



**Individualland**  
Creating Space for the Individual

# Conversation *with and on* the Media



in collaboration with

Friedrich Naumann  
STIFTUNG **FÜR DIE FREIHEIT**

# **Conversation with and on the Media**

**Individualland Pakistan**

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# Introduction

The media of Pakistan has witnessed an unhindered growth since its liberalization in 2000. However, this unprecedented growth is often linked to a lack of journalistic ethics in the theory and practice of media houses. Some journalists are of the view that the growing dependence on corporate entities and their increasing stake in the electronic media industry has fast-tracked the production of news. However the increasing competition and race to break the news before another media group often compromises the quality of news.

The role of media as a watchdog and shaping public opinion lays a greater responsibility on media to circulate information in a transparent manner. In this regard the role of our parliamentarians is also pivotal as the presence of media is significant for functioning of democracy and good governance. Media creates two-way flow of information; it generates public opinion and is also an instrument to communicate public opinion to parliamentarians. However, in order to maintain transparency in this flow of information, it is also required that members of parliament play their role to ensure effective legislative framework for a Free, Independent and Responsible Media.

Individualland Pakistan a research based organization has utilized the media as an ally for change and disseminates awareness within the society. Since 2010, with support of Friedrich-Naumann-Stiftung fur die Freiheit (FNF), IL- Pakistan arranged workshops, Focus Group Discussions (FGDs), skill trainings at press clubs and published a Handbook on Free, Independent & Responsible Media (FIRM). Individualland has also been conducting training workshops on citizen journalism, utilization of social media and climate change; throughout the country. Media personnel, bloggers, journalism students and human rights activists have been involved during these workshops.

Individualland Pakistan embarked upon initiating a discussion among parliamentarians, members of the civil society and media personnel together regarding reforms in the media sector. Since 2011, Individualland Pakistan holds the National Media Conference in order to derive input on media reforms from field reporters, bureau chiefs, and presidents of press clubs, TV anchors and news analysts focusing on Free, Independent and Responsible Media (FIRM)

This report is based on the discussion of media experts, parliamentarians and civil society regarding Free, Independent and Responsible Media (FIRM) at the forum provided by Individualland Pakistan. The report dissects the state of print, electronic and digital media by focusing on the following topics:

- Today's media
- Critical disconnects within media
- Media economy vis-à-vis personal interest
- Print media
- Electronic media
- Pakistan's electronic media watchdog
- Digital and cyber media
- Ending impunity against media
- Trainings of media personnel
- State of press clubs in Pakistan



*Editor and Publisher Pakistan Today and Owner of Nawa Media Corporation, Mr. Arif Nizami with the Editor Daily Times, Mr. Rashed Rahman at the 4th National Media Conference 2015*



## Today's Media

With respect to the current state of media Vikas Hassan Mokal, MPA shared that, “The race among electronic media channels to report first has led to disseminating unverified news among the public. This inaccuracy in news reporting resulted due to lack of awareness about investigative journalism. Media has added sensationalism in every aspect of reporting to sell its content.”

According to Arif Nizami, Editor & Publisher Pakistan Today & Owner of Nawa Media Corporation, the basic question in media is whether independent media reflects independence of editor or media owner. Speaking of print and broadcast media he highlighted that journalism is “worship” and not an end in itself but a means to an end. It has been observed that most of the media owners in Pakistan are the editors of their media group and also relatives of media owners inherit prominent positions in the company. Independence of media is also influenced by conflict of interest of media owners and media editors. For example a media owner will reduce number of columns to meet the financial needs of media group. The media groups are required to be financially independent in order to practice independent journalism.

The Editor of Daily Times, Rashed Rahman, is of the opinion that journalist community is free to practice independent journalism in the democratic regimes of Pakistan. Absence of democracy in Pakistan has directly influenced independence of media. He elaborated the concept of 'midnight knock' and highlighted that senior journalists of Pakistan have been tortured and sentenced to jail in their struggle for independent media.

A code of conduct is drafted for regulating media but there is no formal application of any code of conduct by media groups, according to Rashed Rahman. In the opinion of Mazhar Abbas, senior TV analyst, a code of conduct is not required for regulating print media.

In his opinion, all it needs is a professional editor. Regarding electronic media, the increase in the number of the media channels generating an irrelevant competition is highlighted as well. The news channels prioritize political news over other essential news while regarding other shows on news channels; the channels sell partial opinions by scripted shows on current affairs to get good ratings. Along with the setbacks of the reporting by the media, the role of Pakistan Electronic Media Regulatory Authority (PEMRA) as a regulatory body of electronic media has lagged behind in showing consistency in playing its role effectively. The content used on social media also raises an eyebrow. An effort is made to advocate that there is a need to regulate the content shared on social media as it does not only come from journalists but also from other users of social media. A check and balance on all forms of media be it social, electronic or print is needed to ensure free, independent and responsible reporting.

## Critical Disconnects within Media

One of the crucial factors behind disconnect within the media is pointed out by Syed Wasi Shah, Anchor Pakistan Television/ Express News. In his view the field of journalism is promotion of ideological thoughts through literature. He shared that, “This disconnectedness of journalism and literature has introduced the concept of glamour in media. The media anchors are racing for ratings rather than serving the purpose of a media analyst.”



*Director General APP, Mr. Masood Malik in a conversation on media with Ms. Sundas Syeda, Individualland Pakistan at the 4th National Media Conference 2015*

Hasan Khan, Bureau Chief of Khyber TV is of the opinion that, “Disconnect within media is generated as our print and electronic media have not improved with time and media owners are disconnected from field reporters.” The quality of content showed on the media has deteriorated across the board as media owners and “elitist journalists” are protecting their interests as a result of which the role of editor and reports becomes dysfunctional, according to Hasan Khan. The role of lower tiers in media groups is not visible anymore and its outcome can be observed from the quality of reporting and the lack of professionalism.

Muhammad Ziauddin, one of the senior most journalists of Pakistan is of the view that, “The worthiness of news content varies for print and electronic media.” The sources of news and views of audience have diversified with the increasing rate of print media groups, 24 hours private satellite TV and social media. Media today is democratized as a citizen can express an opinion through social media forums.

The role of print media today needs to focus on the background and analysis of news in order to effectively reach out to readers. As broadcast media is time bound and fails to analyze the news content such gaps can be reduced by print media groups. Unfortunately print media is not bridging this gap as reporters and editors of print media lack understanding, skills, awareness and are not trained accordingly. Bureau Chief Dawn News of Quetta, Saleem Shahid indicated that, “News channels are highlighting negative issues as currently negative views are considered news worthy”.

Our print and electronic media is not free from interference of state and state institutions. According to Matiullah Jan, the senior anchor of Waqt News, the other element that influences the functioning of media is cross media ownership. He shared that, “Cross media ownership puts a lot of strain on freedom of press because it has added a very powerful element of business in the news media. It is news media which is responsible to inform and educate people and help audience to make an informed decision.”

### Media Economy vis-à-vis Public Interest

The question whether media economy and public interest are compatible or not is very important. There is always a debate on freedom of press referring to media without the influence of the state. The question here is if the media is free of any state influence, is it also free of other external interests such as corporate interest. If it has a corporate interest, is it to



make media more independent and responsible? And whether it has public interest i.e. the media is providing the people with information to make informed choices. Does media play its role for accountability of institutions i.e. state institutions and private institutions as part of a public interest or not?

Saying “the news today is what the public demands” is the mantra on which the media today has been justifying every piece of news. What actually is the public interest? Murtaza Solangi, a senior journalist and broadcaster stated, “The news is what somebody somewhere is trying to suppress, the rest is advertisement. Therefore bringing forward something suppressed is a public interest.” The public interest is to be informed with the correct information without any external influence so they can take the right decisions. However, no sector of media; be it radio, print or digital is not completely free of any external influence. The journalists are not free to report in public interest rather they *report in accordance with the interest of the owners of the media* houses or the state. In the opinion of Sardar Khan Niazi, CEO Roz TV, “The media owner does not have as much of an influence on the journalists because they need them to run their media houses. Therefore it is not a factor that has caused the suppression of any news rather today there is no news suppressed at all.”

Till the year 2015, there are 149 television channels and 242 radio stations operating all over Pakistan. The increase in number of print, electronic media and radio stations is an outcome of the cross media ownership exercised under the PEMRA Ordinance, 2002. The Section 23(2) in the PEMRA Ordinance, 2002 reads that “In granting a license, the Authority shall ensure that open and fair competition is facilitated in the operation of more than one media enterprise in any given unit of area or subject and that undue concentration of media ownership is not created in any city, town or area and the country as a whole.” The PEMRA Bill supplements this clause by adding “Provided that if a license owns controls or operates more than one media enterprise, he shall not indulge in any practice which may impede fair competition and provision of level playing field.” The question that we raise

here is whether the media business model is serving the public interest or not and what can be done to improve it in the light of public interest. The issuance of private TV licenses and cross-media licensing reflects the loopholes of this clause of PEMRA Bill that enables monopoly of media owners by putting them in a position to bring down governments and state institutions through the faulty monitoring viewership.

Today, there is less news and more advertisements which indicate towards having a corporate interest and not public interest. Matiullah Jan, senior anchor, shared his opinion that “Government is the biggest player of having a corrupting influence on Pakistani media. They use the tax money to cover up their incapability through advertisements and project their image otherwise. PEMRA is obligated under law to protect this faulty ratings mechanism.” This business model affects the media professionals in carrying out their profession without influence because there are serious conflicts of interest. There is a need for the government to rethink and redesign their public relation policies and guidelines. The ratings mechanism is a negative factor for the open and fair competition in the media business. The ratings system is not reliable and adds sensationalism to the news content. There is a need to monitor the rating system and putting it through an official filter and make the ratings valid and reliable.

Syed Asif Salahuddin, Chief Executive Ad Group, highlighted a very important issue of media ethics. He stated that, “A co-operation between the media owners and the corporations is important for the development of content for advertisements according to the ethical codes.” He further added that, “Today the media is all advertisements, which is why it is not only the responsibility of the advertisers but also the media owners to be in accordance with ethics.” The owners, to run their media houses have started incorporating advertisements which is not in line with the public interest. In accordance with public interest it is also very important for the media to highlight corruption cases. According to Nawazish Ali Khan Asim, Director Media National Accountability Bureau, “Accountability should be across the board. This is the age of information thus giving correct information to media makes it easier for citizens to be well informed.”

## Print Media

The increase in the number of the print media houses has challenged the authenticity of the news reports. There is a constant competition among the print media houses of printing of a news report with a greater impact than the other. This competition has led to the setback of print media due to exaggerated biasness added to a news report. Sorath Theabo, MPA shared her opinion that, "The media is a platform that can potentially play an effective role. The print media houses have adopted an approach to emerge as competitive media groups i.e. on the basis of biased and partial reporting." In this regard, Shamim Mumtaz, MPA is of the view that, "The very beauty of print media lies in reading between the lines rather sensationally imposing a view upon its audience. However today, the print media does not build up an argument and present impartial views in the news reports." Rather, it goes for disseminating news from a particular perspective and giving a particular view. The inaccuracy in the reporting by the print media houses can be defined by the news reports today which are mostly opinions of the media personnel. The gaps developed in the media are due to the diminishing role of the editor in the media groups therefore there is a need to revive the role of the editor.

The independent editors are in state of guerrilla war in journalism as they are pressurized by the management of media groups. The print media today prioritize political news over other essential issues. The media groups give more space to the biased reporting over political matters, while little space is given to other issues and challenges faced by the country such as the agricultural issues or academic issues. Laying emphasis on ridiculing the political leaders has caused a setback of the media. There should be a constant shift in the priority of the news reporting on the basis of a bigger challenge faced by the country rather than following a pattern of priorities that goes from political news to advertisements to agricultural issues. Sifting priorities can bring back the essence of print media.

## Electronic Media

The state of today's media differs from the state of media in the first four decades of Pakistan. Under the regime of General Musharraf in 2002, the freedom of



*Round table discussion on Free, Independent and Responsible Media with Parliamentarians at Lahore*

to pursue 24/7 broadcasting in an independent and responsible manner. As stated by Arif Nizami, "Our media is in a constant race of ratings as the state of media today is evaluated on the basis of these ratings." The electronic media channels are in a constant race with each other in reporting a news piece at the expense of the quality of reporting.

Journalism has become business and the news channels are providing infotainment. Mazhar Abbas, a senior TV analyst highlighted that, "The charm and sensitivity of news reports has reduced as media covers news reports with entertainment." He further added that, "The news channels have embedded sensationalism deep in their reports to provoke public interest due to which they have gone astray in providing accuracy and resulted in generating partial views by news channels." The content in news reporting on electronic media has come to an extent that they ridicule political figures and take no responsibility of the consequences. This has resulted in issues of harassment faced by the politicians and working women by the electronic media.

The expansion of media today has resulted in inaccuracy and lack in the quality of reporting by the news channels. The television shows on current affairs market their biased opinions by scripting their shows rather than having generalized spontaneity in their discussions. These television shows rather than informing their audience through impartial news are generating the opinion of their audience. Azma Zahid Bukhari, MNA emphasized that, “The talk shows broadcast on electronic media highlight irrelevant issues thus there is a need for engagement of senior journalists which can help in improving the content of talk shows.”

The media reports are generated according to the priorities of the media governing bodies and no verified code of conduct is followed by the media groups. There is a need to establish a code of conduct. It is also important to decide who will develop the code of conduct for media and implement it effectively. The outcomes will be biased if this code for media is developed by federal government, provincial government or the media groups.

## Pakistan's Electronic Media Watchdog

Besides the shortcomings on part of the media reporting the independent functioning of the media is a great concern. In the discussion on independent media, Rashed Rahman, the Editor of Daily Times, shared that “Independent journalism in Pakistan is breathing its last in some cases or not breathing altogether. There is a need to assess the concept of free and independent media. Media will be subjected to external regulations if it will not regulate itself as objective, responsible and independent body.” Media regulatory bodies are established to ensure the functioning of the media following certain codes and provide information with responsibility. However the state intervention has disarmed the free functioning of the media. In the opinion of MPA Nabila Hakim Ali Khan, “The functioning of the parliament is problematic in nature and there is lack of coordination between parliamentarians and media”. According to Mazhar Abbas, “The accuracy of media reporting is questionable due to the inaccurate figures provided by parliamentarians or other interventions.”

There is no gatekeeper present in electronic media and the editors in print media are now confined to managerial role. “A regime of self censorship has been introduced by the regulatory body Pakistan Electronic Media Regulatory Authority (PEMRA) which is toothless and not empowered. There is no code of conduct for media and currently there is application of free for all policy by all media groups in Pakistan” as stated by Rashed Rahman, the Editor of Daily Times.

The role of media regulatory body, Pakistan Electronic Media Regulatory Authority (PEMRA), comes under question. PEMRA does not show consistency in playing its role efficiently and thus the electronic media has become a business for the owners of media houses. Ayesha Javed, MPA is of the view that, “They are attracting an audience through sensationalism and generating opinions among their audience through biased reporting to get good ratings under the eye of PEMRA.” The job of PEMRA is to check and balance the news reporting done on a specific piece of news by the channels by also projecting a lighter and positive side of the country and not just the negatives. However at a certain point there is a need to limit the influence of PEMRA to ensure a free media.

## Digital and Cyber Media

The social media is an effective mode of communicating information but not an authentic source. Concerns are raised over the accuracy of the opinions that are circulated on the social media. As a result of the evolving concept of citizen journalism the information available on social networks is not only provided by the trained and authorized journalists but contributed by any social media user. In a discussion about the opinions shared on the social media Dr Farzana Nazir, MPA pointed out, “A big concern is that there is no check and balance on the information generated on the social media. The political figures are discredited in the name of freedom of expression. There is a need to for regulatory bodies to ascertain digital rights and cyber legislations.”

A strong connection has been established between other forms of media and the social media, hence to practice digital rights there is a need to create enabling environment for internet governance. The Executive Director of Digital Rights Foundation, Ms. Nighat Dad when asked about the practice of digital rights in the

Light of Cyber Crime Bill, said “Some clauses under this bill are directly affecting the journalist community and media.” She further added that, “Unfortunately Pakistan Telecommunication Authority (PTA) lacks the capacity of regulating internet sources and social media that is resulting in exploitation of such authority. Rather than limiting access to internet sources Pakistan Telecommunication Authority (PTA) needs to implement effective internet regulations.”

## Ending Impunity against Media

Apart from the state and non-state pressures on media, our media personnel of conflict as well as non-conflict areas face security threats. An attack on media is a threat not only for the media but also the state. Unfortunately our media practitioners and field reporters are at a risk of losing their life in line of reporting due to lack of awareness on safety measures. The concept of securing journalists in conflict areas is lacking in Pakistan. The journalists in conflict areas are prone to life threats and are not trained and capable of coping with the dimensions of conflict reporting.

Everyone is responsible for the safety of journalists including the media houses, state and the journalists themselves. Threat cannot be eliminated completely but the risk can be minimized. The president of Pakistan Federal Union of Journalists (PFUJ), Afzal Butt identified the biggest threat faced by a journalist to be their media owners. In a discussion about the safety measures for the journalists the Director Media Development, Adnan Rehmat, showed concern whether the media owners are prepared to take up responsibility of providing protection to journalists. He emphasized that, “The media groups need to differentiate between conflict journalism and entertainment. In order to reduce the risk factors and life threats of journalists it is important to enhance the reporting capacity of media personnel reporting in conflict areas.”

The associations need to be united and strive for protection of journalists. The increasing number of press clubs is also dividing our media groups and this division is leading to the failure of guaranteeing rights of journalist community that includes their safety and training

The government has committed to the UN Plan of Action in accordance with which the government will take initiatives that will ensure the safety and security of the journalists. According to this, first the government is responsible for the safety of the journalists, second comes the media owners, third is the associations of journalists, fourth is the inter-media through which the media operates and last comes the civil society. The plan has also given details of what responsibility lies upon who to ensure the safety of the journalists; the government carries out legislation, media owners/houses ensure that the safety protocol implemented by the journalists and provide safety trainings and gears to them, and the associations need to unite and implement the regulations regarding the safety of journalists.



*Round table discussion on Free, Independent and Responsible Media with Parliamentarians at Karachi*

Unfortunately, these commitments have not been implemented successfully by the government and the media owners. There needs to be a multiple stakeholder approach to work towards the implementation of all these.

The judiciary needs to play a significant role in providing protection to the journalist community. Muhammad Aftab Alam, a Legal Expert said “In 2015 the number of casualties of journalists has decreased but overall the threat level has increased for the journalists in conflict sensitive areas. However, the journalists have realized the dangers of reporting and have started practicing censorship while reporting as a security measure. The casualties have decreased but the right to information of the public has been compromised.” There should be no compromise over life and profession of a journalist and safety of journalists should be the top most priority of media groups and states. Unfortunately the state today is now serving as an actor in attacking media groups and journalist community rather than taking up the responsibility of its safety.

- One of the senior journalists, Muhammad Ziauddin is of the view that, “Integrity is very important otherwise news groups will lose their audience.”
- Mazhar Abbas, a senior journalist highlighted that, “Rating system in electronic media is urbanized as a result of which there is more focus is on urban reporting.”
- “Code of conduct is very important so media owners and journalists can work in a responsible manner.” Pointed out by Sardar Khan Niazi, CEO of Roz TV.
- In the opinion of Masood Malik, journalist/Managing Director Associated Press of Pakistan, “The advertisement agencies or multinational companies use media for their own interests as a result of this media's independence becomes limited.”
- Senior anchor of Geo TV, Saleem Safi shared that, “The media in Pakistan is not free and is constrained from responsible and independent reporting. Those who make an attempt of reporting independently are labeled as a traitor.”
- Aniq Zafar, Chief Executive Officer, Communication Research Strategies shared that, “Media needs to balance corporate interest with public interest as sometimes the media instead of being impartial adopts a biased opinion due to the interests of the media owners.”
- Ghazala Shaheen, Member of Parliament pointed out that, “State should cooperate with media personnel and safety and security of journalists should be a priority of state.”

## Training of Media Personnel

There is no institutional framework of training present for journalists of print and electronic media. The media personnel lack responsibility when reporting a piece. Our media today is not serving journalism but is adding sensationalism in every aspect of a report, be it political, economic or social. The news reports circulated by the media channels are irrelevant and are not news worthy due to the absence of balanced reporting from journalists. This signifies the lack of professionalism in journalists. Additionally, the information generated by media groups is questionable and is not accurate as the news reporters are unable to report freely. Investigative journalism is an important feature of journalism that is not practiced in Pakistan. The media personnel in Pakistan are not trained to carry out investigative journalism and thus they are not very familiar with this aspect of journalism.



*Mr. Adnan Rehmat, Director Media Development, Mr. Masood Malik, Director General APP, Mr. Muhammad Aftab Alam, Legal Expert and Mr. Iqbal Khattak, Senior Journalist with Farhan Khalid Khan, Individualland Pakistan at the National Media Conference 2015*

A senior reporter of Geo News, Saif ul Islam Saifi shared in a discussion regarding the training journalists that, “Priority wise the training of journalists is not given due attention when the challenges faced by the media are brought forward. NGOs and other external organizations hold trainings and workshops that are for the journalists. It is a basic issue for the press clubs for not playing a role to provide training platforms for the journalists.”

The journalism practiced at present in our country is showbiz where the audience is diverted to irrelevant issues. Shaheena Sher Ali, MPA stated that, “Media can be referred to as a 'rudderless ship' because it has failed to serve its purpose in a responsible manner.” It is a matter of concern that the degree of journalism is not valued in the field of media. Due to no background in journalism the media workers are not reporting responsibly, rather are providing sensationalized news content. The credibility of the media has been affected due to the lack of sincerity to their work by journalists. MPA Fauzia Ayub, at a media reforms session highlighted, “A majority of the employees of media have no expertise in journalism and lack the know-how of responsible reporting”. The media groups are not enhancing the quality of reporting of the journalists through training sessions.

Moreover, senior TV analyst Mazhar Abbas identified the gap among the media owners and field reporters that have increased as the owners are using media channels to protect their business. He shared that “Around 95 percent of the journalist community is unaware of their legal rights that is guaranteed under Newspaper Conditions of Service Act”. The president of Karachi Press Club, Fazil Jamili shared that press clubs lack sufficient resources to provide training facilities/ opportunities to the members, such as those that are provided by the non government organizations. But the press clubs facilitate non government organizations and other external organizations to use its vicinity for conducting trainings and workshops. Press clubs have enough space to facilitate such programs. Moreover conducting such events in the press clubs could benefit the press clubs in generating revenue as well as the external organizations to establish network directly with the journalists.

## Recommendations

 The conversation on media with media personnel, parliamentarians and the civil society highlighted the challenges and issues faced by media. There is a need to devise sustainable reforms for media and by taking practical steps towards achieving a free, independent and responsible media. In the light of the issues discussed with media personnel, parliamentarians and the civil society together, we recommend the following steps to be taken:

- The ratings mechanism needs to be regulated to promote fair and open business.
- The local media should be promoted to have a fair business model. This will establish the local journalists and local media who will highlight the local problems to the local government authorities rather than depending on the federal government to take an action.
- To bring about effective reforms in the media sector, it is important to augment the existing laws and legislation and introduce laws that are practical. The media regulatory bodies are required to play an instrumental role to implement rules and regulations to ensure free, independent and responsible media (FIRM).
- The media regulatory bodies are also required to keep a check and balance on media to filter the irrelevant news reports and generate impartial information. The media owners need to develop and incorporate advertisements in the line of ethics provided by the regulatory bodies.
- To regulate information generated on social media the media regulatory bodies need to implement digital rights and cyber legislation effectively. On account of the cyber legislation, the right to privacy of the digital media users should not be violated.

- To ensure the implementation of media reforms members of civil society organizations can bridge the gap between legislators and media groups by establishing media consumers' societies. These media consumers' societies can serve to create awareness among the citizens about their rights as media consumers. These societies can further disseminate media literacy among their respective circles of influence. Also the media consumers' societies can play a role of sensitizing the members of the legislature about the importance of rights of citizens as consumers and push them for amendments in the existing consumer protection laws at the provincial and federal levels.
- In order to enhance the reporting skills of the journalists to ensure balanced reporting there is a need to engage them in trainings and workshops regarding Free, Independent and Responsible Media (FIRM). The civil society organizations can play a vital role in enhancing the capacity of media personnel by providing training to improve their reporting skills. In this regard, it is significant for media groups and the legislators to cooperate with the civil society organizations.

## The Conversationalists

## Annexure-I

- Mr. Saleem Shahid, (Bureau Chief Dawn News, Quetta)
- Mr. Mazhar Abbass, (Senior TV Analyst)
- Mr. Syed Wasi Shah, (Anchor Pakistan Television/ Express News)
- Mr. Hasan Khan, (Bureau Chief Khyber TV)
- Mr. Muhammad Ziauddin, (Senior Journalist)
- Mr. Saleem Safi, (Senior Anchor, Geo TV)
- Mr. Matiullah Jan, (Senior Anchor, Waqt TV)
- Ms. Nighat Dad, (Executive Director, Digital Rights Foundation)
- Mr. Mudasser Iqbal, (Anchor Channel 92)
- Mr. Afzal Butt, (President PFUJ)
- Mr. Adnan Rehmat, (Director Media Development)
- Mr. Masood Malik, (Director General APP)
- Mr. Muhammad Aftab Alam, (Legal Expert)
- Mr. Iqbal Khattak, (Senior Journalist)
- Mr. Murtaza Solangi, (Senior Journalist and Broadcaster)
- Mr. Sardar Khan Niazi, (CEO Roz TV)
- Mr. Nawazish Ali Khan Asim, (Director Media National Accountability Bureau)
- Mr. Syed Asif Salahuddin, (Chief Executive, AdGroup)
- Mr. Mazhar Abbass, (Senior TV Analyst)
- Mr. Saif ul Islam Saifi, (Senior Reporter, Geo News)
- Mr. Fazil Jamili, (President Karachi Press Club)
- Mr. Shahzada Zulfiqar, (Senior Journalist, Baluchistan)
- Mr. Agha Jarar, (Anchor Metro 1 News)
- Ms. Shamim Mumtaz, (MPA, PPP)
- Ms. Shaheena Sher Ali, (MPA, PPP)
- Ms. Sorath Theabo, (MPA- PMLN)
- Ms. Ayesha Javed, (MPA, PMLN)
- Ms. Fauzia Ayub, (PMLN)
- Ms. Ghazala Shaheen, (MPA, PML-Z)
- Mr. Vikas Hassan Mokal, (MPA, PMLQ)
- Dr. Farzana Nazir, (MPA, PMLN)

- Ms. Azma Zahid Bukhari, (MPA, PMLN)
- Ms. Nabila Hakim Ali Khan, (MPA, PTI)
- Ms. Onaza Ehsan Butt, (MPA, PTI)
- Mr. Saif ul Islam Saifi, (Senior Reporter, Geo News)
- Mr. Fazil Jamili, (President Karachi Press Club)
- Mr. Shahzada Zulfiqar, (Senior Journalist, Baluchistan)
- Mr. Agha Jarar, (Anchor Metro 1 News)
- Ms. Shamim Mumtaz, (MPA, PPPP)
- Ms. Shaheena Sher Ali, (MPA, PPPP)
- Ms. Sorath Theabo, (MPA- PMLN)
- Ms. Ayesha Javed, (MPA, PMLN)
- Ms. Fauzia Ayub, (PMLN)
- Ms. Ghazala Shaheen, (MPA, PML-Z)
- Mr. Vikas Hassan Mokal, (MPA, PMLQ)
- Dr. Farzana Nazir, (MPA, PMLN)
- Ms. Azma Zahid Bukhari, (MPA, PMLN)
- Ms. Nabila Hakim Ali Khan, (MPA, PTI)
- Ms. Onaza Ehsan Butt, (MPA, PTI)

Individualland creates choices! As an innovative research-based consultancy and advocacy group we open up space for the individual. Our focus is the role of the media and to generate a peaceful discourse in society. We are working to increase the number of responsible journalists, media-literacy among citizens and a greater acceptance for different ways to live.