



**PR PUNDIT**



## CASE STUDIES

### **CNN-IBN** Attaining Recognition for a New Company

#### **Overview**

TV18 and Time Warner joined hands to bring CNN-IBN, India's first world-class English news channel, headed by one of the most credible faces of news journalism, Rajdeep Sardesai. Launched in December 2005, the channel's aim was to emerge as one of the leading news channels in the English news genre.

#### **The Challenge**

Position the channel as an Engine of New Journalism; a journalist-driven channel based on the philosophy of inclusive journalism and establish CNN-IBN as the leading news channel.

#### **Strategy**

The PR programme was conceptualised to reach out to viewers across the country, through the variety of credible and engaging programmes and news stories on CNN-IBN.

#### **Execution & Tactics**

Leverage the channel's programmes and the team including:

- The Special Investigative Team (SIT) and its Impact - Scoops
- Exclusive Interviews featuring on CNN-IBN
- Promoting Channel Properties like CNN-IBN Indian of the Year
- Own the concept of citizen journalism
- Profile leadership and build thought leadership



**Mumbai Mirror**

### **Doctor who figured in expose to be suspended**

**LUCKNOW:** Uttar Pradesh Government on Sunday decided to suspend Ajay Kumar Aggarwal, one of the two doctors from the State who figured in a sting operation by a television channel for allegedly agreeing to amputate the limbs of beggars.

Director General (Medical and Health) B. Nath said here that Dr. Aggarwal was an emergency medical officer and a knee transplant expert at the Noida district hospital and was also authorised to see patients in district hospital, Ghaziabad. He

said that the details of charges against Dr Aggarwal were being collected and suspension was being initiated. The channel, CNN-IBN, claimed its sting operation had exposed the nexus "between the beggar mafia and do

**The Hindu**

#### **Special Investigative Team (SIT)**

SIT has uncovered loopholes on various issues like Beggars Don't Scream. These stories have generated a positive impact, compelling decision-making authorities to take action against those responsible. Press coverage of these covert investigations not only supported the channel's credibility but also proved the channel's dedication to the spirit of *Whatever it takes!*



# CASE STUDIES

## Exclusive Interviews

CNN-IBN features interviews with prominent personalities across various disciplines. Transcripts of the interviews were disseminated across mass media to result in wide spread coverage.



## CNN-IBN Indian of the Year

As part of 60 years of Indian Independence celebrations, CNN-IBN instituted this award, aimed at recognising Indian(s) whose contributions have strengthened our society and helped build Brand India. The awards saluted dynamic Indian icons across six main categories: Politics, Business, Entertainment, Sports, Public Service and NRI.

PR effectively communicated the principle behind the awards, its credibility and prestige as the highest, non-governmental, civilian award conferred on an individual across the three phases of Nominations, Panel Discussions & Category Winners and Grand Finale & Felicitation.



National coverage comprising 70 clippings and an advertising value equivalent value of Rs39lakh aided





## Citizen Journalist

Initiated stories to draw attention to this innovative concept of citizen journalism.

### Citizen reports help news channels strengthen viewership

**Ajita Shabbir**  
Mumbai, July 12

Whether it was the Mumbai bomb blasts on Tuesday or the rains which lashed Mumbai last week, news channels strengthened their viewership, especially through their 'citizen reporting' initiatives.

CNN-IBN and Channel 7 claim to have received as many as 1,000 phone calls, 1,500 pictures and videos, and over 500 e-mails from citizens across the city, who gave flood updates and talked about the apathy of the civic authorities in their respective localities. This was in response to the channel's Citizen Journalist initiative.

Similarly, Star News claimed to be overwhelmed with the kind of viewer participation it received on the reruns for its show *Aap Ka Bulletin*, in the form of calls, photographs and messages through SMS.

The channel also launched an SMS service, Mumbai Rain Update, to assist the people of

Mumbai to source information on weather forecast, train and flight schedules and traffic situation in the city as well as contribute information and news.

**INCLUSIVE JOURNALISM**  
With these overwhelming responses, the news channels are undoubtedly convinced that audience participation is definitely a sure shot method of ensuring 'stickiness' on their respective channels.

Says Mr Dilip Venkatraman, Marketing Head, CNN-IBN, "Our approach is that of inclusive journalism right from the beginning. Content being co-

reactions, Zee TV, agrees that interactive journalism is definitely the way ahead for news channels, he says. "Innovations like these do help the brand image, but news is serious business and the channels have to ensure that the news provided by citizen reporters are presented in a proper perspective."

But do such innovations actually help in stepping up TVRs? A Mumbai-based media analyst agrees that these initiatives definitely help in increasing the involvement between the channels and viewers, but points out that they are not singularly responsible for increasing TVRs.

Another factor is the reach of the channel, which depends on the kind of marketing initiative undertaken by the channel and the distribution strategy."

**'NEWS IS SERIOUS BUSINESS'**  
Though Mr Ashish Kaul, Director, Corporate Communica-

tion, Zee TV, agrees that interactive journalism is definitely the way ahead for news channels, he says. "Innovations like these do help the brand image, but news is serious business and the channels have to ensure that the news provided by citizen reporters are presented in a proper perspective."

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## Hindu Business Line

### Celeb journalists break new ground

**ARBITI BANSAL**

It is not just page 3 parties, *meethas*, and launches that excite the media but it is the way they are putting their message in yet another spin — electronic journalism. Earlier, celebrities have, at times, written special columns for the print

magazines but now *Sensational* actors express their own views. However, a new trend — 'News celebrities' should stick to their jobs. The latter do boost the TVRs but they make the

news channels lose credibility. Adding glamour, in a way, trivialises the news content," says a spokesperson of a leading news channel on condition of anonymity.

The ones who have adapted the current affairs-

goes wrong where they live," says Rajesh Soriano, managing editor, CNN-IBN. Also, when it comes to soft issues like entertainment, "the celebrities

come closer to their fans. "When the celebrities get into the news anchoring, they are able to reach out more to their fans. That they are concerned about issues beyond their service and charity work makes them more vulnerable and approachable as human beings," says Ashwini, managing editor, Channel 7.

It happens the most important of having celebrities in their ability to connect with viewers. They are seen as more recognizable people and can be easily become a point in the public eye. They are able to draw greater attention to the event," explains Ashwini.

**HT City, Hindustan Times**


**RAVEENA** **ANUPAMA KHER** **SMRITI IRANI** **SHA MIRZA** **KARAN JOHAR**

### LAST WORD

## TURNING POINT

# Making news

## Fatherhood has changed the priorities of ace journalist Rajdeep Sardesai's life



**T**here have been several turning points in my life. The way I look at them is as a professional and personal level. In my early years, I wanted to become a clinician, but trained as a lawyer and finally drifted towards journalism. I believe journalism is almost representative and has been a part of my life since I was a young boy.

**Graphiti, The Telegraph**

my paying them for column. University was a good house and an exciting experience. But now what has changed my priorities is fatherhood. I have an 11-year-old son (that and a nine-year-old daughter, Tushi). With the birth of my children I have become a more responsible person towards my family. Bringing up children does make you make a number of things — I would rather be a good father than a good journalist. (As told to Chitra Poppar)

## Results and Impact

Profiling the leadership, supporting new shows and participation in Indian stores has ensured that the share of voice of CNN-IBN is ahead of its competition NDTV 24x7 and Times Now. The former group has been in the news mostly on its new entertainment venture while Times Now is written about only in the Times Group Media. CNN-IBN is consistently visible for its news stories and programming specials.