APPENDICES
APPENDIX I

Interviews with:
Sri K. Srinivasa Reddy, General Secretary, APWUJ
Sri Nanduri Rammohan Rao, Editor, Andhra Jyothi
Sri Jagadeesh Prasad, Managing Director, Andhra Jyothi
Sri Potturi Venkateshwara Rao, Chief Editor, Andhra Bhoomi
Sri K. Ramachandra Murthy, Executive Editor, Udayam
Sri C. Kankambara Raju, Chief Editor, Andhra Bhoomi
Sri Vemuri Balaram, Editor, Swati Weekly
Sri R.V. Rama Rao, Resident Editor, Andhra Bhoomi
Sri Ramoji Rao, Chief Editor, Eenadu
INTERVIEW WITH
SRI K. SRINIVASA REDDY,
GENERAL SECRETARY,
ANDHRA PRADESH UNION OF WORKING JOURNALISTS

DATE OF INTERVIEW: 23.06.1994
HYDERABAD

RESEARCH SCHOLAR: Sir, can you please explain the development of Telugu Press/News Papers.

SRI REDDY: The growth of the Telugu Press is indeed taking place at a fast pace. Compared with the other regional papers, the Telugu papers are second to none in printing, circulation, income, quality etc. The development in printing technology and growing awareness among the people are responsible for this development.

R.Si: Will you please tell something about the Telugu Papers before and after independence?

S.Ri: Just as the development of the Press is taking place rapidly, we find significant changes in the attitudes and approaches of these papers. Before Independence, the aim of our journals in all languages was to contribute towards
reaching the goal, namely national independence. There was no motive for profit then. But after Independence, they too have become commercial. Now they are not induced with any noble aims. Also, the newspaper industry requires big investments. The returns are also attractive. So businessmen, industrialists and even hotel proprietors are attracted to the field. Before independence, newspapers were never considered an industry; but now it is recognised as one. That is to say, there is a marked change in defining a newspaper.

R.S: What about employment position in newspapers?

S.R: Broadly there are two divisions. One is journalists and the other, non-journalists. Advertisement, circulation, printing, production etc., come under non-journalistic wing. News collection, its analysis and giving shape to the newspaper etc., are the work of journalists. Among the journalists also there are many categories. Editor, Deputy Editor, Executive Editor, Assistant
Editor, Sports Editor, Sunday weekly Editor, News Editor, Chief Sub-Editor, Sub-Editor, Proof Reader, etc., Because of technological development that has taken place, the proof-reader is becoming extinct gradually.

When we come to the wages of these people, they are governed by the directives of the Central Wage Board. But unfortunately, the managements are reluctant to implement the recommendations of the Board sincerely. This had happened to the recommendations of the three wage Boards - Palekar Wage Board, Bachavat Wage Board. As a result, these persons are not getting their wages due to them. The indifference of the managements and the Government are is responsible for this state of affairs.

There are what are called minimum wages. If there is any organised sector in our country where there minimum wages are not implemented, it is the newspaper industry. And again the Telugu press occupies the first place in non-implementation of minimum wages. It is the
decision of the Government to revise the wages once in three years. But the fact is that it has taken 8, 10 and 12 years.

When, after a sustained struggle, these workers get the awards of the Wage Boards, the management are simply refusing to implement them. The newspapers which don the role of the preceptors to the rulers and citizens, when it comes to their own conduct, they think they are above and beyond these principles. This attitude is really antidemocratic and dictatorial.

The managements are adept at hoodwinking the laws. For example, there are only two types of journalists according to the Working Journalists Act - Full-time correspondents and part-time correspondents. But the managements are appointing journalists under various names like stringer, contributor, honorary contributor, newswenders, honorary correspondents, news-lifters. Because these are not covered by the Act, the managements insist that they are not governed by the Act. On the other hand, the big newspapers are
trying to escape from certain classification of them by floating 'News Agencies'. All this is to avoid paying the Pressmen their rightful wages. Our Telugu Press is specially guilty of this malpractice. We don't find such bogus organisations in other regional papers. This is the 'Viswamitra Srishti' of the managements of the Telugu Press. To be specific, you can take such organisation as News today of Eenadu, Telugu News of 'Udayam', spot news of 'Andhra Jyothi' and News Flash of Andhra Bhumi. Probably, no big newspaper is free from this nefarious practice.

R.S: Then what is the Union doing to fight these 'legally illegal' acts of the managements?  
S.R: APUWJ at the state level and the IJU at all India level are fighting a relentless battle to correct the many distortions that have come into existence of the clever manipulations of the managements. It has pointed out the many defects that are there in the working journalists and other Newspaper employees (Condition of services) and Misc., Provisions Act 1955 and the need to make suitable
amendments. It has demanded the need to bring in a new Act to cover the Mofussil journalists. It has given shape to a model legislation (subordinate legislation for mofussil journalists) and submitted it to the Union Government for approval. We hope we get the Government's approval soon. This is the work going on at central level.

At the state level, the PAUWJ has demanded the Government to institute a court of enquiry. This will be the proper forum to expose the illegal actions of the managements. The State Government has accepted our demand but it needs implementation. Lack of Unity among the people working in the Press is also a reason for this state of affairs and greater unity among journalists and non-journalists is an immediate necessity to frustrate the designs of the managements. We are particularly working towards it.

Having secured the unity that is being forged among journalists and non-journalists, the managements are now adopting the method of
appointing personnel on contract basis. If this is allowed to continue, there may not be any permanent employee in future. The managements want to escape from the Legal obligations towards the employees by this method. To overcome this, unity among employees - journalists as well as non-journalists is a must.

R.S: How far are the Telugu Newspapers playing the role of the Watch dog?

S.R: It is quite good. Whether in exposing corruption in Government, the conduct of big wigs in society including people's responsibilities, the newspapers are doing their work quite well. But sometimes we find lack of professional ethics in them.

R.S: How are the people reacting to the work of the Journalists? Are there any raids on them? What is the Union doing in this matter?.

S.R: Reporters are the eyes and ears of the newspapers. When inconvenient reports appeared in the papers, the anti-social elements with the support of some political
leaders, reporters were attacked physically, some times causing grievous injuries. By its united action, the APUWJ has bought it to the public notice and brought pressure on the Government. As a result, we have now committees headed by the District Collectors at the District level and Principal Secretary for Home at the State Level. These committees will take measures to prevent raids and institute enquiries whenever raids take place on journalists. Also, the APUWJ is always working to get justice done to the fearless journalists who are the victims of attacks.

R.S: What is being done to improve the professional competence of the journalists?

Besides the APUWJ, the Government is also doing something in the way of improving professional competence and ethics in the journalists. They are now trying to establish a Press Academy. To work out the details, an experts committee has been constituted. The Committee has already submitted its reports after visiting Kerala, Karnataka, West Bengal
and Delhi to study the various aspects. When the Academy comes into existence, the mofussil journalists get suitable orientation and senior journalists, seminars. Also, it will provide a well equipped modern library that is accessible to them.

The APUWJ, on its own, has been conducting training classes at District and Regional levels for the last twenty years. They have been intensified in the last five or six years. Their work is to help the mofussil journalists in particular.

R.S.: What about colour printing, District mini-specials? How will they affect the future of the Telugu News Papers?

S.R.: We see this variety which is not found in other language papers. Colour-printing certainly improves the presentability. But it requires large expenditure. The managements which are miserly in paying their workers are eager to bring out these colour photos. What is this except commercialism? The emphasizes better presentability rather than the quality of journalism.
Now the District Mini Specials. The
managements are benefited financially. But
there is some criticism on the coverage of
news. There is only quantity but no quality
in these District Specials. If the emphasis
is shifted to the latter, it will be an
excellent experiment.

R.S: Can you tell me the difference between the
Telugu Newspapers and Other language papers?

S.R: The main difference is its bringing out daily
special supplements and colour printing. Of
course, its District specials also.

The manipulations of the management to
hookwink and distort the various laws. We can
say provide guidance to the other language
papers to indulge in such immoral things.

It is only here that chit fund companies, film
distributors, hotel owners, contractors,
liquor barons - Why all and sundry have been
attracted to the field because they know how
much profitable it is to run newspapers. Even
in getting other benefits.
But we must also accept that it is in Telugu only, that we have such large network of reporters. This is really commendable.

R.S: How many reporters are there in Telugu?

S.R: It may be 3500 to 4000. Out of these some 500 may be stationed in cities and publication centers.

R.S: What types are there among reporters?

S.R: As per law, there are only two categories namely correspondents and part-time correspondents. In the collection of news as responsibilities, they are almost the same. The full-time reporter devotes his full time as journalist. Hence the difference in their wages.

The managements are appointing people under different designations just to avoid responsibility of payment as per law. The Union is trying to fight this. R.S: How will it be if the managements are taken away from private individuals?
In a democracy, newspapers have an important place. It is indeed called the 'Fourth Estate'. It is not desirable to put such a vital area completely in the hands of Government. There are no two opinions on this. In fact, it is the actions and policies of the Government that become the target of attack in newspapers. Therefore, it should be in the private sector only. But freedom of press should not become freedom of the management or a Laissezfare. Journalists should also work relentlessly to improve their competence. Then only the newspapers become credible. Credibility is the lifeline of newspapers.
R.S: Sir, What are your perceptions about the development of the Press in Telugu?

NANDURI RAMAMOHAN RAO: The pace of development is very fast. It is true that after India attained independence in 1947, there was some stagnation for some years. But after 1974, there have been changes/developments with widespread consequences. The technical/technological development is significant. There is one competition among the newspapers to increase their circulations and it is more significant in the last decade since 1984. Colour Printing has made its beginning. They have supplement almost daily which used to be once in a week in the past that too concerning literature and culture on a variety of subjects. Then there are district editions. These have a full four
page supplement devoted to the news of the particular district only in addition to the main newspaper and the other supplement. At the same time, one has to agree that the unhealthy competition among the newspapers is having its undesirable consequences.

R.S: How far have the Telugu newspapers succeeded in playing the role of a watch dog?

N.R.R: The Newspapers in India - all languages - are playing the role of a watch dog satisfactorily. Ours is a democratic country and everybody has the responsibility to keep the fabric in tact. It is much more on the Press, which is said to be the fourth estate. They are giving due coverage to all the events that affect the society considerably. In the recent years, our papers are showing interest in what is called Investigative Journalism. They are exposing certain problems on their own and are also showing tangible solutions to them. Of course it is upto the powers that be to act on them. Isn't this playing the role of a watchdog?
R.S: There is a general feeling that significant differences appear between the Pre-independent or post-independent newspapers. May I know your views on this aspect?

N.R: My answer is in affirmative. Before 1947, all the newspapers have the single aim of service - the cause of national independence. In fact, many papers came into existence to fulfil this aim. But the situation is different here. Now that independence has come, the main function of the papers has also changed. It is the duty of the Press now to protect our hardwon independence and our democratic system. Another significant aspect is the Press has now become an industry. It has gone completely into the hands of the industrialists.

R.S: Is its right that the Press is in the Prime Sector? Will it not present distortion with its notive for profit?

N.R: It is right for the Press to be in Private hands. How can its, otherwise, expose the very many problems that haven't the common man
in the street, if the press is run by, the Government with the bureauiries. This is not to say that all is well if it is in Private sector. Now the newspapers have become an industry. It requires Grosses of rupees to invest in. It is not reasonable that the Proprietor expects profits. But when the itch for the profits exceeds a certain limit, its becomes intolerable. The press barous must keep this in view in their once interest. Newspaper must have credibility with the Public. This can be achieved by giving freedom to the editors. They should not be pressusted by the self seeking proprietor/management. The management must change their habit of interfering in all the aspects of the paper. It should be left to the editor, an expect in the field. If papers are run with the sole aim of profit, the values cherished by us all will be distorted.

R.S: Will you compare our Telugu Newspapers with the other language papers in India?

N.R: The competition in Telugu Press is very heavy unlike in the other regional press. This is
both good and bad. Telugu papers have a wide network, which other regional papers have not. We have district editions for almost all the prominent newspapers. But, it is a sad thing, that the readership is not large. In Kerala, there is not much competition, but they enjoy wide readership. It is not so in Telugu. There is not significant readership in Telugu. This is inspite of Telugu Press adopting high technology, colour printing and special features on problems of education, women, business etc., in addition to the district editions. This is really not understandable.

R.S: Will you please tell me something about the state of reports and editorial wings?

N.R: Journalism has become a profession now. They are given necessary training to improve their competence. Several universities are offering courses in Journalism now. So they come to newspapers with definite knowledge of what is expected of them. Then after recruitment, the managements give them
training to improve their expertise. There are also refresher courses for them from time to time to acquaint themselves of the changes that are coming. In addition to them, the newspaper managements are publishing what are called internal magazines for their staff. E.g., Jyothirmai of Andhra Jyothi and Melukolupu of the "Eenadu". They will give them detailed analyses to help the reporters and Editorial wings improve their professional workmanship.

There are persons who are called strings who report from rural areas. They don't enjoy the same status as regular reporters. Something is needed to do them justice.

R.S: Does the Press get any support, encouragement or patronage from the Government?

N.R: There is no special favour of encouragement or support from the Government. Though the Government swears by Press freedom, there are many instances where they put many hundles to shallow this freedom. However, it is a welcome news that the Government of Andhra
Pradesh decided to establish a Press Academy.
I am a member of the Committee that has been formed to do the survey work. We have toured extensively in the other states also and we submitted our report. If the press academy is formed, there will be scope to improve the quality of the papers as well as the journalistic values.

R.S: Sir, do you think that there is scope for more newspapers to come up?

N.R: The circulation of all the newspapers in Telugu put together is 15-17 lakhs. There is certainly room for new papers to come up. But it is not easy to start a newspaper now a days. It requires large investment in crores of rupees. Then, there is the question of how far they will succeed in attracting readership. It is difficult to attract large readership and more difficult to retain it intact. But with proper planning and execution, they can prosper.

R.S: Could you say anything more about our Telugu Papers?
Yes, revolutionary changes are coming in the field of journalism. There is an attempt to make the newspaper "Capsulated encyclopedia". The reason, of course, is the cut-throat competition. Unless they bring new features, they cannot survive. Therefore they are bringing out very many specials. Whatever the reason may be, they are all welcome features in the Telugu Press.

The period between 1947 and 1974 may be said to be as a period of stagnation. This may be one of the reasons for the absence of significant increase in the readership. But it is certain that it will improve. There is a need for the managements to strive for values in journalism. This is possible if they aim less at profits.
INTERVIEW WITH
SRI K. JAGADEESH PRASAD
MANAGING DIRECTOR
ANDHRA JYOTHI

DATE OF INTERVIEW: 14-05-1994
VIJAYAWADA

R.S. : Will you please tell me something about the technology used by the Telugu Newspapers today and how it differs from the technology adopted in the past?

K.J. PRASAD: There is almost a spurt in the technological development in the Telugu newspapers. It was there in the other countries quite a long time ago. But it has entered the Telugu field a little late. To compensate the time lag in adopting new technology, the pace of its adoption has been made rapid. In our country, telecommunication facilities are also gearing up now. This will certainly help in the development of the newspaper world. Today it is an industry and unless it keeps pace with the technological developments taking place, its future will be bleak.

R.S : Could you tell me the important difference in the managements of the past and present?
K.J. PRASAD: I entered the newspaper world just ten years ago. During this period, the development is quite significant. To your question, I must say there is a qualitative difference in the management before and after independence. It was not a business then. But today it is not the case. Investments are now made in crores of rupees. Naturally, they expect reasonable returns on these investments. Otherwise they cannot survive. But we must accept that even now the managements are not devoid of service motive and they are keeping up the high level of service motive and they are keeping up the high moral values of the Free Press. Though this is also business, it is also not possible for them to adopt methods as the other business men do. Thus this is a business with difference. They have to look after the financial interest as well as keeping up the high traditions of the free press. This is its peculiarity and this makes it doubly difficult for the proprietors/Management to furrow their way. It is what we call in Telugu (walking on the edge of a blade).
I feel that the difference in the approaches of the managements of the past and present is mostly the effect of the changes that have come in the society at large. In those days there were not so many departments as today. Today we have separate departments for sports, business, women and education in addition to the editorial desks. Further, we have many departments for circulation, marketing and Editorial. All these have become necessary due to the significant changes that have taken place in the society. The reader today expects a newspaper to be a proof of encyclopedia. He expects everything to be found in the paper. It should provide information and instruction as well as delight. The managements, if they want their papers to survive/prosper, they have to head to the desires of the reader. It is the reader who is the customer and it is the reader who pays. When a management invests so much to merit the demands of the reader, it is not unreasonable for them to expect profits on their investments.
In Telugu papers, unlike other regional varieties, we have daily colour printing. They also have mini district editions catering to the district news. How far are they, in your opinion, justified?

The newspapers are incurring losses due to colour printing. *Andhra Jyothi* started it Hyderabad edition in 1986. Colour printing also was started then. But, as I have already said, this involves many difficulties. No doubt, the quality of the paper has improved. It is more attractive. It benefits the reader. But the management is not benefited. There is heavy competition in the Telugu newspaper world. So, even if you want to discontinue colour printing, you cannot. You have to stand in competition with others. There is yet another reason. Some customers want their advertisements only in colour. Of course, they pay for it. Thus colour printing will continue inspite of the difficulties.

The mini district editions are quite justified. They are in addition to the
regular newspaper. It is possible to feed more and more news of the district which the reader is interested. The credit goes to the Telugu papers in starting this experiment successfully.

R.S.: Have you any problems from the Government?

K.J.PRASAD: As far as our state is concerned, we have no problems with the Government. The Government must be complimented for this.

R.S.: We often describe the 'fourth estate' as 'watch dog' for the newspapers. How are they playing these roles?

K.J.PRASAD: In this respect, the work of Telugu paper is really commendable. Many investigative reports were published in our papers on which government took cognizance and held enquiries. Importance is given to incidents even at the village level and I am happy to say that some public issues were happily resolved.

R.S.: There is a talk that the newspaper managements are floating certain bogus institutions -- say, spot news, news flash, news today. They
are thus cheating the persons working to earn their dues as per law. What is your reaction to this allegation?

K.J. PRASAD: As you say, it is only an allegation which was never proved. I want to refute the allegation as untrue. It is in order to widen the news net work and improve efficiency. It is not cheating any one. In fact, it is boarding more jobs to the deserving. It also improves the coverage of news and the reader, the main target for any paper, is benefited. It helps all. The allegation is only a fabrication.

R.S.: Thank you, Sir

K.J. PRASAD: Thank you.
INTERVIEW WITH
SRI G. RAGHU KUMAR
MARKETING MANAGER
ANDHRA BHoomI

DATE OF INTERVIEW: 04-07-94
VIJAYAWADA

R.S.: Will you please explain the importance of Marketing and Circulation Department/divisions in the Telugu Press?

RAGHU KUMAR: They are the life-line for papers. It is these departments which make the newspaper from the Editorial Wing reach the reader. Today, they have gained/are gaining increasing importance.

R.S.: What are the important functions of the Circulation Department?

R.K.: In the past, marketing was the only function of this department. But it has changed today. Many responsibilities are now given to this department. Sales promotion, to increase the circulation, is also its responsibility. Telugu papers are adopting latest techniques
for sales promotion. There is a unit for the purpose for every district with a Sales Supervisor and five or six unit members under him. They do door-to-door canvassing even in the remote places. They explain the special features of their paper to the readers. They also drive home to them the difference between their paper and others. When they contact readers who subscribe to other newspapers, they ask them the reasons for subscribing to those newspapers. They submit their survey reports and decide if any new features are required to be added for attracting newsreaders. All this is an important work. But the most important work is to collect amounts due from the agents. To collect deposits from the agents and then the monthly paper bills from them and remitting the amounts after deducting the agent's commission are their chief duties.

R.S. : Will you explain the important changes that have came in the marketing with reference to Telugu newspapers?
R.K. More than printing the newspaper, to make it reach the reader at proper time is very important. Unlike in the past when public transport was used, they are now using taxis to send the papers to towns. This change has taken place at a great pace.

R.S. : Our papers are introducing many new features/special supplements from time to time. But there is no marked increase in the circulation of papers. What could be the reason?

R.K. : It is a fact that quality has increased. There is colour-printing on a daily basis, Mini-district editions are introduced. But the circulation has not increased to the desired level. There are many reasons for this. The important one is the literacy rate, which is not growing. Still, the market departments are striving hard to increase the readership.
INTERVIEW WITH
SRI POTTURI VENKATESWARA RAO,
CHIEF EDITOR,
UDAYAM

DATE OF INTERVIEW: 14-07-1994
HYDERABAD

RESEARCH SCHOLAR: Will you please explain the approaches and tendencies in today’s Telugu Press?

P.V.R: Modernisation is taking place. Because of this, the number of staff is increasing. Doing the last ten to fifteen years, many changes have come in the field of newspapers. Today the managements themselves are giving training to the staff. But this is not yielding as much result as desired. Because of the entry of freshers in large numbers, both good and bad effects have come. The most important fact is the emergence and the domination of the colonial Telugu in use. During the last 25 to 30 years, certain new expressions have been coined by the journalists. The major contribution in this regard is done by the new entrants. The
undesirable result is that there are many errors pertaining to language and also content. Because papers are produced on mass scale, it is becoming increasingly difficult to contain such errors.

The editorial policy is another important matter. Unfortunately, it is not the editors who are controlling the editorial policy. It is the Proprietor or the management who is deciding the policy keeping extraneous benefits in mind. It is not to say, however, that there is no role at all for the editors to play. However, it is noteworthy that some proprietors are designating themselves as the editors.

A newspaper should always stand for, work as and express the public voice. Otherwise, it will face stiff opposition from the people.

R.S: What is the difference between the pre-independent and post-independent press?

P.V.R: There is a lot of difference. In those days, journalism was not a profession. Today it is. Then their aim was to work for national
independence. Today there are no such noble aims. It has been completely commercialised.

R.S: What are your views on colour printing, district editors, special supplements?

P.V.R: What ever may be the other faults, a reader of the Telugu Newspapers fully enjoys reading them. These special items are not seen in any other language paper. They satisfy the reader.

R.S: What is the reason for low circulation of Telugu newspapers?

P.V.R: The literacy rate is low in our state. The high cost of the newspaper is also a factor. There are not many people who can buy a newspaper at two rupees. If the financial position improves, circulation of the newspapers also may increase.

R.S: What about the managements?

P.V.R: They deserve praise for creating a wide network. But for the sake of survival some managements are resorting to unethical and
objectionable practices. Government also cannot escape from its responsibility for the state of affairs in the field.
RESEARCH SCHOLAR: Can you tell me something about the approaches and tendencies of newspapers today?

K. RAMACHANDRA MURTHY: Like all other language papers, the Telugu Press also emerged as a powerful communication tool by using the modern technology. Both in news collection, presentation and circulation they have acquired speed. It is in political and economic fields that the influence of newspapers has become significant. In other areas, it is not much. But in order to attract readers of various interests, the Telugu papers are bringing out supplements giving coverage to the different areas of interest.
R.S: How do you feel about the Press being in the hands of private individuals?

K.R.M: It is only right for the newspapers to be in the private sector. It should not be run by Governments. It can play the role of the watch dog only when it is in the private hands.

R.S: How far are the Telugu papers playing their role as the fourth estate and of watch dog?

K.R.M: The newspapers have taken the responsibilities of preserving the democratic values in society, when the Government, the legislatures and the judiciary are not functioning, efficiently. It is not only the Telugu Press but the whole national press that is doing this work in a commendable way. In fact, the credibility of the press in the public eye is much higher than the other three 'estates'.

R.S: How far is colour printing justified in Telugu Papers?

K.R.M: This is really a difficult one-like walking on a razor's edge. It is done only by the Telugu
papers in the country. When one Telugu newspaper started colour printing, other papers had no other alternative than to go for colour printing. It is in order to meet the unhealthy competition existing in the newspaper world. The cost of production has increased very much. As a result, the Telugu reader has to pay more for his paper than other language readers. This has the undesirable result of bringing down the circulation. But one thing is true it is that the paper has become highly attractive.

R.S: What are the main differences between the pre-independent and the post-independent newspapers?

K.R.M: Before independence, publishing a newspaper was a part of the national movement. Now it is business. It has acquired all the characters that business has. This is inevitable. In spite of all these weaknesses, the press has still succeeded in maintaining its credibility to the public.

R.S: What is the main difference between our Telugu papers and other language papers?
K.R.M: Our Telugu Papers are superior to other the language papers. This is true in respect of the technology they use and the wide network of reporters they have. We do not find the same competition in other language papers as we do in the Telugu Press. Though this is desirable in one way, it is becoming an unhealthy competition cutting at the roots of the very institution of the press.

R.S: Coming to district editions. How far do they justify their existence? (or) How far do the district editions cater to the needs of the public?

K.R.M: District edition is indeed a bold experiment tried with success in Telugu. This is a very useful experiment. Every one is interested to know what is happening around him. The district edition has served this purpose very well. Unfortunately, the quality of reporting has suffered a little in recent times. More emphasis should be laid on facts, rather than on sensationalism.
INTERVIEW WITH  
C. KANAKAMBARA RAJU,
CHIEF EDITOR,
ANDHRA BHOMI

DATE OF INTERVIEW: 23-06-1994
HYDERABAD

RESEARCH SCHOLAR: Will you please express your views on the approaches and attitudes of the modern Telugu News Papers?

C.K.R: They are very good. There is increasing use of colloquial Telugu in newspapers. They are reaching nook and corner of the State. The development is really great. They are catering to the needs of even villages.

R.S: What is the difference between pre-independent and post-independent newspapers.

C.K.R: A lot of difference. The chief aim was to work for national freedom in those days. Today, it is creating public awareness of the many problems in the society in the reader.
R.S: Your paper is bringing out a special every day. How is this possible?

C.K.R: Yes, we are giving a special supplement every day to our readers. This is indeed difficult. Still we are taking pains to fulfil our obligations towards our readers. Our ambition is to give as much information as possible in certain specialized fields. We are working towards the accomplishment of our ambition. The work we are doing gives us satisfaction.

R.S: How do you justify colour printing in Telugu Papers?

C.K.R: It is not justified. It increases the costs of production of the paper. Management is losing on this. If good news reporting is done, there is no need for colour printing.

R.S: How far are the Telugu newspapers playing the role of the watch dog?

C.K.R: They are playing the role of watch dog quietly efficiently. The Telugu press has a wide net work for collection and analysis of every happening even in the remote villages. I can
definitely say that our papers are not second to other languages paper in catering their services to the public.

R.S: There is a wide feeling that editors are not given freedom by the managements. What is your comment?

C.K.R: I do not know about other papers. But the management of Andhra Bhoomi has given full freedom to its editorial staff. The credibility of a newspaper depends on the freedom of its editorial staff. There can be no compromise on this.
INTERVIEW WITH

SRI VEMURI BALARAM,
EDITOR,
SWATI WEEKLY

DATE OF INTERVIEW: 04-07-94
VIJAYAWADA

R.S.: Will you kindly analyze the state affairs existing in the field of Telugu Press.

Balaram: It is very good. They are going forward with credibility. It is so in the case of Weeklies too. I can say with certainty that the future will be still glorious.

R.S.: How did/could you make your Weekly Swami the biggest circulated weekly in Telugu is just ten years?

Balaram: Even before Swati, there were several weeklies in Telugu. But they were not catering to the requirements of all sections of our people. In this background, a thought came to me as to why I should not start a weekly to serve the purpose. The thoughts haunted me until I started Swati. I may tell you it has grown into the largest circulating weekly in just six years.
R.S: How are the Telugu Papers serving the Public?

Balaram: Their services are very good. They realise that they have a responsibility towards their readers. Their approach is commendable. As far as I know they are serving public very well.

R.S: What is the attitude of the government towards the Telugu Press?

Balaram: It is positive.

R.S: Inspite of the very good quality, the Telugu Papers are not picking up as much readership as it should. Could you tell me the reason?

Balaram: The literacy rate in our state is low. Our people, unfortunately, have not developed the habit of buying the papers. They read them but only when somebody buys. Thus there are several readers for every actual buyer. I feel that this is the reason for unsatisfactory circulation. If this habit changes, further progress is possible.
INTERVIEW WITH
SRI R.V. RAMA RAO,
RESIDENT EDITOR,
ANDHRA BHOOMI

DATE OF INTERVIEW: 23-06-94
VIJAYAWADA

R.S: How is the Telugu Press?

RVR: They play their role well but the press people suffer from lack of certain facilities and lack of freedom. There is a lot of difference between Telugu Press and the others. They came late into the field. That too, not in ordinary circumstances. They came to fight for equality and liberty. They achieved success to a large extent. But today, the circumstances are different. With that, the aims too changed. Telugu papers enjoy freedom but people who work in them have no freedom. One more thing we must remember that the Telugu papers came into existence at different periods in different areas. They came early in the Andhra area and they had such eminent editors like Kandukuri Veerasalingam and Gurajada Appa Rao. In Telangana, they came much latter. Telangana was under Nizams rule (an autocrat who had no love for Telugu). Things in Andhra are different. Thus the aims of these papers too differed basing on the needs of the time.
R.S: If there is no freedom for journalists, how can they survive with dignity?

RVR: This is really a painful one. The future is break. Journalists have almost become serfs to the management. In these circumstances, you can imagine the future.

R.S: What is your opinion regarding appointment of stringers?

RVR: In principle it is good. It has enlarged the network for the papers. This is a welcome feature. But their conditions of service and remuneration required improvement.
INTERVIEW WITH
SRI RAMOJI RAO,
CHIEF EDITOR,
EENADU

DATE OF INTERVIEW: 10-05-94
HYDERABAD

R.S: Will you please explain the state of Telugu Press today?

Ramoji Rao: It is quite good. They have infrastructure. They maintain a sort of balance on the whole. Their responsibility towards readers is discharged quite well. This a welcome feature.

R.S: Today it is your newspaper, Eenadu, that has the largest circulation in Telugu. The second largest circulated Telugu Paper is no where near your paper in terms of rumours. Can you tell me how this has become possible?

Ramoji Rao: The life line to Eenadu is provided by its readers. There is no particular story of interest behind the success of my paper. We aimed at making it an inseparable part of the Telugu people in their life. The public have
received our work with sympathy and enthusiasm. They have blessed us and patronised us. The strength of Eenadu—for that matter, any paper is its readers.

R.S: There is criticism against you that you have commercialised the newspaper (and made it an industry) to such an extent that the cherished moral values of the press have been obliterated. If you don't mind, will you comment on this?

Ramoji Rao: Those who have known Eenadu will not make such (irresponsible) criticism. It was twenty years ago that we started our paper with small investment. That too, it was edited from a remote corner like Visakhapatnam. In those days, there were already newspapers that enjoyed popularity or prestige. As I said already, the life line is provided to it by its readers. They are its strength. They give dividends for the investment made. The profit earned from them is again invested for adopting hi-tech modern Printing technology. This is done to serve them better. It was never viewed as commercial. It was not
started with large capital in lakhs. Nor is it standing in way of other papers. Even after Eenadu, several papers have come into existence. Personally, I welcome them. Since the criticism is not unfortunate, if not unwarranted.

R.S: There is a talk that editors in Telugu Papers do not enjoy real freedom. How far is it true?

Ramoji Rao: This is utterly baseless. Not only the editors but all other Press persons working in our paper have freedom and they do enjoy freedom in discharging their duties. But I am very particular on certain moral principles and journalistic ethics. It is my duty to preserve them. This is the only limiting factor on the freedom of our press persons.

R.S: There is another accusation against you. Your employees lack service security. How far is it true?

Ramoji Rao: This is equally baseless as the other accusations. There are several people who
have been working in my paper since its inception. Some people have left us in search of greener pastures. Some have attained high positions in other organisations. I consider them as my people and am proud that their experience in our paper have made them attain such higher positions.

R.S.: Ye another indictment is that you paper worked like an agent in favour of a particular political party in early 1980's. What is you reaction?

Ramoji Rao: We have no particular love or favour towards any political Party. Similarly we do not suffer from hatred towards any party. At that time, our paper Eenadu had only discharged a historical responsibility towards the Telugu People. Change had become inevitable then. It was also required. And we have done our duty. We have no regrets. But this much is true. We have no affiliation with any party nor we the mouth piece of any political party. Our affiliation is only to our people and we always stand on the side of and in support of truth.
R.Si: How are the newspapers playing their role in the Society? And in particularly what is the role of your Eenadu as how is playing it?

Ramoji Rao: Our relationship with our people is very high and noble. We have introduced district editions, for the first time, in order to disseminate news to the readers quickly and effectively. And our paper is being published from seven centers. Wherever or whenever an injustice is done, we are the first to expose it and stand by the sufferer. For instance, we have serve the cause of antiliquer movement well and we stood by the side of our sisters who were the backbone of this movement. In this battle, Eenadu used its writings as the powerful weapon to destory the demo of liquor. I am really proud of our work. And I want to say that Eenadu will fight an uncompromising battle against every injustice, against every case of corruption and against every person that earns through illegal means. This sort of battle is our breath.