

INTERNSHIP REPORT ON

***HUMAN RESOURCE POLICY OF THE MEDIA INDUSTRY FOR  
THE NEWSCASTERS OF BANGLADESH: CASE STUDY ON  
MAASRANGA TELEVISION***





Inspiring Excellence

## INTERNSHIP REPORT ON

# ***HUMAN RESOURCE POLICY OF THE MEDIA INDUSTRY FOR THE NEWSCASTERS OF BANGLADESH: CASE STUDY ON MAASRANGA TELEVISION***



### **Submitted To**

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Assistant Professor  
BRAC Business School  
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### **Submitted By**

Farhana Perveen  
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## *Declaration Letter*

This is to certify that the research paper entitled '**Human Resource Policy of the Media Industry For The Newscasters of Bangladesh: Case Study on Maasranga Television**' submitted by Farhana Perveen (ID: 10264046) is an impartial fulfillment of the requirement for the degree of Master of Business Administration from BRAC University is a record of candidates own work carried out by her under any supervision. All verbatim extracts have been distinguished by quotation marks and all sources of information have been specifically acknowledged.

.....

Ms. Mahreen Mammon  
Assistant Professor  
BRAC Business School  
BRAC University

## *Letter of Transmittal*

December 6 , 2017

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

**Subject: Submission of report on “Human Resource Policy of the Media Industry For The Newscasters of Bangladesh: Case Study on Maasranga Television”**

Dear Madam,

With due respect & honor, I, the student of MBA Department, BRAC University, am submitting the report on ‘**Human Resource Policy of the Media Industry For The Newscasters of Bangladesh: Case Study on Maasranga Television**’. I am pleased to inform you that I have successfully completed the intern report under your kind supervision. Now I am placing this report for your approval. Hope that my report will fulfill your expectation.

Sincerely yours,

Farhana Perveen

Id: 10264046

BRAC Business School

BRAC University

## *Acknowledgement*

At the very beginning I would like to express my deepest gratitude to the almighty Allah for giving me the strength and the composure to finish the task within the scheduled time. Internship report is an essential part of MBA program as one can gather practical knowledge by observing and doing the daily works in the chosen organization.

Maasranga television is a HDTV television channel in Bangladesh. The channel got permission from Bangladeshi government to telecast broadly in 2010. The whole production is supported by state of the art high definition (HD) television technology introduced for the first time in Bangladesh. More than four hundred people are working for this channel where marketing, human resource, finance, newsroom departments are there. The Human Resource department of the channel is large and fortunately I have worked as an intern in that department.

I would like to thank my honorable internship supervisor from BRAC University, School of Business (MBA), Mahreen Mamoon for providing me such an opportunity to prepare an Internship Report on **“Human Resource Policy of the Media Industry For The Newscasters of Bangladesh: Case Study on Maasranga Television”**. Without her helpful guidance, the completion of this project was unthinkable. I would like to place my gratitude to Rejoanul Hoque ( Head of Newsroom Department), for his continuous help and suggestions from time to time.

I am also indebted to all of the officers and employees of the HR department of Maasranga Television, who extended their wholehearted cooperation to me despite of their huge workload during this period. At last I must mention the wonderful working environment that has enabled me a lot deal to do and observe the activities during our internship period.

## *EXECUTIVE SUMMERY*

The purpose of this report is to give insight of the Human Resource Management role for the news presenters of the Maasranga Television. Its significance to the newscasters performance and Human Resource planning involving recruitment and selection strategies, orientation, training and development programs, compensation and benefit packages, work condition, employee retention has been discussed. The report discuss in depth the reasons behind demotivation of the news presenters. It also highlights the best possible and appropriate Human Resource policies which are suitable for the newscasters to increase their motivation and job satisfaction.

The first section of my report deals with a detailed company profile that includes company's history, its activities and operations, marketing strategies, strengths, weaknesses, opportunities and threats as well as external environmental factors. This section attempts to give detailed information about the organization's customers, suppliers, substitutes, competitors with the help of Porters five forces model.

The second section deals with the review of the literatures for the Human Resource management functions followed at organizations. Literature review of the five major functions of the Human Resource Management that is recruitment and selection, orientation, compensation and benefits, work condition and training and development has been done.

As the main purpose of this internship is to learn the Human Resource policy for the news anchors of the organization. In this report, the detailed analysis of the Human Resource policies has been done by qualitative research. This internship report covers many important aspects which are basically related with the motivation and job satisfaction of the newscasters.

The last part of the report contains my perception about the news anchor's satisfaction, motivation, work environment and what steps should be taken to improve the policies applied by Human Resource specialists.

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## **INTRODUCTION**

This report gives an overview of the qualitative analysis of the Human Resource policies those are applied for the news presenters of Maasranga television. The qualitative analysis has been done with the help of interviews taken from the both Bangla and English newscasters of the

organization. The aim of this qualitative analysis is to find out the Human Resource policies for the news presenters of the Maasranga television channel. With this aim some of the informations need to be taken into account. Those are:

- To identify the type of Human Resource policies applied for the newscasters of the Maasranga Television.
- Find out the perception of the news presenters towards those Human Resource policies
- Which policies are the most favorable or liked by the news anchors that motivates them a lot
- What are the least favorable policies of the Human Resource team
- Identify whether the least favorable policies are affecting the performance of the news anchors or not

To answer these questions, analysis has been done on the reports given by the participants where they had to answer about the nature of their employment and recruitment policy. We wanted to know about their job description in order to understand whether their job responsibilities were properly communicated by the Human Resource specialists or not. An efficiently run Human Resources department should have the ability to meet business needs through managing company's most valuable resources that is its employees. For this reason, questions related to compensation and benefits, performance appraisal and employee retention were there which gave a clear idea whether Human Resource department of Maasranga value their news presenters or not. Respondents were asked about the workplace diversity as well as training and development process of the organization.

The questions asked to the newscasters were related to the functions of the Human Resource department of any organization. This approach allowed us to find out how the recruitment and

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selection process of the permanent and part time news anchors are different, why the Human Resource team of the organization do not feel importance to retain their employees, why the turnover rate of the part time newscasters are higher than the permanent news presenters, and the reason behind the gender discrimination during the recruitment of the news anchors. Based on this research, we tried to identify what are the policies liked by the news presenters and the



policies disliked by them, whether the policies are prepared for the newscasters are uninformed, inconsistent and legally questionable or not.

Moreover, this report gives a clear information about the Human Resource policies of the news presenters of Maasranga television by using qualitative research method. The formal rules and guidelines in order to recruit, train, assess and reward the newscasters have been mentioned within the report. Some suggestions were also given to the Human Resource specialists of the Maasranga television channel in order to raise the employee retention and job satisfaction among the newscasters by making the policies sound and comprehensive.

## **BACKGROUND OF THE STUDY**

### **MAASRANGA TELEVISION:**

Maasranga television is a HDTV television channel in Bangladesh. The channel got permission from Bangladeshi government to telecast broadly in 2010. The whole production is supported by state of the art high definition (HD) television technology introduced for the first time in Bangladesh. It has a complete news room system, production and master control switchers and infrastructure equipment as part of the rollout of an HDTV station in Bangladesh. The organization has marketing, finance, information and technology, broadcast and Human resource departments. More than four hundred people are working for the organization. As it is a program channel so both news and programs are telecasted from the station.

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### **FIVE FORCES MODEL OF MAASRANGA TELEVISION:**

Porter's five forces model is a tool for analyzing competition of an organization.<sup>1</sup> The analysis of the competition of Maasranga tv is shown below by using this model:

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<sup>1</sup> [https://en.wikipedia.org/wiki/Porter%27s\\_five\\_forces\\_analysis](https://en.wikipedia.org/wiki/Porter%27s_five_forces_analysis)

•**Threat of Substitute Products or Services:** Torrent, Youtube, bioscopelive are the substitute services of Maasranga television. The channel has to compete with them while showing any program.

•**The Threat of Established Rivals:** Many establish and renowned program channels like Bangla Vision, NTV, Rtv and many more are the threats of Maasranga television. The program department has to work really hard to come up with the innovative ideas in order to compete with the existing television channels.

•**Threat of New Entrants:** According to the annual report of the information ministry, they issued sixteen new private satellite channels named Bangla TV, Channel 21, Utshav TV, Dhaka Bangla TV, Jadu TV and many more.<sup>2</sup> These program channels are coming up with innovative programs which is a threat for Maasranga Television.

•**Bargaining Power of the Suppliers:** Different agencies works as a supplier for Maasranga Television. Among all the suppliers Media Com plays a vital role in the organization. They have the power to bargain with the channel in order to give different advertisements. Suppliers help Maasranga to get ads from which the organization earns money.

•**Bargaining Power of the Customers:** Advertisers like Pran Rfl, Unilever, Guardian life insurance, are the customers of the channel. Maasranga earns a huge amount of money from these customers by promoting their products. When the brand value of the channel falls down, the bargaining power of these customers become high and vice versa.

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## **SWOT ANALYSIS OF MAASRANGA TELEVISION:**

SWOT analysis is a study undertaken by an organization to identify its internal strengths and weaknesses as well as its external opportunities and threats.<sup>3</sup> The strength, weakness, opportunities and threats of the channel is given below:

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<sup>2</sup> [https://en.wikipedia.org/wiki/List\\_of\\_Bangladeshi\\_television\\_and\\_radio\\_channels](https://en.wikipedia.org/wiki/List_of_Bangladeshi_television_and_radio_channels)

<sup>3</sup> [https://en.wikipedia.org/wiki/SWOT\\_analysis](https://en.wikipedia.org/wiki/SWOT_analysis)

## **STRENGTH:**

- **Good Owner Structure:** Maasranga is 100% owned by square group. From these companies Maasranga gets financial and technical supports. Maasranga also has the good management system compare to its competitors.
- **Philosophy and Values:**Maasranga believes viewers are the main strength of their channel.
- **Competitive Price:** Price is a big competitive advantage of Maasranga tv. The organization is selling it's time at a convenient price rather than its competitors.
- **Quality:** The picture and sound quality of the television is much better than other local television channels.
- **Strong Brand Name and Patents:**The branding style has led Maasranga to build a strong brand. The strong brand name and patent helps to create brand image for Maasranga Television.

## **WEAKNESS:**

- **Absence of Technical Skill:** Though the technology of Maasranga is much better than its competitors but the employees are not technically skilled.
- **Weak Program:** Quality of some programs of the station are very poor compared to the other channels of the country.
- **Low Viewer Retention:** Maasranga television has no plan to hold existing or grab new viewers. The increasing number of advertisements make viewers bored and that's why they switch a lot.

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## **OPPORTUNITIES:**

- **Changing Viewer Taste:** Viewers are now looking for more entertaining innovative channels. Maasranga television always try to telecast innovative programs like Radhuni Ranna Ghore Baire, Business Report, Ranga Shokal which attracts viewer attention.

- **Increased Number of Viewers and Advertising Expenditure:**The number of viewers and the advertising expenditures are rising day by day. This is a great opportunity for the organization to maximize their financial structures.

### **THREATS:**

- **Price War:** The other channels are fighting to get the market share by cutting price of the rate card. All the competitors are reducing their unit price and also providing various package facilities to agencies. So the market is competing with each other with their pricing strategies.
- **Too Much Competition:**Competition is increasing with the rising number of channels. This too much competition is a risk for the organization.
- **Still Rigid Government Regulations:** Regulations and policies applied to the media sector narrows the direction of the media industry.

### **PESTEL ANALYSIS OF MAASRANGA TELEVISION:**

PESTEL analysis is a concept used as a tool by the organizations to track the environment they are operating in or are planning to launch a new project, product or service.<sup>4</sup> The PESTEL analysis of Maasranga television are as follows:

- **Political Factor:**Media and Entertainment sector of Bangladesh is highly affected by the political factor. Channels like Diganta, Channel one, CSB has been shut down with the change of the political powers of Bangladesh. In Maasranga, many talk shows used to be telecasted which has been stopped under the tremendous pressure of the government.
- **Economic Factor:**With the economic changes of the country, the advertisement fee given by the companies change a lot. This affects the earning of the Maasranga tv.
- **Social Factor:** During different celebrations like Puja, Eid, Pohela Boishakh special programs are telecasted at the station. These programs increase the number of viewers which help to raise the earnings.

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<sup>4</sup> [https://en.wikipedia.org/wiki/PEST\\_analysis](https://en.wikipedia.org/wiki/PEST_analysis)

- **Technological Factor:** Change of technology leads to develop the media sector. Previously the newscasters of Maasranga used to present the weather news by sitting on the chair. But gradually they came up with the new technology called Memosa where the presenters present news standing before the camera and touching the Memosa screen just like BBC and CNN.
- **Legal Factor:** Different laws like maternity leave, 8 hours job schedule, safe work environment for the employers are followed by the organization.
- **Environmental Factor:** Media and entertainment industry is less affected by the environmental factor. But if any issues related to environment takes place, the channel try to telecast it to increase awareness among general people.

### **MARKETING STRATEGY OF MAASRANGA TELEVISION:**

Maasranga television earns money by selling their time. The advertising company give advertisements on the channel through which the organization earns money. As the advertisements on television industry is really high so the channel do not feel interest to promote the products of the new company. Established and renowned companies like Pran, Unilever, Marxel, Fresh Meghna give their ads on the channel. The marketing strategies of Maasranga Television has been given below:

- **Understand Viewers and Target Audience:** The marketing department of the Maasranga TV initially target the audience. They identified that, most of the morning viewers are the kids, afternoon viewers are ladies and the middle aged people watch tv at night. The organization try to set their marketing strategies based on this.
- **Create Programs and Telecast Advertisements:** The channel create programs for kids like Motu Patlu at the morning. For this reason, the marketing department try to telecast the advertisements like Horlicks, Pran Choco Choco, Icecream, Dano because most of the viewers of Motu Patlu are kids and their mothers. During the afternoon, as the number of female viewers are high so the channel telecast programs like Shera Radhuni, Ghore Baire etc. In order grab the female viewers, marketing department goes to the companies like diamond

world, square toiletries, Ifad products, Apa jewellers, Unilever products etc. As the middle aged viewers rises at night so programs like Business Report, Tomay Gaan Shonabo are telecasted where advertisements of different banks, furnitures, plots are given that will grab the attention of the middle aged people.

In this process by targeting audience, the marketing department of Maasranga create programs and seek to different renowned companies. So that they gets agree to give advertisements which is the major earning source of the organization. The rate of advertisements depend on the brand value of the channel. If the brand value of the channel is high then the companies get ready to give high payment for telecasting their advertisements. On the contrary, if the brand value of the channel is low, companies do not give high amount of money. That is why Maasranga tries a lot to telecast unique programs and shows to grab most of the viewers of Bangladesh.

### **LITERATURE REVIEW OF HUMAN RESOURCE:**

Literature review of the five major functions of the Human Resource department has been given below:

#### **• Recruitment and Selection Policy:**

One of the major functions of the Human Resource department of any organization is the recruitment and the selection process . Recruitment and selection process depends on the company and what methods the company uses to find applicants for employment. As explained by Opatha (2010) “Recruitment is the process of finding and attracting suitably qualified people

to apply for job vacancies in the organization. It is a set of activities an organization uses to attract job candidates who have the needed abilities and attitudes. Recruitment is the process of generating a pool of qualified applicants for organizational job vacancies”<sup>5</sup>. There exists competition among business enterprises in order to recruit the most potential workers towards creating innovations. With management decisions, employers hire the best applicants who would be best for the corporate culture and ethics those are specified for the company.<sup>6</sup> This shows that, the management would shortlist the able candidates who are well equipped with the requirements of the position they are applying for including team work.

- **Orientation:**

Orientation is the fundamental step to help a new employee to adjust himself with the employer with his new job. Many organizations do not provide a thorough orientation to the new employees. This is the fundamental step to help a new employee to adjust himself with the employer and with his new job. One of the purposes of an orientation program is to explain a new employee's role and duties which will aid in the employee's commitment to the organization. McKersie (2003) suggests employees get introduced to "the company's longterm goals,

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key projects in progress, the organizational structure and how the new employee's role contributes to the overall strategy for success”.<sup>7</sup> Giving intensive orientation to the employees is one of the major functions of human resource management. The success of a program is highly dependent on the first impression and the components of the orientation programs. The design of the orientation program is very important because the program help the employee to know his assigned duties and his exact job description, job role, and the relationship of position to other positions in the organization.

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<sup>5</sup> Opatha, H.H.D.N.P. (2010). Human resource management. Colombo: Author published

<sup>6</sup> <https://www.thebalance.com/recruitment-and-hiring-process-2062875>

<sup>7</sup> McKersie, E. (2003, June 13-26). The first 90 days: Helping new employees succeed [electronic version]. NH Business Review, 10B. Retrieved June 19,2006, from Regional Business News database.

- **Maintaining Good Working Condition:**

Aside from the job scope itself, one factor that significantly influences how employees feel about work is the environment. A positive work environment makes employees feel good about coming to work and this provides the motivation to sustain them throughout the day. Effective businesses encourage the development of positive relationships between managers and employees as well as amongst coworkers. Many businesses are planning to foster positive workplace relationships by creating a strong mission statement and an upbeat team-based environment. For this reason, it is the responsibility of the Human Resource department of every organization to provide good working environment to the employee so that they like the work environment and feel comfortable to work. The study has been found that, employees do not contribute to the goals of the organization as much as they can. This is because of the lack of motivation. It has been stated that, the relationship between the employer and the employee is important, therefore business owners need to pay attention to this relationship if they want their businesses to grow and succeed (Bhattacharya et al. 2012).<sup>8</sup> This shows that the growth and success of an organization is highly depends on the work environment of an organization.

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- **Compensation and Benefit Policy:**

The attainment of organizational objectives largely depends on the motivation of employees at work. Among other things, employees are motivated to work when they are provided financial and non-financial compensation for service rendered to the organization.<sup>9</sup> The compensation packages that businesses offer to employees play a vital role in the company's ability to attract top talent as job candidates. Top-performing employees greatly impact the competitiveness and productivity of a business. Decenzo and Robbins(1999) in their study mentioned that, "Well designed compensation and benefits system enables organizations to attract qualified employees and motivate the existing work force towards goal achievement. The most obvious

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<sup>8</sup> Bhattacharya CB, Sen S, Korschun D 2012. Using corporate social responsibility to win the war for talent. MIT Sloan Management Review, 49: 37-44.

<sup>9</sup> <https://yourbusiness.azcentral.com/key-functions-hr-department-1146.html>



reward employees get from work is pay.”<sup>10</sup> For this reasons, providing attractive compensation and benefit packages is one of the major functions of the Human Resource department of an organization. Many employees feel motivated to help their companies succeed if the employer shares its profits with employees.<sup>11</sup>

### • **Training and Development Policy:**

Training and development programs play a very important role in every organization. Now-a-days organizations face a lot of pressure in the competence for a talented work force for constantly improving the production methods, entrants of advanced technology and for the employees who are inclined to achieve work life balance. The success of any organization highly depends upon the quality of the work force but in order to maintain the quality of the work force, many organizations come across a number of obstacles<sup>12</sup>. Training and development proves to be a parameter for enhancing the ability of the workforce for achieving the organizational objectives. Good training and development programs thus result in conquering of the

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essential goals for the business. Hence, training is significant for giving a dynamic approach to the organization. Michel Armstrong (2000) stated that, “Training is a systematic development of the knowledge, skills and attitude required by an individual to perform adequately a given task or job.”<sup>13</sup> Different practices of training and development are followed in different organizations of the country. That is why the need of training and development of an organization is completely depends on the requirements of the job profile.

## **RESEARCH GAP**

Opatha in his research didn't mention the time limit for recruitment & selection process of candidates. The incredibly long recruitment & selection lose interest of the applicants. While

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<sup>10</sup> Decenzo, David A. and Stephen P. Robbins (1999). Human Resource Management (6thed.). New York: John Wiley and Sons, inc.

<sup>11</sup> <http://etd.aau.edu.et/bitstream/123456789/2420/3/Ahmed%20Kelil.pdf>

<sup>12</sup> <http://smallbusiness.chron.com/importance-training-development-workplace-10321.html>

<sup>13</sup> Michel Armstrong (2001), “A Handbook of Human Resource Management Practice”, Kogan Page, 8th Edition.

suggesting the orientation program, McKersie failed to mention how it's essential to retain & motivate employees, increase productivity, improve employee morale, facilitate learning & reduce anxiety of new employees. Bhattacharya didn't go through the vital role of co-workers & organization culture in maintaining good work condition. The positive relationship between compensation & benefit with employee retention was absent in Decenzo & Robbins's research. Michel Armstrong failed to mention how training helps to update old talents & develop new ones.

### **RESEARCH QUESTION**

A Human Resource Department of an organization should strive not just to be super efficient and organized with the employees but also should work for their job satisfaction. In Maasranga television, the human resource policy for the news presenters are very different compared to the other employees of the organization. In carrying out the study, an attempt has been made to address and seek the answer of what is the perception of the newscasters towards the HR policy of the organization? What are the policies perceived most favorable and least favorable? How the least favorable policies affecting the presenters and the organization?

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### **RESEARCH OBJECTIVE**

The objective of this research is to find out:

- What are the Human Resource policies applied for the newscasters of the Maasranga Television.
- The perception of the news presenters towards these policies
- What are the most favorable and least favorable policies of the Human Resource team
- Whether the least favorable policies are affecting the performance of the news anchors or not

### **RESEARCH METHODOLOGY**

The study has been done based on the Human Resource policies for the newscasters of Maasranga Television. The particular television channel has been chosen for two reasons: Firstly, a large number of Bangla and English newscasters are working for this program television

channel. Secondly, it is one of the most renowned and well established channels of Bangladesh where corporate culture has been followed by the employees.

Qualitative research has been done in order to ascertain the perception of the newscasters towards Human Resource policy of the organization. Interviews were conducted through questionnaire to all the newscasters about the policy.

There are ten newscasters working for the Maasranga television. Some of them are permanent and some are working as a part time employees. Questions asked to news anchors were related to the policies of the Human Resource department. These questions helped to understand the perception of the presenters about the current Human Resource policies of the Maasranga television.

To undertake the study, both primary and secondary data were collected. Secondary data was collected from different sources including journals and online. Primary data was collected

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from the newscasters preparing questionnaire. They were asked about their nature of the employment, recruitment process, job description, employment communication, training and development, performance appraisal, employee retention and compensation and benefits. All these questions were prepared based on the functions of the Human Resource department of an organization. The close ended questions were answered using “YES” and “NO” and in some open ended questions the newscasters had to write their opinion and views.

The obtained result gave a clear idea about the Human Resource policies for the news hosts of the Maasranga television. This result will help to understand whether these policies are appropriate for the news presenters or not and what are the changes required to increase their job satisfaction.

### **DATA ANALYSIS**

Qualitative data was collected through the interview taken to the newscasters of Maasranga television. This interview helped to understand the Human Resource practices applied to the

presenters. Some of the interviews were taken by face-to-face and some were taken over the phone.

Among the fifteen questions, the survey questionnaire contained eight close ended questions where the interviewee were asked about the nature of their employment and how their recruitment has been done by the organization.

Growth of any company or organization depends on the training and development of the new recruits and existing staffs. So the respondents were asked whether the organization given then any type of formal or informal training or not .

Human resource specialists usually are charged with the responsibility of determining the level of employee satisfaction. The satisfaction of the employees of an organization is highly depends on the performance appraisal. For this reason newscasters of Maasranga television were

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asked whether they have gone through any type of formal appraisal process or not.

It is the responsibility of the Human Resource specialists to ensure equal opportunities within the organization. So there was a question where the respondents were asked whether gender discrimination prevails in the station or not.

Respondents had to answer whether diverse workplace create a better work environment or not. Whether Maasranga tv encourage diverse work place or not was also asked by the news presenters.

Providing compensation and benefits to the employees is one of the important functions of the Human Resource department because compensation aids in attracting capable employees to the organization. It helps to motivate employees toward superior performance. So, the news presenters were asked about the compensation and benefit packages offered by the organization.

There were seven open ended questions where the respondents were asked to write how they were being introduced by the work process at their first day of the office. As it is one of the

responsibilities of the Human Resource team to set and communicate their job description with the employees so the interviewee had to share their experiences about it. It helped the interviewer to understand whether the news anchors have any idea about their job responsibilities or not.

The Human Resource team plays an important role in employee retention because it is essential for the management to keep its valuable employees who think in favour of the organization and contribute their level best. Whenever an employee resigns from his current assignments, it is the responsibility of the Human Resource to intervene immediately to find out the reasons which prompted the employee to resign. So, the respondents had to answer about the type of initiatives taken by the Maasranga television to the retain newscasters.

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They were asked to write about the type of compensation and benefit packages provided by the organization. In many organizations staffs are appointed by the Human resource department to help the employees during any need or emergency. In the open ended questionnaire news presenters had to write whether any staffs are appointed for them or not.

### **FINDINGS**

In Maasranga television, eight female and two male presenters present bulletins at different times. After asking them the nature of their employment it has been found that, six newscasters are permanent and the rest four are working as a part time employee within the organization.

The recruitment and the selection process is really slow in Maasranga television. It takes 4/5 months to recruit one newscaster. The recruitment process of the permanent news anchors are a little bit difficult compared to newscasters who are working for part time. Both written test and audition has been taken by the Human Resource team while recruiting permanent news anchors. On the contrary, part time newscasters are selected only through auditions.

Orientation is one of the important functions of Human Resource department of an organization. But after the data analysis, it has been observed that the newscasters of Maasranga television were not properly introduced by the process at their first day of office. Due to this reason, they felt uncomfortable about their new position and it took longer to reach their full potential. Many news hosts left the organization as they failed to cope up with the new environment.

During the interview, participants were asked whether the Human Resource team communicated about their job description or not. Most of the news presenters replied that, after their recruitment and selection process the Human Resource department did not maintain any sort of communication with them. Besides presenting stories, presenters have to edit news, give

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voice for the flash, verify information to ensure accuracy of news reports and take interviews of the important personalities. But initially the newscasters had no idea about all these responsibilities as their job description were not properly communicated by the Human Resource team.

According to the respondents, they were given training by the organization to strengthen their skills on news presentation. But no development program has been offered to bring all the news anchors to a higher level so that they all have similar skills and knowledge on news presentation.

The interview shows that the number of female news hosts are higher than the male hosts because the Human Resource specialists of Maasranga television are more interested to recruit female news presenters than male. Female are given prime time news more frequently. Not only this, the transport facility is more flexible for the female newscasters. This shows that, equal opportunities are not given by the Human Resource department.

The research indicated that, work place diversity has been highly encouraged by the organization. The Human Resource team appointed newscasters of different age, education, background, personality which made their work environment diverse, friendly and communicative.

When the interviewees were asked about the initiatives taken by the organization for the presenters' retention, the participants replied that most of the news presenters leave the organization due to poor payment structure. The Human Resource team does not play any vital role to retain them within the organization because they don't think about the quality of the channel. They only believe in making profit through cost cutting. According to the Human Resource department, if a newscaster left the channel they would be able to hire a new one giving less payment and for this reason the turnover rate of the news anchors is really high in Maasranga television.

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While answering about the compensation and benefit program of the Maasranga television, the participants reported that the compensation packages for the news presenters are really low compared to the employees of other departments of the organization. Due to this reason, many senior and renowned newscasters already left the channel by getting demotivated.

The benefit packages for the permanent and the part-time news presenters are different. Bonus during Eid, holiday, sick leave, medical fee, maternity leave, medical insurance are provided to the permanent news presenters. Extra payment has been given to them if they work on special days. On the contrary, only medical facility is provided to the part-time news anchors. Unpaid maternity leave has been given to the part-time employees. No bonus and holiday packages are offered to them. Due to this reason, the turnover rate of the part-time newscasters is high compared to the permanent presenters.

### **RECOMMENDATION**

Though the Human Resource team of Maasranga television is working hard for the employee satisfaction but still there are some factors that need to be taken into account:

- The team works really slow while recruiting a new news anchor. It takes four to five months to hire a news presenter. Sometimes good news presenters lose the interest to join the televi-

sion station due to their lengthy process. So, the team should work fast while hiring a new anchor for the channel.

- For the new and inexperienced newscasters, orientation should be done by the Human Resource team. During the orientation, their job description and responsibilities should be properly communicated so that the new presenters feel the interest to work with enthusiasm and understand their responsibilities properly.
- The training and development process is really important for the growth of employees of an organization. Training presents a prime opportunity to expand the knowledge base of all em

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ployees but many employers find the development opportunities expensive. Maasranga television train the news anchors to present the news but no development program has been done for them. For this reason, most of the news presenters only know how to read the stories before the camera. Due to lack of development, they can not take the interview of the important personalities on special days, do not know how to interact with the reporters during emergency, fail to understand the mood of the news. A good news presenter represents a channel so it is the responsibility of the Human Resource team to work on the development of the presenters with the help of producers, editors and senior newscasters.

- The organization thinks that, the viewers of female news anchors are higher than the male news anchors. Due to this reason, the Human resource team recruit female newscasters than male. Many talented male news anchors do not get the chance to work in this organization because of this discrimination. It is one of the major functions of Human Resource department to maintain gender equality while recruitment. That is why, it is the duty of the Human Resource team of Maasranga television to give priority to the talents not gender.
- The quality of a television station highly depends on the performance of their news presenters because a large number of people in Bangladesh watch news everyday. As the Human Resource department of Maasranga television wants to make profit so they do not feel importance to retain qualified news anchors with high salary rather they recruit the freshers by giving them low payment to save the cost. So, instead of making profit by cost cutting method, the Human resource team should think about the brand value of the channel. This will help to raise the viewers and the earnings of the channel will be high.



- The compensation packages and benefits that an organization offer to it's employees play an important role in the organization's ability to attract top talent as job candidates and retain existing employees. So, it is really necessary for the Human Resource department of the station to develop their salary structure for the both permanent and part time newscasters. It is required to provide some more attractive benefit packages to the part time employees to motivate them.

## **CONCLUSION**

The qualitative analysis shows that the Human Resource policies for the news presenters of Maasranga television are not sound and well informed. The recruitment and the selection process are very lengthy and time consuming due to which many news presenters do not feel interest to join this organization. So, the organization is losing many qualified news presenters every year. Due to the lack of orientation process, the newly recruited newscasters remained unaware about their job responsibilities at the television station. They felt uncomfortable and thus it for took long time for them to cope with new environment which affected their performances a lot. Though some training were given to the news anchors after joining the organization but no initiatives were taken for the development of their skills. Due to the absence of development programs, the growth of the news presenters are taking place very slowly. Performance appraisal system is not there for the news anchors and for this reason they do not get motivated to improve their skills. Sometimes freshers are promoted to mid level and the mid level presenters are promoted to the senior level but that process is very lengthy. The Human Resource specialists believe that the viewers of female newscasters are more compared to the male news anchors. For this reason, gender discrimination prevails within the organization during recruitment as in the Human Resource team hire more female news presenters than male. Newscasters of different age, education and background has been recruited by the organization which has created a diverse work place. The work environment is really safe for the female employees. It has been found from the analysis that the Human Resource department believes in making profit by using cost cutting method. For this reason they do not want to retain news presenters by raising their salaries. Many qualified newscasters left the channel due

to this reason. Though the salary structure and the Human Resource policies of the organization are poor but many newscasters do not leave the organization because of the safe working environment and the brand value of the Square group. But this does not help to raise their job satisfaction due to which the performance of the news anchors falling down day by day. This is affecting the quality of the television station to a large extent.

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Moreover, the earning of a television station depends on its brand value because large and renowned companies of Bangladesh give payments for their advertisements based on the brand value of a channel. The brand value of a television station highly depends on the employee performance. Employees perform well if they feel that the organization cares for them. Handsome payment structure, performance appraisal, compensation and benefits, training and development raise the job satisfaction of an employee and motivates them to perform well within the organization. So, in order to make profit, instead of following cost cutting method, the Human Resource specialists of Maasranga television should focus on the improvement of the policies those are applied for the news presenters.

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**Appendix**  
**Questionnaire for the Newscasters of Maasranga tv**

- 1. What is the nature of employment? a. Permanent b. Part-time
- 2. How your recruitment has been done by organization? a. Audition b. Written c. Both
- 3. How you were being introduced by the process at your first day of office?  
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.....
- 4. How your objective and job description were set and communicated?  
.....  
.....
- 5. a. What are the initiatives taken by the organization for the development of your skills?  
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.....  
b. Have you taken part any formal or informal training? a. YES b.NO  
c. If YES then how your training has been given?  
.....  
.....
- 6. Have you gone through any formal appraisal process? a. YES b. NO
- 7. a. Do you think equal opportunity has been given by the organization? a. YES b. NO  
b. Do you feel diverse work place create a better work environment? a. YES b. NO  
c. Is diversity encouraged by the organization? a. YES b. NO
- 8. What are the initiatives taken by the organization to retain employees?  
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- 9. What type of staff report provided by the organization?  
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- 10. Do the company provide compensation and benefit to the newscasters? a. YES b. NO  
If YES then what are they?  
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