

# **Taking research to non-researchers: the case of a research compendium of BRAC**

**Hasan Shareef Ahmed**  
Chief, Editing and Publications

**AKM Ahsan Ullah**  
Materials Developer (Journal)

**AMR Chowdhury**  
Director Research

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**BRAC**  
Research and Evaluation Division  
75 Mohakhali, Dhaka, Bangladesh

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## **ABSTRACT**

The study assessed the readership of *Nirjash*, a vernacular research compendium of BRAC. Since its inception in 1995, five issues have been produced. In 1998 we conducted a readership survey on its usefulness, accessibility, awareness, and readability. Data were collected from 1,698 field staff of 103 BRAC area offices in 18 districts. Of the respondents, 497 were interviewed directly with a questionnaire, but for the rests (1,201) it was self-administered. Findings revealed that 45% of the respondents were aware of *Nirjash*, and of them 79% had read it. Field managers were more aware of *Nirjash* (87%) than their junior colleagues (40%). Among those who have read it, 48% found it easy to read, 7% found it difficult, and 93% reported that they benefited from reading *Nirjash*. Only four respondents did not like *Nirjash* at all. Over the first three years, readership increased by 26%. No field office had collection of all the issues of *Nirjash* reflecting problem in distribution system.

## **INTRODUCTION**

Research is inseparable from development, they go side by side. BRAC, a large non-governmental organisation, is working with two major goals of poverty alleviation and empowerment of the poor in Bangladesh. Established in 1972, it has had an independent research unit since 1975 that supports its development interventions throughout the country. To better understand BRAC's development needs, design effective programmes and to properly measure their achievements, the Research and Evaluation Division (RED) conducts action research, longitudinal and evaluation studies, surveys, and impact studies. RED also undertakes studies on national interests as well as collaborative studies with renowned national and international institutions. To date RED has produced about 700 research reports, many of which also appeared in prestigious journals at home and abroad.

### **Dissemination of BRAC research**

BRAC programmes themselves are the largest consumers of BRAC research. Research findings are also disseminated to concerned government agencies, national and international development partners, research institutions,



universities, and other concerned institutions and individuals. Important findings are also presented in conferences, seminars and symposia within and outside Bangladesh. All research reports are available in bound volumes in BRAC's central library in Dhaka.

In-house publications include working papers, monographs, research compendium, annual reports, conference proceedings, manuals, flip charts, posters and leaflets. External publications include journal articles, books and book chapters, newsletter and newspaper articles.

*Nirjash*, the research compendium of RED in Bangla, was initiated in early 1995 to disseminate the findings of BRAC research primarily to its field staff who are the nucleus of BRAC's programme implementation. The language of *Nirjash* is simple and lucid and the articles are short, most often 3-5 pages (  $\frac{1}{2}$  double demy size). *Nirjash* is also distributed outside BRAC to different NGOs working in Bangladesh, government agencies, research organizations, and university libraries. After the publication of the first issue a readership survey was conducted, which showed that 26% of the target audience read *Nirjash*. Readership surveys are crucial for growth and development of any serial publication; they examine the effectiveness of the publication and help improve quality.

To make any serial publication effective, continuous monitoring of its readers' perception, attitudes, and use of the publication is important. The effectiveness of any publication greatly depends on how it reflects the interest of its readers (1). There is no easy way to obtain detailed and comprehensive feedback from readers. Occasional letters and readers' comments do not serve the purpose and are not the replacement of readership survey. A number of studies documented that editors sometimes lack a clear perception of what their readers want. A well-designed readership survey with sound methodology could yield more reliable and useful information from the target audience. Thus, it helps editors make publications more effective (1). According to Redding, audience surveys can help maintain or open feedback channels so that a publication can remain responsive to its readers (2).

Gerakis conducted a readership survey to evaluate alumni publications to see how readers perceived current contents and format and to gauge reader reaction to changes in format and the addition of advertisements (3). Brooks stated in his study that readership survey was an attempt to learn more about the readers, how they used the publication, and how to improve the publication (4).

Readership survey of *Nirjash* bears an immense importance as it intends to effectively reach nearly 24,000 field staff of BRAC. *Nirjash* could be an effective communication tool that links research with action at field setting.

### **Objectives**

The study was designed to assess the readership of *Nirjash* through understanding its target readers and their perceptions about *Nirjash*. The study aimed to get readers' assessment of readability, language, use, length of articles, design and get up. The study also aimed to have readers' suggestions for its further improvement.

## **METHODOLOGY**

The study was conducted through mail survey, face-to-face interview, and focus group discussion (FGD). Although mail survey offers low-cost access to remote areas, field visit was undertaken to conduct interview and group discussion, and to physically check the availability of *Nirjash* in the field offices of BRAC. Data were collected from 1,698 field staff of 103 BRAC field offices in 18 districts during February-September 1998 through structured questionnaire. The questionnaire was to be self-administered and short enough to complete in 10-15 minutes. Respondents were assured of the confidentiality of their responses; they were not required to sign or write their names on the questionnaire. The districts were purposively selected in the central and northern parts of the country having maximum number of field offices (Annex 1, 2). The other reason for such selection was to reduce time and cost. Before the field visit similar questionnaires were sent to over 200 field offices of BRAC as a pilot study to see the response rate, but only 33 responses from 7 districts were received. Finally, 87 field offices in 11 districts were visited to collect data through face-to-face interview of all the field staff available at the time of interview. Sufficient number of questionnaires was left in the offices for those who were not available at the

time of visit. They were requested to fill up those questionnaires and to send those to RED by courier, mail, or messenger. A total of 497 field staff were interviewed in groups in different offices during field visits. Information from the other 1,201 came through messengers, courier service, and mail. Staff who were appointed during the preceding six months of data collection were excluded from the study as they were considered unaware of *Nirjash*.

## RESULTS

### Profile of the respondents

Of the 1,698 respondents, 1,522 (90%) were BRAC programme organisers who work at the grassroots level. They are the nucleus in implementing development programmes of BRAC at field level. There were 124 (7%) field managers (area managers and regional managers) who also responded. The rest of the study population included trainers at different Training and Resource Centres (TARC) of BRAC, physicians and staff of BRAC Health Centres (BHC), and the staff of BRAC Dairy and Food Project and research field station (Table 1). Most respondents (64%) belonged to the Rural Development Programme (RDP) followed by Non-Formal Primary Education (NFPE), and Health and Population Programme (HPP) (Table 2). The highest proportion of respondents came from Mymensingh, Sherpur and Bogra districts.

**Table 1. Profile of the respondents.**

Category of staff	Number of respondents	
	Number	Percentage*
Programme Organizers	1,522	90
Field Managers	124	7
Others	52	3
All	1,698	100

\* Percentages rounded to modest whole.

**Table 2. Awareness by programme.**

BRAC programmes	Aware	Not aware	No response	All
Rural Development	295 (27)	786 (73)	1 (0.10)	1,082 (64)
Health and Population	172 (80)	43 (20)	-	215 (13)
Non-formal Primary Education	262 (76)	84 (24)	-	346 (20)
Others	37 (67)	18 (33)	-	55 (3)
All	766 (45)	931 (55)	1 (0.06)	1,698 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

### **Awareness, accessibility and readability**

Only 45% (766) of the total respondents were found aware about *Nirjash* (Table 2 and 3). Awareness was found highest among the 'others' category (88%) followed by field managers (87%) and programme organizers (40%) (Table 3). Trainers, physicians and paramedics were included in the 'others' category that represents only 3% of the whole population. On the other hand, the programme organizers represent 90% of the whole population among whom only 40% were aware. From programmatic point of view, awareness was found highest among the respondents belonging to HPP (80%) and lowest among those of the RDP (27%). Awareness among the staff of NFPE was nearly 76% and in the 'others' category 67% (Table 2).

Of those who were aware, 79% reported to have had read *Nirjash*. Most respondents in 'others' category (93%) claimed to have had read *Nirjash*, followed by field managers (92%) and programme organizers (76%) (Table 4). Of the three core programmes, proportion of readers was found highest among the respondents of HPP (84%) followed by NFPE (78%) and RDP (75%). Among all, the 'others' category was highest (94%) (Table 5). Although in some cases awareness was low, but readership was found to be quite high.

Many respondents asked to provide more than one copy to each area office so that they could share it more easily. During the FGDs this was identified as one of the major reasons for low readership. In some field offices copies of *Nirjash* were found under lock and key within the steel *almirah* or inside the drawer of

the manager's desk. That resulted in narrowing the access for other staff to *Nirjash*.

Some field staff suggested that a short discussion on *Nirjash* could be a regular agenda in their weekly staff meeting. Then they would feel obligated to read *Nirjash* despite their busy schedule. Everyone could be asked to read at least one article as soon as a copy comes in. In the next meeting he/she would tell others about that article, so that everybody would know about all the articles in an issue. This would help them know about all articles without going through the whole book.

**Table 3. Awareness by category of staff.**

Category of staff	Aware	Not aware	No response	All
Programme Organizers	612 (40)	910 (60)	-	1,522 (90)
Field Managers	108 (87)	15 (12)	1 (1)	124 (7)
Others	46 (88)	6 (12)	-	52 (3)
All	766 (45)	931 (55)	1 (0)	1,698 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

**Table 4. Distribution of readers by category of staff.**

Category of staff	Read	Not read	All
Programme Organizers	462 (76)	150 (24)	612 (80)
Field Managers	99 (92)	9 (8)	108 (14)
Others	43 (93)	3 (7)	46 (6)
All	604 (79)	162 (21)	766 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

**Table 5. Distribution of readers by programme.**

BRAC programmes	Read	Not read	All
Rural Development	220 (75)	75 (25)	295 (39)
Health and Population	144 (84)	28 (16)	172 (22)
Non-formal Primary Education	204 (78)	58 (22)	262 (34)
Others	36 (97)	1 (3)	37 (5)
All	604 (79)	162 (21)	766 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

The reasons for not reading *Nirjash* as stated by the respondents who never read it were non-availability of copies (57%), time constraints (31%), hard to read (3%) and did not like it (2%) (Table 6). The FGDs revealed that the recently re-designated POs, previously Programme Assistants – the lowest level staff at field office, who constituted a major part of the POs neither thought they eligible to read nor were they asked to read *Nirjash*. Some of them commented:

“We never thought that *Nirjash* was meant for us, and we were never asked to read *Nirjash*.”

More than 58 POs of Pabna Sadar, Bera, and Jhenaigati area offices said in FGDs that they had never heard of *Nirjash* although they joined BRAC for more than six months.

Of those who read *Nirjash*, 40% found it ‘very good’ to read and 58% found it ‘good’ to read (Table 7). Readability by programme shows that 69% and 28% of the RDP staff evaluated *Nirjash* as ‘good’ and ‘very good’ to read respectively (Annex 3). Ninety-three percent of the readers stated that they benefited from reading *Nirjash* (Table 8).

**Table 6. Reasons for not reading *Nirjash* by category of staff.**

Category of staff	Did not get copies	No time to read	Hard to read	Did not like it	No response	All
Programme Organizers	86 (57)	46 (30)	4 (3)	4 (3)	10 (7)	150 (93)
Field Managers	5 (56)	3 (33)	1 (11)	-	-	9 (5)
Others	2 (67)	1 (33)	-	-	-	3 (2)
All	93 (57)	50 (31)	5 (3)	4 (2)	10 (6)	162 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

**Table 7. Readability of *Nirjash* by category of staff.**

Category of staff	Very good	Good	Not good	No response	All
Programme Organizers	195 (42)	257 (56)	5 (1)	5 (1)	462 (76)
Field Managers	31 (31)	67 (68)	-	1 (1)	99 (16)
Others	18 (42)	24 (56)	1 (2)	-	43 (7)
All	244 (40)	348 (58)	6 (1)	6 (1)	604 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

**Table 8. Readers opinion on the utility of *Nirjash* by category of staff.**

Category of staff	Benefited	Not benefited	No response	All
Programme Organizers	425 (92)	20 (4)	17 (4)	462 (76)
Field Managers	94 (95)	4 (4)	1 (1)	99 (16)
Others	41 (95)	2 (5)	-	43 (7)
All	560 (93)	26 (4)	18 (3)	604 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

The findings revealed that majority of the field staff (64%) read *Nirjash* during their off time, mostly at night. One-third found it convenient to read *Nirjash* on holidays. Eleven (2%) used to read *Nirjash* before, but could not manage time to read it now (Table 9).

Although 36% of the total respondents read *Nirjash*, 67% claimed to have habits of reading novels, short stories, magazines and other news periodicals (Table 10). Only 17% read all the five issues of *Nirjash* with the highest proportion of field staff (48%) having read volume 1 (Table 11).

**Table 9. Timing of reading *Nirjash* by programme.**

BRAC programmes	During off time	On holidays	No time to read	No response	All
Rural Development	126 (57)	88 (40)	4 (2)	2 (1)	220 (36)
Health and Population	105 (73)	34 (24)	4 (3)	1 (1)	144 (24)
Non-formal Primary Education	131 (64)	71 (35)	2 (1)	-	204 (34)
Training	13 (72)	4 (22)	1 (6)	-	18 (3)
Others	14 (78)	4 (22)	-	-	18 (3)
All	389 (64)	201 (33)	11 (2)	3 (1)	604 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

**Table 10. Reading habits (of other periodicals) by category of staff.**

Category of staff	Yes	No	No response	All*
Programme Organizers	948 (65)	176 (12)	330 (23)	1,454 (91)
Field Managers	75 (80)	9 (10)	10 (11)	94 (6)
Others	45 (88)	3 (6)	3 (6)	51 (3)
All	1,068 (67)	188 (12)	343 (21)	1,599 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

\* 99 missing cases excluded

The respondents were asked to comment on the length and language of *Nirjash* articles. Forty-two percent of the respondents were happy with the present length of articles. One-third suggested to make the articles little longer while 22% suggested to shorten (Table 12). About half of the respondents (48%) found the language of *Nirjash* easy and lucid. Another 43% were more or less happy with the language but 7% found it difficult.

### **Distribution of *Nirjash***

This study looked into the distribution system of *Nirjash* within BRAC only. Previously the copies of *Nirjash* were handed over in bulk to different BRAC programmes at the head office level. They used to distribute one copy each to their field offices through their respective regional offices. The regional offices were mainly responsible for distribution at field level. This process consumed much time at the head office in sorting out copies for each regional office. When someone from the regional office came to the head office he/she used to take copies of *Nirjash* back to the field. This was done to reduce mailing and distribution expenses. Again the regional offices handed over the copies to the area office staff when he/she came to the regional office for certain work. Though this process is inexpensive, it was found time consuming.

During the survey, some copies of volume 5 was found undistributed in RDP Regional Office at Sherpur six months after distribution. Moreover, many area offices complained of not receiving copies of *Nirjash* from regional offices. This complaint could not be checked since no record of distribution was kept in the regional office.

Based on the preliminary findings of this study, a little modification has been suggested and already been applied in the distribution policy. *Nirjash* is now distributed to each and every field offices of BRAC under separate cover from the Research and Evaluation Division of BRAC. Thus, the chances of delayed and wrong delivery are reduced.

### **Availability of copies at field offices**

No field office was found to possess all the issues of *Nirjash* in their offices except TARC and one BHC. In most cases missing issues could not be traced out. TARC authorities informed that the missing copies might be in circulation



among the trainees. Issues of *Nirjash* were kept in the TARC libraries. The area offices and the regional offices could not give any satisfactory reason for non-availability of copies. On missing issues some area offices informed us that they did not receive those issues. When cross-checked the concerned regional offices denied the complaint. But no one kept any record of receiving or dispatching *Nirjash*. Some recently transferred Area Managers stated their total ignorance of the previous situation. Possible reasons for non-availability of *Nirjash* at area offices as revealed from the FGDs were: a) the managers took the copies along with them when transferred; b) someone took the copy to read and did not return; and c) it might be lost or misplaced from the office. The RDP outposts and many team offices of NFPE reported of never receiving *Nirjash*.

**Table 11. Issues of Nirjash read by different categories of staff.**

Designation	All the 5 issues	Volume 1	Volume 2	Volume 3	Volume 4	Volume 5	No response	All
Programme Organizers	73 (16)	246 (53)	96 (21)	37 (8)	3 (1)	-	7 (1.52)	462 (76.49)
Field Managers	21 (21)	33 (33)	28 (28)	15 (15)	-	-	2 (2.02)	99 (16.39)
Trainers	5 (26)	1 (5)	6 (32)	5 (26)	1 (5)	-	1 (5.30)	19 (3.15)
Medical Officers	1 (11)	4 (44)	2 (22)	1 (11)	-	1 (11)	-	9 (1.49)
Engineers	-	2 (50)	1 (25)	1 (25)	-	-	-	4 (0.66)
Family Welfare Visitors	1 (11)	4 (44)	4 (44)	-	-	-	-	9 (1.49)
Others	-	-	1 (50)	1 (50)	-	-	-	2 (0.33)
All	101 (17)	290 (48)	138 (23)	60 (10)	4 (1)	1 (0)	10 (1.66)	604 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

**Table 12. Comment on the length and language of Nirjash by category of staff.**

Category of staff	Length				Language			All
	Keep it as it is	Need to be longer	Need to be smaller	Not stated	Easy	Hard	Average	
Programme Organizers	190 (41)	155 (34)	107 (23)	10 (2)	210 (45)	38 (8)	206 (45)	462 (76)
Field Managers	43 (43)	31 (31)	21 (21)	4 (4)	49 (50)	5 (5)	42 (42)	99 (16)
Others	19 (44)	17 (40)	6 (14)	1 (2)	31 (72)	1 (2)	11 (26)	43 (7)
All	252 (42)	203 (34)	134 (22)	15 (2)	290 (48)	44 (7)	259 (43)	604 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

## DISCUSSION

Readership survey is a valuable tool in analyzing readers' opinion. Regular input from readers help editors know whether a publication is serving the needs of its readers. Although data for the present study were collected from 18 districts, over 70% of the respondents were from 51 (50%) field offices in four districts of total 64 districts (Annex 2). Moreover, these 18 districts are located in the central and northern parts of the country. As such, the findings cannot be generalized for all the field offices of BRAC. However, the scenario is expected to be similar in other field offices since the field situation is similar everywhere.

The methodology used in the study is almost similar to other studies done elsewhere (3). The estimated response rate was 58.4%, which seems to be satisfactory compared to other studies. Response rate in readership survey varies with place and method of survey. In four US studies it ranged from 31-80%; 48% for mail survey, 68% in case of repeated sending of questionnaires, 80% when surveyed through telephone (1,3-5). Gerakis found it hard to obtain satisfactory response rate (3).

More than half (55%) of the field workers of BRAC were not aware of *Nirjash* even after three years of its publication. About 60% of the programme organizers did not know of *Nirjash*, some even after two or three years of service at BRAC. The programme organizers are the implementers of all development interventions at BRAC. All the field managers are expected to be aware of *Nirjash* and should have read it. But the findings showed that not all the managers were aware of, and not all of them who were aware read *Nirjash*. Non-availability of copies was reported to be the main reason for not reading *Nirjash*.

A little more than one-quarter (27%) of the RDP staff were aware of *Nirjash*, although nearly 64% of the respondents belonged to RDP (Table 2). The reasons for such low awareness among the largest group of respondents were not looked into, which deserves further in-depth study. Awareness was found highest among the respondents of HPP. Reasons for difference in awareness level by programmes were not looked into. FGDs revealed that a large portion of the newly re-designated programme organizers neither thought they eligible to read nor they were asked to read *Nirjash*. In other FGDs some programme organizers

stated that they had never heard of *Nirjash* although they joined BRAC for more than six months. These indicated that there was some communication gap between the field managers and their staff since copies of *Nirjash* were regularly sent to all area offices, regional offices, BHCs and TARCs. With each issue, a covering letter was issued to all field managers asking them to share *Nirjash* with their staff and also to motivate them to read *Nirjash*. Readership could be increased if copies of *Nirjash* were made available to them and if they could be made aware of *Nirjash* and its importance. The failure in communication between senior and junior officers is an important information that should be taken seriously. Hierarchies depend to some extent on monopolies of knowledge, and superiors may often be jealous of educating their juniors.

On the other hand, overall readership was found quite satisfactory (79%) among those who were aware about *Nirjash* (range 75-93%) (36% of the total respondents). But it was lowest particularly among those for whom *Nirjash* is primarily meant for – the programme organizers of BRAC. This issue deserves further investigation and careful consideration.

The readership survey of a US agricultural magazine showed that 78% of the members and 81% of the advisors read at least 50% of the magazine (1). Only 3.5% of the members and 1.3% of the advisors did not read the magazine. In the case of *Nirjash*, only 17% read all the five issues (so far published at the time of data collection) and 48% read only one issue, although 67% had habits of reading other books and periodicals. Reading habit was also considered as an indicator in assessing readership of publications in other readership surveys (1).

Non-availability of copies and time constraints were cited by the respondents as the major reasons for not reading *Nirjash*. Only 2% did not like it. Gerakis found time constraints and lack of interest as main reasons for not reading (3).

Readability was rated between 'very good,' 'good,' and 'not good.' The coverage of topics, contents, presentation, language, make-up and get up, and general appearance were rated between 'excellent' and 'good' (Table 12). Similar indicators were used in other studies. Gerakis rated all elements except quality of writing between 'good' and 'fair;' and quality of writing was rated between 'good' and 'excellent' (3).

Unlike other studies, the readers of *Nirjash* overwhelmingly (93%) stated that they were benefited from reading *Nirjash*. They were in favour of its continued publication. In terms of usefulness of a regular insertion in a weekly farm newspaper in USA, Sperbeck reported that 14% of the respondents said very useful, 56% somewhat useful, 20% a little useful, and 10% said of no use (5).

Majority of the respondents was happy with the present length of articles. Most respondents (91%) found the language of *Nirjash* easy and lucid (48%) and average (43%). In a readership survey of a communication journal in the USA, Brooks observed that respondents did not like 'heavy research' articles with lots of numbers and tables. Rather, they wanted easy-to-read information that could help them in their work (4). He also observed that the greater the variety of articles in each issue, the better the readership. In another US readership study, quality of writing, printing, font variety, and length of articles were seen by the readers as less important than the quality of the content (1).

Some of the respondents complained of not receiving *Nirjash* on a regular basis, which needs to be looked into. There might be some gap in the distribution system of *Nirjash* from head office to field level office. No distribution record was kept in the field office. In case of missing issues no one shouldered the responsibility. This issue needs further investigation to enhance accountability and proper record keeping.

Although sending multiple copies was suggested by the respondents, but it will not enhance readership unless they are motivated and obligated. But, at any cost copies should be made available, even if single copy per issue, to each and every field offices of BRAC.

*Nirjash* provides such information to its readers that they cannot get from elsewhere. As long as *Nirjash* maintains this, it should continue to have value for those who receive it and read it. At the same time, the responsibility of the editorial staff is to take into consideration the various views and suggestions that the readers made for improving the readership of *Nirjash*.

## **RECOMMENDATIONS**

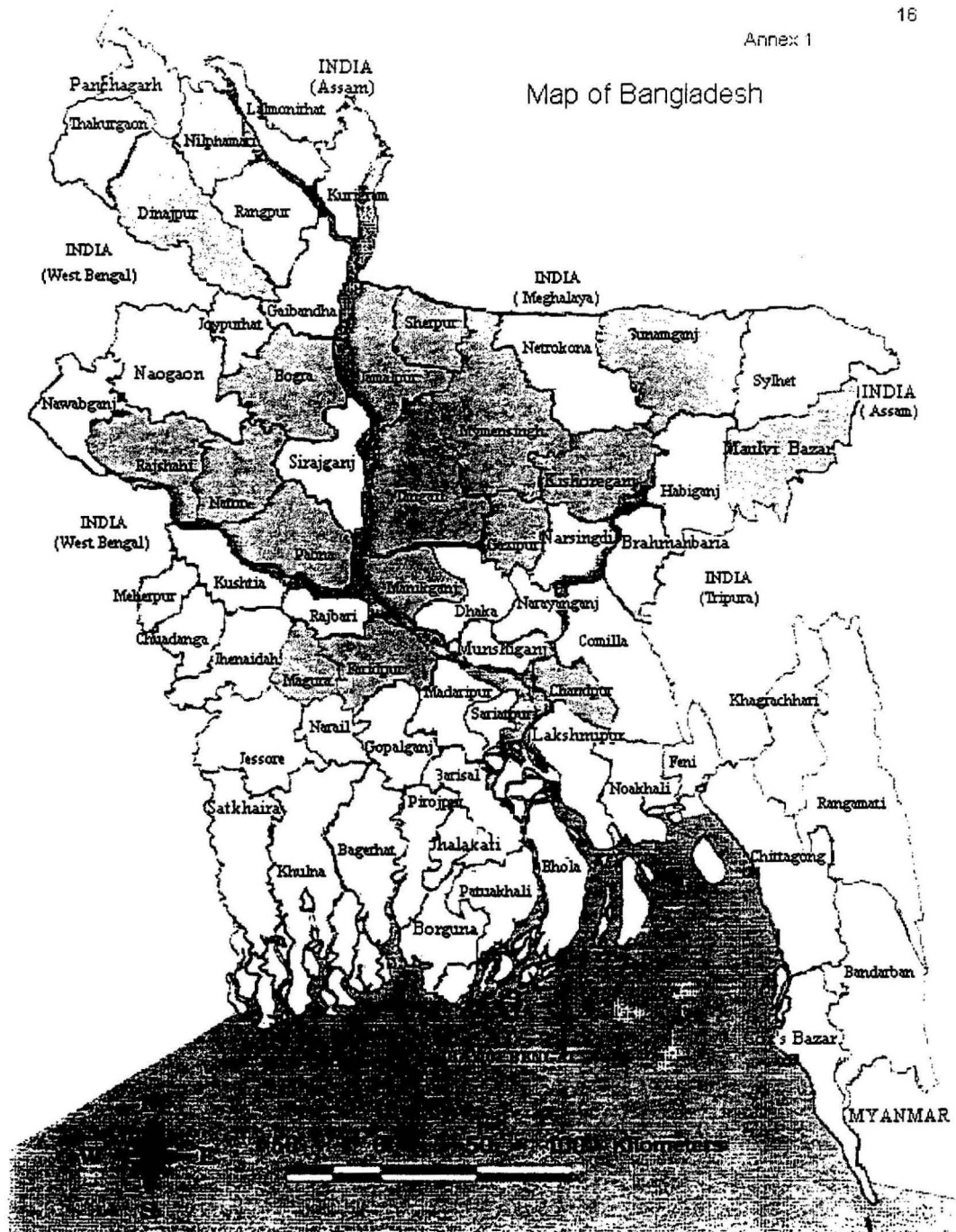
- Communication gap between the managers and their staff must be reduced. It should be made clear to the POs that they are the primary target group of this publication.
- *Nirjash* should be made available in the office within the reach of all staff, so that they can read it at any time. At the same time they should also ensure timely return of the book after reading.
- For quick and wider dissemination, *Nirjash* could be included as a regular agenda in the weekly staff meeting of the regional/area offices. When an issue of *Nirjash* arrives in a field office, one or two articles could be assigned to everyone to read during the week. In the next meeting they will tell others what they have read. Thus, information on all articles will be circulated within a week.
- Although it will be costly, *Nirjash* could be sent to the field offices under separate closed cover preferably by courier to ensure receipt. The field offices would then get copies of *Nirjash* within a couple of days of its distribution, which is not happening in the current distribution system.

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Map of Bangladesh showing the districts covered in the study

**Distribution of area offices and respondents by districts.**

Name of the district	No. of field offices	No. of respondents (%)
Mymensingh	24	457 (26.91)
Sherpur	10	217 (12.78)
Bogra	10	117 (6.89)
Jamalpur	7	401 (23.62)
Pabna	7	79 (4.65)
Faridpur	7	41 (2.41)
Natore	6	78 (4.59)
Gazipur	5	126 (7.42)
Tangail	5	40 (2.36)
Rajshahi	4	74 (4.36)
Nilphamari	4	4 (0.24)
Magura	3	2 (0.12)
Dinajpur	2	2 (0.12)
Chandpur	2	35 (2.06)
Maulvi Bazar	2	11 (0.65)
Shunamganj	2	2 (0.12)
Manikganj	2	7 (0.41)
Kishoreganj	1	5 (0.29)
Total 18 districts	103	1,698 (100)



**Readability of *Nirjash* by programme.**

BRAC programmes	Very good	Good	Not good	No response	All
Rural Development	61 (28)	152 (69)	4 (2)	3 (1)	220 (36)
Health and Population	63 (44)	80 (56)	-	1 (1)	144 (24)
Non-formal Primary Education	101 (50)	99 (49)	2 (1)	2 (1)	204 (34)
Training	8 (44)	10 (56)	-	-	18 (3)
Others	11 (61)	7 (39)	-	-	18 (3)
All	244 (40)	348 (58)	6 (1)	6 (1)	604 (100)

Figures in parentheses indicate percentages (rounded to modest whole).

14-Nov-99