

Newspaper circulation and advertising in Bangladesh : a base line survey

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**Newspaper Circulation and Advertising in Bangladesh :
A Base Line Survey**

By

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Draft Report

NEWSPAPER CIRCULATION AND ADVERTISING IN BANGLADESH: A BASE LINE SURVEY

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CONTENTS

NOS	CHAPTER CONTENTS	Page
	Executive Summary	1
1.	Introduction	2
	1.1 Row over ad policy	2
	1.2 Private Sector advertisement	5
	1.3 Atmosphere of Inertia	5
2.	Methodology	6
3.	Sample selection	7
4.	Findings	7
	4.1 Respondents' Background	7
	4.2 Findings of Interviews	8
	4.3 Content Analysis	9
	4.4 Analytical Tables	9
	a. Table 1: Showing ratio of ad space to total space of different newspapers	10
	b. Table 2: Proportion of total ad space by category in relation to total space in 9 newspapers	11
	c. Table 3: Proportions of ad by category of sources by newspaper during the survey period	11
5.	Interpretation of Findings	15
6.	Recommendations	16
	Annex - 1: Survey Questionnaire	17

EXECUTIVE SUMMARY

Development Features was commissioned by Asian Mass Communication Research and Information Centre (AMIC), Singapore to conduct an updated baseline survey on circulation and advertising development of ten selected Bangladesh newspapers. The findings of the survey are designed to be used at a workshop scheduled to be held from 19-22 September 1993 in Dhaka.

Considering the time constraint, ten newspapers/magazines were selected for the survey. A total of 173 copies of the selected newspapers/magazines were subjected to content analysis to determine the categories of advertisements in the newspapers, the ratio of ads in relation to total space available in the newspapers/magazines and so on. Besides a questionnaire was developed to interview circulation/advertisement chiefs in the selected newspapers in order to obtain their views and opinions regarding ad issues and matters.

The findings reveal that incredible inertia exists in the circulation/advertisement departments of the newspapers. There is a rat race for getting hold of government ad which is worth Taka 80 million yearly whereas private sector ads account for Taka 430 million annually.

Promotional efforts for promoting circulation is hard to come by. Readership surveys for developing strategies to attract ads are rare, or fairly speaking, non-existent.

Perception of the need for developing media professionalism in the field of circulation and advertisement is grossly absent.

Concept of sales package materials is limited to too few people in the field.

There is hardly any realization among people concerned that a well-edited, neatly printed newspaper with the stamp of modern advanced technology cannot but attract advertisers who seek media that can serve them better for lasting impact of their products and services on the readers who are also users.

100

CHAPTER 1: INTRODUCTION

This survey has been commissioned by Asian Mass Communication Research and Information Centre (AMIC), Singapore for providing updated baseline data to facilitate the work of the of Circulation/Advertising Development Workshop scheduled to be held in Dhaka from 19 September 1993 to 22 September 1993. Actually, it forms the first part of a two-tier survey, the final part of which will be a follow-up of the workshop itself.

The 4-day workshop will take a close look at the circulation and advertising aspect of the newspaper industry of the country and will seek to provide pragmatic, constructive suggestions for developing appropriate strategies for promoting circulation of newspapers and augmenting advertising revenue.

The workshop will draw 20 participants from a total of ten newspapers of the country : 6 publications including two weeklies, of Dhaka, two regional dailies and two rural dailies. The participants will come from 6 vernacular dailies and two English-language dailies, one English-language weekly and one vernacular weekly.

1.1: ROW OVER AD POLICY

It will be interesting and pertinent to give an idea of the controversy raging on government ad policy.

Bangladesh Sangbadpatra Parishad (BSP) is a representative body of owners of newspapers in the country. BSP has demanded that the distribution of government ads among the newspapers must be reviewed for a more balanced and more equitable ad distribution policy. Already a committee with newspaper representatives on it exists for the purpose but its work is stalled at the moment. The committee is actually a subcommittee of the parliamentary Standing Committee on the Ministry of Information and Broadcasting. But BSP challenges the bona fide of the ad review committee's representatives who were chosen by the BSP which preceded the incumbent BSP. Newly elected BSP wants new representatives of its own choice on the ad review committee. The work of the committee is thus deadlocked.

Meanwhile, a great deal of noise has been made by newspapers on the need to review government ad policy which is described as tilted specially towards two government-constituted trust newspapers. Although the government has not said 'no' to the demand for review of the ad policy, Information Minister Barrister Najmul Huda has gone on record as saying that government ad distribution policy takes into account;

- a) objectivity in news presentation in the newspapers,
- b) government's Audit Bureau of Circulation (ABC) report,
- c) readership statistics and,
- d) "commercial needs of advertising agencies.

" Commercial need of advertising agencies may mean the individual choice of an advertising party (Ministry, Department, Directorate, Corporation and so on of the government).

Information Minister Barrister Najmul Huda said that insertions of ads may be raised to 6 insertions and in some cases ten insertions to provide ad support to a larger number of newspapers. Incidentally, there is resentment in the newspaper industry that most newspapers in the country are discriminated against in Government ad policy, the two newspapers (Government-constituted trust newspapers) getting the lion's share of ad support of the government.

The Information Minister told the newspapers that they should try to attract more private sector advertisements instead of mainly depending on government advertisements. The reaction of BSP to the observation of the minister is : Since the government nationalization of all industries at the time of the first Bangladesh Government in 1972, the larger share of advertisements in the country is still controlled by the government.

In a situation like this, the newspaper owners have started arguing that unless the government would support them with more ad revenues they would not have the means to implement Fourth Wage Board Award for all categories of employees in newspapers. That would pit the employees against the employers of newspapers. Employers are also editors in many newspapers.

In the running controversy over government ad distribution policy question has been raised as to human rights to freedom of opinion and expression, and the freedom to seek, receive and impart information and ideas through the media. It has been emphasized by BSP that this principle of press freedom is recognized and upheld in a true democracy. But the government has been criticized that the government manipulates its ad policy to gag the press contrary to the government claim that it is making efforts to strengthen democracy.

On his part the Information Minister observed that the fact the newspapers are criticizing the ad policy of the government is proof enough the government upholds press freedom.

The BSP has urged the government to increase its ad budget and also increase the rate of ad by 100 percent. (At present government ad rate is roughly 150% less than private ad rate) BSP has expressed resentment that although Fourth Wage Board Award has been implemented, the rate of ad has not been increased. (The Wage Board Award is announced by the government after reviews of relevant issues and problems with the newspaper employees and management). Incidentally, the value of government ad for 1991 and 1992 is estimated at roughly Tk. 80 million annually. (US 1 dollar = Tk. 40 roughly).

**LIST SHOWING VALUE OF GOVERNMENT ADVERTISEMENTS
DISTRIBUTED AMONG NEWSPAPERS FROM JANUARY TO MAY 1993**

Newspapers Name	Amount in Tk
1. Dainik Bangla	61,99,662
2. Bangladehs Times	42,40,530
3. Dainik Inqilab	25,59,025
4. Da'nik Ittefaq	24,32,150
5. Dainik Dinkal	18,73,364
6. Dainik Banglar Bani	12,57,116
7. Dainik Sangram	11,14,067
8. Dainik Al-Amin	7,65,800
9. Dainik Millat	7,35,075
10. Daily Telegraph	7,25,420
11. Dainik Sakaler Khabar	6,12,240
12. Dainik Ajker Kagoj	5,90,693
13. Dainik Banglabazar Patrika	6,73,912
14. Dainik Samachar	5,72,770
15. Daily Morning Sun	5,71,030
16. Dainik Sakti	5,60,790
17. Dainik Khabar	5,58,558
18. Dainik Abirbhab	5,52,000
19. Daily Star	4,78,412
20. Dainik Sangbad	4,71,975
Total	2,30,63,489

Source : Dainik Sangbad, 9 July '93

1.2: PRIVATE SECTOR ADVERTISEMENT

Incidentally while there is a mad rush for Government ads of the value of Tk 80 million annually, private sector generates Tk 430 million worth of ads yearly, the bulk of which goes to the electronic media. The advertising agencies which handle private sector ads explain that poor quality newsprint, bad printing quality and small circulation of many newspapers turn private parties away from print media. The private parties, it is said, prefer print media for its permanence but avoid it for various reasons. The Singapore Airlines is a case in point. It used to advertise its service in the print media until several months back; now the airlines uses the TV.

Goods account for Tk 387 million and services account for Tk 430 million in the private sector advertisements.

Of annual Tk 430 million private sector ads, TV nets Tk 292.4 million, Radio Tk 68.8 million and print media gets Tk 34.4 million. The remaining amount of private sector ads is attracted by hoarding, neon signs, posters and POS (point of sales).

1.3: ATMOSPHERE OF INERTIA

An insight into the not-so-pleasant atmosphere of newspaper circulation and advertising field is provided by the Research Assistants who visited selected newspaper offices in Dhaka in connection with this survey work.

Narrating their experience of meeting 'big shots' in newspapers, they said things are in a poor state of health in circulation and advertising area which is characterized by jealousy, suspicion, malice and, sad but true, malpractice and unfair dealing. The Research Assistants had seen in the newspaper offices what they described as lethargic pace of work that marks Government offices. Some in the newspaper office gave an air of self-importance, saying, "Too hard pressed for time. Let us hurry through your questions."

Another Research Assistant felt sick to overhear a comment addressed to a fellow-executive in the newspaper office. As he was waiting for the interview fixed in advance, he heard a gentleman ask his colleague, "Hey, how much money in this?"

In another office the gentleman who agreed to an appointment with the Research Assistant was not available in spite of previous appointment.

In yet another office, the gentleman concerned could not be found and nobody in the office would care to know why a stranger (in this case Research Assistant) was looking for a responsible person of his office. It was much of a bother to find out that the

gentleman who is competent to talk on the subject was ailing. After considerable harassment and loss of time, effort was made to fix an appointment with his deputy. But the deputy was hard to get. He was too busy. Again, the gentleman who was approached first without success was approached again. When he was found at last, he said he could not give time because of his crowded schedule.

In another office the gentleman who was the right person to talk to was out all the time. He was never found.

There was welcome relief, however, in an office where the gentleman was helpful to an effort which he knew was important for circulation and advertising development. He found time for the Research Assistant and took delight in answering circulation/advertising-related questions.

The atmosphere of circulation and advertising departments in most newspapers is marked by misgiving and suspicion. Actually, any interest in that area by an outsider is regarded as trespass into other's ground.

It is an environment in which the Circulation Officer does not care to think of developing strategies to promote circulation. Incidentally, good newspaper entrepreneurs are becoming scarce.

CHAPTER 2: METHODOLOGY

In deference to the purpose of the survey and in consideration of the short time available to complete the survey, it was decided that the final sample would cover newspaper copies of ten selected publications from 1 January '93 to 31 July '93. Since no bench mark data regarding ratio between news and Circulation/Advertisement are available it was reckoned fair to study 10% of the newspapers at random. Accordingly, 10% copies of ten newspapers published from 1 January 1993 to 31 July 1993 (or 21 copies of each daily excepting weeklies) were selected and examined; and for the 2 weeklies every alternate week was selected for content analysis. The intervening holidays were accounted for by picking the copies of the subsequent opening days.

Apart from content analysis, interviews with Managers (Advertisement/Circulation Department) of the selected newspapers were planned. Questionnaires were developed for the purpose and interviewers were given short training on 16 September 1993 to conduct the interview. The questionnaire was finalised after pre-testing it at two newspapers which do not figure in the list of selected newspapers for survey.

CHAPTER 3: SAMPLE SELECTION

As per the terms of reference of updated baseline data survey ten newspapers were selected, of whom 6 are Dhaka newspapers, 2 are regional dailies and 2 rural dailies. The Dhaka newspapers included 4 dailies and 2 weeklies. Also, the publications counted two English-language dailies, 6 vernacular dailies, one English-language political weekly and one vernacular women's weekly.

3.1: THE PAPERS SELECTED FOR SURVEY ARE

- 1)The Sangbad (vernacular daily/ Dhaka)
- 2)The Bhorer Kagoj (vernacular daily/Dhaka)
- 3)The New Nation (English Language daily/Dhaka)
- 4)The Daily Star (English-Language daily/Dhaka)
- 5)The weekly Holiday (English-language weekly/Dhaka)
- 6)The weekly Begum (Vernacular weekly/Dhaka)
- 7)The Dainik Azadi (Vernacular daily/Chittagong)
- 8)The Dainik Purbanchal (Vernacular daily/Khulna)
- 9)The Dainik Karotoa (Vernacular daily/Dhaka)
- 10)The Ajker Sylhet (Vernacular daily/Sylhet)

CHAPTER 4: FINDINGS

4.1: RESPONDENTS' BACKGROUND

Based on interviews through a standard questionnaire, there are 8 male and 2 female respondents.

Agewise, two of them are below 40 years, four of them are between 41-50 years, three are above 50 years and one preferred not to state age.

In terms of education, four are post-graduates, five are graduates and one is under graduate.

Designation-wise, the respondents are: One Editor-Publisher, 3 Editors, 5 Executive Directors and one Finance Manager.

Going by newspapering experience, two respondents have more than 30 years' experience, three have 21-30 years' experience, three have 11-20 years' experience and two have up to 10 years' experience.

The respondents belong to A Grade, B Grade and C Grade newspapers of Dhaka, port city of Chittagong and Divisional HQ of Khulna, tea-growing north eastern district of Sylhet and north-western district of Bogra.

Newspapers represented by the respondents publish varying sizes of day's issue : 3 dailies publish regular 4 pages, 3 publish 8 pages and 2 publish 12 pages. As for weeklies, one publishes an 8-page English-language weekly and another publishes a 24-page vernacular weekly.

4.2: FINDINGS OF INTERVIEWS

Answering a question if the newspapers have any plan to promote circulation, all 10 respondents replied in the affirmative.

To a question about sources of the newspaper's advertisements, nine respondents identified government/semi-government organizations as source of their advertisement; all ten pointed to autonomous bodies as source of advertisement; all ten identified private parties as source of advertisement. Only 6 described 'others' as source of advertisement. (Question admits of multiple answers)

Eight respondents said they exercise option on point of morals and good taste in the publication of advertisements. Two respondents replied in the negative.

Eight of the respondents reported difficulties in procuring Government ads. One respondent did not find any difficulty in procuring Government ad. One respondent did not say anything about it.

One respondent said mediamen were involved in the framing of the Government ad policy. Three respondents said there was no mediamen involvement in government ad policy formulation. One preferred not to say anything.

Nine respondents considered present government ad distribution policy appropriate and fair. One respondent held a different view.

Four respondents said their newspapers conducted readership survey. Six respondents reported their newspapers never carried out such a survey.

Answering a question if there was any plan to conduct a readership survey in the future, 5 respondents replied in the affirmative. Two respondents said they had no such plan. Three respondents did not know about it.

Asked if formulation of better advertisement-getting strategy possible without a readership survey, five respondents answered in the affirmative, four of them said 'no' and one would not answer.

The respondents were asked if they had any marketing plans of their own. Nine respondents said they had marketing plans of their own. Only one respondent answered in the negative.

On the question of method of marketing used by 10 newspapers, 10 respondents said they marketed their papers through agents, one respondent told about the use of hawkers, 2 respondents identified marketing firms for the purpose and 5 respondents spoke about direct sale. (Question admitted of multiple answers)

To a question whether any sales package materials are offered by the newspapers, three respondents replied in the affirmative, six replied in the negative and one respondent would not say anything.

To a question about methods used to increase the income of the newspapers, three respondents referred to ads, three respondents referred to ad in other papers, eight referred to increased number of special supplements, and five respondents referred to 'others'. (Question admits of multiple answers)

Four respondents stated that special supplements help increase circulation, six respondents said display ads help increase circulation, 7 respondents said tender notices (for sale and purchase of goods and stores by govt, semi-govt and autonomous bodies) help increase paper's circulation, seven respondents said classified ads help increase circulation, 3 respondents said Notices (Court notices to absconding accused, bank notice to defaulting borrowers, ad notifying sale of land to legally establish that there is no adverse claim by anyone other than the prospective seller and so on) and 4 said 'others'. (Question admitted of multiple answers)

Asked if increased number of newspapers have any shrinking effect on advertisements, two respondents said increased number of newspapers affect ads. Eight respondents replied in the negative.

4.3: CONTENT ANALYSIS

For the purpose of survey a content analysis of ads in related newspapers/magazines was conducted to cover 21 issues of each daily newspapers. In the case of 2 weeklies, 14 issues of English-language weekly The Holiday, and 12 issues of vernacular weekly The Begum were subjected to content analysis.

The ads were categorised into five types: Government/semi-government/autonomous bodies, private national firms, multinationals, classified and others (court notice to absconding accused, legal notice for sale of properties or to defaulting borrowers of bank loan and so on).

The content analysis of ads seeks to show various sources of advertisements, ratio of ad in relation to each other category wise, and ratio in relation to total space in the newspaper. (The vernacular weekly Begum is printed in demy 1/4 size). Incidentally, the dailies are printed in double demy newsprint, with each column measuring on an average 21 inches long and the column width measuring 11 ems roughly.

Despite best efforts, data and statistics on rural newspaper, the Dainik Karotua (of Bogra) was received in Dhaka too late after the deadline for it to be included in this report. (The questionnaire - related information has, however, been used.) The data and statistics are being processed for inclusion in the final report after the workshop is over.

4.4: ANALYTICAL TABLES

Following tables show categories of advertisements, ratio of ads in relation to different categories and also ratio of ads in relation to total space of different newspapers, daily quantum of ads in different newspapers, quantum of ads during the survey period, etc.

TABLE 1: TABLE SHOWING RATIO OF ADVERTISEMENT SPACE TO TOTAL SPACE OF DIFFERENT NEWSPAPERS

Name of Newspapers Surveyed	No.of copies obser.	Total paper Space in col.inch	Total Ad space in col.inch		Ratio of col.4 to col.3
			21 days	1 day	
1	2	3	4	5	6
The Sangbad	21	38304	3824.2	182.10	9.98
The Bhorer Kagoj	21	32256	2039	97.10	6.32
The New Nation	21	40016	2712.25	129.15	6.78
The Daily Star	21	42336	5131.8	244.37	12.12
The Holiday	14	20994	3390	242.14	16.15
The Begum	12	28320	2820	235.00	9.96
The Azadi	21	28896	4491	213.86	15.54
The Ajker Sylhet	21	5360	2175.5	103.60	40.59
The Purbanchal	21	14112	1116.5	53.17	7.91
The Karotua	NA	NA	NA	NA	NA
Total	173	250594	27700.25	1500.49	11.05

TABLE 2: PROPORTION OF TOTAL AD SPACE BY CATEGORY IN RELATION TO TOTAL SPACE IN 9 NEWSPAPERS IN 21-DAY SURVEY PERIOD

Source of Ad	Ad in col in		Ratio of a space in relation to total newspaper space	
	21 days,	1 day	Total Ad space	Paper space
Government	14642.8	697.28	52.86	5.84
Private	7984.45	380.21	28.83	3.19
Multinational	1218	58.00	4.40	0.49
Classified	2388.5	113.74	8.62	0.95
Others	1466.5	69.83	5.29	0.59
Total	27700.25	1319.06	100.00	11.06
Seasonal	3283	156.86	11.85	1.31

TABLE 3: PROPORTIONS OF AD BY CATEGORY OF SOURCES DURING 21-DAY SURVEY PERIOD**(I) Dainik Sangbad**

Sources	Ad in Col. Inch	Ratio of Ad in relation to total space in newspaper
Government	2219.5	58.04
Private	1145.2	29.95
Multinational	13.0	0.34
Classified	410.5	10.73
Others	36.0	0.94
Total	3,824.2	100.00

(II) The New Nation

Sources	Ad in Col.Inch	Ratio of Ad in relation to papers total space in survey period.
Government	2459.5	90.68
Private	163.25	6.02
Multinational	35.00	1.29
Classified	54.5	2.01
Others	-	-
Total	2712.25	100.00

(III) Weekly Holiday

Sources	Ad in col in	Ratio of ad in relation to paper's space
Government	1408.5	41.55
Private	1447	42.68
Multinational	534.5	15.77
Classified	-	-
Others	-	-
Total	3390	100.00

(IV) Dainik Purbanchal

Sources	Ad in col in	Ratio of ad in relation to the paper's space in the survey period
Government	785	70.31
Private	113	10.12
Multinational	-	-
Classified	157.5	14.11
Others	61	5.46
Total	1116.5	100.00

(V) Bhorer Kagoj

Sources	Ad in col in	Ratio of ad in relation to the paper's space in the survey period
Government	1483.5	72.76
Private	397	34.18
Multinational	4	0.20
Classified	148.5	7.28
Others	6	0.29
Total	2039	100.00

(VI) Daily Star

Sources	Ad in col in	Ratio of ad in relation to the paper's space in the survey period
Government	3661.8	71.36
Private	833	16.23
Multinational	575.5	11.21
Classified	61.5	1.20
Others	-	-
Total	5131.8	100.00

(VII) Weekly Begum

Sources	Ad in col in	Ratio of ad in relation to the paper's space in the survey period
Government	120	4.26
Private	2695	95.56
Multinational	-	-
Classified	5	0.18
Others	-	-
Total	2820	100.00

(VIII) Dainik Azadi

Sources	Ad in col in	Ratio of ad in relation to the paper's space in the survey period
Government	2446	54.46
Private	1169	26.03
Multinational	56	1.25
Classified	738	16.43
Others	82	1.83
Total	4491	100.00

(IX) Ajker Sylhet

Sources	Ad in col in	Ratio of ad in relation to the paper's space in the survey period
Government	59	2.71
Private	22	1.01
Multinational	-	-
Classified	813	37.37
Others	1281.5	58.91
Total	2175.5	100.00

CHAPTER 5: INTERPRETATION OF FINDINGS

1. Interviews with respondents reveal a fact which will shock a Circulation/Advertising professional. Most newspapers have people to man the circulation/advertising departments mainly to deal with:

a) Department of Films and Publications (DFP) which looks after all Government advertisements in the country and,

b) the hawkers who monopolize newspaper distribution in the cities and towns. The Circulation/Advertisement officers do not feel the need (or are not motivated by the newspapers) of developing their skill in and knowledge of the techniques and strategies of building up circulation, and attracting advertisements from various sources. The job is not taken as a challenge to build a career.

2. The findings point to the fact that newspapers depend chiefly on the government (DFP) for revenue. Circulation is not a good financial support for the overwhelming number of them. These attitude of over-dependence on government advertisement has already set in inertia among the advertising department officers. They fall into a rut, thus destroying initiative in them. As for circulation, with the hawkers taking over marketing of newspapers and the papers resigning to this marketing situation, the circulation officers are content with the keeping accounts of sales proceeds of day's newspapers and collection of money from the all-powerful Hawkers Association who dictates to the newspapers how big or how small the holidays will be during Eid festivals and so on.

3. The findings indicate 'readership survey' is not known to many who should know. Four respondents replied in the affirmative to the question on their own concept of readership survey, the method of survey consisting in views and opinions of relations, friends and acquaintances or at best appreciative letters of readers and so on. It is difficult to say if any Bangladesh paper ever conducted a standard readership survey.

4. The findings reflect poorly on the competence of circulation officers of newspapers insofar as sales package materials are concerned. Most circulation officers are blindly following the conventional practice of bringing out routine supplements on national day, Eid festival, Tree Plantation Day and so on. Special Supplements specially planned and published are few and far between.

5. The findings indicate that newspapers concentrate on government advertisements although government ad rate is much lower than that of private parties. Also, newspapers do not attract much private sector advertisements. That would leave one wondering why.

6. The proliferation of newspapers in the country obviously puts new demands on the existing ad volume. The newly published newspapers stake their claims on the limited ad resources, thus further eroding the small share of newspapers who have been in business for long or for several years now.

CHAPTER 6: RECOMMENDATIONS

1. There is the imperative need for newspapers to try to diversify sources of advertisements in a more vigorous way, lessening dependence on government ads merely. The private sector ads must be exploited for the good of the newspapers.

2. Various strategies like sales package materials, supplements and other promotional drives must be constructively planned to attract more private ads.

3. Newspapers must find means of identifying reasons why private ads avoid print media. Readership Survey as a tool for this must be recognised.

4. Human resources development in this particular field is a precondition for getting access to a sound economy for newspaper. A better perception of this need must be developed by the newspapers in order to be able to work out appropriate strategies for promoting circulation and advertisement.

5. Newspapers need to groom staff into professionals for efficient administration and operation of circulation and advertising departments, and to that end design an appropriate recruitment policy, orientation and training to develop their potential.

6. In recognition of the fact the private advertisers feel that the newspapers lack in newsprint quality, printing quality and fail to provide most modern facilities to advertise their products and services in the most effective way despite print media's advantage of giving permanence to the things advertised, newspapers should make positive efforts to use better newsprint, better printing and employ improved technologies to attract private advertisers.

7. Newspapers need to be alive to the fact that a newspaper must possess the quality of objective and timely coverage of events, things and ideas and must be well-edited to be attractive and useful to advertisers and readers alike.

Annex I

Survey on Newspaper Circulation and Advertising Development

Names of selected newspapers :

- 1) The Sangbad daily (Vernacular)
- 2) The Dainik Bhorer Kagoj (Vernacular)
- 3) The daily New Nation (English-language)
- 4) The Daily Star (English-language)
- 5) The Holiday weekly (English-language)
- 6) The Begum (Vernacular weekly)
- 7) The dainik Azadi (Vernacular daily-Chittagong)
- 8) The dainik Purbanchal (Vernacular daily-Khulna)
- 9) The dainik Karotoa (Vernacular daily-Bogra)
- 10) The dainik Ajker Sylhet (Vernacular daily-Sylhet)

Name of Respondent :

Address :

Name of Interviewer :

Signature :

Date :

1) Basic facts about the Respondent

- | | | |
|---|-------------------------|----|
| a) Gender | Male | 1 |
| | Female | 2 |
| b) Age | Year | |
| c) Educational Qualification | Undergraduate | 1 |
| | Graduate | 2 |
| | Post-Graduate | 3 |
| d) Designation | | |
| e) How long have you been in the newspaper industry? | | |
| f) How long have you been working in this newspaper? | | |
| g) What features of other newspapers you keep watch on? | | |
| | Writing Quality | 1 |
| | Editing Skill | 2 |
| | Political News | 3 |
| | Economic/Financial News | 4 |
| | Crime News | 5 |
| | Cultural News | 6 |
| | Sports News | 7 |
| | Agricultural News | 8 |
| | Mofussil News | 9 |
| | Standard of Newspaper | 10 |
| | Printing Quality | 11 |
| | Makeup | 12 |
| | Advertisement | 13 |
| | Others | 14 |

2. When did publication of your newspaper start?
3. What is the Grade of your newspaper
(according to Government's Audit Bureau of Circulation record?)
4. How many pages does your newspaper carry regularly?
5. What is the current circulation of your newspaper?
6. How many copies you give print order for?
7. What is the percentage of unsold/returned copies of your newspaper?
8. a) Do you have plans to increase your newspaper's circulation?
b) (If yes) How do you propose to increase circulation of your newspapers?
- 9) a) What is the staff Strength
of your Advertisement Dept? Regular Employee
Commission-basis personnel
b) What is the staff strength
of your Circulation Dept?
- 10) What are the sources of
your newspaper's/Publication's
advertisements ?
(Multiple answers possible)

Government	1
Semi-Govt Organisations	2
Autonomous Bodies	3
Private Organizations	4
Others	5
11. a) Do you have any likes or
dislikes regarding the printing
of advertisements in your
newspapers/publications? Yes 1
No 2
b) (If yes) What type of ads you don't print?
c) What is the reason for which you dislike some ads?
12. How do you collect private ads?
13. a) Do you face any difficulty
in getting government ads? Yes 1
No 2
b) (If yes) What are the difficulties in getting ads?
14. a) Were people of newspaper
establishments involved in
the formulation of government
ad distribution policy? Yes 1
No 2
Don't know 3
b) (If yes) Was anyone of your
newspaper involved in the
formulation of govt ad
distribution policy. Yes 1
No 2

15. a) Do you consider the present ad distribution policy suitable universally acceptable? Yes 1
No 2
- b) (If no) How do you propose to make the ad distribution policy suitable and universally acceptable?
16. Have you ever conducted a readership survey in an effort to improve the standard of your newspaper? Yes 1
No 2
17. a) (If no) Do you have any plan to conduct such a survey? Yes 1
No 2
Don't Know 3
- b) (If yes) In what method would you conduct the survey?
- Telephone survey
 - Reply Card
 - Field Survey
 - Others
18. Is it possible to develop a strategy to get increasing volume of ad without readership survey? Yes 1
No 2
Don't Know 3
19. Do you have any marketing plan? Yes 1
No 2
Don't Know 3
20. How do you market your newspaper? (Multiple answers possible)
- Through Agent 1
 - Through Hawker 2
 - Through other newspaper 3
 - Through marketing agency 4
 - Through direct sale 5
21. a) Do you offer sales package materials to promote circulation sales? Yes 1
No 2
Don't know 3
- b) (If yes) What kind of sales package materials you offer?