when flooding increases beyond the normal level. In 1988 and 1998, Bangladesh witnessed heavy flood-- considered as the worst in the living memory due to their long duration and high water level.

The sufferings from floods multiply for the people living around the courses of the mighty rivers of Jamuna, Meghna or Padma due to river erosion. River erosion, like floods, has been a part of life for people in the region. These disasters cause displacement of large number of people and losses of farmlands and properties--which leads to complex economic problems.

Ironically, a disaster like drought strikes flood-prone Bangladesh at some intervals of time. The year of drought means a year of heavy loss of crops--causing significant blow to the country's agriculture dominant economy. In 1979, Bangladesh faced one of the worst droughts in many decades. At present, droughts take place in pockets of places in the northern region every two and a half years.

Also, there are summer tornadoes which destroy lives and properties. A severe tornado hit Tangail district of the country in May 1996 killing 540 and injuring more than 30,000 people. Loss of cattle heads and damage to households were also substantial.

Bangladesh experiences small earthquakes every year. Although there had not been major casualties or damage in the country due to earthquake, experts have been warning of major earthquake disasters in the urban areas—especially in Dhaka—due to increasing density of structures and people there.

In recent years, scientists have deduced that due to effects of global warming, the sea level was rising and it has increased cyclonic activity, and changes in ambient temperature and precipitation patterns. These have affected or are projected to affect Bangladesh. Ongoing sea level rises have submerged several low-lying islands in the Sundarbans, displacing thousands of people. Temperature rises on the Tibetan Plateau are melting the Himalayan glaciers. Though Bangladesh only contributes 0.1% of the world's emissions, majority part of the country is set to go under the water within a few decades due to global warming.

WHY REPORTING ON DISASTERS IMPORTANT?

When a disaster-prone country is densely populated, each instance of disaster can leave huge casualties and a blow to the nation's economy. A nation cannot stop a natural disaster, but it can minimise the losses through timely forecasts and efficient information flow among the people. Lack of information flow can multiply the fatalities left by a disaster. The cyclone of 1970 is such a case of point.

The 1970 Bhola cyclone is considered as one of the deadliest natural disasters in modern times that killed around half a million people in coastal region of Bangladesh. The November 12, 1970 cyclone brought in huge tidal waves, devastated many offshore islands and wiped out villages. The casualty was very high because there was a lack of proper warning to the people in the coast. As a result, people could not go to safe shelter when the cyclone struck. But the death toll further went up because there was no information flow regarding the extent of damage the cyclone had left. Nobody knew about the picture of affected islands. Accordingly, there was no rescue work anywhere in the affected areas for the first two days. The overall rescue operation was too slow. Many had died from thirst or hunger before anyone reached the islands for help. The real picture would emerge only later.

The Bhola cyclone goes to show the then government's failure in saving lives. But it also shows how lack of information during a disaster can multiply fatalities.

In 1974, Bangladesh faced famine. The warning of famine began in March with price hike of rice. Bangladesh's new state and devastated infrastructure and markets were not prepared to deal with the famine. The famine was officially over by December, though its effects continued in the following year. Experts in their studies of the 1974 famine, later pointed out that Bangladesh famine was not caused by a failure in availability of food but in the faulty distribution system. They argue that the specific configuration of the state food-rationing system and the market resulted in speculative hoarding by farmers and traders and a consequent rise in prices.

During the period of the famine, the media's role did not go beyond portrayal of the hunger and some corruption of the food distribution system. Compared to the present role of the media, the coverage did little justice to change policy decisions.

In April 1991, Bangladesh faced yet another deadly cyclone in Chittagong region. This time the cyclone was even stronger and it forced a six-meter surge inland over a wide area, killing at least 138,000 people and leaving 10 million homeless. Most deaths were from drowning. There were cyclone forecasts and warnings—but only a few hours before it struck. People did not have enough time to move to cyclone shelters. Some did not believe that the storm would be as bad as the forecast. However, it is estimated that over 2 million

people evacuated from the most dangerous areas, possibly mitigating the disaster substantially.

The 1991 cyclone brought national and international attention to Bangladesh's disasters like never before. Journalists covered the incident as detailed as possible.

Prior to this, Bangladesh faced widespread flood in 1988. An even worst flood took place across the country in 1998. By then media's role had become pro-active and it was helping rescue, relief and rehabilitation works immensely. Due to wider availability of information, general people became involved in rescue and relief operations.

The media has been demonstrating increasing level of awareness regarding natural disasters in Bangladesh. This alertness has helped in saving lives and taking precautions against the disasters to a greater extent. Since the nineties, the number of newspapers and private television channels has significantly widened people's access to information. In the 2007 cyclone Sidr, widespread news coverage was seen before and after the cyclone in all types of media.

It has been recognised around the world that non-structural disaster mitigation programmes must accompany the structural measures for reducing the loss and damage of disasters. Construction of cyclone shelters, embankments, dykes, coastal forestation and other measures are vital protections in minimising impacts of cyclones or floods—but these are just one component of disaster preparedness. Unless the community itself is fully conscious about disaster risks and preparedness, no nation can effectively protect itself from any kind of disaster. To make the community aware, a nation must constantly disseminate information on what disasters will do, what are the best immediate actions to take personally and by families, how to effectively communication during disaster forecast and warning process etc. This is where the media can play the most critical role.

OBJECTIVE AND METHODOLOGY

Objective:

The needs assessment study was undertaken

- to identifying weaknesses in media reporting
- to develop the training module or content for the journalist training

Methodology:

Content Analyses: Monitoring and analyzing the contents of selected newspapers and television channels over the last four years prior to the study periods. Monitored disaster reports related to flood, cyclone, earthquake, landslide and drought published or telecast between 2006 and 2009.

Content Analysis—newspapers: Monitored 6 national dailies—4 Bengali and 2 English. The newspapers are: *Prothom Alo*, *Samakal*, *Jugantor*, *Ittefaq*, *The Daily Star* and *New Age*.

Content Analysis—TV: Monitored the primetime news bulletin of the day of four television channels. The channels are: *BTV* and the private satellite channels *ATN Bangla*, *Ntv* and *Channel-i*.

Questionnaire Survey: Interviewed 5 reporters covering disasters from national media. The questionnaire survey investigated perception and understanding of journalists about disaster reporting, knowledge of the issues, identified gaps and training needs on disaster reporting.

Key Informant Interview: Interviewed 5 experts from Disaster Management Bureau, disaster experts and scientists, aid and development agencies etc.

Focus Group Discussion: Conducted four focus group discussions (FGD) at three disaster-hit areas and one in Dhaka. Three FGDs were conducted with the victims in three disaster-hit areas; one in flood affected Sirajgonj, drought affected Chapainawabganj and Aila affected Khulna. The FGD conducted in Dhaka with the disaster experts was to identify the weakness in media reporting.

KEY FINDINGS

The study found that in the recent decades, the media focus on disaster has been increasing. The media is increasingly playing an important role in disaster preparedness, relief and rehabilitation, and protecting lives. The coverage has particularly become more effective with the emergence and popularity of private television channels and an increase of public access to media.

Higher degree of information flow has clearly made a positive impact with people who live amid threats of different kinds of disasters. For an example, the study found that Sirajganj people believe that media's role has helped their livelihoods in the recent years compared to past—when people suffered untold miseries due to lack of any disaster forecast or ways to communicate to others for help.

Overall the media trend is highly focussed on events and subsequent human sufferings. The press believes that human distress is most important side of disaster reporting.

The study found that people in disaster-prone area believe that coverage in the national media quickly draws attention of all—policymakers to victims—about an ongoing crisis. This helps greatly in taking remedial and protective actions.

1. KEY FINDINGS IN MEDIA TRENDS

TV & newspapers dominantly cover floods, cyclones

This study monitored several thousand disaster related news items of six selected newspapers and four television channels published between 2006 and 2009. Flood is the dominant disaster coverage issue for all the media, followed by cyclone. The presence of stories on landslides, earthquake and drought is negligible.

Bangla dailies' coverage is almost double of what the English dailies cover

Disaster coverage by Bangla dailies is almost double the volume of coverage by the English dailies while there is close competition among the Bangla dailies.

Most reports are hard, least in-depth reports

Most reports are hard ones, followed by follow-up reports. The newspapers compete closely in covering hard reports. There are very few in-depth reports, features or interviews on any kind of disaster.

Bangla papers give three times more follow-ups than English papers

In follow-up reports, Bangla newspapers almost give three times more coverage than English newspapers.

Papers-TV focus relief, sufferings, social impacts

Most disaster reports covering flood, cyclone, landslide, earthquake or drought, focus on relief and rehabilitation and victims sufferings followed by social impacts. There are good numbers of reports on environmental and economic impacts as well. Policy decisions get moderate attention.

Papers-TV pay least focus on scientific explanation, forecast & rescue

Scientific explanation draws the least attention of the media. There is a lack of story focus on forecast and rescue.

Pictures of damage, sufferings popular; least use of data or maps

Overall, the media uses a lot of graphic materials to illustrate disasters. But newspapers prefer to use pictures of damage, victims and some on relief and rehabilitation. Use of data or table or maps is very insignificant.

Most disaster news gets upper fold treatment

Disaster related news items significantly secured the upper fold of the newspapers—indicating that the papers editorially gave more importance to the news.

Staff reporters write most disaster reports with great use of local correspondents

Staff correspondents are the main writers for all newspapers. But Bangla newspapers greatly rely on local correspondents. Bylines—which represent both staff and local correspondents—are also heavily used.

Local correspondents get prominence in Bangla papers

Bangla newspapers greatly use local reporting resources, which their English counterparts do not. Other sources like news agencies or press releases are not so significant.

Local correspondents give more inputs in covering cyclone

Staff reporters write most of the flood related reports while local correspondents post around half of the reports. Staffs also lead cyclone reporting, but local correspondents give more inputs here.

The first TV bulletin delivers most disaster news, third the least

All channels delivered most of the items in the first bulletin, followed by the second bulletin. The third bulletin delivers the least items.

Sync is the most preferred special treatment in TV channels, special reports the least

Sync was used as the most preferred special treatment in the coverage, followed by Vox-pop and graphics. There was insignificant use of special reports, breaking news treatment, one-to-one studio discussion and few treatment of disaster news as the lead news.

2. KEY FINDINGS IN MEDIA SHORTCOMINGS

The study detected many areas that demand attention of the media for improvement of disaster coverage. Many of these problems are inter-related. These are:

Media is dependent on events

The media is very much dependent on events while reporting on disasters. Journalists themselves agree that they start reporting from warning stage of a disaster. Unless there is an incident or the possibility of an incident, they do not file reports.

Unawareness of journalists about the shift in focus in disaster reporting

Apparently, mainstream journalists are not yet familiar with or don't have a good understanding of the concept of reporting disaster from a risk reduction perspective. Except for some stories on earthquake there were very few stories that took account of the risk reduction factor. As has happened in disaster management - focus has shifted from relief and rehabilitation to a more holistic approach to reducing risks and vulnerabilities - the media should now realign its focus by moving away from reporting on rescue and relief efforts to issues/aspects relating to risk reduction while covering disasters.

More reports on risk reduction and long-term impact needed

Experts, journalists and other discussants during this study noted that there are many issues which should be reported regularly throughout the year in order to reduce the risk of a disaster and as part of disaster preparedness. They felt that often, the gatekeepers and the reporters themselves appear not to be aware of the risk reduction aspect of disaster coverage. But as the media pays focus only when there is an event, reports that would create public awareness and reduce risks are being left out in general. Reporters say the style of coverage is dependent on the policy of the media house; but they all feel the need for follow-ups and in-depth reporting. Similar concern was voiced by experts and other discussants.

More grassroots coverage needed

Experts feel that the media should focus more on the grassroots level to increase the credibility of their reports.

There are many journalists who cannot go into the depth of a subject and an increased focus would create greater understanding.

Awareness on gender sensitivity needed

According to journalists and experts, sometimes they overlook gender sensitivity while covering disasters. Women and children are major victims in any disaster event. Females face severe difficulties with sanitation facilities, food and also suffer from malnutrition. They also cannot express some problems to everyone. Therefore reporters should consider these factors to avoid hurting their dignity in any ways, said the journalists and experts

Difficulties in reporting on disasters

Reporters say they do not get sufficient time for adequate information when there is a disaster. They begin reporting with instantly provided information from NGOs and aid-organizations. However, information is mostly gathered from own efforts with little help from the house.

Lack of investigative journalism

Experts and journalists observe that there is a lack of investigative reports on disasters. They feel that there is a need to train journalists on how they can make investigative reports on disasters.

Difficulties in making in-depth reports

Reporters face difficulties to get scientific information on disaster due to unavailability of a central information center. The situation is worse outside Dhaka. They also mentioned that lack of knowledge on the scientific dimension of disaster story leads to poor questions thrown at experts. Government authorities hide their weaknesses and refrain from facing media are another factors affecting. Concerned authorities deliberately provide misleading information with profit-motive, they also mentioned. Some reporters think media houses are less enthusiastic on the issue. Major stories get ignored giving reason that readers do not want to know about it. Lack of knowledge becomes blockade to good analytical report. Sending reports to desk from spot is another difficulty faced by reporters. Collecting accurate information is a challenge at local level.

Journalists need training

Journalists themselves feel that disaster reporting is extraordinary, as the journalists have to cover the extent of damage to life, livelihoods and assets, through gathering information from different sources in shortest possible time. They emphasize that acquiring special knowledge on how to report on disaster is essential for effective reporting.

Small mistakes due to communication gap

There is communication gap between experts and the press, which leads to small mistakes in disaster reporting, according to experts. Journalists tend to communicate with experts when there is an event and they tend to take notes hurriedly—sometimes leading to misquotation or misinterpretation. Journalists must maintain regular communication with experts, they say.

Journalists need to have regular contacts with experts/authorities

Journalists tend to contact experts and authorities more when there is a warning or an unusual situation. For instance when there is a sign of flood or there is no rainfall for a long time or when the water level of a river abnormally rises. In other times, they do not gather information on these matters.

Experts need communication skill too

Journalists on the other hand felt that experts should also develop the communication skill to handle journalists better. It's the nature of journalists' job to complete a task as fast as possible—which the experts need to understand as well.

Disaster should be designated as a beat

Both journalists and experts observe that most media houses do not consider disaster as a beat. These media houses assign different reporters on different days to cover one long-lasting disaster. This leads to poor reporting and even misreporting. In addition, the reporters cannot develop the ability to go beyond the surface of a disaster. For better disaster coverage, disasters should be designated as a beat for reporters so that they gradually get to understand technical issues and communicate better with experts and officials. This will also ensure follow-ups and quality reports, they say.

Journalists must have basic knowledge like experts

Experts opined that disaster journalists must have good basic knowledge and understanding of technical aspects of disasters so that they can report technical and scientific subjects using readable and easily understandable language.

Journalists need to ask right questions for better reporting

Journalists don't always make the correct questions, experts say. They can't keep track of things and tend not to be on the subject. Sometimes they quickly take answers to their questions and leave. Later they cannot decipher what they gathered. They must know the techniques of getting answers by asking the right questions quickly during those times. Otherwise it leads to misunderstanding and wrong explanations. Sometimes though the journalists ask the right questions, they misinterpret things by taking answers in a short time.

Political viewpoints affect reporting

The experts also noted that many media establishments ask questions from their own viewpoints. An anti-government newspaper tries to portray more the intensity of damage caused by a flood and bring forward the lack of government preparedness. Sometimes even though they are given right technical explanations, they write wrong things because of the political viewpoints of their owners.

Journalists need to pick the right expert for comments

Sometimes reporting mistakes occur for choosing the wrong expert to comment on a disaster. For instance, an expert is asked to explain a cyclone when he is actually an expert on earthquake.

Tally with authority

Reporters find inconsistency between authority's versions of the disaster event and that of the victims. Authorities try to show lesser damage while the victims/social organizations try to inflate it to get more focus and advantage. A reality check is necessary because of this.

Authorities should have formal communication system

The forecasting, warning and disaster management authorities must maintain a formal communication channel with the media through organised briefing sessions, journalists say. The government organizations should be more conscious about the media. The Disaster Management Bureau needs to set up a separate cell to provide information to the media. Similar arrangements are necessary with the non-government organizations.

Networking between journalists and disaster related authorities needed

Experts and journalists point out that there should be teamwork between the government, non-government organizations and journalists as a disaster has many different kinds of

impacts that demand involvement of wide range of professionals. Everyone has to understand each other's language. To avoid misunderstanding, there should be occasional efforts to coordinate and increased communications.

Different approaches needed for covering disasters of different areas

The study found wide gap of media coverage and public access to media in different districts. The areas with higher media exposure makes communication easy and trustworthy while it is opposite in the areas with lower exposure. For an example, the study found respondents in Sirajganj to be highly satisfied by the media coverage while the respondents were unhappy with the media in Koyra and Chapainawabganj. In Sirajganj, people's access to print and electronic media is comparatively higher than that of Koyra and Chapainawabganj. Koyra has least access to media. Sirajganj people trust and rely on disaster warning/forecast given by the media while the people of Koyra and Chapainawabganj rely on word of mouth for the same. Koyra needs media attention also because the people lack general interest in media and not feel being a part of it.

Sensitizing area-wise coverage

Discussants of different disaster-hit areas and experts feel that the media needs to understand that different districts have different sets of disasters and give the coverage accordingly. For an example, Sirajganj's disasters are flood and river erosion—which are covered by the media well. But Chapainawabganj faces flood, river erosion, water crisis and arsenic contaminated water-- which draw negligible attention of the media. Koyra has been almost entirely left out of focus—although this area is one of the worst victims of cyclone Aila. Sirajganj's news coverage makes it up to front page while Chapainawabganj's news coverage land in the inner pages of national dailies. Koyra got some coverage in local and regional dailies.

Media coverage has to increase in vulnerable areas

Remote disaster-prone areas run high risk of devastation due to lack of information flow. Such areas demand localised focus in the national media. If there is infrastructure problem for timely delivery of newspapers in such areas or if these areas have too small community, efforts should be taken to develop alternative media like local cable network or community radio. For an example, the people of Sirajganj get full advantage of media due to high focus and high access to media. This is exactly opposite in Koyra that has least media focus and least public access to media. Due to this reason, Sirajganj people rely on papers and TV for both news and entertainment while Chapainawabganj people rely on papers for some information and on TV for entertainment and Koyra people's main source of information and entertainment is the state-owned BTV and Bangladesh Betar.

Need for strengthening local correspondents through training

Areas that get better media coverage appear to have good local correspondents who interact well with the people. Sirajganj is one such area that has good local correspondents base. But in some areas like Chapainawabganj or Koyra, there are local journalists who need to understand their disasters better as they are the ones who can convince their editors about the importance of their disaster stories. Journalists in each of these disaster prone areas need to be enlightened about the nature of disasters and trained on how to investigate different dimensions of the disasters—so that their reports draw better attention of their editors.

Editors need to understand localised problems & utilise local correspondents more

There should be greater editorial understanding of the media about the peculiarity of their problems—so that the natural disasters there get better and due coverage, experts and journalists say. The editors should also utilise their local correspondents better as they are the ones who give the first hand information on disasters.

Sustained media coverage needed

The media sometimes do not follow up disaster stories or lose track of it. When they give up, the negative impact of disasters lingers on. For instance, Chapainwabganj people see that media focus on arsenic contamination in the district's underground water had drawn national attention in the nineties. But as there had not been fair flow of follow-up reports on this problem; the people of the district still drink arsenic contaminated water. Similarly, Koyra is still reeling with the crisis brought in by Aila many months ago—but there is no media coverage.

RECOMMENDATIONS

Journalists themselves as well as experts feel that reporters need essential skills to carry out their jobs competently. Both local and central reporters need training, access to information portal/library; special assignments to cover disasters in neighboring countries and long-term fellowship on the subject. A guidebook on how to cover from disaster-hit area, techniques of sending reports from disaster-hit area, faster means of reaching disaster-hit area would be of great professional help from them. Training and orientation are also needed for newsroom managers. Following is a set of recommendation on how the media can improve their performance:

1. Training for Reporters to ensure more reports on risk reduction

The Bangladesh media lacks in-depth & investigative reporting on disasters. In general they also lack technical knowledge on different aspects of disasters. This demands development of training modules on disasters in Bangladesh. This module should be premised on the concept of reporting disaster from a risk reduction angle.

Periodical trainings should be organised for junior to mid-level reporters at district and central levels where experts and senior journalists would provide training aiming at encouraging the journalists to produce more reports to reduce risks—through which people in disaster-prone areas would be made aware of disaster impacts throughout the year. The training would enlighten the journalists about how to gather authentic disaster related information in the shortest possible time, what are the issues that they should follow up and investigate and how to promote their stories better with the editors. Journalists should also be oriented for deeper coverage of grassroots in disaster-affected areas. They would also be encouraged to cover more vulnerable areas.

2. Developing a composite website

Since most reporters complain about non-availability of technical data on disasters, a website should be developed where all kinds of localised disaster data would be available. The website should be periodically updated with data and serve as a basic information bank for press and others.

3. Developing a reporters' handbook

There should be a handbook for reporters which would have basic facts on different types of disasters in Bangladesh and also the basic techniques of in-depth, investigative and follow up reporting of disaster issues.

4. Orientation of news editors/national editors/chief reporters

While reporters need to develop special skills for better disaster coverage, newsroom managers also need to understand importance of follow-ups and in-depth stories as well. They also need to be sensitised about area wise coverage as different areas have different sets of disasters. They should be encouraged to forge wider teamwork from districts to the central desk for better coverage.

5. Disaster coverage in English dailies needs to be increased

English dailies may not have wide district level readership, but they have impact with policymakers, officials and international agencies working in the field of disaster management. Presently disaster coverage in English dailies is less than half of that in the Bangla dailies. Therefore the newsroom managers of the English dailies should be given an orientation on the importance of increasing disaster coverage.

6. Increase graphical presentation

Journalists themselves believe that graphical presentation gives a news story more impact and importance. There should be training course on using and making different kinds of graphical presentations on disasters for newsroom managers, journalists and newspaper graphic artists.

7. TV bulletins & TV news treatments

Currently the bulk load of disaster coverage is presented in the first TV bulletins and none in the third bulletins. This needs to be spread out to other bulletins for maximum impact of the stories. There may be discussions with TV newsroom managers on how they can treat and deliver news better with special treatments.

8. Sustained media coverage

The orientation and training of journalists—including newsroom managers—should include discussion on the importance of sustained media coverage. Experts and senior journalists would cite examples in their lectures on how sustained media coverage on a disaster issue succeeds in risk reduction.

9. Awareness on gender sensitivity

The orientation and training of journalists should separately discuss gender sensitivity issue to ensure healthy journalism.

10. Disaster a beat

The orientation and training of journalists should also lobby the idea of designating disaster as a reporters' beat.

11. Other contents of training modules

Some important impediments that came out in the study should be addressed through the training module. This includes training the journalists how to make the right questions, the importance of cross checking facts when there is a doubt, identifying right experts, identifying issues beyond the naked eyes,

12. Establishing network between journalists and disaster related authorities

Establishing a network between journalists and disaster related authorities is another vital component in disaster risk reduction. Such a forum would not only promote easy access of journalists to experts and officials but also help faster information flow. This collaboration would greatly benefit both the journalists and authorities—one by improved reporting and the other by more efficient disaster management.

13. Form a journalist group

A disaster journalist group may be formed for better sharing of information and data. This group may have a group e-mail through which they themselves as well as disaster management authorities or others concerned can communicate. Forming a group would also help efficient training and professional improvement.

14. Media should join public awareness drive on disasters

Experts advise that side by side with the disaster management authorities, the media should also join in the public awareness drive on disasters. The television channels can make documentaries and broadcast them in their networks while the newspapers can carry out the awareness drive through their readers' forums.

ANNEX -1

FGD REPORT

Purpose of FGD

The FGD aimed at:

- Finding out the role of mass media in alerting people in disaster-prone area about an incoming disaster like flood or cyclone
- Whether the affected people are satisfied with the coverage
- Whether they have seen journalists in the affected sites in time
- Whether the disaster coverage by the media reflects the actual situation
- Whether the media covers all aspects of disaster
- Whether they are satisfied by the media coverage of their local disaster issues and how the media can play a better role in this connection
- How the expert evaluates the present media performance in disaster reporting
- How the media can cover disasters better
- How the journalists evaluate media performance
- Finding what kind of common mistakes and lapses journalists commit in disaster reporting
- Finding out what aspects and issues are being left out of media coverage

Number of sessions and location

A total of 4 FGD sessions were organized in Sirajganj, Chapainawabganj, Khulna and Dhaka

FGD-1 with Sirajganj people
Venue: Sirajganj town

Sirajganj & flood, river erosion

Situated by the river Jamuna, Sirajganj has been battling flood for many decades and river erosion for the last few decades. During the disaster periods, people have to take refuge in higher grounds as safe shelters—leaving their homesteads behind.

Although river erosion has been a fact of life in Sirajganj for many decades, its impact in recent years has deepened due to human intervention into the river's eco system like unplanned dredging and siltation caused by man-made structures in the river. The future of the Sirajganj town is at stake. Unless the government implements a scientific plan to protect the town, Sirajganj town will go down in the history just within a decade.

Source of information

Sirajganj inhabitants in and around the township are reasonably well exposed to television and to some extent newspapers. For them, the media serves well as the source of information on disaster warning and progression. The media also serves well in relief and rehabilitation works.

People who live in shoals however do not have access to electronic media or newspaper. They rely on mobile telecom networks, words of mouth and their indigenous knowledge and understanding about flood or river erosion. Again, the people in the shoals also feel that because of early warnings from the media that help people in and around the township get prepared for the disaster through phone calls or other means.

Satisfied by media coverage

According to the FGD participants, they sometimes see coverage of flood and river erosion of Sirajganj in the newspapers and TV. For instance, they have seen media coverage of the latest river erosion at Kazipur.

The FDG participants also noted that they have personally seen journalists covering these disaster issues. Most of the participants also noted that they are aware of journalists visiting the affected areas during and after the disaster.

A couple of the FDG participants who are opinion leaders, said that they have sometimes facilitated coverage by the journalists by accompanying them to disaster victims on boats.

As the flood and river erosion have become part of life for Sirajganj dwellers every year, they remain on the alert prior to the rainy seasons. They also track the TV news and newspapers for early warning. They become alerted by gathering news on rise of water levels above the danger level in upstream rivers in Assam in the north—as these waters would soon enter river Jamuna.

In addition, they also depend on their traditional knowledge for an early warning about flood. Describing their traditional knowledge they said, warm winds flow from the south prior to the floods.

In addition, mobile phones play a very important role in disseminating news on disaster and locations of victims.

Overall, the participants expressed their satisfaction about media coverage of their disaster related problems. They said that they found disaster forecasts newspapers to be accurate.

Media popularity

The participants said that they read the following newspapers: Janakantha, Karatoa, Naya Diganta, and Inqilab; and television channels: Channel I, NTV and My TV.

How the media made a difference for them

Decades ago, they have only heard news of disasters in their areas in TV and radio. But they have personally seen journalists covering these issues in the great flood of 1988, 1996, 1998 and 2007. They were happy that because of media's coverage of such disasters in the last 15 years or so, many aspects of human sufferings could be minimized. In absence of news in the past, there was no end to human miseries because people could not be alerted beforehand or people could not be given helping hand.

For instance, one of the participants said that during a flood in 1958, he lost his home on a shoal thrice in just one month. They did not know when the disaster would strike. Farmers lost their paddy and their homesteads.

Some of them are even aware that their own information gathering on flood damage helps journalists locate affected areas. For instance, during floods local leaders gather information on economic damage of their community and report to the UNO. From there, the journalists come to know about the extent of damage and they make their visits.

They noted that sometimes media coverage helps them understand their own local disaster related problems anew. For instance, extensive media coverage of river erosion at Sirajganj town's Hard Point area has brought new insights about the source of the problem. Due to the extensive coverage, the authority and people put serious effort to stop the erosion—at least temporarily. They added that although the root of the problem of Hard

Point's erosion was not solved, at least everyone was now aware that the erosion in that area is being caused by unplanned dredging in river Jamuna nearby.

Findings from the discussion

1. The media coverage of Sirajganj's disasters is satisfactory; mainly because the district is easily accessible by road or rivers
2. Early disaster warnings in media are perceived as accurate and reliable. Disaster coverage by media is perceived as sincere.
3. Media coverage of disasters have helped people to take preparations and minimize their losses
4. Media coverage has helped people and authorities take prompt actions to save the town from river erosion in particular cases
5. Media coverage has brought into light better understanding of man-made problems that worsened a natural disaster like river erosion
6. There is more television coverage on the disaster than the print media
7. Over the decade, the media coverage on disaster has intensified and thereby contributed to helping people to help themselves better

FGD-2 with Chapainawabganj people
Venue: Chapainawabganj town

Chapainawabganj and its set of natural disasters

Located near the Indian border in the northwest by the river Padma, Chapainawabganj has its own set of natural disasters. Firstly, it has a serious problem of river erosion, which is changing the map of the district. Then the district has extreme weather on one hand leading to floods caused by extreme rainfall, extreme winter and drought. Plus, the water table in the district has seriously declined in the recent decades. Finally Chapainawabganj is the worst case of arsenic contamination in drinking water—leading to widespread arsenic poisoning.

The district's economy hovers around mango gardening, agriculture, weaving and trade. Chapainawabganj's mango is famous and one of the most sought after fruit in the country.

In favourable weathers, agriculture and mango gardening bring the locals huge rewards. Therefore the district's livelihood is deeply dependent on weather and water.

Source of information

According to the participants, the news of disasters is spread across the district by words of mouth. The media plays no role. Opinion leaders, upazila, government and non-government organizations also help spread the information on disasters.

The print mediums give some coverage on Chapainawabganj, while the electronic media pays almost no attention to the district in general.

People have least access to newspapers, which do accommodate news on Chapainawabganj. However the news items on this district are typically published in the inner pages—which draw least attention.

The electronic media is very popular in Chapainawabganj despite its apathy to the district's problems. However this popularity is based on their entertainment programmes.

The role of media

The FGD participants feel that the media pays very little attention to the disaster related problems of Chapainawabganj.

The print media sometimes focus on river erosion and sometimes on arsenic poisoning. But they do not cover drinking water problems caused by declination of the water table—which is triggered by widespread use of water pumps. Thus, the nation and even the people of Chapainawabganj are not properly aware of the depth of problems in that area.

The participants further noted that while the newspapers covered bits and pieces of the local disasters, the TV played almost no role.

Issues that demand media attention and understanding

Water crisis is one issue that the media never highlights. While the water table has gone down significantly with the use of deep tube wells, drilling deeper tube wells beyond 200 feet have become yet another challenge. According to a participant who works in health and sanitation sector, there is a presence of hard rock below 200 feet almost everywhere in Chapainawabganj—which is very hard to break, preventing people from drilling for deeper tube wells. The water crisis is also triggered by the Farakka dam in India across the border. As a result of water crisis, two to three percent of trees of the district die every year.

Again, this is strange also because Chapainawabganj is situated by river Padma on one side. Due to extreme weather, the region sometimes face drought. During drought, even the people living in shoals have to get their waters using motors.

Then again, the region also faces heavy floods every year. Such floods take place soon after heavy rainfalls in Uttar Pradesh and Bihar in India. River erosion takes place in the beginning and ending of this flood. But this flood is typically delayed. May be, the participants say, media does not pay the due attention to this problem because when Chapainawabganj is under water, flood in other areas is already over.

They believe that the people and the farmers in particular never get to know the causes and effects of drought and flood due to lack of media attention. Consequently the victims of the disasters are also not getting attention.

The participants believed that the extreme weather of the district demonstrates visible changes of weather caused by Global Warming. But the media did not pay attention to the district in this aspect as well.

No follow up for major disaster

Chapainawabganj got its major attention when it was discovered to have arsenic problem. Back in 1992, Chapainawabganj was the first known case of having widespread arsenic in its drinking water. The media attention has waned. But as per the countrywide survey of 2003, Chapainawabganj is still the worst affected district by arsenic. The media does not print follow up reports and people of the district still drink the contaminated water.

Findings of the discussion

1. Chapainawabganj people feel neglected by the media—especially the electronic media
2. News coverage by print media is largely relegated to inner pages or national pages, and seldom in the front pages. This is why the rest of the nation and the policymakers do not give serious attention to Chapainawabganj's complex disaster issues

3. There is a lack of editorial understanding of the media regarding Chapainawabganj's unique disaster pattern. This is why, the participants feel, the media does not cover the district's river erosion or flood issues, or water crisis issues
4. A burning crisis issue like availability of water also do not get due attention of the media because of lack of editorial understanding of Chapainawabganj's geographical and environmental peculiarity/uniqueness
5. The people of the district largely depend on words of mouth for disaster warning due to lack of media attention
6. The media also did not follow up the district's arsenic poisoning issues—although this is the worst arsenic affected district of the country.
7. The impact of global warming is most visible in this district compared to many other districts. This demands a fresh media attention and understanding.

FGD-3 with Cyclone Aila afflicted villagers of Koyra
Venue: Koyra Upazila, Khulna

Koyra and cyclone Aila

On 25 May 2009, Aila ravaged Bangladesh coastal regions. After visiting the affected areas, high officials of the government and NGOs said that the damage on account of the cyclone Aila is no less colossal than that of Sidr which hit two years ago.

Koyra still bear marks of devastation by cyclone Aila. The trail of disaster lies there, yet to recover from. Many are still homeless and the vicinity is hanging upon wreckage and collapsed homes. Despite less humanitarian damage, people of Koyra live on an inundated land, awaiting salvation even after a year.

Shibsha river dam standing on 81km radius divides the upazila from Shibsha torrents. Although renovated around year 1975, it saved the upazila from a tornado in 1981.

Cyclone Aila grasped the headlines of national media for many months. However, MRDI project team conducted an FGD to summarize thoughts of Koyra disaster victims on the media reports. A total of 12 people from disaster-hit areas participated in the FGD.

Information sources of Koyra inhabitants

Koyra communities are usually the most vulnerable to cyclone-induced disasters. When faced with natural disasters, they are the ones who have the least capacity to survive and who struggle the most to be rehabilitated.

- When asked about their thoughts on sources like newspaper, TV, radio etc, it came to knowledge that they have very limited access to TV and newspapers.
- The potential viewers only get to watch the national channel- BTV and listen to the state radio station- Bangladesh Betar.
- Few national newspapers reach this upazila around noon, which signifies that it is always late for them to get the latest weather alerts.
- However, they are less enthusiastic in both the print and electronic media unless it is related to politics, sports and crimes.

How do they get disaster warnings?

Regardless of the prevailing circumstance, very little mechanism is in place to aware them of any upcoming disasters.

The people mostly get disaster-warnings through

- Local administration like; DC office, TNO/UNO, UP Chairman.
- Local NGOs/authorities like disaster management committee

However, people often ignore these warnings and get on with their regular livelihood.

Previously, another cyclone in 1981 hit Koyra but couldn't bring much damage due to the Shibsha dam. Other similar small attacks were also prevented by the embankments. The people's confidence from these previous experiences made them ignore the Aila alert.

For the survivors, the early warning of Aila -- 'A cyclone is approaching and there is a need to move to safer places and cyclone shelters' -- was not well understood. They thought the cyclone would not be that destructive for their dwellings and certainly did not consider the possibility of a strong tidal surge that raze their houses to the ground.

What happened during Aila?

By afternoon, Koyra Met office sent out alerts of Aila's arrival. Following it the people were in safety zones by noon. This minimized the extent of humane damage. However, most of the belongings including livestock, cattle, homesteads, standing crops, personal belongings and alike were damaged.

Packed with winds of up to 90 kilometres per hour, Aila propelled tidal waves up to 13 feet and broke river embankments and dykes in several places. In the process it washed away lives and livelihoods of people. It destroyed standing crops and washed away numerous shrimp and crab hatcheries.

The aftermath

Government and NGO responses were favourably active with supply of relief aids and rehabilitation works. However, it was becoming difficult for the government and NGOs to supply pure drinking water. On the same, there were less mechanisms of purifying the saline water. The contaminated water became breeding grounds for mosquitoes, resulting in outbreak of diseases like malaria. Sanitation measures were still to be hoped for.

This catastrophe has snatched away their homes forcing them to dwell by roadside.

The Role of Media

Media played a pro-active role through pre & post coverage on spreading awareness, assessing the damage level and even highlighting the prevention possibilities opined by experts. National media focused and reported minute details of the cyclone damage.

However, Koyra witnessed no such attention and coverage given by the national print and electronic media. Participants of FGD testified that media people only visited them once and that too was on the occasion of food minister's visit to the affected area.

On the same, they were unaware of any reports made on them and their locality by national media. Among the few reports made on the damage caused by the Aila and their aftermath - all belonged to local dailies- Purbanchal and Jonmobhumi, published from Khulna.

Findings from the discussion:

1. Only major disasters causing higher levels of death and humanitarian damage get media's attention.

2. Local media correspondents at Koyra have least interaction with the local people. They are also not well equipped with the knowledge to report on disaster happenings to the national desk. This can be another reason behind national media's unawareness of Koyra disaster (very remote area).
3. Hardly any national media has activities in that area leaving the people with only choice of being updated from nationally owned channel- BTV and radio- Bangladesh Betar. This can be another reason as to why people are less enthusiastic about watching TV or listening to the radio.
4. Among the few national newspapers having booths at this upazila reach around noon, which signifies that potential readers get to read them at an already late hour.
5. Shrimp farmers created holes in the river barrage to pipe in saltwater from the coastal rivers into their hatcheries, weakening the structure. Media can highlight these factors as possible causes behind the happening disasters and bring authority's attention.
6. Koyra being a remote village hardly gets any attention from the media. On the same, due to lesser reach of national media they are not always well-informed of upcoming disasters.
7. Participants of the FGD are aware of the reason of the frequent disaster and they realized man-made factors of these severe damage but media is irresponsive towards their condition as only catastrophes of massive impact get their attention. They witnessed media's activities only when food minister visited Koyra for relief distribution.
8. Journalists who are working in disaster-prone areas need specialized training on disaster reporting and to communicate in a more effective way to the national desk highlighting the possibilities and level of damage a disaster can bring to the area.

FGD-4 with the experts
Venue: Hotel La Vinci, Dhaka

Expert level FGD

The expert level FGD brought together both the journalists and experts in the same table to give their views on media coverage on disasters.

Purpose of FGD

The FGD aimed at:

- Finding what kind of common mistakes and lapses journalists commit in disaster reporting
- Finding out how they evaluate the state of media coverage of disasters
- Finding out what aspects and issues are being left out of media coverage
- Finding out how to improve information flow from the authorities and the media
- Finding out lapses of experts in properly communicating to the media
- Finding out how disaster related journalism could be sharpened more

Participants

- Dr Mehedi Ahmed Ansary, Professor, Bangladesh University of Engineering and Technology (Buet) & secretary general of Bangladesh Earthquake Society

- Sujit Kumar Debsharma, Principal Meteorologist, Saarc Meteorological Department
- Mukit Billah, Programme Assistant, Echo office, European Union's Delegation
- Gawher Nayeem Wahra, Convener, Disaster Forum
- Pinaki Roy, Senior Reporter, The Daily Star
- Iftekhar Mahmud, Senior Reporter, Prothom Alo

Nature of Bangladesh's disasters

The experts say Bangladesh's disasters are mostly hydro meteorological. Flood is seasonal, while the rest take place throughout the year. Except for earthquake, all other disasters can be forecasted.

Small mistakes in media reports

The media in recent time has been giving excellent reports on disaster issues. The experts feel that all media try to do their best according to their capacities. The media houses compete with each other to give better coverage in this regard. However, there are some reports, which carry wrong information. These errors derive from using partial explanation or statement of an expert. Some experts talk to journalists in complicated ways and they cannot be easily understood. This might be the flaw of the experts. This gap between the press and experts must be bridged.

Media should focus the grassroots more

The media should also try to present their reports in more credible way by going to the grassroots. The experts cannot go to the grassroots to tell them of an impending disaster that would affect their lives. It's the job of the media. The electronic media has more access to the mass people than the print media. The media in general should be given specific training on disaster coverage in this regard so that they reach the grassroots even deeper.

Media focus lacks balance in covering Aila and Sidr

The experts felt that disasters like Aila and Sidr would have been considered as local problems if they happened years ago. But due to the role of the media, they were now national issues. Yet the media paid more attention to the damage caused by Sidr although it was actually Aila that damaged the south-western coastal region more. The Aila affected regions do not have safe drinking water even after six months of the disaster. Yet the media was not paying attention.

An expert expressed his belief that Sidr bagged more attention because it was a powerful cyclone with 240 km per hour speed, while Aila only had 88 km ph speed. Accordingly the met office just issued a danger signal for Aila. The media attention was given accordingly. However it turned out that Aila had more capacity to damage because it was a pre-monsoon cyclone that fetched an untimely monsoon in the region. The follow up rainfalls widely damaged crops and plants.

Another expert added that the Aila had also damaged the embankments that protected the south-western region from the sixties. These embankment boulders were not built with appropriate technology and they were not being maintained for years.

The high tide of Aila had more impact because the cyclone took place during full tide.

A journalist noted that Aila was a slow disaster and that's why it was not picked up by the media as it deserved. Besides, the impact of the disaster was deep mainly because of man-made issue. The embankment was heavily damaged by shrimp farmers who perforated its walls to install pipes for supply of saltwater to their hatcheries.

Media pays more attention to higher death

An expert observed that the media prioritised sensational news. If there is no death in an incident, the media would not give its news. Aila is one such case where there had been fewer deaths—and thereby the media ignored it.

Experts should also learn how to handle the media

A journalist pointed out that sometimes the experts could not properly handle the media—the result of which is reflected in misquotes or partial quotes or wrong usage of information in press reports. The experts should also learn how to handle the media better.

The experts agreed that they must have their own communication policy and media strategy to help journalists understand disasters better.

Need to have disaster as a beat for reporters

While the media has been covering disasters well, there have been lack of follow-up reports. This was happening because the large part of the media does not have disaster as a beat. Therefore a journalist does not consistently follow up a disaster's aftermath. A reporter must learn technical terms and cultivate the beat professionally.

Risk reduction

The media should focus anew on making reports that can help reduce disaster risks in the future. Otherwise the reporting style was becoming very predictable.

Disaster Journalist group

There should be a move to form a group of reporters who cover disasters. This group can interact with experts and officials who deal with disasters which will help develop their capacity.

This group may have a group mail where they can share common knowledge. This group may be given information kit for gaining in-depth knowledge about the issues.

Briefing from authorities

Bangladesh Meteorological Department and Flood Forecasting and Warning Centre have websites to disseminate information. These authorities also disseminate information. Presently they are building briefing rooms so that officials can formally brief journalists about large-impact disasters. The experts agreed that there was a need to disseminate information efficiently and frequently.

Need to change style of disaster reporting

To ensure better disaster coverage, the media headquarters should engage and equip the local reporters more. It was ultimately the local reporters who give the firsthand information to the headquarters. Therefore, they are the best resources to deliver the information even better.

Findings

1. There is communication gap between experts and the press which leads to small mistakes in reporting
2. For better disaster coverage, disasters should be designated as a beat for reporters. This will not only ensure follow up reports, but also ensure gradual knowledge enrichment of reporters
3. Experts should also develop the communication skill to handle journalists better
4. Formation of a disaster journalist group for better sharing of information and data
5. The media should focus more on the grassroots level to increase the credibility of their reports.
6. Train and engage local reporters more as they are the ones who give the firsthand information
7. There should be more reports on risk reduction

8. The forecasting, warning and disaster management authorities must maintain a formal communication channel with the media through organised briefing sessions
9. The media should go beyond the number of deaths and focus additionally on the long term impacts of a disaster

ANNEX-2

KEY INFORMANT INTERVIEWS

As part of the study, we have interviewed three experts asking them how they find the disaster reporting trend in the media, what were lacking in the reports, where the media should focus more etc.

Dr. Maqsood Kamal- Comprehensive Disaster Management Programme (CDMP)

1. For the last two years, the mass media have been publishing good reports on disaster issues and trying to keep an appropriate role. However there are still many limitations. These reports reflect poor professionalism.
2. The media is very much dependent on events while reporting on disasters. Unless there is an incident or the possibility of an incident, they do not make reports. Though presently, many follow up reports are being produced on past disasters like Sidr and Aila—the main trend is focussed on events.
3. Journalists are mainly interested in damage. They also want to know the possible negative impacts prior to a disaster and future risks and fears. They also inquire about the government role in minimizing damage.
4. They don't always make the correct questions. They can't keep track of things and tend not to be on the subject.
5. When journalists come, they quickly take answers to their questions and leave. Later they cannot decipher what they gathered. Consequently on many occasions, the reports do not carry exactly what we have said.
6. Sometimes, journalists take expert comments on the basis of their personal relationship. For instance, an expert or teacher well known to a journalist may be asked to explain about a cyclone when he is actually an expert on earthquake. Journalists should be aware of this issue.
7. We can utilize documentaries well to make people aware. All mass media can do this by using their networks. The newspapers can use their readers' forum just like the TV channels.
8. There should be a joint collaboration between the mass media and the government and non-government organizations working on disaster. If the media takes one step in this regard, others will go ahead by 10 steps. The policymakers of the media should be aware in this regard.

Dr. Atiq Rahman, Executive Director, Bangladesh Centre for Advanced Studies (BCAS) and weather expert

1. The TV channels and radios have been playing an important role in preparing for a disaster. They publicise forecasts. The newspapers are presenting the situation reports before the government. If not completely, their role is satisfactory.
2. A few journalists regularly talk to me on different subjects and keep contacts. The rest do not contact unless there is a situation
3. They want to know the cause and effects; try to understand the role of the government; want to know whether the government is negligent; seek suggestions on how the situation could be handled. Many want to understand scientific explanation of the disaster.
4. On many occasions, the journalists do not make the right questions. They become preoccupied with their professional works during a disaster. They must know the

techniques of getting answers by asking the right questions quickly during those times. Otherwise it leads to misunderstanding and wrong explanations.

5. Sometimes though the journalists ask the right questions, they misinterpret things by taking answers in a short time.
6. There are many journalists who cannot go into the depth of a subject. The media needs to focus more on the grassroots and situation prevailing at remote areas.
7. They need training in this regard.
8. Especially the government organizations should be more conscious about the media. The Disaster Management Bureau needs to set up a separate cell to provide information to the media. Similar arrangements are necessarily with the non-government organizations.

Saiful Hasan, Executive Engineer, Flood Forecast and Warning Centre

1. The media is presently playing a good role. But there is scope to improve it further
2. Journalists tend to contact more when there is a warning or an unusual situation. For instance when there is a sign of flood or there is no rainfall for a long time or when the water level of a river has abnormally risen. In other times, they do not gather information on these matters
3. When the disaster might strike; what are the preparations and where this might take place.
4. Many media establishments ask questions from their own viewpoints. An anti-government newspaper tries to portray more the intensity of damage caused by a flood and bring forward the lack of government preparedness.
5. Many journalists write reports that create panic. For instance some of them write—the flood is fiercely advancing. If the water level of a river has increased, one would write that a whole district has gone under water. They make wrong explanations. They explain scientific facts and data from their own political viewpoints or owner's perspective.
6. The media is doing well in creating mass awareness. But in many cases I find that different journalists are coming on different days to gather flood information. They are presenting many important news on the basis of hearing us talk but without understanding the issue. Issues like disaster, which are slightly technical, should be covered regularly by those who understand them.
7. Disaster journalists must have knowledge and understanding like experts so that they can report technical and scientific subjects using readable and easily understandable language.
8. There should be teamwork between the government, non-government organizations and journalists. Our task is to make forecasts. Journalists will convey that to the nation. Government will take necessary steps in the affected areas. So everyone has to understand each other's language. To avoid misunderstanding, there should be occasional efforts to coordinate and increased communications.

Ainun Nishat, Senior Environment Expert- IUCN, Asia Office

1. Recently the media is playing a good role on disasters. They have efforts in this regard.
2. Most of the journalists talk to me. If they don't understand a thing, they want to know and learn. But in most cases, they contact me when there is a disaster.
3. Most of them try to know the types and quantum of damage. Many ask why it has happened.

4. Journalists do not always ask the right questions. Sometimes they write wrong things even though they were given technical explanations. They take statements from us considering the political viewpoints of their owners.
5. Journalists use carefully the information and data obtained from me. But they make mistakes as they do not know many things or have a lack of understanding.
6. Journalists are writing more and better nowadays compared to that in the past. But there is a lack of investigative journalists on disasters. There is a need to train journalists on how they can make investigative reports on disasters.
7. For instance there is no arrangement for sanitation at many cyclone shelters, while many need repairs. There should be reports throughout the year on repairing the embankments. There are many other issues which should be reported regularly throughout the year. This is part of disaster preparedness.
8. The government and non-government organizations only work on relief during a disaster. They talk. But they can have cooperation from the media to find out which areas need the relief, or to know where there is lack of preparation or high risk. It's important that both the sides have the mentality to cooperate with each other.

ANNEX -3

QUESTIONNAIRE SURVEY REPORT

Key Findings: The questionnaire survey reflects how reporters (Total: 5, 3 reporters from Dhaka and 2 local correspondence of national dailies) look at the disaster issues of various concerns. It would be useful to check how their responses march with the realities found through the media content analyses and also experts' opinions.

Encouraging factor

- Reporters interviewed in survey consider disaster reporting as extraordinary. To them the beat covers deprived people living in bizarre situations. They also have to cover the extent of damage to life, livelihoods and assets, through gathering info from different sources. Time constraint is always present in the overall process. They also emphasized that special knowledge on how to report on disaster is essential to effective reporting.
- All the reporters said they start reporting from warning stage of the disaster.

Preparedness

- While questioning about their preparedness on disaster reporting all the reporters mentioned that they do not get sufficient time for adequate information. They begin reporting with instantly provided information from NGOs and aid-organizations, which even questions authenticity. However, info is mostly gathered from own efforts with little help from the house.
- Reporters find difficulties to get scientific information on disaster. On the same, they stressed the unavailability of central information center. The situation is worse outside Dhaka. They also mentioned that lack of knowledge on the scientific dimension of disaster story leads to poor questions thrown at experts. Government authorities hide their weaknesses and refrain from facing media are another factors affecting. Concerned authorities deliberately provide misleading info with profit-motif, they also mentioned.
- Reporters prefer teamwork in covering disaster.
- Reporters said use of graphics in reports portray broader and clearer scenario of the disaster.
- Reporters receive instructions from the gatekeepers during the time of disaster. Such as visit the spot, highlight condition of victims, highlight work of GOs/NGOs on the incident etc.

Challenges in disaster reporting

- 3 reporters think media houses are less enthusiastic on the issue. Major stories get ignored giving reason that readers do not want to know about it.
- Lack of knowledge becomes blockade to good analytical report
- Sending reports to desk from spot is another difficulty faced by reporters.
- Collecting accurate/appropriate info is a challenge at local level

Pursuing disaster story

- All the reporters mentioned that house policy denotes how a disaster event is to be covered.
- However, they feel the need for post-reporting to check on the aftermath and rehabilitation process.

Risk reduction

- One question was asked to know whether reporters consider risk reduction factors in disaster reporting. The impression of reporters on the answer did not match reality. For example, all the reporters mentioned that they prepare reports behind the causes of disaster other than event reports. The content analyses showed inadequate coverage on this angle of reporting.
- Reporters agreed that focus of disaster reports should shift from relief operation or human distress to risk reduction.

Tally with authority:

- Reporters found inconsistency between authority's versions of the disaster event to that of the victims. Authorities try to overshadow level of damage while the victims/social organizations try to inflate it to get more focus and advantage. A reality check is necessary because of this.

Most important side of disaster reporting

- Reporters said that authorities are best attracted to stories having human interest and overall description of the event. Stories on economical/monetary situation, crop damage, authorities' foot-dragging/corruption are some preferred topics unlike the ones having environmental impact.
- Human distress is most important side of disaster reporting. Three reporters mentioned the importance of reporting on relief operations. The content analysis reflects this two issues being highly covered (victims' sufferings 19% and relief rehabilitation 21%)

Capacity Building

- Reporters feel that they need essential skills to do competent job in truthfully communicating with all the dimensions of disaster. They suggested that they need training (local correspondents and Dhaka); need access to info-portal/library; need special assignment to cover disaster in neighboring countries and also stresses the need for long term fellowship.
- They also emphasized the need for making 'disaster' a separate beat.
- They emphasized the need for special tip or a guide book for covering from disaster-hit area, techniques of sending reports from disaster-hit area, faster means of reaching disaster-hit area.

Gender aspects

- All the reporters conclusively said that disaster reports should be aware of gender sensitivity. They said this is because women and children are major victims in any disaster event. Females face severe difficulties with sanitation facilities, food and also suffer from malnutrition. They also cannot uphold some problems to everyone. Their suffering intensifies as most of the rehabilitation works are done by them. So, while reporting these factors need to be considered carefully with importance and avoid hurting their dignity in any ways.

**Media capacity building on disaster reporting
Questionnaire for Reporter**

1. Why do you consider reporting on natural disaster as extra-ordinary?

Because:

- a.
- b.
- c.
- d.

2. Do you usually start reporting on a disaster from warning stage or when it begins?

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3. When assigned to cover disaster do you get time to get yourself informed? How do you do that?

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4. Do you find it hard to get necessary scientific information on disaster? Why, if yes?

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5. What are the major challenges you faced in disaster reporting?

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6. How long do you pursue a disaster story?

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7. Other than the event itself, do you write stories to explain why the disaster took place? if not why?

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8. While covering disasters, do you tally authorities' claims with field situation?

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9. Do you find working alone or in a team better for covering disasters?

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.....

10. What kind of stories you think is best to attract authorities immediate attention to a disaster area?

- a) Human interest story
- b) Overall situation story
- c) Scientific details
- d) Local authorities' reaction

11. Do you think graphic presentation of disaster story is adequate or necessary?

Yes	No
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12. What is the most important side of disaster reporting?

- a) event itself
- b) human distress
- c) relief operation
- d) scientific explanation
- e) government reaction

13. Are you familiar with the notion of risk reduction in reporting disaster? Some journalists are of the opinion that focus of disaster reports should shift from relief operation or human distress to risk reduction? What do you have to say about this?

.....
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.....

14. Do you receive any special instruction from Gatekeepers at the time of disaster?

Yes	No
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15. If yes, what type of instructions?

- a.
- b.
- c.
- d.

16. Do you feel that you need essential skills to do competent job to communicate truthfully disaster with all its dimensions? (Yes/No)

.....
.....
.....
.....
.....

17. If yes please specify the needs

- a.
- b.
- c.
- d.

18. How do you think a focused disaster report is better served?

a. sufferings of:

(i) women and children vs (ii) a community as a whole

b. when dealing with allegation against an authority/ individual for any kind of failure:

(i) you would run it immediately without defensive version because the authority was not available for comments

vs

(ii) you would run it only after getting defensive version even if it means delay in printing the story

c. while describing the severity of the disaster and disaster management failure aspect

(i) political leadership failure must over rule the story

vs

(ii) disaster management authority's failure must rule the story

d. while dealing with a female disaster victim left in shabby and scanty state like many others

(i) the story is a sensational symbol of political failure

vs

(ii) she's no different from other victims

19. Do you think disaster reports should be gender sensitive? If yes, how do you achieve that?

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ANNEX -4

MEDIA CONTENT ANALYSIS

In order to understand the prevailing media attention and coverage trend to different types of disasters, we have analysed some selected newspapers and television channel contents during the periods of 2006, 2007, 2008 and 2009.

We have monitored reports on flood, cyclone, earthquake, landslide and drought—by pinpointing the periods during which these disasters had taken place.

We have monitored news coverage in the media for certain periods during and before and after of a disaster to understand whether the media publicise forecasts and since when, and how they covered a disaster and for how long. In this process we have monitored how many news items were covered

We have monitored whether the print media reports carried scientific explanation of a disaster, and whether they lacked clarity or not. We have also monitored reports of different categories—hard news, follow up reports, in-depth reports, features and interviews and miscellaneous types of reports.

In analysing print media contents, we have weighed in factors like how many reports had information on disaster forecasts, disaster warnings, disaster occurrences, rescue operation, victims' sufferings, policy decisions, scientific explanations, relief and rehabilitations, environmental impact, economic impact and social impact in this process, we have monitored the graphic contents accompanying the news in print media. The graphic contents include pictures of rehabilitation and relief, damage, victims, map and use of data, table and graph.

We have also monitored how the news items were treated in different newspapers. In this aspect we monitored how many news items landed in the upper fold and how many in the lower fold in different newspapers.

Similarly we have monitored page placements of the news items to see how many items landed in the front page, how many in back page, news page, page 4, page 5, page 6, page 7 and page 8.

We have monitored the writer sources of the dailies- covering how many of them were written by the staff reporters, local correspondents, news agencies, bylines, foreign correspondents, press releases or handouts and other kinds of sources.

In monitoring disaster news in electronic media, we have gathered news clippings from some selected television channels of the same four-year period.

We have monitored types of disaster information given in these news clippings. These types are- disaster forecast, warning, disaster occurrence, rescue, victims sufferings, policy decisions, scientific explanations, relief and rehabilitation, environmental impact, economic impact and social impact.

The total annual news coverage of these channels was monitored. We identified the numbers of different kinds of disaster news item in each of the channels.

In this process we have monitored the treatment of the news items- how many of them had in-vision news delivery, or how many were out-of-vision or whether they were treated as package news.

We have monitored when in the bulletin the disaster related news items were delivered. Three bulletins were monitored.

We have also monitored the special treatment given by the channels. This was measured by identifying use of graphic contents, sync, phono, vox-pop, lead news, special reports, one-to-one studio discussion, special sting, headlines, coming up, breaking news and scroll in these channels.

Selected media

Six newspapers selected for the monitoring. The selection was based on their circulation in both Bangla and English languages. The Bangla newspapers are: Prothom Alo, Ittefaq, Samakal and Jugantor were selected and the English are: The Daily Star and New Age.

Four television channels were selected on the basis of their popularity and maximum outreach. These are: BTV, ATN Bangla, Channel i and NTV. Of them, state owned BTV is a terrestrial channel—having maximum outreach across the country, while the rest are private paid cable channels having countrywide viewing.

Monitoring period

For flood related reports, we have monitored three days before and one month after the major news of floods surfaced. We have monitored news coverage of the whole month of June 2006, July - August 2007, August-September 2008, and August 2009.

For landslide related reports, we have monitored media coverage five days before and after of an incident. We have monitored news coverage between 27 March and 7 April 2006, 6 June to 17 June of 2007, 14 August to 24 August of 2008, 26 July to 6 August of 2009.

For cyclone related reports, we have monitored media coverage seven days before and 15 days after a cyclone. We have monitored news coverage between April 24 and 15 May of 2006, November 8 and 30 of 2007, 24 April and 15 May of 2008 and October 21 and November 12 of 2008, May 15 and June 4 of 2009.

For Earthquake related reports, we have monitored media coverage five days before and 10 days after reports of an earthquake. We have monitored news coverage between June 15 and 30 of 2006, November 2 and 17 of 2007, and July 22 and August 6 of 2008.

For drought related reports we have found just one case between 2006 and 2009. We have monitored the month of August of 2006 in which one case of drought was reported.

Print media: year-wise coverage of disaster issues

During the four-year monitoring period, there had been two major natural disasters. One is cyclone Sidr in 2007 and another is a weaker cyclone Aila. There had been reports of floods and landslides every year. Reports of earthquakes popped up between 2006 and 2008, but not in 2009. Reports of drought were found in 2006, and only one in 2007.

The monitoring found a total of 2991 disaster related news items in these four years.

Overall during the monitoring period of these four years, floods dominated disaster related news with a total of 1621 news items. We have monitored 33 days of flood related news coverage in each of six newspapers—totalling 196 days of monitoring. In 2006, we have found 118 news items on flood, in 2007 there was 1211 items, in 2008, there was 223 items and in 2009 there was 69 news items. The highest number of flood related news items were published in 2007 as that year's flood was extensive. There was 1148 cyclone related news items during the same period. We have monitored 22 days of coverage for each of the six newspapers—totalling 132 days of monitoring. There was 66 news items in 2006, 833 items in 2007, 79 in 2008 and 170 items in 2009. The highest number of cyclone related news came out, again, in 2007, as powerful cyclone Sidr had struck the country that year.

Compared to the coverage of Sidr, the coverage of weaker cyclone Aila in 2009 was poor—with only 170 items.

There was 134 landslide related reports during this four-year period. Landslide was monitored for 10 days of coverage for each of these six newspapers—totalling 60 days of monitoring. In 2006, there was three reports, in 2007 there were 81 items, in 2008 the number totalled at 24 and in 2009 the number was 26.

A total of 49 earthquake related news items were found during 2006-2009 period. For related reports, each of the newspapers were monitored for 15 days—totalling a monitoring period of 90 days. In 2006, there was six reports on earthquakes. In 2007, the number increased to 15. In 2008, it peaked to 28 items. There was none in 2009.

There was a total of 39 were found as drought related reports during this four-year period. Drought related reports were monitored for 120 days for each of the six newspapers—totalling 720 days of monitoring. In 2006, there was 38 reports of drought and in 2007 there was only one. There was no report on drought in the following two years.

Daily-wise annual coverage

The monitoring aimed at finding out the most and the least number of disaster related news published by each of the dailies. Overall, the Bangla dailies print more disaster related news items than the English dailies. Judging from the number of items published in each of the papers, it can be deducted that there was competition among these papers to cover the disasters as much as it was possible.

With 617 different disaster related news items, the Prothom Alo leads the six newspapers in covering the maximum number of such news. In 2006, the daily printed 38 items, in 2007 it covered 439 items, in 2008 it covered 82 items and in 2009, 58 items were published.

Prothom Alo is closely followed by Jugantor that carried 613 items during the same period. In 2006, it carried 46 items. In the following year of Sidr, it carried 445 items, in 2008 it carried 71 items and in 2009 it printed 51 items.

Ittefaq carried a total of 538 items in four years. In the first year, it printed 60 items, in 2007 it carried 372 items, in 2008, there were 54 and in 2009, there was 52 items.

Samakal carried a total of 527 items in four years. In 2006, it carried 41 items. In 2007 it carried 379, in 2008 it carried 57 items and in 2009, it carried 52 items.

Among the English dailies, New Age leads disaster coverage with a total of 350 items. In 2006, it carried 22 items, in 2007 it carried 262 items, in 2008 the number was 48 and in 2009 it was 18.

The Daily Star gave a total coverage of 346 items during this four-year period. In 2006, it published 24 items, in 2007 it carried 244 items, in 2008 the number was 42 and in 2009 it stood at 36.

Daily to Issue Ratio unnecessary

The monitoring pinpointed issue wise coverage ratio in each of the newspapers. This ratio was compared with the total number of disaster related news (2991 items) during this four-year period. The disaster issues are- flood, cyclone, earthquake, landslide and drought.

Reports of floods dominated the scenario. Both Ittefaq and Prothom Alo's flood related news claimed 11 percent each of coverage. Prothom Alo printed 322 items and Ittefaq 323 items. With 305 items, Jugantor's flood reports took 10 percent of the total disaster related items. With 283 items, Samakal claimed 9 percent coverage, with 196 items The Daily Star gave 7 percent coverage and with 192 flood related items, the New Age gave 6 percent of the total coverage.

Cyclone drew the second most attention of these newspapers. Jugantor gave maximum of 268 items covering 9 percent of the disaster related news. With 254 items, Prothom Alo gave 8 percent coverage, with 206 items Samakal gave 7 percent, with 179 items Ittefaq gave 6 percent, with 126 items, New Age gave 4 percent coverage and with 115 items, The Daily Star gave 4 percent coverage.

In dealing with landslides, each of the newspapers gave one percent coverage. Jugantor published 28 items, Samakal 24, New Age 22, Prothom Alo 21, The Daily Star 20 and the Ittefaq gave 19 news items.

Earthquake and drought related news items represented zero percent coverage for all newspapers. Prothom Alo ran 13 news on earthquake, Samakal 9, Ittefaq and Jugantor 8 each, The Daily Star 6 items and New Age 5 items. The Daily Star and Ittefaq published 9 items each on drought, Prothom Alo 7 items, Samakal and New Age 5 items each and Jugantor 4 items.

Types of story by dailies

The monitoring covered types of stories—excluding graphic contents-- published by the newspapers. Hard or surface reports dominate the scenario, followed by follow-up reports, feature and interviews, other kinds of reports and the least was in-depth reports.

Ittefaq leads with hard reports with 290 items—representing 10 percent of the coverage. With 280 reports or 9 percent coverage, Prothom Alo takes the second position. Jugantor also gave 9 percent coverage with 272 items, Samakal 9 percent coverage with 256 items, The Daily Star and New Age gave 7 percent coverage each with 195 items each.

In follow up reports, Jugantor gave 11 percent coverage with 326 items, Prothom Alo 9 percent coverage with 274 items, Samakal and Ittefaq 8 percent coverage each with 241 items and 227 items respectively and New Age and The Daily Star gave 4 percent coverage each with 132 items and 106 items respectively.

Prothom Alo and The Daily Star gave 1 percent coverage by running features and interviews—while the percentage of coverage by remaining papers is zero for each. Prothom Alo published 22 items, The Daily Star 21, Ittefaq 11, Samakal 9, Jugantor and New Age 7 each.

In-depth reports represent zero percent coverage. Samakal gave 11 in-depth reports on disasters, Prothom Alo 9, Jugantor 7, The Daily Star 4, Ittefaq 3 and there was none in New Age.

In giving other types of stories, The Daily Star and Prothom Alo gave one percent coverage each with 19 items each. Coverage by the remaining papers represent zero percent each. The New Age ran 12 items, Ittefaq 7, Samakal 3 and Jugantor 1.

Types of story by issues unnecessary

Again, we have monitored type of stories by issues in these six newspapers - excluding graphic contents.

It was found that flood constitute 55 percent of the reports with 1621 different kinds of reports. Of these, 1251 items was hard or surface reports on flood. This represents 42 percent coverage of all disaster related reports. Follow up flood reports were 290 or 10 percent of coverage, in-depth reports were 9, feature or interviews 46 items or two percent coverage and other types of reports were 25 items—representing 1 percent coverage.

During this four-year period, there were 1123 news items on cyclone, representing 38 percent news coverage on different types of disasters. Cyclone was focussed in 138 hard

reports—representing 5 percent coverage, follow up reports on cyclone was significantly higher—918 items representing 31 percent coverage. This is because cyclones have long-term impact on population and environment. There were 9 in-depth reports on cyclone, 25 features or interviews representing 1 percent coverage and 33 other kinds of news representing 1 percent coverage.

There were 134 landslide related reports representing 5 percent news coverage during this four-year period. Hard reports on landslide represents 1 percent coverage with 44 news items, follow up reports represent 3 percent coverage with 79 items, there was only 6 in-depth, 2 feature or interviews and 3 other kinds of reports—all representing zero percent coverage.

The total earthquake reports represent two percent coverage with 49 news items. Of them, there were 24 hard reports and 19 follow-up reports—each representing 1 percent coverage. There were 6 in-depth reports but no feature or other kind of stories.

As an issue, drought bagged only 1 percent coverage with a total of 39 news items. Of them 31 was hard news, 4 in-depth and 4 feature items.

Types of story by dailies

The monitoring covered types of stories—excluding graphic contents-- published by the newspapers. Hard or surface reports dominate the scenario, followed by follow-up reports, feature and interviews, other kinds of reports and the least was in-depth reports.

Ittefaq leads with hard reports with 290 items—representing 10 percent of the coverage. With 280 reports or 9 percent coverage, Prothom Alo takes the second position. Jugantor also gave 9 percent coverage with 272 items, Samakal 9 percent coverage with 256 items, The Daily Star and New Age gave 7 percent coverage each with 195 items each.

In follow up reports, Jugantor gave 11 percent coverage with 326 items, Prothom Alo 9 percent coverage with 274 items, Samakal and Ittefaq 8 percent coverage each with 241 items and 227 items respectively and New Age and The Daily Star gave 4 percent coverage each with 132 items and 106 items respectively.

Prothom Alo and The Daily Star gave 1 percent coverage by running features and interviews—while the percentage of coverage by remaining papers is zero for each. Prothom Alo published 22 items, The Daily Star 21, Ittefaq 11, Samakal 9, Jugantor and New Age 7 each.

In-depth reports represent zero percent coverage. Samakal gave 11 in-depth reports on disasters, Prothom Alo 9, Jugantor 7, The Daily Star 4, Ittefaq 3 and there was none in New Age.

In giving other types of stories, The Daily Star and Prothom Alo gave one percent coverage each with 19 items each. Coverage by the remaining papers represent zero percent each. The New Age ran 12 items, Ittefaq 7, Samakal 3 and Jugantor 1.

Issue to content ratio

In order to understand what kinds of contents dominate in these news items, we have monitored issue to content ratio. There were 6241 different kinds of contents in the reports that were monitored.

In 3097 news items related to flood, which represent half percent of all disaster related news items, the large number of news items were related to relief and rehabilitation and victims sufferings, followed by social impact, environmental and economic impacts.

There was 74 items on flood forecast, representing 1 percent coverage, 105 items on flood warnings (2 percent coverage), 211 items on flood occurrence (3 percent coverage), 60

items on rescue (1 percent), 637 items on victims sufferings (10 percent), 247 items on policy decisions (4 percent), 42 items carried scientific explanations on flood (1 percent), 687 items on relief and rehabilitation (11 percent), 317 items on environmental impact (5 percent), 307 items on economic impact (5 percent) and 410 items on social impact (7 percent).

In 2615 items related to cyclone (42 percent coverage), relief and rehabilitation got highest priority, followed by news on social impact, victims sufferings, economic impact and environmental impact.

There was 88 items on cyclone forecast (1 percent coverage), 126 items on cyclone warning (2 percent), 12 items on cyclone occurrence, 56 items on rescue (1 percent), 423 items on victims sufferings (7 percent coverage), 75 items on policy decisions (1 percent), 66 items on scientific explanation (1 percent), 535 items on relief and rehabilitation, 295 items on environmental impact (5 percent) 451 items on economic impact (7 percent) and 488 items on social impact (8 percent).

In 355 reports on landslide (6 percent coverage), victims sufferings and relief and rehabilitation got the maximum focus. There were 38 items forecasting landslides (1 percent), 12 items on landslide warning, 55 on landslide occurrence (1 percent), 32 on rescue (1 percent), 82 on victims sufferings (1 percent), 30 on policy decisions, 8 on scientific explanation, 68 on relief and rehabilitation (1 percent), 8 on environmental impact, 18 on economic impact and 4 on social impact.

In 100 reports on earthquake (2 percent coverage), victims sufferings, disaster forecasts and scientific explanations were focussed the most. There were 21 reports on earthquake forecasts, no report on earthquake warning or rescue, 13 on earthquake occurrence, 26 on victims' sufferings, 4 on policy decisions, 18 scientific explanations, 2 relief and rehabilitation, 2 environmental impacts, 13 economic impact and 1 social impact.

The 74 reports on drought represent only 1 percent coverage. Most of the stories hovered around economic and environmental impact and victims sufferings. There was no report on drought forecast and relief and rehabilitation, but 1 report on drought warning, 3 reports on drought occurrence, 1 report on rescue and 1 report on policy decisions on drought. There were 15 reports on victims' sufferings, 4 on scientific explanations, 19 on environmental impact, 20 on economic impact and 10 on social impact.

Dailies to content ratio

Again, the monitoring found out which newspaper ran which kinds of contents the most or the least in their news items. Among the contents, all newspapers emphasised on victims' sufferings, relief and rehabilitation, social, economic and environmental impacts. Scientific contents and news on rescue were the least.

Jugantor led the category with 1342 instances with different types of contents—representing 22 percent coverage. Jugantor emphasised on victims' sufferings with 279 items (4 percent of the coverage of all disaster related news). It ran 259 items highlighting social impact (4 percent coverage), 242 items on relief and rehabilitation, 190 items on economic impact (3 percent), 112 on environmental impact (2 percent), 69 on policy decisions, 49 on warning, 45 on disaster occurrence, 44 on disaster forecast, 33 on rescue and 20 on scientific explanations.

Prothom Alo published 1274 instances of different types of contents—representing 20 percent coverage. It emphasised on relief and rehabilitation the most with 5 percent coverage or 292 items, followed by 239 items or 4 percent coverage on victims' sufferings, 182 items (3 percent) on economic impact, 179 on social impact (3 percent) and 164 on environmental impact. The remaining contents represent 1 percent or less coverage each.

They are- 53 items on policy decisions, 40 on warning, 39 on disaster occurrences, 36 on scientific explanations, 32 on disaster forecast and 18 on rescue.

Ittefaq published 1141 items of different contents representing 19 percent coverage. Its coverage emphasised on relief and rehabilitation with 239 items (4 percent coverage), victims' sufferings with 208 items (3 percent) and social impact 161 items (3 percent). There were 150 items on economic impact (2 percent), 103 on environmental impact (2 percent) and the remaining contents represent 1 percent or less coverage each. They are 73 items on policy decisions, 60 on disaster occurrence, 51 on disaster forecast, 42 on warning, 38 on rescue and 16 on scientific explanations.

Samakal published 1070 items representing 17 percent coverage. It emphasised on relief and rehabilitation with 249 items (4 percent coverage), followed by 194 items on victims' sufferings (3 percent), 132 items on economic impact (2 percent), 131 items on social impact (2 percent) and 109 items on environmental impact (2 percent). The remaining contents represent 1 percent or less coverage. They are: 66 items on disaster occurrences, 61 on policy decisions, 52 on warnings, 38 on forecast, 23 on scientific explanations and 14 on rescue.

New Age published 746 items representing 12 percent coverage. There were 148 items on relief and rehabilitation, 134 items on victims' sufferings and 99 items on social impact—each of which represents 2 percent coverage. The remaining contents represent 1 percent or less coverage. They are- 88 items on economic impact, 67 on environmental impact, 55 on policy decisions, 37 on disaster occurrences and 37 on warnings, 28 on rescue, 27 on scientific explanation and 26 on disaster forecast.

The Daily Star ran 668 items representing 11 percent coverage. There were 129 items on victims sufferings, 122 on relief and rehabilitation—each representing 2 percent coverage. The remaining contents represent 1 percent or less coverage. They are- 86 items on environmental impact, 84 on social impact, 67 on economic impact, 47 on disaster occurrence, 46 on policy decisions, 30 on disaster forecast, 23 on warning, 18 on rescue and 16 on scientific explanations.

Graphics to issues ratio

We have found 1372 graphic items usages in covering the disaster related news.

Most of the graphic contents covered flood with 921 items—which is 67 percent of all kinds of disaster related graphic usages. Of them pictures of damages were 403 (29 percent coverage), pictures of victims 386 (28 percent), 125 on relief and rehabilitation (9 percent), 4 data or table or graph and 3 maps.

There were 355 graphic contents representing cyclones—representing 26 percent of the coverage. Of them, pictures of victims were 148 (11 percent), pictures of damage 120 (9 percent), relief and rehabilitation 63 (5 percent), 21 maps (2 percent) and 3 data or table or graphs.

There were 55 graphic items on landslides—representing 4 percent coverage. Of them, 27 were pictures of damage (2 percent coverage), 23 on victims (2 percent), 4 on relief and rehabilitation, 1 on data or table or graph and none on maps.

Drought was portrayed in 30 graphic items representing 2 percent coverage. Of them, 19 were on damage, 9 on victims' pictures, 2 on data or table or graph and none on relief or maps.

Earthquake was portrayed the least with only 11 graphic items representing only 1 percent coverage. There were 7 pictures of damage, 3 maps and 1 picture of victims. There was no graphic item showing data/ graph or relief works.

Graphics to newspaper ratio

Of the 1372 graphic items used in the six papers in the four-year monitoring period, Jugantor published the maximum number of graphics with 290 items—representing 21 percent graphic coverage of disasters. Jugantor published 123 pictures of damage (9 percent coverage), 115 pictures of victims (8 percent), 46 pictures of relief works (3 percent), 3 data or graphs and 3 maps.

Prothom Alo published 280 graphic items during this period- representing 20 percent graphic coverage. Of them 124 items were pictures of victims (9 percent coverage), 105 on damage (8 percent), 42 on relief works (3 percent), 7 maps and 2 data or graphs.

Ittefaq published 238 graphic items representing 17 percent graphic coverage. Of them, it ran 101 pictures on damage (8 percent), 90 on victims (7 percent), 37 on relief works (3 percent) and 6 maps and 1 data or graph.

Samakal published 221 graphic items representing 16 percent coverage. There were 101 pictures of damages (7 percent coverage), 85 on victims (6 percent), 31 on relief works (2 percent), 3 maps and 1 data or graphs.

The Daily Star ran 203 graphic items representing 15 percent coverage. There were 87 pictures of damage (6 percent coverage), 85 pictures of victims (6 percent), 23 relief works (2 percent), 5 maps and 3 data or graphs.

New Age ran 140 graphic items representing 10 percent coverage. It printed 68 pictures of victims (5 percent coverage), 56 pictures of damage (4 percent), 13 pictures of relief works (1 percent), 3 maps and no data or graphs.

Placement ratio

To understand how the disaster related news were treated, we have monitored where the news were placed in the newspapers. In this category, there were 2981 items. Majority of the disaster related items were placed in the upper fold of the newspapers.

Prothom Alo carried 492 items in the upper-fold (17 percent coverage) and 121 items in the lower fold (4 percent), Jugantor 436 items in the upper fold (15 percent) and 176 in the lower fold (6 percent), Ittefaq 444 items in the upper fold (15 percent) and 93 in the lower fold (3 percent), Samakal 387 items in the upper fold (13 percent) and 140 in the lower fold (5 percent), New Age 242 in the upper fold (8 percent) and 107 in the lower fold (4 percent) and The Daily Star carried 254 items in the upper fold (9 percent) and 89 in the lower fold (3 percent).

Writer source by dailies

The monitoring also determined the writer sources of the dailies. It was found that staff writers are the main writers for all the newspapers. But its interesting to note that Jugantor carried as many items from its local correspondents as it carried those from staff correspondents. It is followed by bylines for English newspapers, local correspondent for Bangla newspapers. There was moderate use of news agency items, while use of items from other writers was rare. This shows that the Bangla newspapers greatly rely on local correspondents—especially on covering disasters.

Jugantor carried 236 items by staff correspondent and 236 items by local correspondent. It also carried 113 bylines, 16 press releases or handouts, 9 items from news agencies and 1 item from its foreign correspondent.

Prothom Alo carried 255 staff correspondent items, 165 items by local correspondents, 147 bylines, a dozen press releases, 11 news agency items, 1 item from its foreign correspondent and 2 items from other sources.

Ittefaq carried 227 items by staff correspondent, 144 by local correspondents, 98 bylines, 32 news agency items, 28 press releases, 5 from other sources and none from its foreign correspondent.

Samakal printed 257 items by staff correspondents, 121 by local correspondents, 102 bylines, 18 press releases, 17 news agency items, 2 from other sources and none from its foreign correspondent.

New Age printed 180 items by staff correspondents, 88 bylines, 47 news agency items, 22 items from local correspondents and none from the other categories.

The Daily Star printed 184 items by staff correspondents, 83 bylines, 42 news agency items, 22 local correspondent items, 1 item from foreign correspondent, 1 press release and 1 from other sources.

Writer source to issue

The monitoring also detected who is writing what issues in these six newspapers. Again, except for reporting on landslides, the predominant writer sources of all disaster reports are the staff correspondents followed by local correspondents, bylines, news agencies and press release.

Its interesting that in case of reporting on landslides, there was more reports under bylines and from local correspondents than those by staff correspondents. It is different because, the nature of landslide as a disaster is different than flood and cyclone—which have deeper impact.

In covering drought, inputs from staff and local correspondents are very close—perhaps because there had been very few reports on this subject.

As writer sources on the issue of covering floods, staff correspondents have written 803 reports and contributed 27 percent of the disaster related reports. Local correspondents gave 369 reports (13 percent coverage), writers with bylines 302 items (10 percent), news agencies 95 items, press release and handouts 33 and 1 item by foreign correspondent.

In covering cyclones, staff correspondents wrote 455 items (16 percent), local correspondents 278 items (10 percent), bylines 267 (9 percent), news agencies 53 (2 percent), 37 press releases, 10 items from other sources and 1 from a foreign correspondent.

In covering landslide, there were 44 byline reports, 43 items from local correspondents and 35 from staff correspondent, 7 from news agencies, 4 press releases and 1 item by a foreign correspondent.

In covering earthquake, there were 33 staff correspondents' items, 8 local correspondents' items, 6 bylines, 1 from news agency and 1 from press releases.

In covering drought, staff correspondents wrote 13 items, local correspondents 12, bylines 12 and 2 from news agencies.

Page placement of items

The monitoring also found a picture of the disaster news treatments given by each newspaper. The English news papers clearly prefer to use disaster related news in the front and back pages while Bangla newspapers would use both front-back and page 5 to run such news. In case of Prothom Alo and Jugantor, page 5 carries more disaster news than the front or back pages. It is most likely because both these newspapers have the maximum number of district correspondents while the English newspapers have the minimum number of district correspondents.

Prothom Alo's page 5 bagged 280 items, while its front page carried 202, back page 113, page 8 had 16, and 1 item each in news and page 7. There was no item on page 6.

Jugantor placed 229 items in page five, 164 in the front page, 152 in the back page, 52 in the news page, 11 in page eight, 4 in page six, 1 in page seven and none in page 4.

Ittefaq ran 200 items in its front page, 146 in back page, 84 in page five, 50 in page eight, 45 in page four, 7 in the news page, and 3 each in pages 6 and 7.

Samakal placed 191 items in the front page, 151 items in page five, 116 items in the back page, 43 in news page, 19 in page eight, 5 in page six, 2 in page four and none in page 7.

New Age placed 208 items in its front page, 66 in page five, 40 in the back page, 13 each in page four and six, 10 in page eight and none in news page or page 7.

The Daily Star placed 187 items in the front page, 59 in its back page, 43 in page five, 28 in page four, 11 in page eight, 9 in page six, 7 in the news page, and 2 in page 7.

Electronic media: disaster coverage by channels

During the same four-year period, we have monitored the news of BTV, ATN Bangla, Channel i, and NTV. These channels covered news on floods the most with 479 items, followed by cyclone with 378 items, landslide 55 items, earthquake 11 and drought 2. The electronic media coverage trend is similar to that of the print media.

Channel i covered most news on floods with 152 items. This is almost one third of the coverage of flood by all other channels. It was followed by BTV with 140 items, NTV 121 items and ATN Bangla 66 items.

In covering cyclone, BTV leads with 131 items, followed by NTV with 90 items, Channel i with 81 and ATN with 76 items.

Coverage of landslide by these four channels was close to each other. ATN Bangla covered 15 items, BTV and NTV 14 each and Channel i 12 items.

Earthquake coverage was completely absent in Channel i while NTV served 5 items and BTV and ATN 3 each.

With just 2 items drought was covered only by Channel i.

TV coverage by issue

Like the focus given by the print media in covering multiple issues, the electronic media also highlighted most on relief and rehabilitation, victims' sufferings, social impact, economic and environmental impacts. The least focus was on scientific explanations, disaster forecast and warnings.

The BTV covered the most number of multiple issues in its disaster related news. It also gave the most number of items on scientific explanations of a disaster, disaster forecast and warnings, while it covered the least on disaster occurrences compared to these issues covered by the other channels. BTV is followed by NTV, Channel i and ATN Bangla.

Of 875 issues that it had covered, the BTV gave 195 items on relief and rehabilitation (22 percent of its coverage), 114 items on social impact (13 percent coverage), 99 on victims' sufferings (11 percent), 82 on policy decisions, 80 on rescue, 75 on economic impact, 65 on environmental impact, 50 disaster forecast, 49 warnings, 38 scientific explanations, 28 disaster occurrences (6 percent of its own news coverage).

NTV covered 677 issues. Of this it covered relief and rehabilitation the most with 127 items (19 percent of its own coverage), followed by victims' sufferings with 120 items (18 percent), social impact with 113 items (17 percent), economic impact 66 items (10

percent), environmental impact 52 items, disaster occurrences 44 items, rescue 42 items, warnings 34, disaster forecast 27 and scientific explanation 19 items (3 percent coverage).

Channel i covered 623 items. Of this it covered 167 items on relief and rehabilitation (27 percent of its coverage) followed by 98 items on victims' sufferings (16 percent), 82 on social impact (13 percent), 52 on economic impact (8 percent), 43 policy decisions, 36 environmental impact, 34 disaster occurrences, 31 warnings, 24 disaster forecast and 17 on scientific explanations.

ATN Bangla covered 505 items. Of this 112 were on relief and rehabilitations (22 percent), 72 on victims' sufferings (14 percent), 65 on social impact (13 percent), 45 on policy decisions (9 percent), 42 on disaster occurrences and rescue each, 18 on disaster forecast and 14 on scientific explanations.

Annual coverage by TV channels

The year 2007 saw most coverage of disaster related news by all the channels—mainly because of cyclone Sidr and flood. In 2007, the BTV ran 229 items, Channel I 215, NTV 177 and ATN 133.

The year 2009 is marked with cyclone Aila. This year, the BTV ran 39 items, NTV 27, Channel I 18 and ATN 12 items.

In 2008, BTV and NTV ran 15 items each, ATN 14 and Channel I 10 items.

The least covered year was 2006 where the NTV ran 11 items, BTV 5, Channel i 4 and ATN Bangla 1.

Annual coverage by issues

Again, 2007 saw most coverage because of high incidence of flood, cyclone and landslides. The channels covered 463 items on flood, 247 on cyclone, 43 on landslide and 1 item on earthquake.

In 2009, the channels covered 1 item of flood, 90 items on cyclone, 5 on landslide.

In 2008, they covered 5 items on flood, 32 on cyclone and 7 on landslide.

In 2006, they covered 10 items on flood, 9 on cyclone and 2 on drought.

TV treatment of items

The monitoring determined that most of the disaster news items covered by the television channels were delivered as packages. It was followed by out-of-vision news items.

The BTV presented 121 package items, 94 out-of-vision items and 73 in-vision items. The NTV gave 142 packages, 70 out-of-vision and 18 in-vision items. Channel I gave 141 packages, 86 out-of-vision items and 20 in-vision items. ATN Bangla gave 102 packages, 43 out-of-vision and 15 in-vision packages.

When in bulletin?

In order to further understand the news treatments, the monitoring determined when in bulletins the items were delivered. It was found that all channels delivered most of the items in the first bulletin, followed by the second bulletin. The third bulletin delivers the least items.

The BTV presented 272 items in its first bulletin, 16 in the second and none in its third bulletin.

NTV gave 168 items in the first bulletin, 44 in the second and 18 in the third bulletin.

Channel I gave 149 items in the first bulletin and 98 in the second but none in the third bulletin.

ATN Bangla gave 112 items in the first bulletin, 38 in the second and 10 in the third.

Special Treatment given by the channels

The monitoring further determined the quality of treatment by identifying special elements in the news items. Sync was used as the most preferred special treatment in the coverage, followed by Vox-pop and graphics.

Channel I gave the most special treatment with 86 syncs, 68 vox-pops, 43 special stings, 19 graphics, 16 lead news, 16 scrolls, 12 phono, 7 special stings, and 1 one-to-one studio discussion. There was no special report, coming up or breaking news treatments. Channel I gave 268 special treatments.

NTV follows Channel I with 81 syncs, 64 vox-pops, 46 scrolls, 23 headlines, 21 graphics, 16 phono, 8 lead news, 3 special stings and 1 coming up treatments. But there was no special report, one-to-one studio discussion or coming up treatments. NTV gave 263 special treatments.

The BTV used sync 61 times, graphics 33, vox-pop 32, phono 21, lead news 18, headlines 12, scrolls, special reports, one-to-one studio discussions and special sting once each; but no coverage as coming up or breaking news items. BTV gave 181 special treatments.

ATN Bangla gave 53 vox-pops, 48 syncs, 20 graphics, 14 headlines, 13 lead news, 11 scrolls, 5 phono, 2 special reports and 1 each special sting, coming up and breaking news treatment. There was no one-to-one studio discussion. ATN gave 169 special treatments.

ANNEX -5

Tables from Disaster Monitoring

Daily Wise Yearly Coverage

Issue Year	The Daily Star	New Age	Prothom Alo	Ittefaq	Samakal	Jugantor
2006	24	22	38	60	41	46
2007	244	262	439	372	379	445
2008	42	48	82	54	57	71
2009	36	18	58	52	50	51
Total Hit	346	350	617	538	527	613

*Total Item hit- 2991

Daily to Issue Ratio:

Issues	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor	%
Flood	196	7	192	6	322	11	323	11	283	9	305	10
Cyclone	115	4	126	4	254	8	179	6	206	7	268	9
Earthquake	6	0	5	0	13	0	8	0	9	0	8	0
Landslide	20	1	22	1	21	1	19	1	24	1	28	1
Drought	9	0	5	0	7	0	9	0	5	0	4	0
Total Hit	346	12	350	12	617	21	538	18	527	18	613	20

*Total item Hit: 2991

Type of story by dailies

	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor	%
Hard/Surface Reports	195	7	195	7	280	9	290	10	256	9	272	9
Follow-up Reports	106	4	132	4	274	9	227	8	241	8	326	11
In-depth Reports	4	0	0	0	9	0	3	0	11	0	7	0
Feature/Interview	21	1	7	0	22	1	11	0	9	0	7	0
Others	19	1	12	0	19	1	7	0	3	0	1	0
Total Item Hit	345	12	346	12	604	20	538	18	520	18	613	21

*Total Item Hit: 2966 (Excludes Graphic contents)

Type of story by issues

	Flood	%	Cyclone	%	Earthquake	%	Landslide	%	Drought	%
Hard/Surface Reports	1251	42	138	5	24	1	44	1	31	1
Follow-up Reports	290	10	918	31	19	1	79	3	0	0
In-depth Reports	9	0	9	0	6	0	6	0	4	0
Feature/Interview	46	2	25	1	0	0	2	0	4	0
Others	25	1	33	1	0	0	3	0	0	0
Total Item Hit	1621	55	1123	38	49	2	134	5	39	1

*Total Item Hit: 2966 (Excludes Graphic contents)

Issue to Content Ratio:

	Flood	%	Cyclone	%	Earthquake	%	Landslide	%	Drought	%
Disaster Forecast	74	1	88	1	21	0	38	1	0	0
Disaster Warnings	105	2	126	2	0	0	12	0	1	0
Disaster Occurrence	211	3	12	0	13	0	55	1	3	0
Rescue	60	1	56	1	0	0	32	1	1	0
Victims Sufferings	637	10	423	7	26	0	82	1	15	0
Policy Decisions	247	4	75	1	4	0	30	0	1	0
Scientific Explanation	42	1	66	1	18	0	8	0	4	0
Relief & Rehabilitation	687	11	535	9	2	0	68	1	0	0
Environmental Impact	317	5	295	5	2	0	8	0	19	0
Economic Impact	307	5	451	7	13	0	18	0	20	0
Social Impact	410	7	488	8	1	0	4	0	10	0
Total hit	3097	50	2615	42	100	2	355	6	74	1

***Total Content Hit Frequency: 6241**

Dailies to Content Ratio:

Content	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor	%
Disaster Forecast	30	0	26	0	32	1	51	1	38	1	44	1
Warning	23	0	37	1	40	1	42	1	53	1	49	1
Disaster Occurrence	47	1	37	1	39	1	60	1	66	1	45	1
Rescue	18	0	28	0	18	0	38	1	14	0	33	1
Victims Sufferings	129	2	134	2	239	4	208	3	194	3	279	4
Policy Decisions	46	1	55	1	53	1	73	1	61	1	69	1
Scientific Explanations	16	0	27	0	36	1	16	0	23	0	20	0
Relief & Rehabilitation	122	2	148	2	292	5	239	4	249	4	242	4
Environmental Impact	86	1	67	1	164	3	103	2	109	2	112	2
Economic Impact	67	1	88	1	182	3	150	2	132	2	190	3
Social Impact	84	1	99	2	179	3	161	3	131	2	259	4
Total Hit	668	11	746	12	1274	20	1141	#	1070	#	1342	22

***Total Content Hit Frequency: 6241**

Graphics to Issues Ratio:

Graphic Content	Flood	%	Cyclone	%	Earthquake	%	Landslide	%	Drought	%
Rehabilitation & Relief	125	9	63	5	0	0	4	0	0	0
Picture of Damage	403	29	120	9	7	1	27	2	19	1
Picture of Victim	386	28	148	11	1	0	23	2	9	1
Maps	3	0	21	2	3	0	0	0	0	0
Data/Table/Graph	4	0	3	0	0	0	1	0	2	0
Item Hit	921	67	355	26	11	1	55	4	30	2

***Total Item Hit in Graphics: 1372**

Graphics to Newspaper Ratio:

Graphics Content	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor	%
Data/Table/Graph	3	0	0	0	2	0	1	0	1	0	3	0
Maps	5	0	3	0	7	1	6	0	3	0	3	0
Picture of Victim	85	6	68	5	124	9	90	7	85	6	115	8
Picture of Damage	87	6	56	4	105	8	104	8	101	7	123	9
Rehabilitation & Relief	23	2	13	1	42	3	37	3	31	2	46	3
Total Hit	203	15	140	10	280	20	238	17	221	16	290	21

***Total Item Hit in Graphics: 1372**

Placement Ratio:

	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor	%
Upper Fold	257	9	243	8	496	17	445	15	387	13	437	15
Lower Fold	89	3	107	4	121	4	93	3	140	5	176	6
	346	12	350	12	617	21	538	18	527	18	613	21

***Total Item Hit: 2991**

Writer Source by Dailies:

Item Source Code	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor
Staff Correspondent	184	6	180	6	255	9	227	8	257	9	236
Local Correspondent	22	1	22	1	165	6	144	5	121	4	236
News Agency	42	1	47	2	11	0	32	1	17	1	9
Byline	83	3	88	3	147	5	98	3	102	3	113
Foreign Correspondent	1	0	0	0	1	0	0	0	0	0	1
Press Release-Handout	1	0	0	0	12	0	28	1	18	1	16
Others	1	0	0	0	2	0	5	0	2	0	0
	334	11	337	12	593	20	534	18	517	18	611

*Total Item hit 2926 (Excludes only graphic items)

Writer Source to Issues:

Writer Source	Flood	%	Cyclone	%	Earthquake	%	Landslide	%	Drought	%
Staff Correspondent	803	27	455	16	33	1	35	1	13	0
Local Correspondent	369	13	278	10	8	0	43	1	12	0
News Agency	95	3	53	2	1	0	7	0	2	0
Byline	302	10	267	9	6	0	44	2	12	0
Foreign Correspondent	1	0	1	0	0	0	1	0	0	0
Press Release-Handout	33	1	37	1	1	0	4	0	0	0
Others	0	0	10	0	0	0	0	0	0	0
Total Hit	1603	55	1101	38	49	2	134	5	39	1

*Total Item hit 2926 (Excludes only graphic items)

Page placement of Items

Page	The Daily Star	%	New Age	%	Prothom Alo	%	Ittefaq	%	Samakal	%	Jugantor	%
Front	187	6	208	7	202	7	200	7	191	6	164	5
Back	59	2	40	1	113	4	146	5	116	4	152	5
News	7	0	0	0	1	0	7	0	43	1	52	2
Page 4	28	1	13	0	4	0	45	2	2	0	0	0
Page 5	43	1	66	2	280	9	84	3	151	5	229	8
Page 6	9	0	13	0		0	3	0	5	0	4	0
Page 7	2	0		0	1	0	3	0		0	1	0
Page 8	11	0	10	0	16	1	50	2	19	1	11	0
Total Hit	346	12	350	12	617	21	538	18	527	18	613	20

*Total hit- 2991