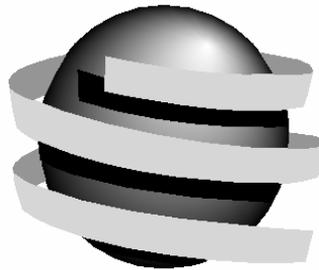


Author's Name:	Ivan Sigal, Adnan Rehmat
Descriptive Title:	Developing Open Media in Pakistan
Program, Activity, or Project Number:	None specified.
Strategic Objective Number:	4.0 More Participatory, Representative and Accountable Democracy in Pakistan
Sponsoring USAID office and contract or agreement number:	USAID/Pakistan Cooperative Agreement #391-A-00-03-01002-05
Contractors Name:	Internews Network
Date of Publication:	20FEB06
Indication of procurement sensitive information appropriate:	



INTERNEWS

ANNUAL/FINAL REPORT

Developing Open Media in Pakistan

Adnan Rehmat, Country Director
 #6-B Street 31 Sector F-7/1 Islamabad-44000 Pakistan
 Ph: +92-51-2877984
adnan@internews.org

Ivan Sigal, Regional Director
 17th Floor Maneeya Center, 518/5 Ploenchit Road
 Patumwan Bangkok-10330 Thailand
 Ph: +66-2-6520642
sigal@internews.org

Don Allen, Administrative Director
 P O Box 4448 Arcata, CA 95518-4448
don@internews.org

Table of Contents

EXECUTIVE SUMMARY	3
PROJECT RESULTS	5
COMPONENT 1: DEVELOPING THE BROADCAST MEDIA LAW AND REGULATORY ENVIRONMENT	7
<i>Legal counseling for broadcasters</i>	7
<i>Advising parliament on reforms to broadcast law</i>	7
<i>Creating a friends-of-the-media caucus in parliament</i>	9
<i>Facilitating Association of Broadcasters</i>	10
<i>Informing and educating stakeholders on media trends</i>	11
<i>Pakistan's first university-level course on media laws</i>	11
<i>Improving access to media resources online</i>	12
COMPONENT 2: IMPROVED AND EXPANDED RADIO JOURNALISM AND BROADCAST EDUCATION	13
<i>Student journalism training and education</i>	13
<i>Pak-Afghan cross-border radio management training</i>	14
<i>Training for professional radio producers</i>	14
COMPONENT 3: EXPANDED GENDER DIVERSITY IN RADIO JOURNALISM AND PROGRAMMING	16
<i>Building Pakistan first women's radio station</i>	16
HOW THIS PROGRAM ASSISTED USAID IN MEETING STATED OBJECTIVES	18
SUCCESS STORIES	20
PROBLEMS AND HOW THEY WERE OVERCOME	23
ADDITIONAL ACTIVITIES	24

GENERAL INFORMATION

USAID awarded the one-year (August 1, 2004 to July 31, 2005), \$848,000 project “Strengthening Independent Broadcast Media in Pakistan, Phase II” to Internews on 30 September 2004. This project was a cost extension to the \$1 million project “Developing Independent Media in Pakistan” was awarded by USAID on 9 April 2003. Activities conducted under that phase of the grant were reported in the Annual Report “Developing Open Media in Pakistan,” submitted October 29, 2004.

The goal of the project was to develop diverse and socially responsible media in the interests of reducing extremist sentiment and reinforcing democratic reforms in Pakistan, including in the tribal areas along the border with Afghanistan. This meant consolidating gains made by Internews in its first year of operation by continuing to engage with the radio sector and helping to build the capacity of universities offering broadcast journalism. These activities supported USAID Strategic Objective 4.0: “*More Participatory, Representative and Accountable Democracy in Pakistan.*” The relevant intermediate result was IR 4.2: “*Greater Civil society, media and political party engagement in policy dialogue.*”

EXECUTIVE SUMMARY

USAID awarded Internews Network \$848,000 for one year (August 1, 2004 to July 31, 2005) and awarded a no-cost extension for the period August 1, 2005 to October 31, 2005) to expand and continue its media development activities in Pakistan. The activities of the project responded to transformative changes in Pakistani media policies that have allowed for private ownership of radio and television. This change created the first opportunity for over 150 million Pakistanis – a large number of them illiterate – to have access to alternative and independent means of information.

To support the development of radio journalism and production, Internews continued with the successful pattern established in its first year of operations in Pakistan and for a second year running provided technical, journalism, management, and legal assistance to the growing private radio sector.

In the media law and policy component, Internews worked with the national legislators to raise awareness about the need to reform media laws. The Friends of Media Parliamentarians Group was formed to provide a platform for media and legislators to discuss common issues. The parliament directed the Pakistan Electronic Media regulatory Authority (PEMRA) to seek Internews advice to conform its proposed changes to the national broadcast to international best practices.

Internews also worked with the emerging broadcasters to assist them in formally organizing themselves into a union to effectively advocate for improved media environment. The media lawyers at Internews provided a unique resource to the emerging broadcast industry as the only specialists in media law in the country. As they did throughout their first year, the legal team

provided educational and practical resources to new radio and television licensees and conducted regional seminars in cities where new community radio and television stations are located. With the help of a media monitoring unit, they also developed databases on the radio and television markets and monitored developments in media law and freedom of expression issues.

Key accomplishments of the project included the following:

- Peshawar University Broadcast Academy (PUBA) set up at Peshawar University to serve as a center of excellence for media training. The Academy is providing journalism and management training for Pakistani media professionals, students of the university, and Afghan journalists. Over 180 participants have been trained in the academy so far.
- Peshawar University Production Unit set up. The unit is producing three weekly radio magazine programs. These include a women's program and a student's program (under this project) and a cross-border program produced by working journalists (under a separate project). These are being broadcast on the university's radio station as well as stations throughout North West Frontier Province (NWFP) and listener's groups in the tribal areas.
- Women's Broadcast Media Center set up at Fatima Jinnah Women University (FJWU) – Pakistan's first university-based women's broadcast media center and radio station. The center is providing training for women pursuing careers in media.
- *Meri Awaz Suno* – Pakistan's first all-women's radio production center, set up with USAID funding in 2003, relocated to FJWU following a successful year of development at a non-governmental organization, the Uks Foundation. The move provided an institutional home for the program and a long-lasting resource for the university. The *Meri Awaz Suno* team became a training resource for the communications program at FJWU. A total of 60 hours of programming was targeted but 180 hours was produced.
- Women's Radio Program at campus radio Peshawar University, Peshawar – Based on the success of *Meri Awaz Suno*, a Pashto-language women's radio program, *Hawa Aur Doonya* [Women and the World] was launched at the campus radio. The program deals with the unique issues facing women in the NWFP and the tribal areas. A total of six hours of programming was targeted but 7.5 hours was produced.
- Formation of the Association of Independent Radio (AIR), the representative organization for the radio industry to aid the emerging broadcasters to further advocacy for fair media regulations.

- Formation of the Friends of Media Parliamentarians Group, an association of bipartisan legislators that provides a forum for media and legislators to interact, consult and cooperate on reforming media laws and strengthen freedom of expression.
- Created Pakistan’s first university-level certificate course on media laws for the International Islamic University, Islamabad designed to create a cadre of specialists in media laws to cater to a requirement to legally service the burgeoning media industry in the country.
- Successfully advocated for rejection of controversial changes to the national broadcast law by the upper house of Pakistan’s bicameral parliament without first consulting stakeholders. Eighty of 100 senators – a record in Pakistan’s parliamentary history – signed a resolution accepting Internews position.
- Published five quarterly Media Law Bulletins (over 2,500 copies) and four quarterly Pakistan Media Reviews (over 400 copies) and distributed among stakeholders and policymakers.

PROJECT RESULTS

The project had the following three components:

Developing the Broadcast Media Law and Regulatory Environment

Under this component, Internews media lawyers, specially trained during the first year of the program, provided educational and practical resources to new private radio stations, including legal counseling. They also produced educational materials including a series of quarterly Media Law Bulletins that showcased the fast-paced changes in the developments in the media realm. The lawyers also worked with the emerging broadcasters to facilitate a creation of an association of broadcasters and advocated for national parliament to set up an institutional forum to debate and support an improved media environment in the country that can facilitate freedom of expression.

Improved and Expanded Radio Journalism and Broadcast Education

Under this component, Internews conducted nationwide training in news and information production for radio stations. To do so, Internews set up a broadcast academy and a radio production unit at Peshawar University to provide a newsroom environment for journalism students to prepare them to service the emerging broadcast industry. The students learned to produce news and information based programming at the campus radio station as part of the program to improve radio journalism.

Expanded Gender Diversity in Radio Journalism and Programming

Under this component, Internews continued producing a syndicated news and information radio program titled *Meri Awaz Suno* (Hear My Voice) featuring women as both producers and subjects of investigative and informational radio programming, with emphasis on gender and health issues. Internews distributed the program to the new private sector radio stations and in total, 14 FM radio stations across the country aired the program. Internews also created and supported the production of *Hawa Aur Doonya* [Women and the World], a Pashto-language program produced by women students of the Peshawar University. The program is played on campus radio.

The **goal** of this project was to develop diverse and socially responsible media in the interests of reducing extremist sentiment and reinforcing democratic reforms in Pakistan, including in the tribal areas along the border with Afghanistan. This means consolidating gains made by Internews in its first year of operation by continuing to engage with the radio sector and helping to build the capacity of universities offering broadcast journalism.

Summary of Planned Activities for the Project Duration

Developing the Broadcast Media Law and Regulatory Environment

- Set up a Media Monitoring Unit (MMU) at the Internews office.
- Facilitate FM radio broadcasters to form an association.
- Working with media and legal communities to develop relationships.
- Counseling radio stations and TV channels on media laws and regulatory process.
- Facilitating PEMRA and FAB to improve regulatory environment.
- Working with legislators to improve media freedoms.

Improved and Expanded Radio Journalism and Broadcast Education

- Establish training programs for radio professionals to be conducted at Fatima Jinnah Women University and Peshawar University.
- Introduce a 10-week radio journalism course at Fatima Jinnah Women University.
- Set up production unit at Peshawar University.
- Hold a series of radio and management trainings for Afghan and Pakistani journalists working near the border regions.
- Students of Peshawar University participate in the production of *Khyber Awaz*, a radio magazine program for audiences in Pakistan and Afghanistan.

Expanded Gender Diversity in Radio Journalism and Programming

- Build a radio production facility at Fatima Jinnah Women University in Rawalpindi to support the production of *Meri Awaz Suno*.
- Build a radio station at Fatima Jinnah Women University in Rawalpindi.
- Train more female students at Peshawar University.

Internews completed the following activities to meet and exceed the project goals:

Component 1: Developing the Broadcast Media Law and Regulatory Environment

Legal counseling for broadcasters

The approved annual work plan included two law clinics and a third was approved for the duration of the no-cost extension. Internews held the first law clinic in Karachi and the second and third in Lahore. The first clinic was for both operational and non-operational FM radio broadcasters as well as other stakeholders. The clinic focused on legal rights and responsibilities of broadcasters and participants included licensees, broadcasters and regulatory officials from PEMRA as well as copyrights experts.

“This law clinic was very helpful. It is good to get all licensees together, with PEMRA participants, so that issues can be raised and dealt with or clarified,” Zeina Saigol, CEO City FM-89.

The second clinic was organized by Internews media lawyers on February 24, 2005 at Lahore for the newly on-air FM radio stations. A total of 18 participants attended, including representatives from FM radio stations from the Punjab and North West Frontier Province and a copyright official who made a detailed presentation on the issue of copyright laws and their application in the broadcast sector. Internews lawyers led the discussion with presentations on the PEMRA drafted code of conduct, regulatory provisions, defamation and contempt of court laws and other legal controversies. Most of the participating FM stations, being new on the air, attended the clinic for the first time.

“[After attending the law clinic] now basic laws are more clear. For educational institutions there should be a ‘media law’ course.” — Saadia Ishtiaq, lecturer Communication Sciences Department, Fatima Jinnah Women University, Rawalpindi

The third law clinic in Lahore was attended by private FM stations. The clinic, attended by FM broadcasters, focused on the pros and cons of the PEMRA amendment bill, 2005 that empowers police to arrest journalists without warrant.

Advising parliament on reforms to broadcast law

In January 2006, after extensive advocacy efforts by Internews, the Pakistani parliament sought Internews and private media views on controversial draft legislation that seeks to toughen the country's broadcast regulations. The controversial Pakistan Electronic Media Regulatory Authority (PEMRA) Amendment Bill was passed by the National Assembly in May 2005 but failed to become law when 80 of the 100 senators of the upper house of the country's bicameral parliament accepted Internews' contention that stakeholders be consulted on the proposed amendments.

In a detailed presentation to the Mediation Committee of the National Assembly and Senate, Internews media law and policy advisor, Matiullah Jan, argued against provisions in the bill that, among other things, would empower police to arrest broadcast journalists and make it easier for the government to shut down stations and control news flows.

The bipartisan parliamentary mediation committee also directed the regulatory authority to hold discussions with Internews Pakistan on international best practices, which were subsequently held. The parliament had refused to pass the law until Internews and other representatives of the media were consulted by PEMRA.

Other organizations from across the private broadcast spectrum, including Association of Independent Radio, Pakistan Broadcasters Association, Pakistan Federal Union of Journalists and Cable Operators Association of Pakistan – all of whom have sought Internews’ advice – also voiced their concern over the new provisions in the PEMRA bill. They fear that the bill gives too much power to the government to prosecute and punish journalists and broadcast stations. The committee will meet again some time in February 2006 to discuss Internews and industry recommendations to reform the proposed amendments in the law to reflect stakeholder consensus. Details on www.internews.org.pk

Two seminars were conducted on media laws for national legislators and stakeholders. Coinciding with attempts by PEMRA to introduce changes to the national broadcast law that aim to curb media freedoms, the seminars made it possible to use this as a case study to advocate for stakeholder involvement in legislation on laws that govern them.

Before the PEMRA bill was to be tabled in the National Assembly after its passage by the standing committee, Internews in collaboration with the Citizens Media Commission, a private advocacy group, held a day-long seminar for legislators where they were briefed about the proposed PEMRA amendment bill. Most legislators belonging to government and opposition parties were members of the relevant standing committees of the parliament. It was attended by five senators, three members of National Assembly, a former chief justice of Pakistan, a former information minister and media and civil society representatives.

Internews gave a detailed presentation and a critical analysis of the proposed changes to the law. After the presentation, Maulana Chitrali, an opposition member, who sat on the standing committee that passed the bill, disputed the government claim that the committee members had actually passed the bill. He emphasized that the committee members had clearly sought more time to read the bulky bill, which he said was provided only an hour before the committee meeting. But, as he said, the members were surprised to hear from the state-run Pakistan Television in the evening that the bill had been passed. The next day, leading English daily *The News* reported the controversy <http://www.jang.com.pk/thenews/apr2005-daily/14-04-2005/metro/i19.htm> headlined as “NA committee approval of PEMRA bill disputed.”

“We don’t know how it happened. It [PEMRA Amendment Bill] was not adopted at all.” —Maulana Abdul Akbar Chitrali, opposition legislator and member of the National Standing Committee on Information and Broadcasting

Internews organized a second seminar workshop for legislators, mainly senators, in collaboration with the Parliamentarians Commission for Human Rights (PCHR) to brief them about controversial amendments to the bill that seeks to beef up the broadcast law in favor of the government. Apart from legislators, the workshop was attended by representatives of media bodies and civil society organizations. The highlight of the workshop was a resolution signed by ten senators that called for the controversial bill to be referred from the Senate to the parliamentary standing committee where stakeholders can be invited to be heard.

To enlist support for representative and consensual media law reform, Internews also launched a campaign to collect signatures of senators seeking to promote consultations with the stakeholders. The move helped block government efforts to bulldoze controversial amendments to the broadcast law in the Senate after its passage in the National Assembly, thereby stopping it becoming a law. An impressive 80 out of 100 senators signed the resolution turning it into a legally acceptable motion which gets filed with the Senate office. The motion called for referral of the broadcast amendment bill to a house standing committee where stakeholders can be invited to consult on the proposed changes that would affect them. The signatories included government ministers and legislators apart from almost all opposition parties. This motion deterred the government from taking up the bill for immediate passage. The press reported it as a historic bi-partisan support for the cause of press freedom.

“We beg to move that the Pakistan Electronic Media Regulatory Authority (PEMRA) (Amendment) Bill, 2005 as passed by the National Assembly of Pakistan, be referred to the concerned standing committee where journalists bodies and civil society experts be invited to express their views on the same: Signed by 80 of 100 Senators, this day of June 2, 2005 (Thursday).” A list of the senators as well as details of the signature campaign is available on this web-link: <http://www.internews.org.pk/media-law-policy/legislators-II.php>

Creating a friends-of-the-media caucus in parliament

Pakistan has approximately 10 media-related laws of which only two have been debated on and passed by national parliament, making the rest of the law non-representative. These unrepresentative laws – instituted without consultation of the stakeholders – are a major reason why working conditions for journalists are tough in Pakistan. Slapped with charges ranging from blackmail to treason and hounded by police, government authorities, religious groups and various mafias, journalists find that media freedoms are difficult to exercise if they fall on the wrong side of organized interests.

In line with project deliverables, Internews helped create the Friends of Media Parliamentarians Group to institutionalize interaction between media and the parliament and promote dialogue for legislative reform. A Memorandum of Understanding was signed between Internews and Parliamentarians Commission for Human Rights wherein the commission comprising 90 legislators from five national political parties would act as platform to defend press freedom and freedom of expression in the parliament.

The MoU, signed by Mr. Adnan Rehmat, Country Director Internews Pakistan and Ms. Kashmala Tariq, Member National Assembly and Executive Director PCHR, aims at putting joint efforts by signatories to ensure open communication regimes including media-friendly policies to promote media freedoms in Pakistan and greater access to information to the citizens, particularly in the disaster-affected areas. To achieve these objectives, under the MoU, the commission took responsibility of working as Friends of the Media Parliamentarians Group. Internews will support the initiative through research input on media related issues and facilitating stakeholder interaction with the parliamentarians.

Facilitating Association of Broadcasters

Because the airwaves were only opened up for private ownership in Pakistan in late 2002, the private broadcast sector in Pakistan is still struggling to develop along professional lines. The national broadcast law governing the sector is not conducive to promoting the exercise of the media freedoms including freedom of expression to the fullest. In 2004, PEMRA proposed draconian changes to the law that would make it easier for the authorities to arrest journalists, seal radio stations and seize broadcast equipment. To combat the unrepresentative nature of the broadcast law and advocate for the stakeholders having a say in what the law should look like, Internews facilitated the creation of the Association of Independent Radio (AIR), a platform for collective bargaining by the sector to protect broadcast freedoms.

The establishment of AIR came in the second of two scheduled workshops under the annual workplan to facilitate this process. The “FM Radio Broadcasters: Search for a Common Platform” workshop was organized by the Media Law Department of Internews in October 2005. FM radio representatives from across Pakistan attended the event where they also elected their first office bearers including a chairman. The workshop deliberated upon the basic charter of AIR and consumed considerable time as the participants dwelt upon the pros and cons of each article in detail. The charter was adopted through consensus. Later elections took place in accordance with the charter. Naeem Mirza and Imran Bajwa from Punjab, Afaq Hyder Shah and Mehdi Raza from Sindh, Najeeb Ahmed from NWFP and Dr Shahjehan Syed from the special University Campus Radio seat were elected to the Executive Council. The seats for Balochistan, Azad Kashmir, Northern Areas and Federally Administered Tribal Areas fell remain vacant as no commercial station is operational in these areas yet. The Executive Council elected Najeeb Ahmed as chairman and Mehdi Raza as General Secretary for one year. The office bearers are charged with drafting the constitution for the association within one year.

A workshop preceding this conducted by Internews media lawyers focused on the concept of collective bargaining to help the FM radio broadcasters of Pakistan organize themselves into a formal forum to defend their legitimate rights as broadcasters and jointly improve the quality of services. A total of 13 participants representing six FM radio licensees (owning 15 radio stations) from Sindh and Balochistan provinces attended. The vice president of the Pakistan Bar Council – the representative association of Pakistani lawyers – along with the Internews

media lawyers discussed legal and structural aspects of having a registered platform as well as issues such as membership criteria.

“These events are very useful. Since the radio industry has not flourished the way it should, and highlighting the important issues for the improvement.” — Saifuddin Tariq of City FM 89

Informing and educating stakeholders on media trends

Continuing from the first project year, Internews produced quarterly editions of the Media Law Bulletin and the quarterly Pakistan Media Review. The audience for both these publications are broadcasters, media practitioners, legislators, regulatory officials, newspapers, government departments, universities, bar associations and civil society organizations. Five hundred copies each of the Bulletin and 100 copies of the Review were published and distributed.

The Media Law Bulletin is the only publication in Pakistan that focuses on the broadcast sector exclusively, providing a platform to update industry professionals and to discuss and debate issues concerning them while enabling stakeholders to stay updated on developments in the sector. A total of five quarterly Media Law Bulletins were produced. To access these, please click: <http://www.internews.org.pk/publications/media-law-bulletin.php>.

During this period, Internews also produced four quarterly editions of Pakistan Media Review. These reports included statistics to highlight and update readers on developments in Pakistan’s media sector in general and the broadcast sector in particular. For example, the reports included graphical displays of the number of new licenses issued to radio stations and satellite TV channels and a geographic breakdown of broadcast media in Pakistan. The reports also highlighted which radio stations had achieved the various stages of the broadcasting process from holding a licensee, to being a frequency holder, to doing test transmission or regular transmission. It also graphically displays the difference in commercial and educational channels for both radio and satellite TV, regarding not only the number of licenses issued to both, but also addressing the speed of development of broadcasters in both areas. On the web as Media Watch, it can be found at: <http://www.internews.org.pk/media-watch/index-new.php>

Pakistan’s first university-level course on media laws

While not even included in the project targets, on a request from the International Islamic University (IIU), Islamabad, Internews in 2005 drafted a semester-level course on media laws, which will be offered to working journalists, lawyers and to others interested in making media a career in 2006. This will be the first university-level course of its kind on the subject and is designed to increase greater understanding of the legal policy framework governing the transforming media scene in Pakistan. More details on <http://www.internews.org.pk/Pakistan-first-university-level-course-on-media-laws.php>.

To institutionalize the initiative, Internews media lawyers conducted a training of trainers course for faculty members of the university to teach the media law diploma course, which

aims to impart in-depth understanding of laws in areas of media, intellectual property rights and regulatory frameworks in Pakistan as well as in various Islamic states like Turkey, Egypt and Indonesia.

Students who complete this course will be able to understand the role of media in developing an informed society and allied issues like media freedoms, media ethics, access to information, the rights and responsibilities of media, etc. The course will help develop a cadre of trained media lawyers to meet the new media regulatory challenges as well as defending media freedoms in the country.

The need for such a specialist course is evident from this statement made after a law clinic at Lahore:

“We direly need to teach media laws and ethics to the concerned professionals at various levels. This course should be outline in a way that it could provide a better understanding of media laws and ethics, their nature and significance.” — Dr Anjum Zia, chairperson Mass Communication Department, Lahore College University for Women, Lahore

Improving access to media resources online

To cater to a growing need for information about media developments in the country, the Internews Pakistan website (www.internews.org.pk) went through a big revamp with new media resources introduced such as the Pakistan Media Review (<http://www.internews.org.pk/media-watch/index-new.php>) with its detailed focus on the numbers of broadcasters and their geographic spread, plus their contact details, etc., and a daily summary of media-related developments in Pakistan available on this link: (<http://www.internews.org.pk/media-watch/media-monitor.php>). With the availability of these useful and updated media resources online, the number of people accessing this site has increased dramatically.

In the last month of the project, Internews quickly put up information on the state of media and information access in Pakistan-administered Kashmir and NWFP – regions devastated by the October 8, 2005 earthquake that has killed upwards of 80,000, injured 300,000 and displaced 3.5 million. This is being regularly updated with detailed information about the emergency FM radio licensees operating in the area and Internews’ assistance to them with money both from this project as well as a new DFID funded project. The website is increasingly becoming an important source of media related information in Pakistan: in October 2005 alone there were 62,954 hits to the home page, up from 38,160 in the preceding month.

Additionally, during the course of the project, Internews set up a Media Monitoring Unit (MMU) within the Media Legal Resource Centre at the Internews office in Islamabad. A full-time media monitor was appointed to keep track of media related developments with an emphasis on the burgeoning private broadcast sector. The Resource Centre aims to develop

detailed databases for input in policy making and practices, for consumption of both Internews and all other stakeholders.

Component 2: Improved and Expanded Radio Journalism and Broadcast Education

Student journalism training and education

During the course of the project Internews launched two new radio programs focusing on news and information for airplay on broadcast stations across the country as well as listener groups – both at the Peshawar University where Internews built the Peshawar University Broadcast Academy. The first was *Hawa Aur Doonya* [Women and the World], which is a Pashto-language version of sorts of *Meri Awaz Suno*, the program designed to raise the profile of women in the media. The second was *Da Nan Khabara* [Talk of the Day], a students’ program in Pashto language focusing on current affairs.

The production of the programs was made possible through a series of trainings for radio professionals at broadcast stations as well as students. Students at Peshawar University were trained in a “live” broadcast environment, spending one month working for either *Da Nan Khabara* or *Hawa Aur Doonya*. Each month, five students rotated through the program. As part of the training, students also attend seminars run by the Internews trainers. The target was to train 40 students in a newsroom environment at the university, Internews exceeded this target, training a total of 54 journalists.

This training involves a combination of theoretical and practical activities. Students attend classes on writing for radio, interviewing, research, ethics and digital editing. They then put the classroom theory into practice. The students produce programs at the Peshawar University Broadcast Academy, which consists of a computer laboratory and a state-of-the-art radio production studio. During this quarter, students produced a range of interesting and informative programs.

Da Nan Khabara and *Hawa Aur Doonya* are broadcast on Campus Radio Peshawar and Lakki FM 88 in Lakki Marwat in the NWFP. Selected programs are also heard in listening groups in Kurram, Mohmand and Orakzai Agencies of the tribal areas bordering Afghanistan. A member of one listening group shared the following response:

“The program discussed different aspects of Hudood Ordinance [controversial law on rape that requires women to produce four male witnesses to prove she was raped], which punishes a woman for a crime. I think the men (involved in the crime) should be punished too.” — Shoban Ali Tori, Parachinar, Kurram Agency

Da Nan Khabara has already covered a wide variety of issues including the Asian tsunami, child labor in the North West Frontier Province, US higher education assistance to Pakistani students and health problems in the region, including hepatitis, drug problems on campus,

corporal punishment in schools, and deteriorating health service delivery. The target was to produce 40 *Da Nan Khabara* 15-minute programs while 45 were produced.

Pak-Afghan cross-border radio management training

Two cross-border radio management trainings for journalists from Pakistan and Afghanistan were completed during this project.

The first was conducted by British national Graham Mytton with a wealth of experience in radio station management. He spent more than 20 years in senior management at the BBC, including a number of years as head of audience research. He has been working as a consultant since 1998. Graham spent a week with 12 participants, half each from Afghanistan and Pakistan focusing on advertising and sponsorship, audience research, building audiences, marketing, management issues and challenges.

Feedback from the course was positive. Adil Youssuf of Buraq Radio in Peshawar said that before the seminar he had “*known only 2% and learned 98%!*” He said that, prior to the training, his station had been “*like a fish market*” – chaotic and messy. He said he would now play his part “*to bring order to the station.*”

In the second training, Afghan radio producers also joined their Pakistani counterparts for a two-week course in news production. This course, led by Resident Advisor Lisa Upton and Technical Coordinator Sarmad Ghafoor focused on news qualities, news writing, interviewing, sources of news, balance and fairness, attribution, ethics, Adobe Audition and mini-disc use.

The second week of the course was entirely practical with students producing their own news bulletins each day. The 15 participants were divided into two groups – one group produced its bulletin Urdu, the other in Pashto. During the last two days of the course, both groups broadcast their bulletins live on Campus Radio.

“The trainers were all wonderful. I learned so many things from them. What I liked most about the training was that besides theoretical studies, I also ha[d] the chance to learn in a practical way.” —Freshta, female participant from Afghanistan

Training for professional radio producers

Three eight-week courses for professional radio producers were completed during this project. The courses linked training with content generation. During each training, trainees spent the first two weeks focusing on theory and hands-on practice and the next six weeks back at their station bases producing a series of six 15-minute programs each that were played on their respective generation.

Twelve people participated in a course for professional radio producers at Peshawar University. Participants came from Buraq 104 Peshawar, Sachal 105 Hyderabad, Sunrise 97 Hasanabdal, Pakistan Broadcasting Corporation Dera Ismail Khan, Campus Radio Peshawar

and Mast FM 103 Faisalabad. The course focused on the art of creative radio programming. Participants studied different styles and elements of program making including interviewing, panel discussions, features, talk shows and vox pops. They studied writing for radio, research and interviewing skills, presentation, Adobe Audition and ethics in journalism. During the second week of the course, participants divided into groups of two and each group produced a 15-minute program.

At the end of two weeks, participants returned to their station with an Internews-loaned mini disc recorder to produce six 15-minute programs. Lisa Upton and Training Coordinator Maria Ahmad reviewed the programs each week and provided constant feedback to each participant. Nine of the 12 participants produced all six programs, with one participant from Dera Ismail Khan producing ten. Programs covered issues including bonded labor in Hyderabad, in-vitro fertilization (IVF), university students who cheat during exams in Dera Ismail Khan, medicines for sale on the black market in NWFP, eunuchs in Hyderabad and the health issues faced by employees of Faisalabad's factories. Another program examined the poor results of students from government schools in Peshawar compared with private school students. Selected programs are available to download at www.internews.org.pk.

“The training was so informative; I didn't realize how much time had passed. I especially had a great time while producing the feature!” —Sajida Sumble, Sachal 105, Hyderabad

The second course was held for 12 radio professionals from across the country at the Peshawar University. The trainees learned to produce news and features report and went on to produce six 15 minutes programs for their radio stations. The programs were also aired on the Campus Radio station at Peshawar University. Participants came from FM Humsafar 92 in Khairpur, Sindh, FM Jeevay 98 in Lodhran in Sindh, Jeevay 98 in Rahim Yar Khan, Apna FM 88 in Layyah, Buraq 104 in Sialkot, Humsafar 92 in Nooriabad, Punjab University 104.6 in Lahore, Mast 103 in Faisalabad and BBC in Islamabad.

At the end of two weeks, participants returned to their station with an Internews-loaned Mini Disc recorders to produce six 15-minute programs. Lisa Upton and Training Coordinator Maria Ahmad reviewed the programs each week and provided constant feedback to each participant. The participants produced programs on late marriages, the tradition of black magic, life of a brave polio victim and visually challenged children. Selected programs are available to download at www.internews.org.pk.

“The techniques were modern and up-to-date, generally not in practice in educational institutes in Pakistan. The course is a unique effort.” —Badshah Khan of the Pakistan Broadcasting Corporation

The third course was held for a select group female radio professionals at Fatima Jinnah Women University in Rawalpindi. For two weeks, the 12 participants studied basic radio-journalism and journalism ethics and produced short radio features. At the end of this period, Internews gave mini-disc recorders to the trainees who returned to their radio-stations to

produce six radio features each. The programs were reviewed by the Internews training team and played on their respective radio stations..

The course focused on the art of creative radio programming. Participants studied different styles and elements of program making including interviewing, panel discussions, features, talk shows and vox pops. They studied writing for radio, research and interviewing skills, presentation, Adobe Audition and ethics in journalism. During the second week of the course, participants divided into groups of two and each group produced a 15-minute program.

Component 3: Expanded Gender Diversity in Radio Journalism and Programming

Building Pakistan first women's radio station

During this project, Internews built Pakistan's first women's radio station at the Fatima Jinnah Women University in Rawalpindi. While the university got a license, by the end of the project in October it was still waiting for allocation of a frequency to enable it to go on air. The station received the frequency in late January 2006 and at the time of writing of this report was preparing to go on air.

A radio production facility was built at the Fatima Jinnah Women University campus radio station. This facility also housed the new *Meri Awaz Suno* production team that produces the syndicated radio programs designed to raise the profile of women in Pakistani media. After a couple of weeks' training, the journalists began producing programs for Season 2 of the program.

In June 2005, the Internews training team began a 10-week journalism course for a selected group of staff and faculty at Fatima Jinnah Women University in Rawalpindi. Ten students as well as three members of the faculty participated in the program. For two weeks the participants studied news writing, news bulletins, attribution, balance and fairness, sources of news, research and interviewing skills, the structure of a newsroom and journalism ethics. They then spent two weeks producing daily news bulletins in Urdu and English. At the end of this period, Internews decided to extend the news section of the training by another week to reinforce what participants had already learned.

In the following weeks, the students produced individual feature reports before working in groups to produce a 30-minute specialty program. Program subjects included madrassa education, counterfeit medicines, the investigation into the recent Sindh train crash that killed about 150 people, pharmacies being closed down for selling illegal medicines, refuges for women who have suffered domestic abuse and the health problems faced by brick kiln workers.

Meri Awaz Suno (Hear My Voice)

As in the first year, the *Meri Awaz Suno* team continued producing weekly 15-minute programs on issues as seen from women's eyes, an important contribution as only 3% of

journalists in Pakistan are women. The annual workplan required airplay of at least 60 hours worth of *Meri Awaz Suno* programming. The output achieved was more than double this: 150 hours. The target for number of stations playing the program was 10 while 14 FM stations across the country with a potential audience of tens of million are playing the program.

The features and documentaries covered in the program covered all manner of subjects, many of them taboo such as prostitution and HIV/AIDS. *Meri Awaz Suno* Executive Producer Sara Farid produced a documentary focusing on child labor in Pakistan. The style of the documentary was unconventional by Pakistani standards – there were no “experts” or analysts interviewed for the program. Rather, the documentary focused on the life of a 16-year-old boy who has been working to support his family since the age of eight. Another producer, Bushra Iqbal’s documentary told the story of gypsies from Bahawalpur in southern Punjab who live in slums on the fringes of Islamabad. Bushra spent many days in the slums talking to people about their lives and how they collect rubbish for a living. Her documentary also featured an academic talking about the history of the gypsies in Pakistan.

Meri Awaz Suno captured the attention of international news organizations including the BBC, Voice of America and National Public Radio in the United States. The BBC ran a detailed on-line feature about *Meri Awaz Suno*. Executive Producer, Sara Farid was interviewed on the Voice of America’s Urdu service, and Aryn Baker, of National Public Radio, spent a number of days with the journalists compiling a story about their work.

The team continues to produce stories that are challenging and interesting. A series of *Meri Awaz Suno* programs about HIV/AIDS initially met with resistance from some radio stations that felt the issues raised were too sensitive for broadcast. However, *Meri Awaz Suno* convinced FM 92 Nooriabad, FM 88 Lakki Marwat, FM 104 Gujrat, and FM 107 Karachi to play the programs. Audience feedback was positive.

In May 2005, eight newspapers in Gujrat published articles highlighting the work of *Meri Awaz Suno*. The reports commended the efforts of the team and the work it has done over the past two years. Radio stations in Lakki Marwat in NWFP and Hasanabdal in northwest Punjab have reported a lot of positive audience feedback about *Meri Awaz Suno*. Programs about the dowry and women’s right to divorce were particularly popular.

Hawa Aur Doonya (Women and the World)

After expansion of the support to Peshawar University by building a state-of-the-art production studio and computer laboratory, Internews also devised a new program where students work in a “live” broadcast environment producing programs for the radio station. The women’s program is called *Hawa Aur Doonya*. The title literally translates into “Eve and the World” but makes more sense in English as “*Women and the World*.” As the title suggests, the program looks at gender issues in the traditional Pashtun province of North West Frontier Province bordering Afghanistan. The program has covered stories about women and sport, the controversial rape law Hudood Ordinance that requires women to produce four male witnesses

to prove she has been raped, problems faced by women using public transport, arranged marriages and child labor, etc.

One program produced and aired brought attention to the issue of child marriages. The program contained verbal testimony of a girl married at 12, now widowed, and her troubled life. Her mother-in-law and husband used to beat her because being only a child she did not know much about housekeeping and then had children she knew little about rearing. Then her husband died, leaving her with children to raise. She has no source of income and is still young but caught in a milieu where she cannot remarry and must look after children by working in people's houses as a maid. The ensuing panel talk included a religious scholar, a lawyer and a women's rights activist. They talked about if Islam has prescribed a certain age for marriage, what the law says about child marriages and what is the extent of the problem in NWFP and the tribal areas, and can and how a girl married at a very young age break a marriage when she becomes an adult etc?

Another program produced and aired addressed domestic violence. The program included verbal testimony from a woman victim of violence speaking about how her husband, a drug addict, beats her up. She spoke about how her parents knew that he was a junkie but still married her off to him because she was one of the five sisters who needed to be married off. The parents wouldn't allow her to seek divorce because it is a shame in the conservative Pashtun society. Her husband blames her for not bearing a male child and beats her and her children. The woman wishes to die because she is caught up among people who care little for her deep misery. In the panel talk which followed in the program, a social worker working for women's rights, a woman psychologist and a lawyer discussed domestic violence and the suffering of victims, how the social system encourages and condones it and how they can get relief.

HOW THIS PROGRAM ASSISTED USAID IN MEETING STATED OBJECTIVES

The USAID strategic objective in Pakistan under which this media assistance project fell was SO 4.0: "*More Participatory, Representative and Accountable Democracy in Pakistan*". The relevant intermediate result was IR 4.2: "*Greater Civil society, media and political party engagement in policy dialogue*".

Internews' goal under this project was to strengthen independent broadcast media in Pakistan, thereby contributing to SO 4.0 and IR 4.2 through (i) Development of the broadcast media law and regulatory environment; (ii) Improvement and expansion of radio journalism and broadcast education; and (iii) Expansion in gender diversity in radio journalism and programming.

Internews contributed to media development by continuing to focus on providing in-depth quality training. Many of the courses required an eight to ten week commitment from participants. Professional courses, for example, were now eight weeks long (as opposed to two or three weeks in Year 1). Participants were required to produce a certain number of programs for broadcast on their individual stations, thus enhancing the possibility of significant change on radio stations that were mostly broadcasting only music.

It is particularly important that Pakistan has a vibrant broadcast sector because only a small percentage of the population is literate, about 35%, and able to read newspapers. Furthermore, newspapers only have circulation rates of about 3 million in a country of 155 million. A good way to assess progress, and to judge how USAID benefited from the program, is to measure the number of stations broadcasting news and information and the quantity of new radio programming aired, in hours. During the project period (Aug 2004 to Oct 2005) the number of FM stations that went on air increased from 7 to 36. The amount of news and information-based programming produced under the project that went on air on these stations grew from 54.25 hours (*Meri Awaz Suno* in Year 1) to 168.75 hours (*Meri Awaz Suno* 150 hours + *Hawa Aur Doonya* 7.5 hours + *Da Nan Khabara* 11.25 hours) in Year 2. The FM stations playing these programs would not have been able to produce these programs on their own for severe lack of resources. Vigorously researched, debated and focused, these programs covered a range of issues, several of them controversial in Pakistan (such as prostitution, the right of choice, women's right to participation in politics, human rights, consumer rights, etc), promoting debate, pluralism and women's and local voices to potentially tens of millions of listeners.

In a participatory democracy, women especially need to have a voice. But in Pakistan very few women work as journalists -- just three percent according to Pakistan's Federal Union of Journalists. Often important women's issues are not adequately covered and in many cases women are portrayed in stereotypical roles. Pakistan's first generation of women broadcasters, who developed their skills under the project in first year, have continued during this year to produce weekly programming. They are telling their own stories and have established a sustained public discourse. Issues previously unheard of on Pakistani radio are now being openly debated. By the end of the project, the women's program, *Meri Awaz Suno*, (Hear My Voice) was broadcasting in Hasanabdal, Multan, Lahore, Gujranwala, Sialkot and Layyah cities of Punjab province, Lakki Marwat and Peshawar in North west Frontier Province, Karachi and Noriabad in Sindh and in Islamabad, reaching out to an audience of potentially millions.

The women produced 204.25 hours of programming throughout the project (54.25 in Year 1 from a target of 30 hours + 150 hours in Year 2 from a target of 60 hours), which was broadcast and in some cases re-broadcast by various radio stations around the country.

Internews media lawyers also contributed to the USAID strategic objective of more participatory, representative and accountable democracy in Pakistan. Internews facilitated greater civil society, media and political party engagement in policy dialogue through by assisting with the formation of a representative organization of the radio industry, the Association of Independent Radio (AIR) and the creation of a Friends of the Media Parliamentarians' Group. Both groups succeeded in encouraging interaction between media and parliamentarian on legislation. Internews also successfully lobbied for the parliament and PEMRA to consult the stakeholders before legalizing a host of amendments to the national broadcast law proposed by PEMRA aimed at reducing media liberties. As a result, the parliament directed PEMRA to consult Internews on international best practices on broadcast regulation and propose the changes anew.

The strategic objective was also furthered through a host of activities that raised awareness among FM radio stations about their legal and regulatory rights and responsibilities in bridging the communication gap between public and the government. As a result of activities under this project, broadcasters received information about their constitutional rights and freedoms and took part in public debates on governance related issues and the political process. Such debates are testing the regulatory limits and content restrictions paving the way for a new thinking in regulatory affairs.

SUCCESS STORIES

a. Creation of the Association of Independent Radio (AIR)

Because the privatization of the airwaves in Pakistan occurred less than four years ago, the private broadcast sector in Pakistan is still struggling to develop along professional lines. The national broadcast law which was instituted by executive fiat in 2002 and governs the sector is not conducive to promoting the exercise of media freedoms, including freedom of expression, to the fullest. In 2004, PEMRA proposed changes to the law that would make it easier for the authorities to arrest journalists, seal radio stations and seize broadcast equipment. To combat the unrepresentative nature of the broadcast law and help the stakeholders to have a say in what the law should look like, Internews facilitated the creation of the Association of Independent Radio (AIR) so there was a platform for collective bargaining by the sector to protect broadcast freedoms.

In October 2005, with help from Internews media lawyers, independent FM radio stations licensed by PEMRA launched AIR, the country's first national body representing the radio industry. AIR gives the private Pakistani FM radio stations a platform to develop the sector along professional lines and to serve as a common voice to the issues related to the private radio broadcast industry in the country.

With help of Internews media lawyers, AIR drafted and approved a founding charter incorporating the aims and objectives of the association as well rules governing membership and electing the first office bearers. Signed by 11 licensees who operate about 25 radio stations, the AIR set the following aims for itself:

- (a) **act** as a registered and representative body for the FM radio stations,
- (b) **improve** the quality of radio services for the people,
- (c) **secure** proper representation in media and regulatory bodies,
- (d) **seek** non-discriminatory regulatory treatment of private/public broadcasters,
- (e) **maintain** and defend independence of private radio stations,
- (f) **formulate** a voluntary code of ethics for the member stations,
- (g) **establish** institutions for monitoring, training, research and welfare,
- (h) **generate** and mobilize resources for joint projects,
- (i) **exchange** necessary data and information among members,
- (j) **work** for joint positions on common issues facing private broadcasters,

- (k) **support** quality broadcast education and training in universities,
- (l) **collaborate** with social sector and civil society for media development, and
- (m) **protect** and promote religious and cultural values.

b. Creation of Friends of Media Parliamentarians Group

In line with project objectives, Internews lobbied the parliamentarians and representative organizations of the media to create an institutionalized forum to promote dialogue and consultation between the two sides to encourage reforms to the media laws. Facilitated by Internews, the Friends of Media Parliamentarians Group has been set up, which comprises legislators from both sides of the political divide who have pledged to work with the media in improving the legal, regulatory and professional environment for the media to exercise its freedoms.

Launched in October 2005, the Friends of Media Parliamentarians Group seeks to make efforts to ensure media friendly policies in general and greater access to information to the citizens. The Group also professes to strive to support open communication policies including media-friendly policies to promote media freedoms in Pakistan; improve access to information in the earthquake affected areas of North West Frontier Province and Pakistan-administered Kashmir.

To aid this process, an MoU was signed between the bipartisan Parliamentarians Commission on Human Rights and Internews. It was agreed Internews would assist the Friends of Media Parliamentarians Group through research on media related issues and provide secretarial assistance to it for highlighting concerns of media in the parliament.

c. Advising national parliament on reforming national broadcast law

In January 2006, after extensive advocacy efforts by Internews, the Pakistani parliament allowed Internews to represent private media and present their views on controversial draft legislation that seeks to toughen the country's broadcast regulations. The controversial Pakistan Electronic Media Regulatory Authority (PEMRA) Amendment Bill was passed by the National Assembly in May 2005 but failed to become law when 80 of the 100 senators of the upper house of the country's bicameral parliament accepted Internews' contention that stakeholders be consulted on the proposed draconian amendments.

In a detailed presentation to the Mediation Committee of the National Assembly and Senate, Internews media law and policy advisor, Matiullah Jan, argued against provisions in the bill that, among other things, would empower police to arrest broadcast journalists and make it easier for the government to shut down stations and control news flows.

The bipartisan parliamentary mediation committee also directed the regulatory authority to hold discussions with Internews Pakistan on international best practices, which were subsequently held. The parliament had refused to pass the law until Internews and other representatives of the media were consulted by PEMRA.

Other organizations from across the private broadcast spectrum, including Association of Independent Radio, Pakistan Broadcasters Association, Pakistan Federal Union of Journalists and Cable Operators Association of Pakistan – all of whom have sought Internews advice – also voiced their concern over the new provisions in the PEMRA bill. They fear that the bill gives too much power to the government to prosecute and punish journalists and broadcast stations. The committee will meet again some time in February 2006 to discuss Internews and industry recommendations to reform the proposed amendments in the law to reflect stakeholder consensus.

d. Pakistan's first university-level course on media laws

Free and independent media is essential to promoting a useful flow of information in any country. It is central to a balanced portrayal of social development and constructive analyses of policies of the government and their impact on citizens. Apart from informing, educating and entertaining the citizens, an independent media contributes to good governance through accountability of the public officeholders.

Plurality and diversity of a country's media is the surest sign of an informed citizenry and a tolerant and empowered society. The number of radio and television stations in the private sector in Pakistan is increasing and the greater the expansion of media pluralism, the greater will be the independent and reliable sources of information, education and entertainment for the citizens.

The radical transformation in the way the Pakistani citizens now get their information has been made possible by new media laws that in conjunction with a plethora of old laws have created a new area of expertise in the field of law – one that has virtually no professionals to cater to a growing demand for expertise. The new legal regime in the media sector has opened the doors to a new category of litigation and triggered unprecedented legal and regulatory challenges. This has necessitated specialized training and understanding of the changing media laws.

Impressed with the legal counseling Internews provided the campus radio of the International Islamic University, the university sought Internews assistance in introducing a semester course on media law for its LLB students. Internews in 2005 designed the course and trained the university faculty in administering it. The course will be launched in spring 2006.

The outline covers all relevant laws dealing with media in Pakistan in particular and some Muslim countries in general. The course aims at imparting in-depth understanding of Pakistani media laws and allied areas including intellectual property rights and regulatory frameworks.

The course aims at creating a cadre of lawyers with in-depth understanding of laws in areas of media, intellectual property rights and regulatory frameworks in Pakistan as well as in various Islamic states like Turkey, Egypt and Indonesia. The students having attended this course will be able to understand the role of media in developing an informed society and allied issues like media freedoms, media ethics, access to information, the rights and responsibilities of media, etc. The course will help develop a cadre of trained media lawyers (Internews employs the

country's only two specialized media lawyers) to meet the new media regulatory challenges as well as defending media freedoms in Pakistan.

PROBLEMS AND HOW THEY WERE OVERCOME

Lack of organization of the broadcast sector and creation of an industry association

The private broadcast sector of Pakistan is relatively new. Airwaves were only privatized in 2002, allowing for the country's first independent radio stations and television channels. The law governing the sector is unrepresentative. Since late 2004, PEMRA has been trying to toughen the law through several proposed amendments that would make it easier for the authorities to arrest journalists, shut down radio stations and seize their broadcast equipment.

Because they are new players, located all over the country and completely unorganized, the private radio licensees have not had luck lobbying with either PEMRA or the parliament to resist these changes. Internews has been, since mid-2003, working with various stakeholders to reform the laws for improvement in the media environment. After a series of consultancies with the licensees, Internews brought about a dozen FM radio broadcasters together in October 2005 to facilitate them to organize themselves into an industry alliance to advocate for reforms. Hence the Association of Independent Radio, or AIR, was born.

Immediately after formation of AIR, the Association, along with Internews, lobbied for issuance of emergency broadcast licenses in Pakistan-administered Kashmir and North West Frontier Province in the wake of the massive October 8 earthquake that killed upwards of 80,000, injured 300,000 and displaced 3.5 million. The pressure worked and PEMRA issued 10 licenses for the region to AIR members to service the information needs of the region.

Discouragement of news on radio and producing information programming

As in the first year of this project, during this period there continued to be ambiguity about broadcasting news as part of station programming. The PEMRA regulations appear to allow for local news to be broadcast. But defining local news is not simple. Stations in the federal and provincial capitals, for example, may want to report proceedings in the national and regional parliament and could legitimately argue that this is 'local' news because of the parliament's proximity to the station and its audience. PEMRA has also been resisting the broadcast of any non-locally produced news. For instance, in late 2005, PEMRA shut down FM 103 because it continued to re-broadcast BBC news bulletins. The extreme action was taken despite the fact that a legal case was in court.

The solution to the backdoor pressures on production of hard news bulletins is producing information-based programming that addresses any and all issues. The news information just needs to be presented differently. Produced with Internews technical assistance, *Meri Awaz Suno* (Hear My Voice), *Da Nan Khabara* (Talk of the Day) and *Hawa Aur Doonya* (Women and the World) are excellent examples of programs that are full of news and information but

are packaged as current affairs programs that both satisfy the hunger for information and do not violate PEMRA broadcast guidelines.

ADDITIONAL ACTIVITIES

Opening up media in hitherto closed Pakistan-administered Kashmir

October 2005 was the last month of the project. On Oct 8, a massive earthquake hit mainly Pakistan-administered Kashmir. At that time there was no private broadcast media in the closed state where information is tightly controlled. Within days of the quake, Internews (i) conducted a snapshot survey of the state of media infrastructure and information access in the region (<http://www.internews.org.pk/Major-losses-to-media.php>), (ii) launched the first privately produced humanitarian information radio program (<http://www.internews.org.pk/jazbaradio.php>) with a team of volunteers of journalism students from the project's Peshawar University programs, and (iii) and successfully advocated for regulatory changes to issue licenses to 10 emergency broadcast radio stations in the region. Internews now has funding from DFID to build media infrastructure and information access in the quake-affected regions.

A university course on media laws

The International Islamic University, Islamabad, expressed an interest in introducing a one-semester course on media law for its LLB students. Internews developed this course – the first on the subject in any Pakistani university – that covers all relevant laws dealing with media in Pakistan in particular and some Muslim countries in general. The course will aim at imparting an in-depth understanding of Pakistani media laws and allied areas including intellectual property rights and regulatory frameworks.

The proposed collaboration between the university and Internews aims at introducing research-based, media law-specific course customized for budding lawyers; make IIU the pioneer university to offer such a specialized course in Pakistan; create a cadre of lawyers specializing in dealing with a new discipline in Pakistan; and create a cadre of lawyers with an understanding of media laws of several Islamic countries, including Pakistan, Egypt, Turkey and Indonesia.