

GOVERNMENT OF KERALA

Abstract

Issue of routine advertisement – General principles – Orders regarding

Public Relations Department

G.O.MS.No.3/61

Dated, Trivandrum, 14-02-1961.

Read dated 13-12-1960 from the Director of Public Relations

ORDER

Representations have been received from the Kerala Mail, the Malabar Herald and other weeklies of the State to the effect that routine advertisements, which are now being issued only to dailies, may be given to weeklies also. A request to this effect has been received also from the Secretary of a Kerala weekly Newspaper Associations of the Public Service Commission are not getting adequate coverage in the newspapers especially of the Malabar area.

With a view to considering the above questions and also to discuss the general policy regarding the grant of Government advertisements to newspapers, a conference was held on 6-12-1960 in the Secretariat, the Minister for Industries presiding. The Chief Secretary to Government, the Director of Public Relations and the Deputy Director of Public Relations attended. On the basis of the decisions arrived at in the conference, Government are pleased to issue the following orders regarding the issue of Government advertisements.

The rules regarding the issue of advertisements to newspapers & periodicals (embodied in Government Circular No.57581/60-P(Spl.)³ dated 27-8-60 (Public Special Departments) will continue to be in force subject to the following modifications.

1. A daily or weekly will become eligible for receipt of advertisements only when it has had an uninterrupted circulation for 1 year.
2. Daily newspapers with a circulation of less than 5000 copies per day will not be eligible to receive Government advertisements.
3. Dailies with a circulation exceeding 5000 will be divided into 3 groups, viz. those having a circulation above 30,000; B. those with a circulation of between 20,000 and 30,000; C. those with a circulation of between 5,000 and 20,000.

4. Advertisements for which Government is anxious to get maximum coverage (e.g. notifications of the Public Service Commission, notifications relating to school and college admission and notifications about Developmental activities of State-wise importance) will go to all the class I dailies.
5. The principle of rotation now applied will continue in the case of other and less important advertisements.
6. Only advertisements relating to public works, etc., in a particular district will be given to dailies of the class "C" category.
7. The standard of production and tone of the paper will be taken into consideration in the matter of issue of advertisements, accuracy of reporting and fairness of comment being also taken into account.
8. Weeklies. While it would not be possible, on account of the time factor involved, to issue routine advertisements to weeklies, campaign advertisements may be issued to them for special issues. English weeklies published in the State would also be included in the list of journals eligible to receive such campaign advertisements.
9. With regard to the grant of advertisements in connection with important state or National events and major publicity campaigns, a liberal policy of issuing advertisements to eligible weeklies will be followed.
10. Periodicals of lesser frequency, annual numbers and souvenirs may be granted advertisements by the Heads of Departments with specific sanction of Government and subject to the orders contained in the Government Circular dated 27-8-60 regarding routing through the public relations Department.

By Order of the Governor

V.R.NARAYANAN NAIR
Deputy Secretary

Endt. R.Dis.6925/61/AD Dated 24-04-1961.

Copy to all Divisional Forest Officers, Tramway Engineer, Spl. Asst. Conservators, Silviculturist, W.L.P.O. for information and guidance.
Copy to Conservators.

Endt. On TR 9455/61 dated 5-5-61.

Copy to all contract sections A2, A2, G1 sections for information.
Copy to stock file.