

Window on Pakistani Media

Empowering the individual

Center for Civic Education-Pakistan (CCE) is a nonprofit organization that functions as an independent research, civic education, training and advocacy body. The CCE provokes creative ways of thinking and promotes tolerance for dissenting viewpoints to tackle the problems emanating from the transformation in the Pakistani society and its changing norms and values. The mission of the Center for Civic Education Pakistan is to empower the individual by promoting values of responsible citizenship and principles of democracy in Pakistan.

The main aim of the CCE is to cultivate and nurture civic culture, civic courage and values of freedom, tolerance, peace, rule of law and democracy to strengthen civil society. For this the CCE conducts civic education, facilitates democratic dialogue, arranges trainings, and runs advocacy campaigns besides undertaking research on issues that shape our social, political and economic future. The CCE critically examines existing socio-economic policies and suggests alternatives besides monitoring democratic developments to make Pakistani democracy inclusive and meaningful.

In its work the CCE targets a cross section of society particularly the politicians, the parliamentarians, lawyers, doctors, engineers, entrepreneurs, industrialists, businessmen, agriculturists, academia, intellectuals, journalists, youth, students, women, minorities and civic activists to promote active citizenship with realization of civic and economic rights.

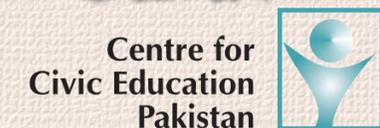


P. O. Box 1123, Islamabad, Pakistan.
E-mail: cce@comsats.net.pk
Website: www.civiceducation.org

Designed by: Verve Communication 051-2215301



This project is funded by
the European Union



A project implemented by
CCE Pakistan



Window on Pakistani Media



Contents

Centre for Civic Education Pakistan welcomes reproduction and dissemination of the contents of this publication for training purposes with proper acknowledgement.

Disclaimers:

The contents of this publication are the sole responsibility of Centre for Civic Education Pakistan and can in no way be taken to reflect the views of the European Union.

Every effort has been made to ensure accuracy of this publication. The CCE-Pakistan does not accept responsibility of any omission, as it is not deliberate. Nevertheless we will appreciate provision of accurate information to improve the next edition.

Contact: Centre for Civic Education Pakistan
G.P.O Box 1123, Islamabad.
E-mail: contacts@civiceducation.org
Website: www.civiceducation.org

Introduction	01
What constitutes the sector?	03
Media Laws in Pakistan	15
Who Runs Pakistani Media	21
Who Influences: Official or non-official media?	24
Media Organizations	26
International Days Related To Press and Information	30





Introduction:

It is a cliché by now to say that we live in changing times. In the case of Pakistani nation that was until a few years only dependent on the state-owned electronic media, a light modification can be introduced that it is going through changing media times.

There have been significant developments and innovations in the field of communication technology the world over during the last two and a half decades. Pakistan was slow in responding to the new trends, but since the advent of the 21st century there has been an increased realisation amongst the ruling elite of the South Asian country that their sole proprietorship of information may be more damaging than being beneficial in the emerging times.

Pakistani print media gained more freedom during the 1990s. Since 2002, the rapid growth of private electronic media, both TV and FM radio, has begun to make its impact. This sector is now fast expanding and almost all media houses that had print media as their main business are now establishing or planning to set up their own TV channels. This is in addition to many private television channels that have already entered the market.

In a democracy media has multiple roles to play. It increases information outflow, forms and influences public opinion, and acts as a platform that allows interaction between different interests. It plays the important role of creating a discursive public sphere that is so crucial to nurture participatory and functioning democracy.

As is the case with democracy in Pakistan, the country's media though looking to expand at a rapid pace, has yet to fully realise its role in developing and promoting an informed citizenry. There is a little doubt that the media in Pakistan has started to enjoy considerable freedom as compared to the past but there still are many posts to cross for Pakistani media to be able to play its true role.

However, many international media monitors do not agree that Pakistan has attained a position that can be described as "free media". In fact Freedom House, a respected organisation that ranks countries for various freedoms including Press

Freedom in its report for the year 2005 has ranked Pakistan at 61st position along with Kenya and given a status of 'not free'. In Freedom House's own words, "Pakistan's rating dropped from Partly Free to Not Free to reflect increased harassment of journalists and media outlets by authorities as well as the passage of a bill that increased penalties for defamation. The Pakistani media faced increased pressure from the government on a variety of fronts in 2004. The constitution and other laws authorize the government to curb freedom of speech on subjects including the constitution, the armed forces, the judiciary, and religion."

Reporters Sans Frontiers that monitors press freedom all over the world has placed Pakistan at 150th in its press freedom index. The report says about Pakistan: "The struggle against Islamist terrorism, which is very active in Pakistan, has given the authorities a pretext for cracking down on independent news media. Journalists who are critical of the regime's policies and those working for the foreign press are the leading targets of the security services. The army also imposed a news blackout on its military operations in the areas bordering Afghanistan."

The United States of America based Committee to Protect Journalists also has not taken a favourable view of the state of press freedom in Pakistan. Its report on Pakistan for the year 2004 says, "The Pakistani press is remarkably lively and outspoken, but local journalists say they must operate within limits or face official pressure. Some harassment is relatively subtle. The government can stop advertising in publications, a powerful inducement because the vast majority of newspapers depend on revenue from official ads."

The report adds, "In another setback for the free press, the government moved closer to strengthening the country's criminal defamation code. A new bill proposed an increase in penalties for libel, including up to five years in prison and minimum damages of 100,000 rupees (US\$1,700). A provision that would have held publishers, editors, and reporters accountable for libel charges in individual cases was dropped after intense lobbying from the journalism community, but troublesome aspects remained in the bill..."

The above landscape indicates that the legal and the physical environment both are equally important when it comes to defining press freedom. Since the state of Pakistan itself is coming to terms with a media that is expanding and wants to assert its freedom, it often falters and tumbles while dealing with it. This media mapping exercise is aimed at creating one document that provides a quick window on Pakistani media, its breadth and its scope, the private and official influencers, working journalist organizations, and relevant laws.

What constitutes the sector?

Print Media:

Emergence of print media in the sub-continent was by and large part of the nationalism drive. Newspapers and magazines projected and promoted arguments for independence from the British rule. Since Pakistan gained independence in August 1947 the media has been largely used by the governments to construct national identity and promote nationalistic ethos. In the age of globalization, courtesy the potential and possibilities of enabling Information and Communication Technologies (ICTs) along with diverse interests, the print media has grown into a strong and vibrant voice.

Today, print media in Pakistan is well spread in terms of geographical layout. Besides the mainstream media that is published from seven major cities (Islamabad, Karachi, Lahore, Peshawar, Quetta, Multan and Faisalabad) many districts have their local newspapers that are contributing towards the national media scene. Hyderabad (Sindh) has emerged as the centre for dynamic Sindhi language press in southern Pakistan.

Besides dailies that cater to the daily news readership, there are weeklies and monthlies that fill the market for people with varied interest. There are also a few industry specific publications, but specialized content publishing as such has not been a great success. The information available from All Pakistan Newspapers Society, following is the spread of print media in Pakistan.

WINDOW ON PAKISTANI MEDIA

Province	Dailies	Weeklies	Fortnightlies	Monthlies
Sindh	46	7	6	53
Karachi	32	5	5	52
Hyderabad	10	1	1	1
Sukkur	3	-	-	-
Nawabshah	1	-	-	-
Mirpurkhas	-	1	-	-
Punjab	68	8	1	15
Lahore	23	8	-	12
Rawalpindi	7	1	-	
Islamabad	11	1	-	3
Bahawalpur	2	-	-	-
Multan	7	-	-	-
Lodhran	1	-	-	-
Muzaffarabad	1	-	-	-
Faisalabad	10	-	-	-
Sargodha	2	-	-	-
Rahimyar Khan	2	-	-	-
Gujranwala	21	-	-	-
Sahiwal	-	-	1	-
Sialkot	-	-	-	-
NWFP	20	-	-	-
Peshawar	16	-	-	-
Abbottabad	3	-	-	-
Swat	1	-	-	-
Balochistan	16	-	-	-
Quetta	14	-	-	-
Hub	2	-	-	-
Grand Total	151	15	7	68

Source: All Pakistan Newspapers Society

WINDOW ON PAKISTANI MEDIA

Language wise distribution of the media:

Urdu language press has the largest share in print media. Thus the Urdu publications readership is more mass based. English language media, however, remains more open and considered influential amongst the policy makers.

Language	Daily				Weekly				Fortnightly				Monthly			
	U	E	S	O	U	E	S	O	U	E	S	O	U	E	S	O
Sindh	20	11	13	2	3	2	2		1	4	1		35	16	1	
Punjab	58	11		1	6	2			1				13	2		
N.W.F.P	15	4		1												
Balochistan	13	3														
Grand Total Pakistan	106	29	13	4	9	4	2	-	2	4	1	-	48	18	1	0
	U: URDU				E: ENGLISH				S: SINDHI				O: OTHERS			
	166				55				17				1			

Source: All Pakistan Newspapers Society

However, many publications are not members of All Pakistan Newspapers Society. The government information machinery has a system of certifying the newspapers circulation to determine their entitlements for official advertisements. Newspapers that have acquired a certificate of circulation from government's Audit Bureau of Circulation (ABC) are issued official advertisements. The Bureau's list has a large number of publications.

Periodicity	Urdu	English	Punjabi	Sindhi	Pushto	Baluchi	Saraiki	Gujrati	Arabic	Total
Dailies	410	61	2	53	5	2	3	3	1	540
Weeklies	367	39	--	36	2	--	--	--	--	444
Fortnightlies	457	7	--	3	--	--	--	--	--	55
Monthlies	180	52	--	23	2	9	2	--	--	268
									Miscellaneous	4
									Total	1311

Readership profile and habits

Total Readership = Approximately 25 million
Average time of Newspaper readership = 26 minutes

	Newspaper	Magazine	Purchased Vs Borrowed	
Total	20%	10%	Purchased	47 %
Urban	27%		Borrowed	53 %
Rural	15%			
Male	27%	8%		
Female	12%	14%		

Place of Purchase

Home delivery	48 %
Stalls/Shops/Kiosk	44 %
No Response	08%

Source: Gallup Pakistan

Electronic Media:

The largest revolution in the Pakistani media scene over the last couple of years has been the emergence of the private Pakistani satellite based TV channels. These channels have helped open up the information space for the Pakistani audience. However, these channels are restricted in their reach to the urban and semi-urban areas as these can only be accessed through cable operators.

Opening up of the electronic media space for independent news and current affairs is considered one of the biggest landmarks of the current military-led government towards creating a more dynamic media scene.

There are many factors behind the emergence of the electronic media with this rapid pace. Pakistanis first started viewing foreign channels in the early 1990s when they could receive signals through dish antenna and receivers. The urban centres witnessed a mushroom growth of the dish antenna over rooftops. But the euphoria of watching free-to-air direct transmissions without any government censorship was short lived as many popular channels turned to digital mode and required decoders to receive feeds making it overly costly for the common consumer.

In the year 2000, Pakistan Telecommunication Authority allowed cable TV operations and licenses were awarded for different parts of the cities in Pakistan. This increased the access of the Pakistani consumers to the international channels. The Pakistan Electronic Media Regulatory Authority (PEMRA) had not been established till then. In the year 2002 when the PEMRA was established, these operations were handed over to it. Nevertheless, the existing state-run Pakistan Television, Pakistan Broadcasting Corporation and private FM network FM-100 have been kept outside the preview of the PEMRA.

Establishment of the PEMRA was an indication that the government of Pakistan now wanted to encourage private television networks. Meanwhile, two TV networks

TV ownership

There are 22.5 Million House Holds in Pakistan

- Urban House Holds 7.5 Million
- Rural House Holds 15 Million

Over 12.5 million households own a TV

- TV ownership in Urban areas 77 %
- TV ownership in Rural areas 44 %.

TV viewer-ship statistics

In million	Population	TV viewers	%age
Total adults 10+	107	62	58%
Rural	70	36	51%
Urban	36	25	69%

- Regular Viewers 42 % (Watch TV at least 4 days in a week)
- Occasional Viewers 16 % (Watch TV at least 3 days in a week)
- 30% out of these are Satellite Viewers
- (18 Million satellite viewers age 10+)

Urban Rural divide:

- 51% of the Urban viewers (13 Million)
- 13% of the Rural viewers (5 Million)
- TV viewer-ship is 58 % only because electricity is a bottleneck in rural Areas, TV does not reach 42% of the population.

Source: Gallup Pakistan.

Terrestrial TV Channel

Pakistan Television Corporation Ltd.

"To carry out instructions of the Government of Pakistan with regard to general pattern or policies of programmes, announcements and news etc."
One of the objectives listed in the Memorandum of Association of the PTCL.

Presently, Pakistan Television Corporation and its four channels are the only terrestrial beams allowed in the country, giving them wide access, within the TV viewer-ship. Moreover, its channels are also available on satellite beams.

Pakistan entered into Television Broadcasting age with a small pilot TV Station established in the second largest Pakistani city Lahore from where transmission was first beamed on November 26, 1964. The PTV was established as a company in which majority shares were held by the government of Pakistan. The company was incorporated in 1966 as a private limited company under the name "Television Promoters Company Limited" which was later turned into Public Limited Company in 1967 and named as Pakistan Television Corporation Limited. Later, television centres were established in Karachi and Rawalpindi / Islamabad in 1967 and in Peshawar and Quetta in 1974. In 1989, People's Television Network later renamed as Shalimar Television Network (STN) came in and the viewers at least had an option to switch to another channel. The STN sold some of its time to a private company Network Television Marketing (NTM).

While introducing the sophisticated branch of the electronic media in the country, the broad perspective kept in mind by the then government was to inform and educate the people through wholesome entertainment and to inculcate in them a greater awareness of their own history, heritage, current problems and development as well as knowledge of the world at large. A Board of Directors appointed by the Government of Pakistan manages its affairs.

Currently, the Pakistan Television has four different channels that though classified differently, often have the same sort of programming.

- PTV (The flagship channel that caters for both entertainment, News and Current Affairs)
- PTV World (Current Affairs and Entertainment)
- Channel 3 (Entertainment, Sports and Youth) the channel now has been handed over to a private party that has launched it as ATV.
- PTV National (Programmes in Regional Languages)

Cable / Satellite Television channels

Satellite and cable channels are fast emerging on the Pakistani media scene. The trend started in the years 2000-2001. Indus TV Network was the first independent satellite channel. The network in its family has channels like, Indus Vision, Indus Music, Indus News and Indus Plus.

ARY Group of companies, owned by a Dubai-based Pakistani businessman, launched ARY Digital from the United Kingdom in December 2000, to cater to the rising demand of family entertainment for the viewers of South Asian origin living in Europe. The channel began its transmission in Pakistan and other parts of Asia from September 2001. Located in Dubai Media City since May 2003 ARY Digital has added to its network a music channel, The Musik, a 24-hour news and current affairs channel, ARY One World, a 24-hours transmission for India, Just for India and ARY Digital-Middle East. The network launched the world's first 24-hour Islamic Television channel called QTV and is also broadcasting International Channels such as HBO for the Pakistani market from its Dubai Media City Studios. City channel is also a part of the network that broadcasts news in regional languages. ARY Digital Network has recently acquired the license for DTH (Direct-To-Home) from the PEMRA.

Jang Group launched GEO TV in 2002 that started test transmission on 14th August 2002 and embarked on regular transmission on 1st October 2002 to cover the general elections. It was an amazing addition to Pakistani's media diet. Presently it is the largest television network in the private sector.

Today there are many more television channels available on cable like Aaj TV, Hum TV, Business Plus and UNI Plus. The enabling possibilities have resulted in establishment of at least three regional languages television networks namely: Kawish Television Network (KTN) and Sindh TV in Sindhi, ATV Khyber in Pashto and APNA in Punjabi.

Channel availability

Since it is the discretion of the cable network operators to decide, which channel's beam they will pick and pass on to the end customer, there is a varied level of availability for the viewers. The PTV though because of terrestrial availability has no such issues but the PTV also struggles to convince the cable operators to pick the channel signals from the terrestrial route instead of its satellite beam, as it wants sports, mainly cricket coverage to reach urban audiences through cable networks, so that it can claim more viewer-ship during the season. Since PTV usually gets terrestrial rights for telecasting cricket matches, it cannot telecast on its satellite beam.

Although the licensing terms of the cable networks specify that they must carry all the national TV channels on their networks, cable operators have been reported to demand money from the newborn channels. There is a prescribed list of channels by the PEMRA.

Statistics available from recent studies show following results that reflect the reach of the various channels.

	Urban	Rural
Geo	48%	7%
ARY	43%	5%
Indus Vision	40%	5%
KTN	34%	6%
Star Plus	47%	6%
Channel 3	68%	36%
PTV (W)	87%	83%
PTV	93%	98%

Advertising revenue

In the year 2004, the total advertising revenue was estimated at Rs 9.9 billion. The share between media was estimated as under:

Print Media	PKR. 4.1 billion
Television	PKR. 4.5 billion
Outdoor media	PKR. 1.1 billion
Radio	PKR. 0.2 billion

Advertising revenue in Pakistan is increasing at almost 10-15% per year.

Overview of resources, platforms and program emphasis:

Pakistani TV channels are heavily focussed on the entertainment and news. The focus on news / current affairs element is also reflective of the gap of credibility and variety in presentation of the current affairs programming that existed before the private channels. As opposed to the private TV channels, PTV still draws heavily on the support of the government from time to time.

The PEMRA is also looking at issuing new licenses for satellite based TV channels. Many newspaper groups have applied for such licenses. But earlier laws did not allow cross ownership of media, but recently the government has introduced amendments in media laws to remove their restriction.

Education TV channels:

One positive step that should be appreciated is that the PEMRA has also given licenses for TV as well as FM Radios to the educational institutions.

Virtual University:

A satellite TV channel license has been awarded to the Virtual University. The driving force behind the concept of Virtual University was that there was lack of IT faculty in particular and other fields in general, at any academic institution in Pakistan. This severely compromised the quality of education being imparted. Virtual University of Pakistan (VU) collects the scattered intellectual resources on a single platform,

and then makes their expertise available to the students across the length and breadth of the country as well as to the students overseas, all at a very affordable cost.

Virtual University has two digital channels VTV1 and VTV2. Transmission design is interspersed with regular lectures, documentaries on diverse subjects by World Wide Federation (WWF); exciting informative programmes in collaboration with *Deutsche Welle* are also integral part of the transmission.

Peshawar University, Islamic University and Punjab University, are operating their own FM radios for relaying lectures and course contents.

Radio:

As is with the Television waves, the government continues to have the largest presence in terms of Radio broadcast. Radio Pakistan, came into existence with the birth of the new nation in 1947. In the year 1972, it was turned into a corporation. The Pakistan Broadcasting Corporation (PBC) Act 1972 assigned the following main objectives to be followed by the organization along with its other public service activities in economic, agricultural, social, political, religious and cultural fields in the format of discussion programs, plays, features, documentaries, audience participated talk shows, and news programmes:

The PBC objectives, as laid down in the PBC Act:

- To provide broadcasting services in the fields of information, education and entertainment through programmes which maintain a proper balance in their subject matter and a high general standard of quality and morality;
- To broadcast programmes to promote Islamic Ideology, national unity and principles of democracy, freedom, equality, tolerance and social justice as enunciated by Islam.
- To reflect the urges and aspiration of the people of Pakistan and promote principles of democracy and culture of freedom and tolerance.
- To present news of events in as factual, accurate and impartial manner as possible and to carry out instructions of Federal Government with regard to general pattern of policies in respect of programmes.
- To broadcast programmes in the External Services to foreign countries with a view to promote friendship and project Pakistan's view point on international issues in true perceptive.

After independence, Radio Pakistan can be credited with developing its own identity. The use of Urdu and 20 regional languages as vehicles of communication enabled it to spread varied information and promote successive governments' own perceptions of nationhood and value system. Commercially sponsored programmes were also designed and broadcast. But the PBC depends heavily on the government subsidy to survive as an organisation.

The PBC's role and reach, however, must be appreciated in a country that is still under-developed, and a sizeable portion of its rural population still does not have access to electricity and other amenities. Radio in these conditions has a vital role to play as a medium of mass information dispersion.

PBC broadcasts its programmes from 22 different cities of Pakistan.

Budding FM culture:

In the mid 1990s first private FM Radio was given license to operate. This license was nationwide and the license holder was allowed to establish stations at all major cities of the country. Later, PBC also launched its own FM network and started competing with the private sector. It is interesting that in 2002 PEMRA announced that it will be giving licenses to private sector FM channels. These licenses were, however, limited to specific districts and PEMRA decided the number of license to be given for a particular area.

The grant of these licenses that has spanned over four phases truly set in motion a dynamic FM culture. Many of these stations though are still finding strategies to survive in a competitive market and earn more

PEMRA, so far, has given licenses to eighty eight (88) FM Radios in Pakistan. Out of these, only 29 are currently broadcasting either a regular or test transmission. Twenty licensees exist that have a frequency to broadcast, but have not begun their test transmission yet for various reasons while currently 39 such licensees do not hold a frequency.

Nine of these licenses have been allocated for educational purposes. Out of these, three are currently on-air, including Punjab University, University of Peshawar and International Islamic University.

Overall Radio Listenership (Criteria: Aged 10+)

• Total	20%
• Regular	06%
• Occasional	14%

FM Listenership

• Total	39%
---------	-----

Channel-wise Listenership

FM 100	37%
FM 101	11%
FM 99	05%

Source: Gallup Pakistan

Wire Services

Wire services in any media environment play a crucial role of feeding the mass media with updated news and pictures. Pakistan's scene on the wire services is very confusing though since out of the four top news agencies one is owned by the government and the other three receive subsidy from the government.

The wire services have to rely on the government subsidy since the normal monthly subscription from the newspapers and other media organisations is very low. Normally the tariff for the service is as low as Rs. 10000/- per month. There are reports that some news agencies resort to selling the service for only Rs. 2000/- per month. It is obvious that these services cannot make enough revenue to sustain at this rate. Also recovering dues from the media organisations is another big challenge.

Associated Press of Pakistan (APP) Corporation

APP is official news agency of Pakistan that is controlled by the Information Ministry. The agency describes its self as following:

"The Associated Press of Pakistan started its life in 1947, with the independence of Pakistan. Initially it was run through a trust, but owing to financial problems, it was taken over by the Government through an Ordinance called; "Associated Press of Pakistan (taking over) Ordinance 1961", on 15th June 1961, to put it on a sound financial footing."

Although at the time of takeover the then government had announced that the agency will be handed over to a trust of employees that never happened.

APP's main role is to report, gather and distribute domestic and foreign news. Besides economic, financial and sports reports, it projects national events. Its charter of functions is to:

APP was made a corporation in 2002, when the military government introduced new media laws just before the general elections.

Online

Online is a news / photo agency of Pakistan. At the time of its launch, this was Pakistan's first bilingual news and photo wire service that claimed to address issues that are neglected by the mainstream media. Agency was also the first modern wire service relying on latest technology. The agency's photo service is more relied upon by the news media than its news service. It has started its weekly publication *Pulse*.

Pakistan Press International

Pakistan Press International (PPI) was the first news agency in the private sector. The company was incorporated and started its operations after the independence of Pakistan. Regardless of the fact that it also received subsidy from the government of Pakistan, it has been respected for its independent status. Till early 1990s this was second largest news agency after the official APP.

News Network International

News Network International was established in 1992, it was the first Urdu language wire service. The agency crated its own space and was soon recognised and subscribed by all the mainstream media.

Internet:

Although a lot of efforts have been made over the last five years or so to increase Internet access in Pakistan but because of very low literacy levels and lower computer ownership, the number of Internet users is at a very minimum level.

	Computer Ownership	Internet Users
• Metros	13%	9%
• Cities	10%	7%
• Towns	5%	3%
• Rurals	2%	1%
• National Avg.	4%	3%

Place of Usage

• Home	35%
• Cafes	30%
• Office/Institution	36%

Cable TV operations in Pakistan

Cable TV was introduced in the country in the year 2000 under licence from the Pakistan Telecommunication Authority (PTA). With the establishment of Pakistan Electronic Media Regulatory Authority (PEMRA) on 1st March 2002, all CTV operations in the country were formally handed over to PEMRA on 15th May 2002.

Official statistics available from PEMRA indicate that there are 1,067 licensed cable operators in Pakistan besides a large network of illegal operators in different parts of the country. The PEMRA has also issued a list of TV channels, the signal of which the cable operators are allowed to distribute to the customers. Cable operators are not allowed to run their own programmes through VCR/DVD channels, however, almost all operators indulge in this practice and also earn advertising revenue, by selling airtime on their networks. Some operators even have indulged in interrupting the feed of popular channels and airing advertisement. Cable operators do not have agreements with channels based outside Pakistan to distribute their signal. Such issues raise Intellectual Property Rights concerns.

Cinema:

Cinema and film making is a dying industry in Pakistan. Over the years, the number of cinema houses in the country has decreased. While there has been very little investment in the way of establishing new cinemas, old cinema house have been converted into shopping malls, wedding halls and other commercial businesses.

Cinema Visitors:

Total	12%
Male	15%
Female	05%

Frequency of Visits:

Once a Month	35%
Less Often	65%

Media laws in Pakistan

Pakistan at the independence in 1947 inherited the laws that were prepared by the British colonial rulers with a mindset to control and subjugate the natives.

Most observers feel that media even after the independence was facing a situation where rulers had a sense of uncertainty about the future and stability of the country on the one hand and their incompetence on the other. Since democracy could not take roots in the earlier years of Pakistan, civil-military establishment perpetuated its own rule and agenda for the country. For the authoritarian rulers, gagging the press became a prime objective.

It is then not surprising that most of the press laws were introduced in the country when it was being ruled by the military rulers. The First law that was introduced on the statue books by a Pakistani ruler was Press and Publication Ordinance 1960, the then Chief Martial Law Administrator General Mohammed Ayub Khan. This law recalled as PPO replaced Press and Registration of Books Act 1861 and Press (Emergency Powers) Act 1931. The Law borrowed a great deal from the repealed laws of the British era. PPO also became a guiding spirit for all the press laws those were then enacted over the course of time. It was amended in 1963 but later in the same year another law was introduced that repealed PPO 1960.

West Pakistan Press and Publications Ordinance 1963 in essence was again a continuation of the past rather it further strengthened the hands of the government. Coupled with other laws, PPP 1963 continued to be a tool in the hands of the successive government till 1988 for stifling the press. The Martial law imposed in 1977, even used other martial law regulations to detain, harass and administer sentences like public lashing for the journalists.

Pakistani journalists struggled for 25 years to get the PPO 1963 repealed and to replace it with a more media friendly law. It was finally repealed in 1988 and a new law Printing Presses and Publications Ordinance 1988 was enacted. The new law was much more media friendly and accommodated a number of points that had been raised over the years against its predecessor.

The 1988 law can be credited with creating a legal environment in which print media started to expand and the growth in the number of print publications in part can be attributed to that law. This law continued to be re-enacted through ordinances till the year 2002. By 1997, Pakistan media had started to question some provisions of the

law and was of the opinion that it was still insufficient and restrictive in its approach. In the year 2002, after three years in power and close to the general elections that were to reintroduce civil structures of governance, the military government laid down a number of laws that now regulate the media.

The three-year military rule since 1999 was full of official claims that the press was free and independent. There was some credence to such claims since the military regime remained more tolerant to criticism than many of its predecessors in uniform and sometimes even the elected civilian governments. Print media in particular criticized the military regime whether it was the conduct of the referendum, its economic policy or its warming up of relations with the United States in the aftermath of 9/11. Despite this track record, the enactment of new laws in 2002 by the military government that now regulate the media, have once again created more fears instead of facilitating the vibrancy of the Pakistani media.

Current Set of Laws

Freedom of Information Ordinance-2002

The Freedom of Information Ordinance introduced in 2002 contains some positive features acknowledging citizens right to know. However, the 21-day time frame for the release of information and the inclusion of courts and tribunals, among those required to disclose information mar its true spirit. Large amounts of information are also not subject to disclosure under the Ordinance, largely undermining the public's right to know. Instead of applying to all records held by public bodies, the Ordinance provides a, restrictive list of public records subject to disclosure.

The Press Council Ordinance 2002

The idea of a press council was not new to the Pakistani media scene. A press council was indeed formed in 1983 during General Zia's military rule but it never functioned properly and faded into history. Question of regulation of the media through such a council remained a subject of intense debate within the media. In 1990's in fact it had led to split within the printers / publishers and editors of the Pakistani media in 1990. In 1997 this debate re-emerged after the two groups reconciled their differences. But no consensus could be developed on the composition of the council.

In 2002, the government introduced the Press Council Ordinance saying it was brought in meant to maintain the professional standards of all journalists, to help maintain the independence of the media and to monitor and review national developments that might have impact on the free flow of information. The Ordinance includes a complaints mechanism, allowing members of the public to submit to the Council complaints regarding an Ethical Code of Practice, which is set out in the Schedule to the Press Council Ordinance. The Council also has jurisdiction to hear complaints lodged by the media against government authorities who restrict the freeflow of information.

The purpose of the Ethical Code of Practice, as stated in the preamble, is to allow the press to function "in accordance with the canons of decency, principles of

professional conduct and precepts of freedom and responsibility, to serve the public interest by ensuring an unobstructed flow of news and views to the people envisaging that honesty, accuracy, objectivity and fairness shall be the guidelines for the press while serving the public interest".

Pakistan's working journalists have opposed the council and have been critical of its formation and functions. Rarely, democratic countries have such statutory structures to regulate the print media. Civil society groups have criticized it with a view that such laws are only meant to legitimise the state controls over the press under the garb of giving representation to the press representatives on such bodies. The council has not been formed since the passing of the ordinance because of media bodies' reluctance to validate any such regulatory mechanism.

Ethical Code of Practice

An Ethical Code of Practice is formulated as under for the press for the purpose of its functioning in accordance with the canons of decency, principles of professional conduct and precepts of freedom and responsibility to serve the public interest by ensuring an unobstructed flow of news and views to the people envisaging that honesty, accuracy, objectivity and fairness shall be the guidelines for the press while serving the public interest in any form of publication such as news items, articles, editorials, features, cartoons, illustrations, photographs and advertisements: etc.-

- (1) The press shall strive to uphold standards of morality and must avoid plagiarism and publication of slanderous and libellous material.
- (2) The press shall strive to publish and disclose all essential and relevant facts and ensure that the information it disseminates is fair and accurate.
- (3) The press shall avoid biased reporting or publication of unverified material, and avoid the expression of comments and conjecture as established fact. Generalization based on the behaviour of an individual or a small number of individuals will be termed unethical.
- (4) The press shall respect the privacy of individuals and shall do nothing which tantamount to an intrusion into private, family life and home.
- (5) Rumours and unconfirmed reports shall be avoided and if at all published shall be identified as such.
- (6) The information, including picture, disseminated shall be true and accurate.
- (7) The press shall avoid originating, printing, publishing and disseminating any material, which encourages or incites discrimination or hatred on grounds of race, religion, caste, sect, nationality, ethnicity, gender, disability, illness, or age, of an individual or group.
- (8) The press shall not lend itself to the projection of crime as heroic and the criminals as heroes.

(9) The press shall avoid printing, publishing or disseminating any material, which may bring into contempt Pakistan or its people or tends to undermine its sovereignty or integrity as an independent country.

(10) The press shall not publish or disseminate any material or expression, which is violative of Article 19 of the Constitution of the Islamic Republic of Pakistan.

(11) The press shall rectify promptly any harmful inaccuracies, ensure that corrections and apologies receive due prominence and afford the right of reply to persons criticised or commented upon when the issue is of sufficient importance.

(12) While reporting on medical issues, care must be taken to avoid sensationalism, which could arouse baseless fears or false hopes in the readers. Early research finding should not be presented as though they were conclusive or almost conclusive.

(13) Sensationalism of violence and brutalities shall be avoided. Pill reporting shall be accurate, particularly when court proceedings are covered and an accused person must not be presented as guilty before judgement has been pronounced.

(14) In the cases of sexual offences and heinous crime against children, juveniles and women, names and identifying photographs shall not be published.

(15) Confidentiality agreed upon at briefings and background interviews must be observed.

(16) The press while publishing findings of opinion and surveys shall indicate the matter of people, geographical area on which the polls and surveys were conducted, and the identity of the poll-sponsor.

(17) Any kind of privilege or inducement, financial or otherwise, which is likely to create conflict of interest and any inducement offered to influence the performance of professional duties, and is not compatible with the concept of a reputable, independent and responsible press must be avoided.

The Registration Ordinance 2002

It was also a part of the set of press laws that the military government enacted. This ordinance requires all books, pamphlets and single sheet publications as well as all news agencies, newspapers and periodicals to register with the local or provincial 'authorities. Additionally, all books and newspapers must bear publication data, all printing presses have to be registered and free copies of all publications, must be delivered to the authorities. Failure to register or to provide correct details is punishable, with a monetary fine as well as imprisonment (up to six months).

In addition to the registration as an entity, newspapers are also required to register an individual as 'Page-in-charge' who will, 'in the supervision and superintendence of editor be responsible for checking the contents of the pages and ensure due satisfaction over the material sent to the printer and publisher for publication.'

Under Part III of the Ordinance, all publishers are under an obligation to deliver copies of their publications the central authorities. One copy of every book printed is to be delivered, to the local Information Department.

The Ordinance restricts foreign ownership of the print media to no more than 25% of the total proprietary interest. Section 7 restricts all ownership, publishing, printing and editing of newspapers to individuals aged 18 years and above.

The Defamation Ordinance

The most stringent of all the press related laws is the Defamation Ordinance. The intention was to make it even tougher but resistance by the press resulted into some respite. It applies to defamatory publications published, orally or by print, broadcast or Internet media, and defines 'defamation' as any wrongful act or publication or circulation of a false statement or representation made orally or in written or visual form which injures the reputation of a person, tends to lower him in the estimation of others or tends to reduce him to ridicule, unjust criticism, dislike, contempt or hatred".

In terms of remedies, Section 9 provides that compensatory damages may be ordered with a minimum of 50,000 Rupees (around US\$900) or three months imprisonment in addition to any special damage that has been incurred by the plaintiff. "Court may also order an apology to be made and published."

Pakistan Electronic Media Regulatory Authority (PEMRA)

By late 1990s, Pakistan's establishment had come to realise that to counter the cultural threat imposed by the Hindi channels available through satellite receivers, it needed to encourage private TV networks since the state owned PTV was failing to attract audiences who wanted more openness both in terms of entertainment and current affairs. This led to the promulgation of an ordinance in 1997 to set up a regulator for the electronic media. The ordinance provided for the appointment, by the president, of a chairman, who had to be a retired judge of the Supreme Court, and six members, including the Information and Communications Secretaries and four representatives of the public who had an acknowledged record of work in the fields of radio, television, print media and/or public service. However, the then government could not institute the regulatory authority.

After the military coup of 1999, General Pervez Musharraf took over as the chief executive of the country. He was favourably disposed to the idea of allowing private TV channels, as one of his initial advisors like Javaid Jabbar were ardent supporters of freeing the media. Federal Cabinet in January 2002 formally approved the text of an Ordinance to create an autonomous regulatory authority for independent electronic media. Initiated in April 2000 as Regulatory Authority for Media Broadcast Organisations (RAMBO), it was later renamed the Pakistan Electronic Media Regulatory Authority (PEMRA). PEMRA was established on March 01, 2002

through an Ordinance to induct and facilitate the private sector into the field of electronic media.

PEMRA, initially, was placed under the direct control of the Ministry of Information and Broadcasting, raising serious concerns whether this would allow it to function as neutral regulator or it would become another mean for the Ministry of Information to safeguard the interest of the state owned PTV and PBC. However, later, the authority in terms of its administrative hierarchy was placed under the Establishment Division. The PTV and the PBC, however, continue to be outside the regulatory jurisdiction of the PEMRA.

PEMRA has been mandated to:

Improve the standards of information, education and entertainment.
Enlarge the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest.

Facilitate the devolution of responsibility and power to the grass-roots by improving the access of the people to mass media at the local and community level; and Ensure accountability, transparency and good governance by optimizing the free flow of information;

In the year 2005, government proposed to introduce some amendments in the PEMRA ordinance. These amendments have raised some questions about the sincerity of the government in terms of allowing the due freedom to the emerging independent electronic media. While there cannot be any debate on the need to have a regulatory body for electronic media, but what kind of discretionary powers it may have and whether all stakeholders were consulted before instituting the law, call for close scrutiny.

PEMRA structure

The ordinance provides the following

- (1) The Authority shall consist of a Chairman and nine members to be appointed by the President of Pakistan.
- (2) The Chairman of the Authority shall be an eminent professional of known integrity and competence having substantial experience in media, business, management, finance, economics or law.
- (3) Out of nine members one shall be appointed by the Federal Government on full time basis and five shall be eminent citizens chosen to ensure representation of all provinces with expertise in one or more of the following fields: media, law, human rights, and social service. Of the five members from the general public, two members shall be women.
- (4) Secretary, Ministry of Information and Media Development, Secretary, Interior Division and Chairman, Pakistan Telecommunication Authority shall be the ex officio members.

Who runs Pakistani media?

Profiles of major media houses:

Jang group of Publications

Jang has the distinction of being the largest media group in the country. Group's flagship publication is an Urdu Daily *Jang* printed from six stations- Lahore, Karachi, Rawalpindi, Quetta, Multan and London. The group also publishes arguably the second largest English newspaper *The News*. Besides that the group publishes *Daily Awaz*, *Daily News* (an English language evening paper), *Mag* (English weekly), and *Akhbar-e-Jehan* (Urdu weekly).

The group was established by Mir Khalil -ur- Rehman when he started publishing the newspaper *Jang* from Delhi before Pakistan was created in 1947. He shifted his newspaper to Pakistan after independence and started to publish it from Karachi.

The most well placed private satellite television network GEO is also owned and backed by the group.

In policy terms, *Jang* group usually tries to keep all key influencers whether state actors or non-state actors are happy or dismayed. Its English publications though take somewhat critical view of the things but the Urdu publications usually are mild in their approach.

Pakistan Herald Publications.

Daily *DAWN* is published by the Pakistan Herald Publications (Pvt.) Limited founded by the Quaid-e-Azam, Mohammad Ali Jinnah, the father of the nation. The group began its publication, the *DAWN* newspaper, in 1947 immediately after independence and has ever since expanded its base from a single to an array of publications catering to varying interest of readers as well as advertisers. The PHPL, in addition to *DAWN*- published from Karachi, Lahore and Islamabad also publishes the *STAR* (an English language evening paper), *HERALD* (a monthly current affairs magazine), *SPIDER* (a monthly Internet magazine) and *AURORA* (a marketing and advertising based bi-monthly magazine). The Group is also a pioneer in electronic publishing.

Dawn is respected for its credibility independence and neutrality.

Nawa-e-Waqt group of Publication

Nawa-e-Waqt group of publications was also established before Pakistan came into being. Starting from Lahore the group then expanded to other parts of Pakistan. Its Urdu daily *Nawa-e-Waqt* is published from Lahore, Multan, Islamabad and Karachi. An English daily *The Nation* is published from Karachi, Lahore and Islamabad. The group also publishes a weekly magazine "Family" another weekly with political content "*Nida-e-Millat*" and a magazine for kids "*Phool*".

Nawa-e-Waqt has enjoyed the position of the second largest Urdu newspaper for a considerable time but with the emergence of Urdu Newspapers *Khabrain* and *Express*, this position has been threatened. The newspaper group has always been identified as a conservative establishment that associates itself with the classical definition of 'Ideology of Pakistan'. This group also is interested in launching a WAQT TV network.

Liberty Papers Limited

Liberty Group of Newspapers Limited, the publishers of Urdu newspaper *Khabrain*, entered the market in 1992 as a very unique experiment in Pakistan. The company had 800 shareholders from all over Pakistan and some of these investors joined the venture with very small contributions. The company however proved very successful and currently *Khabrain* that started its publication simultaneously from Lahore and Islamabad is also published from Multan, Karachi and Peshawar, Hyderabad, Sukkur and Muzaffarabad. The edition from Sukkur is in Sindhi language and is known as *Khabroon*. From Lahore its also brings out a Punjabi daily "*Khabraan*". An evening newspaper "*Naya Akhbar*" in Urdu is also published.

The group has recently launched its English newspaper *The Post* from Lahore and Islamabad. The group also is planning to launch its TV network in near future. The group already produces and markets a programme on PTV World as *Kissan Time* aimed at farmers and agricultural communities. In terms of policy the group has avowed objectives to fight against oppression and help the poor and the helpless by raising their issues.

Daily Times

Though exactly not a group of publications but the major investors of the group have interests in other media. The English daily itself appeared in the year 2003. But the editor of the newspaper already was publishing an established and popular English weekly, *The Friday Times*.

The publisher Mr. Salman Taseer has also launched a satellite TV channel, *Business Plus*. The newspaper itself can be described as liberal in its approach that openly expresses its criticism of the religious right. It supports or opposes the government on the basis of its own assessments of the situation. *Daily Times* is published from Lahore and Karachi.

Kawish Group of Newspapers

The group publishes the largest circulated Sindhi newspaper, *Kawish* from

Hyderabad. The newspaper in the Sindhi speaking areas of the province is read more than the largest Urdu Newspaper *Jang*.

The group also runs a Sindhi language TV network, Kawish Television Network that is very popular in its area of influence.

Century Publications

The publication house is backed by a large industrial group of the country. It publishes Urdu Daily *Express* from 8 stations in Pakistan simultaneously. These stations are Islamabad, Karachi, Lahore, Peshawar, Multan, Faisalabad, Gujranwala and Sargodha. The family that owns Century Publications is also planning to launch a TV network.

War for wages

It is a well-known fact that most of the media workers remain under paid in Pakistan.

Efforts on the part of the government to regulate the wages that are paid to the media workers have met stiff resistance by employers. There exists a law called Newspapers Employees (Conditions of Service) Act 1973, under which the Federal government is authorised to constitute a Wage Board headed by a judge of the higher court to determine the minimum wages that should be paid to the newspaper employees.

Officially, Seven Wage Board Awards have been announced so far for the print media. However, publishers and owners of the newspapers are reluctant to implement the award under the pretext that it even asks them to apply the award on the non-journalistic staff of the newspapers. They claim that it could prove a financial death knell for them. The apex organisations like Pakistan Federal Union of Journalists (PFUJ) however insist that this is only an excuse and in fact the number of non-journalistic staff is too low in newspaper to make any major impact.

To circumvent the implementation of Wage Board Award, the newspaper owners prefer employing contract employees who do not have any job security. The emerging TV channels also are hiring journalists on contract basis, raising serious concerns on the pay structures in the industry.

On the other hand journalists in Pakistan are a community that are pampered by the government. The journalists working in the major urban centres that are mostly favoured and it is not unusual for the government to announce special quotas for them in housing schemes. Similarly, they enjoy concessions in rail travel and air travel.

**Who Influences: Official or non-official media?
Government media machinery**

Information and broadcasting sector has a large presence of the government and government owned media organisations. In the past government of Pakistan also owned English and Urdu newspapers. But these could not be sustained due to inefficiency and high running costs. A well known newspaper *Amrooz* could not continue publishing due to financial constraints. *Mashriq*, another important Urdu publication was privatised and now is being brought out by different owners from different stations. *The Pakistan Times* that remained a well-respected newspaper till it started to become a government mouth organ was also sold out to Jang group of Publications. The newspaper is published in small quantity and exists now as a dummy publication.

In the electronic media however government continues to hold its interests. Pakistan Television Corporation and Pakistan Broadcasting Corporation are owned and backed by the government at taxpayer's expense.

The major institutional players and their main actors are identified as below.

Federal Ministry for Information and Broadcasting

The ministry plays the policy planning and execution role for the government's information policy. The ministry is headed by a Federal Secretary, who is supervised by a Federal Minister.

Secretary in his official capacity also holds following positions

- Chairman, Board of Directors, PTV.
- Chairman, Board of Directors, APP
- Chairman Board of Directors, Shalimar Television Network (STN)
- Chairman Board of Directors, Pakistan Broadcasting Corporation
- Member, Pakistan Electronic Media Regulatory Authority

The Ministry has two wings that are called:

Internal Publicity Wing

The wing reviews and monitors government's image in the domestic arena and

suggests strategies for implementation. Press Information Department is the execution wing for domestic publicity.

External Publicity Wing

The wing serves as the centre point for reviewing the foreign media and Pakistan's presence there. The strategies and tasks decided by the wing are executed through the Foreign Office and the Press Secretaries in the Pakistan embassies / High Commissions abroad.

Press Information Department (PID)

The Press Information Department (PID) is a sort of the execution arm of the ministry that largely deals with day-to-day media handling and government advertisement budgets for the print media. Principal Information Officer (PIO) heads the department. It is this department, which has control over advertisement budget of the government departments. Government departments send their advertisement requirements to PID and this department decides which media to be given that advertisement.

The government has a control over large chunk of advertisements and often uses it as leverage over the print media, most of which relies on government advertisements for survival. It is not unusual to see that many times government uses this muscle to get media to fall in line with its policy.

Federal PID then goes down the provincial level with representation at each provincial headquarters.

Each provincial government has its own information set up that goes down to the district level. The district level set up works to promote the image of the government in local publications and provide support when higher ups visit that particular district. The district office is manned by an information officer and is supported by three to four other staff members.

Inter Services Public Relations (ISPR)

Inter Services Public Relations directorate is the public face / media wing of the Armed Forces of Pakistan. It functions as the office that interacts with the media on behalf of the armed forces. It also wields enormous influence on the media functioning in Pakistan. The department has its own media monitoring system and intervenes in any media matters that involve the question of the image of the armed forces.

Media Organisations

All Pakistan Newspaper Society

The All Pakistan Newspapers Society is a premier body of newspapers publishers, which has been headed by some of the well known publishers/ owners of print media in Pakistan.

The Pakistan Newspapers Society, a precursor to the APNS, was established in 1950, primarily due to the efforts of the late M/S Hameed Nizami and Hamid Mahmood. It functioned for some years but could not receive much support or recognition either from the publishers and advertising agencies in general and the authorities in power in particular. Publishers' organizations also functioned in former East Pakistan (now Bangladesh) and Karachi but these provincial bodies could not effectively represent the interests of the newspaper industry.

In the year 1953, it was decided to form the All Pakistan Newspapers Society, merging all the existing groups of publishers. It was also decided to establish the headquarters of this organization at Karachi, at that time the majority of the major publications originated from there. The society took some time to be organized on professional basis. The organization expanded rapidly with the inclusion of new members from all over the country and was soon able to call itself the All Pakistan Newspapers Society.

The APNS provides a platform to newspaper owners to watch over, protect, preserve and promote the rights and interests of the newspaper industry on matters directly or indirectly affecting their rights and interests.

The APNS has also been very active in handling the problems faced by its member's vis-à-vis the provincial and central governments relating to advertisements, clearance of dues, taxes and duties and newsprint. It became a force to be reckoned with in the publishing and advertising world and laid down rules of conduct for member publications as well as the advertising agencies.

The Society's objectives also include: to encourage, promote and develop the science and art of journalism and newspaper industry. The APNS instituted advertising awards, in 1981, in various categories to promote advertising, particularly designing and copy writing, giving a big fillip to advertising profession in Pakistan. Subsequently the Journalist Awards were launched in 1982. The awards ceremonies are being regularly held since 1981.

The APNS has extended its protective umbrella to publications from small towns and also to the regional language press that had enhanced the representative character of the Society. Over the years the APNS has grown into a true representative body of newspapers and magazines all over the country. In 1971 there were 41 publications on the roll of the Society whereas in 2003 the number rose to 262.

Council of Pakistan Newspaper Editors (CPNE)

The CPNE was established in 1995 and amongst its founding fathers were many big names of Pakistani print media at that time. As the name suggests this platform is for the editors of the newspapers. Since most of the publishers or owners of the newspapers are themselves editors, therefore this council is also dominated by owners/publishers.

CPNE also pledges to uphold press freedom and seek the withdrawal of all laws and government restrictions that impede Press Freedom in Pakistan.

The Council has waged successful struggle against PPO 1963 that remained the operative law regulating print media in Pakistan till mid 80s.

CPNE in 1983 also adopted a Press Code of Ethics that laid down the norms for the press for the next decade. The council suffered a division in 1993 but soon overcame internal strife and unity was re-established.

Pakistan Federal Union of Journalists (PFUJ)

Pakistan Federal Union of Journalists was established in the year 1952. Since then it has been at the fore front of the struggle for a free press and improvement of working conditions of journalists. PFUJ was established with the objectives of providing a collective platform for the working journalists.

Pakistan Federal Union of Journalists (Dastoor Group)

In the year 1978, around two hundred journalists were sent behind the bars by the military ruler General Zia ul Haq, for demanding freedom of expression and opposing the military regime. Pakistan Federal Union of Journalists at that time was

at the fore front of the struggle. A group of journalists at that time disassociated themselves from the main body on the pretext that then leadership was not following the constitution of the Union and was indulging into politics. Since then the group is recognised as a separate entity of journalists. While PFUJ was recognised mostly with left, liberal politics, PFUJ (Dastoor Group) was identified with right wing politics.

Press Clubs

Almost every district of the country has a designated place known as the press club. But press clubs in large media centres are quite strong and often are able to receive funds from government. While in Karachi, Lahore, Peshawar and Quetta, the press clubs are recognised almost by all, in Rawalpindi-Islamabad, Journalists belonging to PFUJ have abandoned Rawalpindi Press Club and established their own press Club in Islamabad. On the other hand, Rawalpindi Press Club (that is normally dominated by Dastoor group) has established a press club in the capital. Rawalpindi and Islamabad thus have three places known as press clubs.

National Bureau of Reconstruction in one of its reports has claimed that there are 260 press clubs in Pakistan.

Media related NGOs

There have been numerous initiatives by civil society organisations to work in the realm of media. These organisation on the one hand worked on increasing skills and capacity of the media workers and on the other brought into focus issues like press freedom, ethics of journalism and working environment including wages for the media workers.

Brief profiles of some of these organisations are given hereunder.

Internews

An international non-government organization operational in over 40 countries, Internews supports open media worldwide. Internews Pakistan is training radio journalists and station managers in the standards and practices of professional journalism and assisting journalism curriculum development. It is also lobbying for media law and policy development for fostering a vigorous and diverse mass media as an essential cornerstone of a progressive society.

Internews network is implementing a media assistance program in Pakistan, through which it is supporting the fledgling non-government radio stations and other media-representative bodies with technical, editorial and management training.

Pakistan Press Foundation (PPF)

Pakistan Press Foundation (PPF) is an independent media research, documentation and training centre working to promote and defend freedom of press. The foundation has been established with the objectives; to help raise the standards of journalism particularly of the vernacular and regional press, to promote and defend freedom of expression in Pakistan and internationally, to encourage research on mass communication in Pakistan, to promote through the media, greater awareness of social and development issues. The foundation conducts seminars and workshops on issues in mass communication, imparts training to journalists and develops training materials.

South Asia Free Media Association (SAFMA)

South Asia is a region that is home to many interstate conflicts some of which have led to wars. SAFMA was established as a platform for the interaction between media from across South Asia. The organisation believes that increasing interaction between the media practitioners across borders would help generate an environment that would have better press freedom and that would facilitate media to play its role in resolving conflicts and address common issues confronting the countries in the region. The platform has held many conferences participated by editors, parliamentarians and bureaucrats from all countries of the South Asia.

Citizen Media Commission

In December 1997 a small group of concerned citizens met in Islamabad and formed the Citizens' Media Commission of Pakistan with the former Chief Justice of Pakistan Dr. Nasim Hasan Shah as Chairman and Mr. Javed Jabbar, former Information Minister of Pakistan, as Convenor. The aim was to enhance citizens' capacity to effectively address their relationship with media for the goal of building a just and equitable global society. From 1998 to 2004, the Commission has functioned as an informal body, which has nevertheless functioned as an advocacy group and has focused on observing 14th February of each year as "electronic media freedom day". It has also published three monographs on media and has monitored media issues.

International Days Related To Press and Information

3 rd May	World Press Freedom Day
24 th October	World Development Information Day
21 st November	World Television Day
17 th May	World Telecommunication Day
28 th September	Right to Know Day

World Press Freedom Day

The UN General Assembly in 1993 declared 3 May as World Press Freedom Day (decision 48/432 of 20 December). This action stemmed from the UNESCO General Conference, which, by a 1991 resolution on "Promotion of Press freedom in the World", had recognized that a free, pluralistic, and independent press was an essential component of any democratic society. The General Conference had transmitted to the General Assembly the wish of UNESCO member states to have 3 May declared "International Press Freedom Day".

That day commemorates the Windhoek Declaration on Promoting an Independent and Pluralistic African Press, adopted on 3 May 1991 by the Seminar on Promoting an Independent and Pluralistic African Press, organized by UNESCO and the United Nations in Windhoek, Namibia.

World Development Information Day

The UN General Assembly in 1972 instituted World Development Information Day to draw the attention of world public opinion to development problems and the need to strengthen international cooperation to solve them (resolution 3038 (XXVII)). The Assembly decided that the date for the Day should coincide in principle with United Nations Day, 24 October, which was also the date of the adoption, in 1970, of the International Development Strategy for the second United Nations Development Decade. The Assembly felt that improving the dissemination of information and the mobilization of public opinion, particularly among young people, would lead to

greater awareness of the problems of development, thus, promoting efforts in the sphere of international cooperation for development.

World Television Day

In 1996, the UN General Assembly proclaimed 21 November as World Television Day, commemorating the date on which, in 1961, the first World Television Forum was held at United Nations. States were invited to observe the Day by encouraging global exchanges of television programmes focusing on the issues such as peace, security, economic and social development, and the enhancement of cultural exchanges (resolution 51/205 of 17 December).

World Telecommunication Day

World Telecommunication Day commemorates the founding in 1865 of the International Telecommunication Union, a specialized telecommunication agency for the United Nations. The objective of celebrating the World Telecom Day is to upgrade the public's awareness of the important roles played by telecommunication in the social welfare and socio-economic development of a country. It also aims at working towards greater exchange of information and better understanding, thus fostering greater communication between different peoples.

Right to Know Day

On 28 September 2002, freedom of information organizations from various countries around the globe meeting in Sofia, Bulgaria, created a network of Freedom of Information Advocates (FOIA Network) and agreed to collaborate in promotion of the individuals right of access to information.

The group of FOI Advocates also proposed that 28 September be nominated as international "Right to Know Day" in order to symbolize the global movement for promotion of the right to information. The aim of having a Right to Know Day is to raise awareness of the right to information.