

ON THE ROAD TO GENDER EQUALITY

Changing Media Narratives

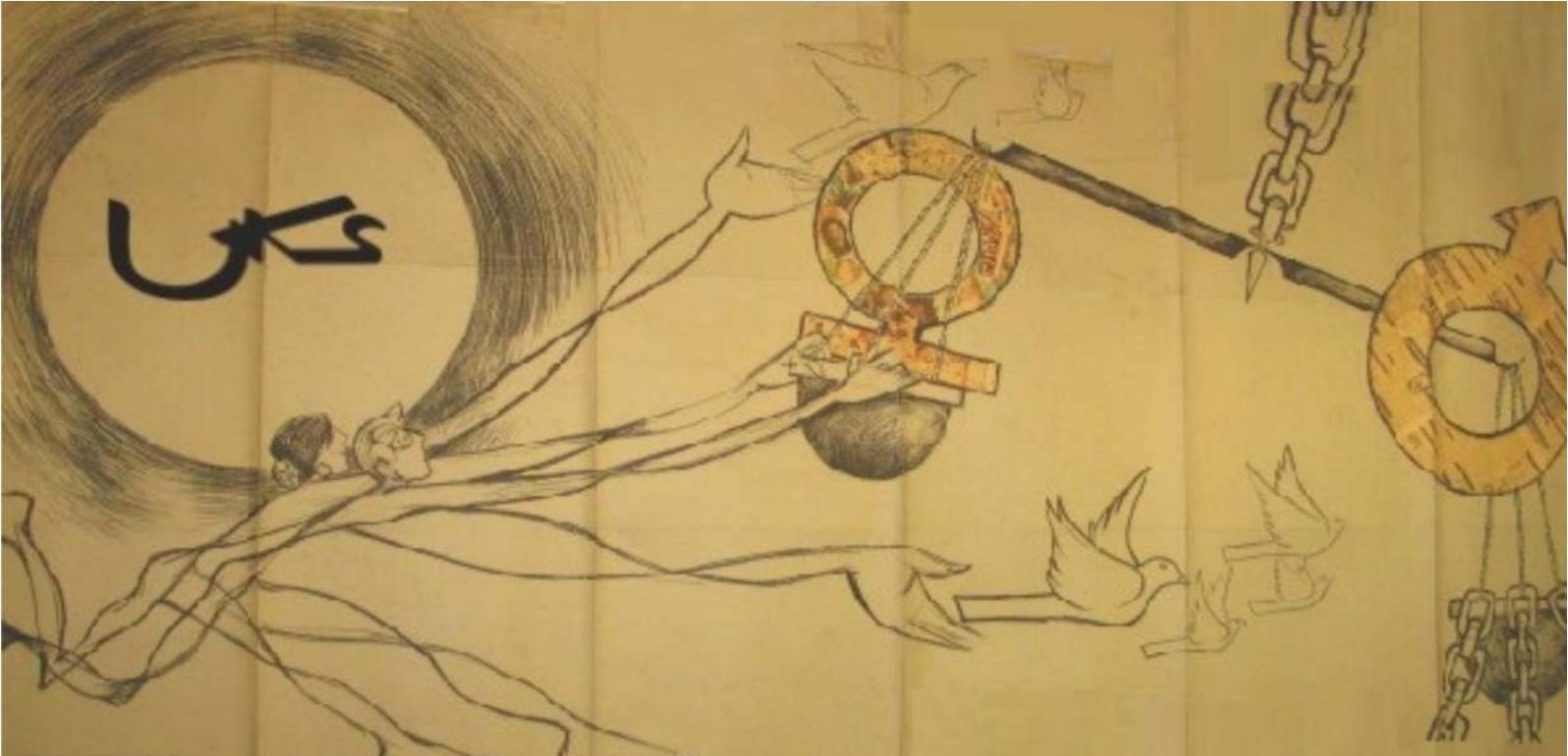
EMBASSY OF DENMARK

DANIDA

INTERNATIONAL
DEVELOPMENT COOPERATION



Uks - A Research, Resource
Publication Centre on Women and Media



On the Road to Gender Equality Changing Media Narratives

A report based on the outcomes of the final round of activities (on-desk consultations with the media, media monitoring and content analysis) at the end of the two-year project with the support of DANIDA on how to have 'More Women in Media'.

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PREFACE

Each time Uks brings out a new report, study or survey on 'Women and Media', we face a barrage of questions: Why are we at Uks forever trying to sensitise the media on gender and women issues? Have we seen any positive changes in the manner the media portrays women? Despite odds why do we continue with our efforts to change the stereotypical portrayal and representation of women in the media? These are difficult questions to answer but not totally baseless. We ask ourselves the same. Each time we reach out to the media with an initiative to inculcate some level of gender-responsiveness, we always ask ourselves why we are doing this and what would be the outcome? The answers are sometimes very heartening although at other times we feel that more could have been achieved. Frequently we feel very unhappy at the gender biases and gender blindness that remain highly visible in the media in talk shows, morning shows, news and current affair programmes, soaps and plays, and of course advertisements. This is what keeps Uks going, to keep working towards the empowerment of women in and through the media. So, while we celebrate each success, we also pledge never to give up.

It has been almost 18 years since Uks was established; the organisation that took up the difficult, tedious and challenging task of monitoring the media and analysing its content on how good, bad or ugly was its portrayal of women. We started with the print media, as in those days, we had only the state television and radio but a fairly large print media. After monitoring and analysing the media content, we would take it to the newspapers, talk to the editors, news editors and reporters. We tried to tell them what was gender balanced, fair or biased. Some listened, some tried to follow the guidelines and some were not interested. And then there were some we didn't want to touch as they were known for their unprofessional and unethical practices. In all these 18 years, we have to our credit the first ever compilation on how the print media portrays women (2002), a gender-sensitive code of ethics for the print media (2004), More Women in Media (2008), Who's Telling our Story (2013), the revised and all encompassing gender-sensitive code-of-ethics for the media (2013) and several other reports that try and facilitate the media on how to report – whether it is HIV/AIDS, disasters, disability, gender-based violence - rape in particular, and several other issues, using a gender lens. With each such initiative, we at Uks feel that we are progressing, even if it is inch-by-inch, towards a gender-responsive media.

This report is our latest contribution. Based upon our interactions with the media and their responses to our various surveys and questionnaires on how media reports on gender, the report gives an account of how and where media lacks information, commitment and awareness on sifting good from bad, positive from negative and how due to this inability, the media ends up doing a disservice to women and gender issues. The report narrates many such examples where we find many media persons totally clueless on the nature, importance and significance of international commitments like CEDAW, MDGs, etc. The report also tries to bring forward how and where the media makes mistakes so far as gender balance is concerned and how we can all collectively try and correct those mistakes. Each section is research based and draws strength from our on-desk consultations, media monitoring and content analysis. It also identifies ongoing challenges and constraints that include: Lack of interest by some media persons, organisations, a need for accountability mechanisms that encourage a high level of voluntary participation by the media on the basis of self-responsibility and promoting the concept of gender audit in media houses.

The main purpose of this report is to promote gender balance and equality, create awareness, bring forward best practices illustrating how some are taking women's issues into account and supporting women's participation in media development. It is earnestly hoped that it achieves what it is aimed at: a gender-responsive media.

Tasneem Ahmar

Tasneem Ahmar

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ABBREVIATIONS/ACRONYMS

B +15:	Beijing + 15
BPfA 1995:	Beijing Platform for Action 1995
CEDAW:	Convention on the Elimination of all forms of Discrimination Against Women
CEO:	Chief Executive Officer
CSOs:	Civil Society Organisations
DANIDA:	Danish International Development Agency
GMMP:	Global Media Monitoring Project
KP:	Khyber Pakhtunkhwa
MD:	Managing Director
MDGs:	Millennium Development Goals
NGOs:	Non-government Organisations
PBC:	Pakistan Broadcasting Corporation
PFUJ:	Pakistan Federal Union of Journalists
PIA:	Pakistan International Airlines
SAFMA:	South Asian Free Media Association
UDHR:	Universal Declaration of Human Rights

OVERVIEW

The media plays an important role in society. As the single largest source of information, the media shapes society's attitudes, perceptions and thought processes. That is particularly true for a country with low overall literacy, like Pakistan, where for many, the media is the only source of information and thus holds immense influence and power. This power can also translate into one of activism to promote gender equality in the society. However, the boom in the media industry in recent years, instead of alleviating the situation, has given rise to its own set of new problems.

In the neck to neck race of being the first to break the news, get more ratings or attract a bigger audience, the media has largely compromised on ethics, principles and professionalism. Stereotypes abound in the everyday portrayals of gender roles. Women are homemakers,

that even with an influx of new media sources, men outnumber women working in the media. Studies have found that across the world, although the number of women working in the media has been steadily increasing, all the top positions, be it producers, executives, chief editors, or publishers, are still very much dominated by men. This is even more evident in countries like Pakistan, where there are already many cultural and social impediments to women being able to fulfil their roles as journalists, such as working late hours, travelling away from home, and covering issues like politics, sports and business which are considered to be 'masculine' domains. The Global Media Monitoring Project (GMMP) reports that throughout the world, female journalists are more likely to be assigned 'soft' subjects such as family, lifestyle, fashion and arts. The 'hard' news, politics and the economy, is much less likely to be written or covered by women.

All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasise traditional roles and normalise violence against women.

Gendered Media: The Influence of Media on Views of Gender, Julia T. Wood

taking care of families. Men are powerful, dominant and strong. Strong, ambitious women are vamps or evil, while sensitive, gentle men are effeminate or gay. The Global Media Monitoring Project finds that women are more likely than men to be featured as victims in news stories (with the exception of domestic and sexual violence, which receives little media coverage) and to be identified according to family status. Women are also far less likely than men to be featured in the world's news headlines, and to be relied upon as 'spokespeople' or as 'experts'. Certain categories of women, such as the poor, older women, or those belonging to ethnic minorities, are even less visible.

A look at where this content is coming from shows

It is, therefore, a natural assumption that the level of participation and influence of women in the media also has implications for media content, i.e., media professionals who are women are more likely to reflect other women's needs and perspectives than their male colleagues. It is, however, important to remember that not all women working in the media will be gender aware and prone to cover women's needs and perspectives, just as it is not impossible for men to effectively cover gender issues. Nonetheless, the presence of women on the radio, television and in print is more likely to provide positive role models for women and girls, to gain the confidence of women as sources and interviewees, and to attract a larger female audience.

THE BACKGROUND

'More Women in Media' was a two-year project based on Media Monitoring, Gender-Sensitivity and Lobbying for Affirmative Actions. This project was implemented in Pakistan by Uks Research Centre, in collaboration with the Danish International Development Agency (DANIDA). The project tried to explore: whether more women entering the media meant empowerment or development of women in the media in particular and women in general? Was horizontal growth all that women in the media could ask for? Were women in the media looking at vertical growth? How much training was required for women to become competent journalists, especially at district levels? Was there a need to induct a course on Gender and Media and Gender Sensitive Media Content in universities teaching Mass Communication? Based on the outcomes of these queries, consultations, and trainings, the project brought out a comprehensive country report, based on both field and desk research, titled *"Who's Telling Our Story? A Situation Analysis of Women in Media in Pakistan"* as well as formulated a *"Gender-Sensitive Code of Ethics for the Media in Pakistan"*. The project targeted media owners, practitioners, journalists, media governance structures, universities, media studies faculty and students.

The overall objective of the project was to sensitise the Pakistani media on gender-fairness and create gender-balanced news. The project also aimed to promote the media as a career for women in Pakistan leading to more females in key positions and thus improving and balancing gender based news. A core part of the project's objective was the counselling of 200 female students from different universities pursuing their career in the field of media.

The project also aimed to make comprehensive data available on women in the field of media leading to an increase in gender-sensitivity amongst practitioners of media, which, in turn, would help increase the number of women working in the media as well as women holding key positions in media organisations. It also sought to increase the opportunities available to women in media as a profession and improve the portrayal of women by the media.

These objectives were accomplished during the two year duration of the project through development of a media monitoring toolkit; training workshops for media monitors and media coordinators; consultation sessions and review with partner universities; meetings with PFUJ, mass communication departments of universities, media houses and media professionals; content analysis, both qualitative and quantitative, of selected print and electronic media for a stipulated time period; focus group discussions, consultative and review meetings with stakeholders and audiences; survey and analysis of media houses; gender sensitisation workshops for working journalists and students; development of a gender sensitive Code of Ethics, for print, TV, radio and the internet; and, publication of a report on the state of women in the media in Pakistan.

The report titled *"Who's Telling Our Story? A Situational Analysis of Women in Media in Pakistan"* that marked the culmination of the project, addressed the dearth of data, qualitative and quantitative, available on the state of women in the Pakistani media. The report, along with presenting a situation analysis of women in the media in Pakistan also highlighted the significance of the role of Pakistani women in the media, identifying and analysing issues and exploring opportunities for promoting the media as a career for women in Pakistan.

Seeing the overwhelming need for a code of ethics for the fast growing electronic media, Uks also revised its initial code for print media (2005). This revised code, which was designed with full stakeholder participation, was one of the seminal outcomes of the project. However, this was not all that Uks did during the two year duration of the project. Because this project was a labour of love for Uks, additional activities were taken up voluntarily to increase the scope and impact of the project. These included parents' get-togethers at the universities, a roundtable with media heads and civil society members to revise the Code of Ethics, and the publication of *"Fair, Balanced and Unbiased: A Gendered Analysis of Media Reporting on Elections 2013 in Pakistan,"* a report monitoring Elections 2013 from a Gender Lens.

Despite the successful and timely completion of all project activities and positive responses from all participants, Uks observed that the media was still making oversights when it came to the reporting of women. Based on its daily media monitoring, it was clear that the rigorous and massive scope of work done in *More Women in Media* was still not enough to bring about an enduring and significant change regarding gender in the media. These oversights also emphasised

the need to revisit the trainings and consultations with journalists, reacquainting them to gender just and ethical practices of journalism. Hence came about the concept of *The Final Touch*, where Uks, once again eagerly took on more than was required, sharing and bringing to the media's attention, results, findings and publications from the recently completed project *More Women in Media*. Rather than choosing the easier, albeit less effective route of bringing the journalists together at one location, Uks visited each location/ media house individually. As a result, Uks conducted On-Desk Consultations with different media organisations all across Pakistan. These sessions were aimed at increasing knowledge levels of journalists from smaller districts, promoting debate and discourse on the need to accept the code of ethics, helping them understand the need for gender sensitivity in media, and promoting greater empathy in content, especially in the use of language and visuals. This approach ensured not just greater participation of journalists in all locations, but also provided a more productive means of conveying information.



Women at FM 107 wear many hats including anchoring and programming

INTRODUCTION

The multi-faceted More Women in Media project entailed many activities to gauge how a fairly large, vibrant and ever-expanding media in today's Pakistan had been reporting on/portraying women and young girls? The project's activities and initiatives were geared towards making Pakistani media realise that it is yet to become an effective and credible tool to advance messages on gender equality, human and women's rights. Once material for the project had been designed, it was to be shared with the people it had been designed for. Sending the material does not - most of the time - yield the desired results as many people do not ever find the time to go through the publications that have actually been specifically designed to enhance their awareness and knowledge level on issues of gender. For a 'final touch' it was decided to take the publications to the targeted audience and engage them in a debate to discuss the content and its usefulness.

Also, an important component of this project was to involve the senior management, at the editorial policy-making tiers of the selected media houses, in discussions on the need for gender equality, mainstreaming policies, as well as their implementation. It was observed that at such senior levels it is difficult to gather a number of owners, editors, CEOs, MDs, and the like at one place at one time; hence, on-desk consultations were scheduled with each one of the selected media houses.

The project involved consultative meetings with radio, print and electronic media in 6 of the selected locations in the country. Each location was selected based on its reach. Some consultations, for example the ones in Hyderabad and Abbottabad, were held to bring in journalists from nearby locations as well. In these consultations media houses were visited where the journalists were informed about gender sensitive reporting, the code of ethics and other practices of fair and unbiased journalism regarding gender. Reports, toolkits, posters and brochures from More Women in Media were also disseminated among the journalists. The media houses were asked to nominate journalists who would report in accordance with the codes and ethics shared by Uks.

The aims and objectives of *The Final Touch* were to:

- Increase knowledge levels of journalists from smaller districts
- Promote debate and discourse on the need to accept the code of ethics
- Help them understand the need for gender sensitivity in media
- Promote greater empathy in content, especially in use of language and visuals
- Spread the clauses of the code as well as the contents of the media guide
- Identify potential change makers among the participating journalists and guide them in creating gender-sensitive content, especially on MDGs, UDHR, CEDAW and other clauses and commitments
- Encourage and guide the selected journalists into generating content according to Uks' guidelines
- Monitoring the media for gender-sensitive content from the trainees
- Holding of a round table conference of those journalists who were part of the on-desk consultations along with media heads and civil society organisations to discuss how more media could be urged to follow Uks' guidelines and code of ethics

Methodology

6 consultative meetings were held with selected media in 6 locations. Each location was selected based on its reach, for example, Hyderabad and Abbottabad were selected as journalists from nearby towns could be invited there easily.

A round table is planned to be held to bring together the trained journalists to share the findings of this report and share best practices.

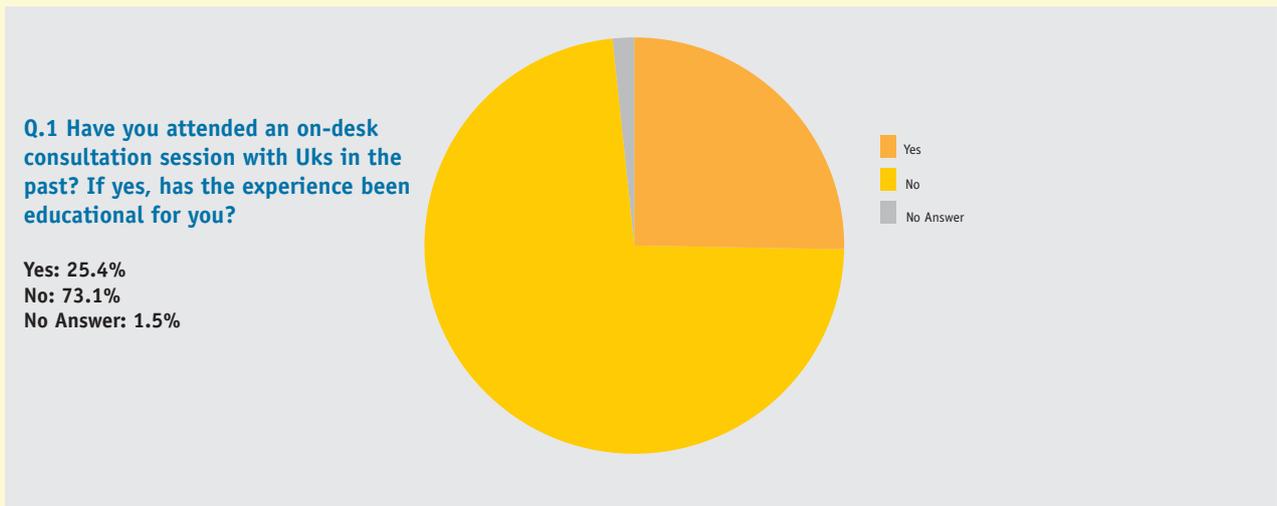
NUMBER OF JOURNALISTS WHO ATTENDED ON-DESK CONSULTATIONS

CITY	NUMBER OF JOURNALISTS	LOCATION VISITED
Abbottabad	8	√
Quetta	9	√
Multan	18	√
Hyderabad	15	√
Islamabad	52	√
Peshawar	45	√
TOTAL	147	

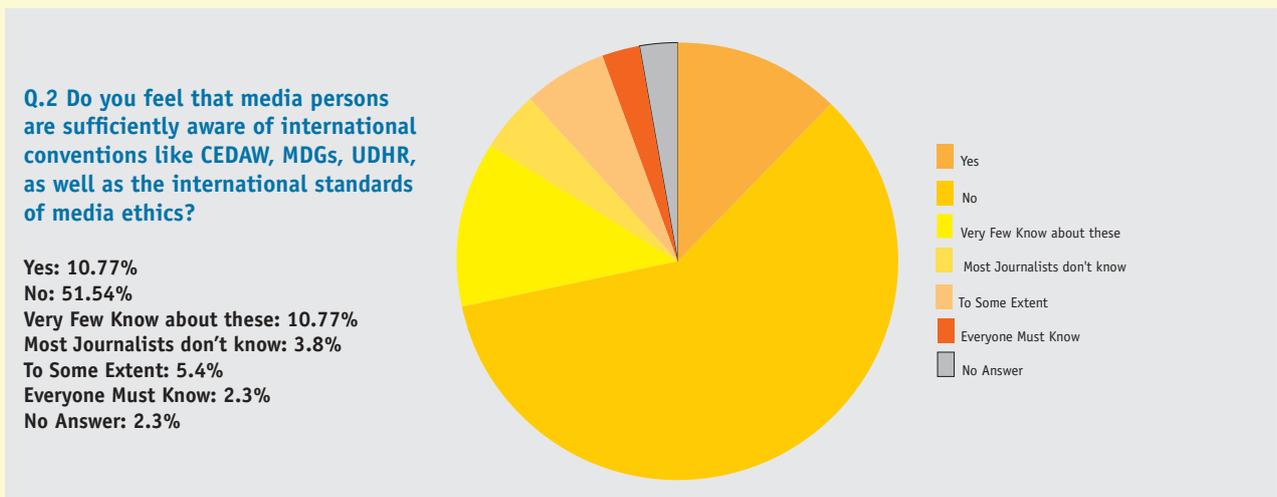
DETAILS OF MEDIA ORGANISATIONS WHO ATTENDED ON-DESK CONSULTATIONS

CITY	MEDIA ORGANIZATION
ISLAMABAD - The on-desk consultation was held at the media houses of these organisations:	<ol style="list-style-type: none"> 1. Ab Tak 2. Daily Pakistan 3. Express Tribune 4. FM 100 5. Geo 6. Pakistan Broadcasting Corporation
HYDERABAD - The on-desk consultation was held at the Press Club where journalists participated from these media organisations:	<ol style="list-style-type: none"> 1. Aaj TV 2. Radio Pakistan Indus FM 3. Awaz TV 4. KTN News 5. Daily Dunya 6. Akhbar-e-Jahan, Hyderabad 7. Daily Ibrat, Hyderabad 8. Indus FM Network 9. Dawn News 10. ARY News 11. Samaa TV
PESHAWAR - The on-desk consultation was held at these media houses:	<ol style="list-style-type: none"> 1. Aaj TV, Peshawar 2. FM 101 Radio Pakistan 3. Frontier Post 4. Khyber TV
MULTAN - The on-desk consultation was attended by journalists from these organisations:	<ol style="list-style-type: none"> 1. Daily Khabrain 2. Waseb TV 3. Daily Naya Dor 4. Daily Shohrat International APP 5. Daily Safeer-e-Punjab 6. Daily Naya Dor 7. Daily Express Multan 8. Daily Din Newspaper 9. Daily Multan Nama 10. Daily Din Lahore 11. Nawa-e-Waqt, Multan 12. Daily Express, Multan
QUETTA - The on-desk consultation was held at the offices of these organisations:	<ol style="list-style-type: none"> 1. Roz-Nama Mashriq 2. Roz-Nama Azadi
ABBOTTABAD - The on-desk consultation was attended by members from:	<ol style="list-style-type: none"> 1. ARY News TV 2. Daily Express, Express News 3. Pakistan Observer 4. Daily The News 5. IDEALS 6. Daily Mashriq 7. Daily Nawa-e-Hazara 8. Hazara News 9. Daily Ummat

ON-DESK CONSULTATIONS: QUESTIONS AND THEIR RESPONSES



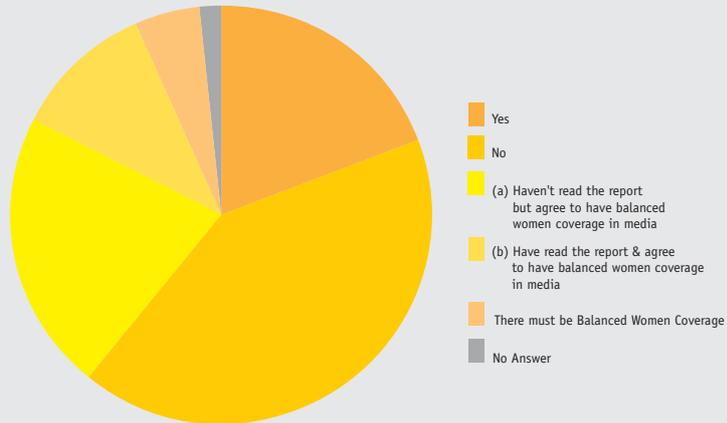
Since the effort is to reach more and more journalists each time, most of those in these on-desk consultations had not been part of any previous session. However, out of those who had, most felt that it had been a good learning experience, both thought-provoking and informative.



An overwhelming majority felt that people working in the media were not aware of international conventions and code of ethics. One pertinent comment was that 'the journalists who attend workshops or trainings are well aware.' It was also mentioned that many journalists came to know about the MDGs 'when a committee was formed on it in the parliament.'

Q.3 Have you read the reports published by Uks on the status of women in the media and on the coverage of women politicians in the elections 2013? Do you agree that conscious effort needs to be made to promote fair and balanced coverage of women in media?

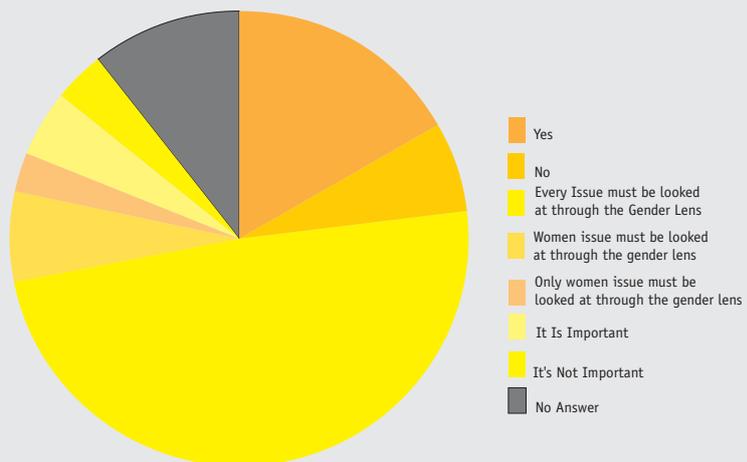
No: 38.46%
 Yes: 17.70%
 (a) Haven't read the report but agree to have balanced women coverage in media: 20%
 (b) Have read the report & agree to have balanced women coverage in media: 10%
 There must be Balanced Women Coverage: 4.6%
 No Answer: 1.5%



While a majority had not read the reports, they agreed that there must be balanced coverage of women in the media because 'discrimination against women is a vital sign of societal imbalance' and that such reports bring about the realisation that 'following journalism codes is not difficult and gender issues must be considered.'

Q.4 In your opinion is there a need to look at gender issues as a separate issue or should each issue be looked at through the gender lens? Please provide reasons for your answer.

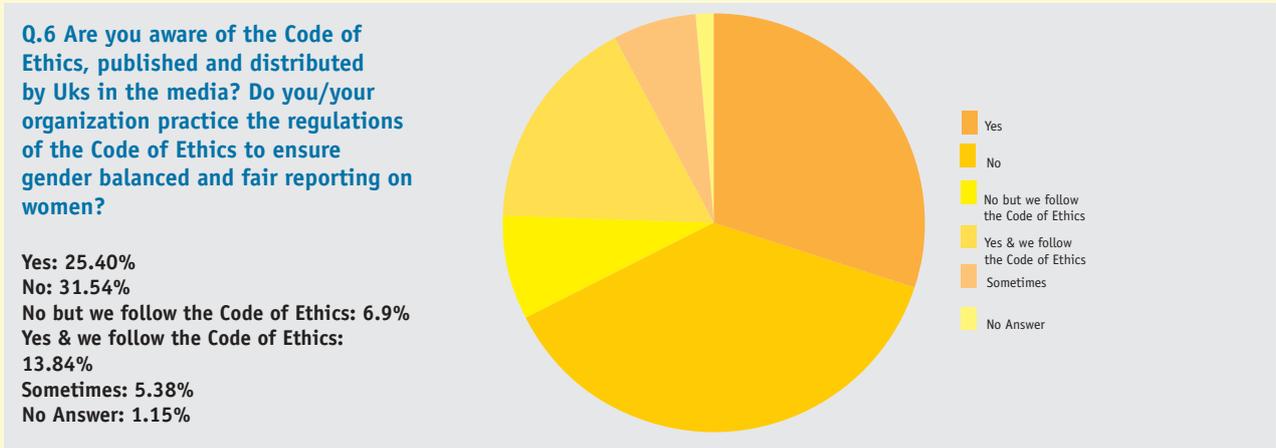
Yes: 13.84%
 No: 5.30%
 Every Issue must be looked at through the Gender Lens: 40%
 Women issue must be looked at through the gender lens: 5.40%
 Only women issue must be looked at through the gender lens: 2.30%
 It Is Important: 3.80%
 It's Not Important: 3.07%
 No Answer: 8.46%



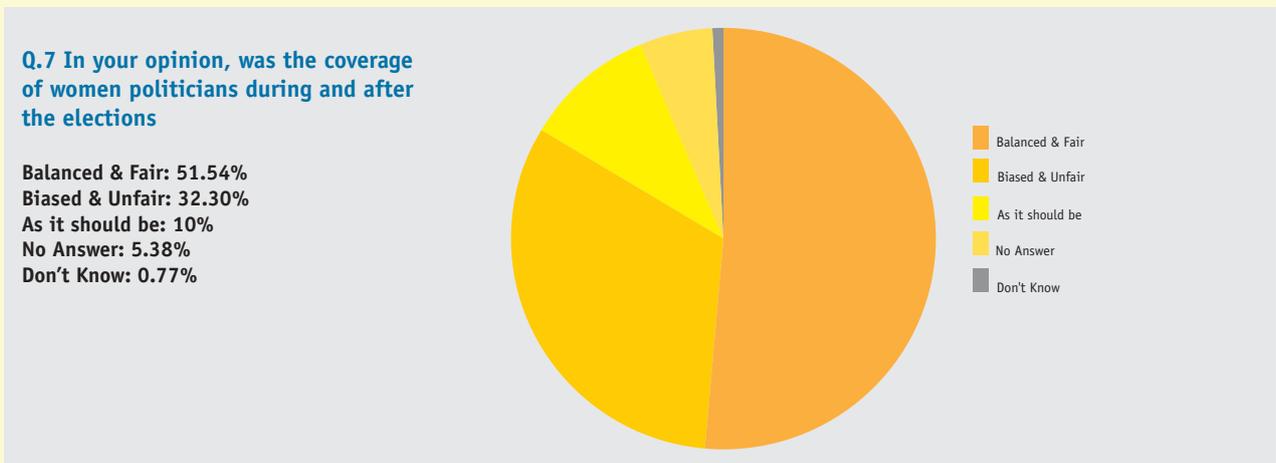
While the majority felt that every issue must be considered through a gender lens, some felt that every issue must be treated separately to highlight it properly in order to create mass awareness.

Q.5 How many stories regarding gender and women issues are reported by your organisation on a weekly basis?

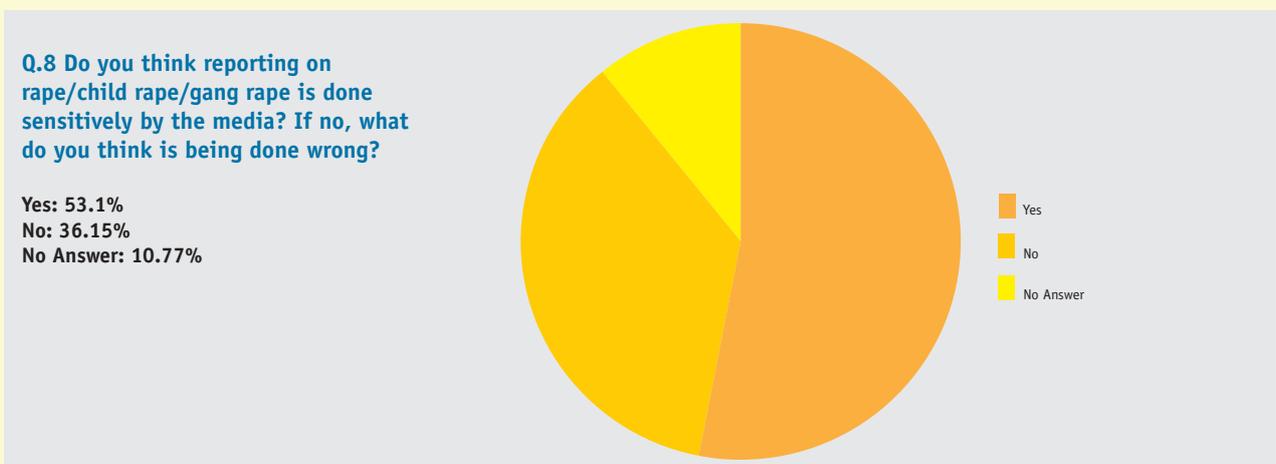
The answers varied from '40-50 stories a week' to 'almost nil'. Some said that only crimes and violence was reported, while others claimed that specially structured programmes for women were transmitted on a daily basis covering topics like the status and efforts of women, children's education, health and home management issues.



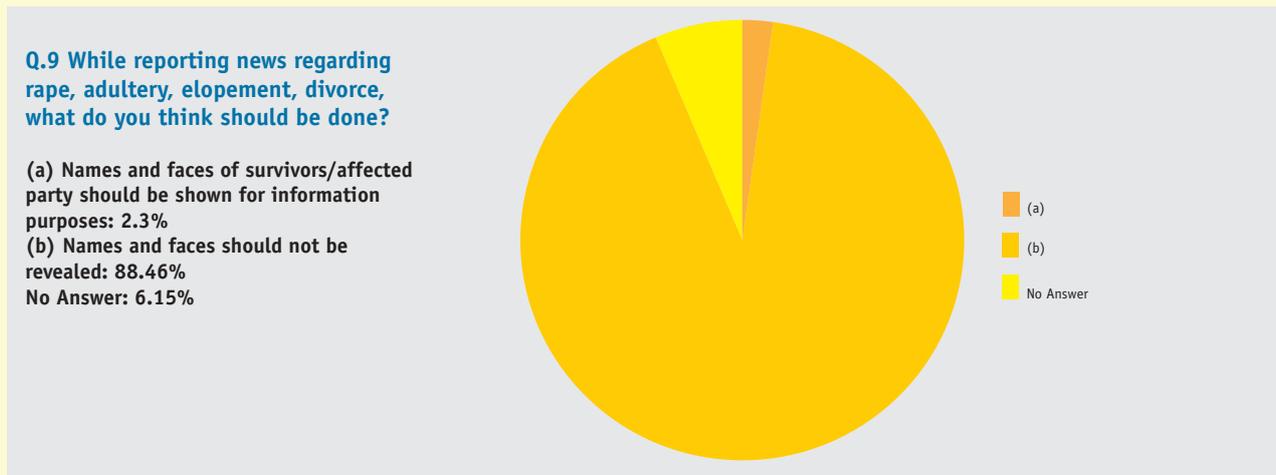
The majority said that they were not aware of the Code of Ethics published by Uks, however out of those who claimed to follow a code, a larger number was aware of the one by Uks. Some claimed to have their own strict policy related to gender while others said that it was difficult to implement it.



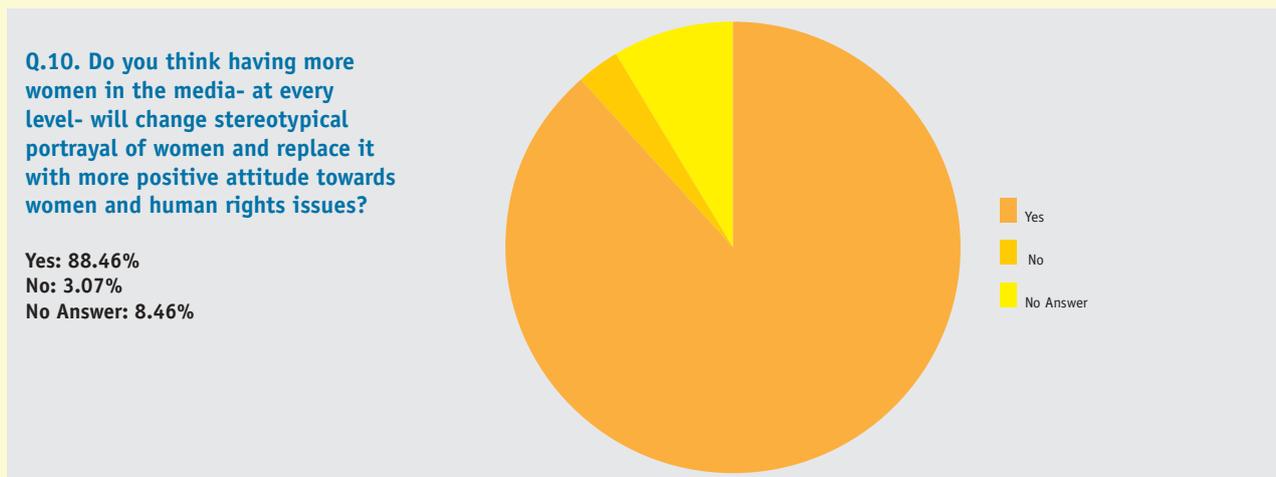
Though most thought the coverage had been balanced and fair, a large number said it was biased and unfair, while some felt that it was as it should have been.



The majority claimed that the coverage was balanced and fair. However, quite a large number said that it was not and that it was sensationalised and most of the times, the criminals were not shown while the survivors/victims were openly shown. The reasons given included: to increase ratings, make the story more interesting, lack of awareness, regulations and training, among others. However, most claimed that the situation was much better than in the past and the sensationalism was gradually disappearing from the news reports of such cases.



Most agreed that identities of survivors/victims should not be revealed. Others said that it depends on whether they or their families wanted their identities revealed or not, or that they can be shown but the faces should be blurred. It was also suggested that details and faces of criminals should be shown so that the public gets to see them.



Although the majority agreed that more women in the media will lead to a change in the portrayal of women, some suggested that male reporters can do equally well provided they are given proper training.

THE OTHER SIDE OF THE STORY

During the project More Women in Media, Uks designed a poster titled “Tasveer Ka Doosra Rukh Yeh Bhi Ho Sakta Hai” (This Can Also Be the Other Side of the Picture). In this poster, Uks altered the headlines that were derogatory and insensitive towards women, changing the subject of these headlines from women to men. This reversal was met with a very interesting response from participants of review visits and on-desk consultations at universities and media houses respectively.

During the review visit at Peshawar University, one of the faculty members objected to the headlines shown in the poster. He deemed them “unacceptable” even when it was explained to him that Uks was not suggesting that the media start making such headlines. What Uks was trying to prove through this thought provoking poster was that if such insensitive and derogatory content is considered unacceptable for men it should be considered the same for women.

At the on-desk consultation in Multan, journalists when told about the poster, said that the situation regarding such insensitive content was different in both English and Urdu journalism. According to the journalists, in English journalism the authority of making the headline rested with the reporter; whereas, in Urdu journalism the reporter has nothing to do with headline, all the authority lay with the editor. The reporters hence put

the onus of such insensitive headlines on the editor.

This poster was also shown at the on-desk consultation in Hyderabad where journalists were of the view that the headlines seen in the posters were from evening newspapers, which were more prone to sensationalism than mainstream newspapers. However, it was made clear that these headlines were taken from the mainstream newspapers monitored by Uks. Journalists present at the consultation took offence at men being presented in such a way, which again prompted the question from Uks that if such headlines were not suitable for men how could they be suitable for women.

Journalists also justified the use of sexist headlines by saying that they were essential for increasing the sales of newspapers and without them the sales would go down. Journalists admitted that this practice was common among their peers and that it was a deliberate tactic that was used to boost the sales of newspapers.

By exposing the sensationalism and sexism inherent in these headlines Uks tried to question the mindset of society and media. Through the poster Uks also aimed to make the journalists understand the stigmatising effect that such headlines could have on a woman who was being addressed using derogatory and offensive terminology.

تصویر کا دوسرا رخ یہ بھی ہو سکتا ہے

باہمت کی انگوٹھوں میں دو دست پہن بٹھا کر بھاگ نکلی لوتھی بس پھرچ

لڑکی دہلی میں گسٹو آفیسر کے ہتھیار بٹھا کر بھاگ نکلی لوتھی بس پھرچ

13 جولائی 2012 — روزنامہ خبریں

ڈاکٹر پر بدکاری کا اڈا چلانے کے شبہ میں گرفتار

لیڈی ڈاکٹر پر بدکاری کا اڈا چلانے کے شبہ میں گرفتار

30 دسمبر 2010 — روزنامہ جناح

30 سالہ بھتیجے زاپنی بیوی پوچھی شادی کر لی

9 کی پڑھائی 30 سالہ دی بھتیجے شادی کر لی

23 جولائی 2012 — روزنامہ جناح

پھوتوں کو بیچنے خریدنے والے گرفتار

دھوکہ دینے کی تلیاں لاکر گرفتار کر کے

5 اگست 2010 — روزنامہ جناح

وزیر اعظم کیلئے مرگ کا نام گردش کرنا فسٹوگ علماء

وزیر اعظم کیلئے خاتون کا نام گردش کرنا فسٹوگ علماء

7 فروری 2013 — روزنامہ اوصاف

پھر شادی شدہ بچوں والی خاتون کو بھگا کر لیا

شادی شدہ خاتون بچوں سمیت بسا فرار

یکم جولائی 2010 — روزنامہ اوصاف

جو خبر مرد حضرات کے پیرائے میں قابل قبول نہیں اسے عورتوں کے حوالے سے بیان کرنے میں میڈیا اتنا غیر حساس کیوں ہے؟
صنعتی طور پر حساس صحافت آپ کا فرض بھی ہے اور ذمہ داری بھی

GOING TO THE SOURCE: MONITORING THE MEDIA

Following the on-desk media consultations held at different media houses of the country, Uks conducted the media monitoring of different channels, newspapers and radio stations. These included both the media outlets that were part of the on-desk consultations conducted between November-December as well as those that were not. The activity hoped to see the impact of the consultations, assessing any improvement in the published/aired content with reference to gender equality.

The media monitoring was based on the Global Media Monitoring Project (GMMP) tools which are globally accepted and used for assessing gender responsiveness of news items. The media monitoring was carried out through a detailed content analysis of print and electronic media by media monitors followed by the compilation of analyses – print, radio and television- in a comprehensive report.

The media monitoring took place from 1st April to 30th April. A report details the findings and analyses of the media monitoring, however this chapter aims to briefly encapsulate those findings.

The complete media monitoring report with in-depth qualitative and quantitative analyses of the media monitored from April 1 – April 30, 2014 can be read at Uks’s website¹.

¹ [http://www.ukresearch.com/PublicationsPDFs/Complete%20Media%20Monitoring%20Report%20\(1st-30th%20April\).pdf](http://www.ukresearch.com/PublicationsPDFs/Complete%20Media%20Monitoring%20Report%20(1st-30th%20April).pdf)

What Makes the News?

A total of 80,427 news items were analysed out of which 7,425 were related to women, while in the electronic media, 7% of the total hours monitored were related to women. In terms of placement, only 9% of the women-related news made it to the front page, 12% to the back page, and the majority (72%) was relegated to the inner pages, while 7% of the total women-related content was opinions or editorials.

Of these, the type ‘news’ was the most common followed by ‘photographs’. The number of editorial, opinions or features were negligible, again highlighting the neglect women and women related news suffer. Photographs of women at fashion shows, out and about, in the rain etc. are often included to increase sales hence the relatively higher number of these images in print.

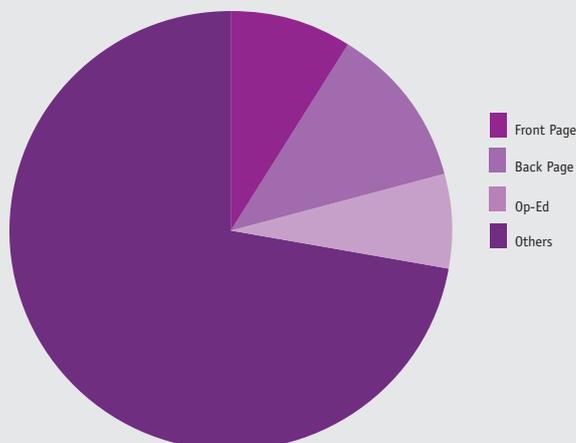
In electronic media it was observed that news related to politics and national and international government was the most common theme, followed by non-terrorist crime and violence news.

Delivering the News

In print media it was seen that only 6% of women were reporters whereas 12% were men and the gender of 82% had not been mentioned. In cases where the gender had not been mentioned, the news item usually carried the by-line “staff reporter”, “correspondent”, etc.

On TV channels it was seen that 69% of reporters were

Placement of News Items



men and 31% were women. In addition, 72.1% of anchors were men and 27.9% were women. Similarly 57.2% of presenters were men and 42.8% were women. Centrality refers to news items that specifically talk about women and women related issues. Among the 439 women related news items monitored in the print media, 71% were central to women. Whereas, in the electronic media, only 38% of the total women related news items were central to women.

Compared to the past, very few violations of the Code of Ethics were monitored. However, in print, the vernacular press was observed to be violating the code more often, while the English language newspapers fared much better. The same was observed for the use of derogatory

language and reinforcing stereotypes. Some violations were also observed on the electronic media. However, there was no instance of derogatory language being used on the radio channels during the whole monitoring period.

Advertisements

Print media contained advertisements that sexually objectified women and reinforced negative social values. These advertisements comprised 24% and 4% of the total advertisements in print media respectively. Advertisements that sexually objectified women were common on electronic media constituting almost 9% of the total advertisements.

ADVERTISEMENTS THAT CONTAINED SEXUAL OBJECTIFICATION OF WOMEN, GENDER STEREOTYPING, AND REINFORCEMENT OF NEGATIVE SOCIAL PRACTICES			
Sexual Objectification	Gender Stereotyping	Reinforcing Negative Social Practices	Positive
Qmobile, Lux, Diamond Foams, Veet, Head & Shoulders, Magnum, Slice, Tarang, Domex, Sandoz, Safi, Cornetto	Ariel, Sunlight	National Recipe Mix, Dawlance, Bonus, Saathi	Aaghaaz-e-Safar (Aaj News), Kenwood, Askari Bank (Song)

Qualitative Analysis of the Data

Print Media:

While the media monitoring revealed quite a few cases where the Code of Ethics was not followed, there were some news items from different newspapers that followed the clauses of the Code and also highlighted issues pertaining to women. Among these, Dawn newspaper seemed most sensitised. It was observed that during the monitoring period Express Tribune published the most amount of positive and empowering stories about women in Pakistan. Seeing as there is an urgent need to report issues that pertain to women and girls in the country, some newspapers brought forward these issues. While the Code of Ethics clearly states that derogatory, patronising, judgmental, insulting, humiliating and ridiculing words or phrases must not be used for women/girls in any form of the media and only facts should be presented on the news, the media monitoring conducted revealed that professional standards were constantly breached. During the monitoring, the most insensitive pieces were seen in The Friday Times, with statements like “Skirts Are for Infidels”, “Mukhtaran Mai is Busy with Her Make-Up”, “Women with great figures soothe Ayaz Amir’s eyes.” Despite constant trainings by Uks on the sexism and objectification behind uncaptioned pictures of women and other pictorial representation, newspapers were seen in constant violation with women photographed unaware at various events and places, as well as

photographs showing women printed with either sarcastic comments, or with no relevance to the news story. It was observed during the monitoring period that coverage of cases of violence including rape, gang-rape, abduction, elopement, etc., were largely reported insensitively in the press media. Over the period of media monitoring, there were many incidences, mostly of rape and gang rape where the identities of the victims/survivors were disclosed and their pictures published. The regional press showed many more violations of the code of ethics and the news regarding women was predominately related to crime and violence.

Electronic Media:

It was observed during the monitoring period that the majority of gender related news stories and packages were regarding violence and crime. Moreover, it was interesting to note that even on the same channel some news items were in accordance with the gender sensitive code of ethics whereas many were not. For example, news of rape aired by Capital TV, in some instances blurred the images of the victim/survivor while in others it did not. And even if the face of the victim/survivor was not shown, the identity of her relatives and her address was revealed which defeated the purpose of blurring the face of the victim/survivor. The use of background music to sensationalise a news report continued unabated, with everyone from politicians to victims of violence falling prey to this ‘technique’.

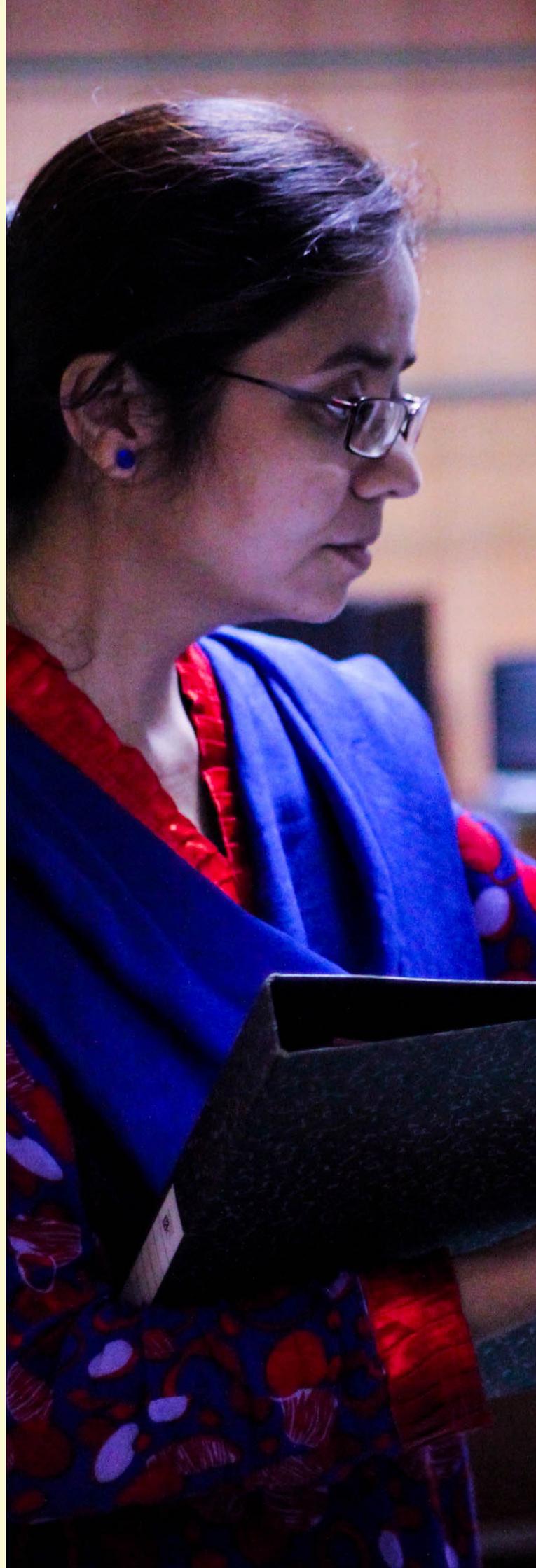
MONITORING PROVES THAT NEGATIVITY STILL PREVAILS

It cannot be denied that over the last decade, a lot of effort has gone into educating the media and its audiences about the portrayal of women. The media itself has seen an increase in the presence and influence of women behind the scenes. Yet, somehow, even as the media has grown and expanded, the situation regarding women and how they are portrayed has not changed much. Media stereotypes prevail along with the gender-sensitive encouraging instances. The following are examples of some positive as well as negative trends, as well as other challenges and opportunities, present in the media in Pakistan today with respect to women and their portrayal. These issues and topics have come to light after the on-desk consultations and media monitoring done by Uks in the More Women in Media project.

Please Watch Your Words

A Reporter is a Reporter...So Why is a Woman a "Lady Reporter"?

Despite regular trainings and awareness raising efforts on the pejorative connotations of the term, journalists still use "Lady Reporter" to address women journalists in print news media. This common use is due to a lack of understanding about the prejudicial nature of the words, as journalists think that by giving women the title of a LADY reporter they are bestowing a huge honour upon them rather than discriminating against them. While Uks





As part of the technical department at FM 107 women are actively breaking stereotypes

has time and again reminded journalists that a woman's identity should be because of her work and not her gender, (Uks poster states: My Work is My Identity NOT My Gender...Call Me a Reporter NOT "LADY REPORTER"!), the term is frequently used, not just by men but also women, who think that this is a distinguishing rather than discriminatory title.

The responses that Uks received regarding the use of the term during its consultation sessions in "More Women in Media: The Final Touch" presented many excuses and pretexts regarding the use of the term. Participants at the consultations said that women themselves (cited example of two women journalists from Khabrain) preferred to have their stories run under the byline of "Lady Reporter." Justifications were given by the participants that all stories cannot be run by the reporters' names so they are assigned certain titles according to their beats.

"If more than one woman is working in an organisation we will have to see how much work is done by each of them so we assign the title of Lady Reporter to them. Every news item does not carry their name. If there are two or three women, one of them is taken as Lady Reporter, another as Special Correspondent, the third as editor, etc."

"The credit line is one's identity; one's performance can be judged through it" – Daily Times

A woman at the FM 100 station said, "Don't you think that when we talk about the rights of the majority and the minority, if we do not specify the presence of minority we will not be able to facilitate them either. Don't you think that specifying them as Lady Reporters is somehow a good thing, so that being a woman you are given proper facilitation in the media?"

"I will give you an example of an office where there are all staff reporters, but the woman reporter in that office wanted her own identity among them and asked to be addressed as a "Lady Reporter."

"This is their (women's) own demand."

It was also said that "in some cases it is imperative to mention 'Lady Reporter' to give credibility to the news, especially in cases when women are being searched or when the story has been taken by visiting the woman in her house."

The general consensus was that if women wanted to stop being discriminated against through the use of the term "Lady Reporter", they themselves needed to realise that they should be recognised because of their work and not

because of their gender.

The Issues Women Face – In and Through the Media

According to a report, 'More Women in Media – The Way Forward' the following key issues were identified regarding women working in the media:

Women are excluded from top positions in Pakistani media houses. The fact that the top management in most media houses is male and does not recognise the rights of women, contributes greatly to the fact that women are excluded from top jobs in media.

Women are greatly out-numbered by men in the media workforce. Despite the fact that it is difficult to find adequate data on male and female ratios working in Pakistani media, we can safely say that there are fewer women in this field compared to men.

Gender division of news beats is biased, favouring male reporters. Women reporters, who are equally competent to take up 'hard' issues like politics, economy, and sports, are kept away on the pretext of their gender.

Sexual harassment is a very serious concern. This is a topic not well understood in media houses in Pakistan, mainly due to a lack of awareness and sensitivity towards gender issues.

The portrayal of women in media is biased and prejudiced. When women do get reported on, they are often portrayed as sex objects, beauty objects, as docile homemakers, and as victims. Some categories of women, the working class and minorities receive even less attention.

Absence of training and capacity building for women. There is a need to provide women with equal opportunities for intensive training, empowering them with professional skills to fight for their place in mainstream media.

Traditions and culture hinder women's learning process. In media, a lot of training takes place on the job. Women feel their male colleagues are able to learn at a faster pace because they can sit with senior male colleagues and learn things over a cup of tea, etc. – there are no cultural barriers getting in their way.

Unfriendly environments and a lack of facilities for women discourage them from working in media. Unfavourable conditions at the workplace like improper seating arrangements, lack of ladies' toilets, lack of

transportation, etc. expose women to discomfort at the workplace and discourage them from working at media houses.

Long and unpredictable hours carry a social stigma for women. This makes it very difficult for women to cover 'hard' news beats, which require them to work at all off hours and include a lot of travelling at times.

Gender-sensitive reporting is missing in print and electronic media. Women are not given the opportunity to be involved at all levels of media houses, especially in decision-making positions. The nature of information being disseminated should be sensitive towards both men and women, and women should be used as sources of stories, alongside men.

Media bias of women in sports. Sports is a male-dominated domain, but media in Pakistan can play a key role in overcoming the barriers regarding women's participation in sports. The media, however, seems to have a negative effect on the efforts of women in sports.

Media advertisements portray women in stereotypical roles. Creative and destructive roles of advertisements include discrimination against women, which play a huge role in shaping the gender roles in society.

Gender specific coverage of news in print and electronic media favours men. Women are under-represented and a proportion of news about them, though small, is biased and unfair.

POSITIVE ROLE MODELS

There are many women, both within the media and in other professions, who are excelling in their chosen fields and who need to be highlighted and lauded. This would not only encourage them to go further and do more, but also serve as inspiration and motivation for so many others who are fighting the stereotypes and glass ceilings every day.

Despite facing daunting and seemingly insurmountable odds, many Pakistani women have come forward and proven their mettle in the field of media. These women include veterans like Ms. Sultana Siddiqui and Ms. Seema Tahir Khan, well-known names in the world of television; along with younger voices like Ms. Arifa Noor, Resident Editor of Daily Dawn in Islamabad, and Ms. Naweem Mangi, Bureau Chief Pakistan for Bloomberg News. Through their continued struggle and passion for the work, these women have set the precedent by rising to powerful positions in a male-dominated field. Here we present just a few examples of such role models:

Ms. Farzana Ali

Bureau Chief, Aaj TV - Peshawar

Ms. Farzana Ali is currently working as the bureau chief, KP region, Aaj TV - Peshawar. With a diverse range of experience in both print and electronic media, Ms. Ali is among the very few women who have broken the glass ceiling and attained a top position in the media. She is also the General Secretary of SAFMA.

Originally from Dera Ismail Khan, Ms. Ali was inspired to study and work in media by a cousin who was running a local newspaper from DI Khan. She began her career with the newspaper *Mashriq* from Peshawar, and subsequently gained 8 years of experience in the print media. She then joined Aaj TV as a reporter in 2005, something she calls a milestone in her journalistic career.

Ms. Farzana Ali has said on occasion that she enjoys complete support from her father and husband. She has said that she faced a lot of challenges but never gave up; in time she says her colleagues respected her for her professional merit rather than for her gender. She is also of the opinion that with more women at decision making positions, the problem of gender insensitivity and lack of women based/women central reporting can be effectively solved.

Uks's interaction with the staff at Aaj TV Peshawar also revealed that gender did not factor into their relationship with their bureau chief; staff members said that it was more about striking an equation with your

superior than about gender. One of the participants said that if, for instance, instead of Ms. Ali, someone else were to have taken charge, with whom they had no association, then problems would have arisen; "but with a woman who has risen with you from the grass root level - working with her is not difficult at all." The staff agreed that as journalists, whether men or women, experience was what mattered.



Image taken from www.thewomenseye.com/contributors/

On the topic of taking instructions from a woman, the staff members said that "what is right, is right whether it is said by a woman or a man. If a woman is attacked or is raped, and Farzana tells us not to show her name or picture, she is not saying that because she is a woman. I would say the same thing being a man."

It was unheard of for a woman to attend and report on a rally of right-wing political leader Maulana Fazl-ur-Rehman in Peshawar. Ms. Farzana Ali, however, seems to have a penchant for setting precedents. Paying no attention to those who told her not to go to the rally, Ms. Ali went anyway. She was stopped at the gates of the park where the rally was being held and told that she could not enter because she was a woman. Sensing the precariousness of the situation her camera person saw it wise to leave. Ms. Ali however was not one to be dissuaded, and after talking to the communications officer of JUI, made her way into the park. She successfully covered the event, however, during prayer time she was asked to go inside, as a woman's presence would render the offerings of these men useless.



Ms. Samina Pervaiz, Director General, PBC in her office in Islamabad

Ms. Samina Pervaiz

Director General, Pakistan Broadcasting Corporation

Samina Pervaiz is the first and only woman Director General, Pakistan Broadcasting Corporation has seen in its sixty six year history. During her years of service, Ms. Pervaiz has gathered experience from different departments of the Ministry of Information like the Press Information Department and films and publication department, along with public affairs departments of PIA, Pakistan Railways and Agriculture Development Bank of Pakistan.

Ms. Pervaiz strongly believes that parents should instil confidence in their girls, as the more confidence they put in their daughters the more they will shine. She attributes her success to the support provided by her parents, her husband and her mother-in-law, who she said helped her in her professional career and were all proud of her accomplishments.

According to her, the steadily growing number of women joining the media workforce is indeed encouraging. She believes that while a lot of progress had been made there is still a mindset that deems certain professions as unacceptable or amoral for women. Ms. Pervaiz believes that this perception needs to change and parents need

to inculcate values and morals in their children and then trust and support them in what they choose to do.

Despite having triumphed the broken ceiling and sticky floors, Ms. Pervaiz has faced certain challenges in her career. She was confronted with sexism and gender discrimination as a young woman officer who had male officers working as her subordinates. These men were resentful about taking orders from a woman and did not extend the kind of cooperation they would have to a male officer.

Ms. Pervaiz plans on improving PBC's performance through reforms including the revival of medium wave transmitters, revival of drama and music, digitisation of archives and notation of PBC's content. She hopes to strike a balance between the FM's and Medium Wave to include both the urban youth and the audiences from remote areas in its purview.

Ms. Pervaiz believes that radio has always been a welcoming medium for women with hardly any gender discrimination. While the institution already has a woman Director Programmes, Ms. Pervaiz hopes that in the future, the Director Engineering will also be a woman. She urges the young girls of the country to never lose heart, have confidence in themselves and keep working hard.

Dr. Maliha Lodhi (The Muslim and The News International) was the only woman to head English language dailies. She is joined by Dr. Shirin Mazari who headed The Nation as its editor. Kamila Hayat, Beena Sarwar, and Ayesha Haroon have headed different editions of national dailies. Two political monthlies – the Herald and Newline – have women editors and predominantly female teams.

More Women in Media, The Way Forward, ML Resources LLC, Woodrow Wilson International Center for Scholars and Uks Research, Resource and Publication Centre on Women and Media 2009

THE MEDIA AND THE MILLENNIUM DEVELOPMENT GOALS

The Millennium Development Goals are important because unless the barriers that shackle women and girls in Pakistan are broken, any progress made towards their achievement will be in vain.

What are the Millennium Development Goals (MDGs)?

In September 2000, 147 heads of state met at the United Nations (UN) headquarters - the largest such gathering ever - to resolve action on the most pressing problems of humanity and nature. Numerical targets and deadlines were set to measure performance in a large range of topics like poverty, disease, education and gender. Pakistan is one of the signatories to the MDGs and committed to their implementation by the year 2015.

Goal 1: Eradicate extreme poverty and hunger

- Reduce by half the proportion of people living on less than a dollar a day
- Reduce by half the proportion of people who suffer from hunger

Goal 2: Achieve universal primary education

- Ensure that all boys and girls complete a full course of primary schooling

Goal 3: Promote gender equality and empower women

- Eliminate gender disparity in primary and secondary education preferably by 2005, and at all levels by 2015

Goal 4: Reduce child mortality

- Reduce by two thirds the mortality rate among children under five

Goal 5: Improve maternal health

- Reduce by three quarters the maternal mortality ratio

Goal 6: Combat HIV/AIDS, malaria, and other diseases

- Halt and begin to reverse the spread of HIV/AIDS
- Halt and begin to reverse the incidence of malaria and other major diseases

Goal 7: Ensure environmental sustainability

- Integrate the principles of sustainable development into country policies and programmes; reverse loss of environmental resources
- Reduce by half the proportion of people without sustainable access to safe drinking water
- Achieve significant improvement in lives of at least 100 million slum dwellers, by 2020

Goal 8: Develop a global partnership for development

The Pakistan Scenario: Some Facts and Fears

The Government of Pakistan recognises that economic growth is not an inexorable process, and that growth does not translate automatically into poverty reduction. Despite impressive (as claimed by the Government) economic growth in recent years, many of the country's social development indicators, particularly those for health, education, water supply, sanitation and gender equality, remain on the low side. While the Government says it is aware of the challenges it faces and is taking a number of measures to this end, a key challenge for the government is maintaining and sustaining the robust economic growth and at the same time focusing specifically on social development indices. This challenge of creating a 'balanced development' that results in both high economic growth and social development is recognised as the key challenge facing Pakistan. Other threats include high inflation, public sector expansion and the declining trends in investment, agriculture and trade.

Women and the MDGs

There is a need to make the MDGs more responsive to gender equality and integrate implementation of the BPFA 1995, Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and other related International Commitments.

- ✓ The 8 MDGs with 18 targets and 48 indicators specified for measuring achievements are, in a Pakistani context, lacking a women-specific approach.
- ✓ Each of the 8 goals needs to be met with a rights-based approach, making women equal

partners in the developing and implementing process.

- √ Education for all, especially women may help eradicate extreme poverty
- √ Women's health issues—from malnutrition, reproductive health rights, to HIV/AIDS are also linked to poverty, lack of awareness and education and violence against women.
- √ In our context, existing discriminatory laws are a great impediment for women's development and the MDGs cannot be achieved without eradicating them.
- √ There is a need to bring in gender equality and sensitivity in all our planning and all developmental policies across the board from small to big projects.
- √ All this needs to be monitored.

While the world debates over reaching the targets and lack of women-specific targets, most of the Pakistani women are not even aware of what MDGs stand for.

Role of the Media in Reporting Progress on the MDGs

Though the media is expanding and we now have a vibrant and free media with hundreds of FM radio channels, television networks and news publications, when we monitor the media on commitments made by our Government on MDGs, and how much work has been done on it, there is not much to analyse. Political debates, happenings, war on terror, charges of corruption take up most of the media space and time, leaving very little to discuss issues like B+15, MDGs or National Plan of Action. The media very seldom reaches out to the masses and its focus continues to be on politicians and urban elite. There seems to be no clear-cut mechanism for involving people's and specially women's participation in planning, implementation, definition of needs, and sharing of benefits. Many a times it is observed that involvement of women is almost non-existent in media mobilisation campaigns. There is a lack of gender-sensitive communication systems to disseminate information, education and public-awareness programmes and the necessary support for women to engage in the process of development and empowerment.

The following are some of the questions that Uks has been raising time and again at different trainings and

events. These are questions which should have been and still can be raised by the media and the government should be pressurised to answer them.

- How is Pakistan performing on the MDGs?
- Is it 'on track' to achieve the MDGs?
- Why are some countries performing well and not others?
- Does the media also report on the human face of the MDGs by bringing forward coverage on:
 - √ What do the MDGs mean for people, specially the marginalised?
 - √ What is the role of civil society?
 - √ What are the success stories heading towards 2015?
 - √ Who are the key players driving forward change and what are they doing?
 - √ What changes are needed to meet the 2015 target?
 - √ Are women equal partners as receivers and implementers?

In Ghana, where the maternal mortality ratio is 350 deaths for every 100,000 live births—one of the highest in the world—some have started to think outside traditional measures to reach MDG 5. Inspired by Dr. Kwesi Owusu's documentary, "The Lights Have Gone Out Again," a new television series sheds light on the debate surrounding maternal health strategies while disseminating vital pre- and post-natal health information to Ghanaians: the "Maternal Health Channel" (MHC). The MHC began airing in February 2013 and is scheduled to continue for a year. The series broadcasts one 30-minute weekly episode for two evening slots on GTV and TV3 in Ghana.

What Needs to be Done to Meet the MDGs?

“Advancing the rights of women and girls is not only the most effective route to achieving the 2015 goals. It is also a moral necessity.”

Hit or Miss? Women’s rights and the Millennium Development Goals, ActionAid UK

- ✓ All development and poverty alleviation programmes should be structured as national programmes, branching out into provinces and communities.
- ✓ They should be structured as Pakistani programmes or programmes for Pakistanis, not Government of Pakistan’s programme.
- ✓ It is essential that the government works in partnership with the people of Pakistan for the eradication of poverty.
- ✓ There has to be political will and commitment to take development messages forward, and also to be participatory.
- ✓ All stake holders must be on-board, from government and donor bureaucracy to CSOs, NGOs and the media.
- ✓ There has to be firm belief that MDGs are not just programmes/projects, rather they represent a movement.
- ✓ To make them happen, a wholehearted commitment from all the segments of society is much needed.

Women and the MDGs: How to Bridge the Information Gap?

Any and all development planning must consider the social, political and economic inequities prior to the designing phase and consider the longer-term goal of sustainable and equitable development. In order for real transformation to take place, gender must be carefully considered among the countless social variables in the equation. For the MDGs to mean anything for women in Pakistan, they must first be informed of what these terms mean?

Let’s focus on:

- Mobilising the media at federal, provincial and district levels (including informal media at district level)
- Focusing on language barriers/constraints. While Urdu is the national language and does serve as a link, people in all four provinces are more responsive when communication is in their own language and dialect.
- Exploring traditional modes of communication in addition to modern technology. Interactive theatre, radio and interpersonal modes should be used for communication.
- Understanding that we are a segregated society, so we should keep in mind the various strata of society. An effective media strategy has to be a broad based strategy giving space to various segments like women, minorities, youth/children and also keeping them in one loop.
- Using of radio and informal messages through cell phones (Pakistan has one of the largest tele-densities in Asia).

Considering that all the targets for the MDGs have to be met by 2015, can we do it without engaging our women who are 48% of our population?

REMEMBER

“Human development cannot occur when the choices of half of humanity are restricted”



Despite the many challenges, women media professionals are forging ahead to achieve their goals

CODE OF ETHICS

“What is right is right, whether it is said by a woman or a man. If a woman is attacked or is raped, and Farzana tells us not to show her name or picture, she is not saying that because she is a woman. I would say the same thing being a man.”

Participant in on-desk consultation in Peshawar talking about Ms. Farzana Ali, first female bureau chief of Aaj TV, when asked if there were disagreements in the office when she advocated for a gender perspective or rallied against showing a victim’s face.

Is there any need for a Gender-Sensitive Code of Ethics?

Freedom of expression applies to all and means that all the people in a society have the right to be heard and seen. Gender equality is thus an integral part of freedom of expression. The media, as the channel which makes sure everyone is seen and heard, has an immense responsibility to maintain a gender balance. It has an equally important role to challenge and break the prevailing gender stereotypes. All of this is not possible without being gender-sensitive.

To be an accurate reflection of the society, to produce coverage that is diverse, yet complete, it is imperative that the media shows a reflection of the world as seen through the eyes of not just men, but also women. One way to do that is to have more women in the media. However, that alone is not sufficient and does not guarantee gender-sensitive reporting.

What needs to change is the very nature of news reporting, the choices which deem something

newsworthy and the way in which it is reported, as well as the portrayals which are put forth of both genders. Keeping in mind a gender-sensitive code of ethics, all journalists, both male and female, can play a vital role in changing attitudes and perceptions regarding women and gender-based stereotypes.

Uks, based on years of experience of working with the media and on gender issues, and through consultations with all the stakeholders, brought out a gender-sensitive Code of Ethics for the media. The following are brief highlights of that code:

Right to privacy. Caution against identification should be employed in cases involving rape, abduction, acid throwing incidents, sexual assault on children or news regarding HIV/AIDS. Names and photographs of the victims, or other particulars indicating their identity, should not be published. Due restraint should be observed while reporting official visits to victims of rape/sexual assault. In events relating to a VIP giving away charity, the event should not be presented in a promotional manner. Pictures of the recipients of charity or 'zakat' should not be published. Maintain the secrecy of the sources of confidential information.

Pictorial depiction of women. Wherever possible pictures of glamorous women are to be replaced with pictures of women who have achieved successes in various fields. There is a pressing need to remove disproportionate pictures of foreign women in skimpy sports wear and beauty contests etc. and replace it with positive portrayal of local women in sports. Uncaptioned pictures of women appearing in most newspapers (at events and gatherings) need to be published with the permission of the subjects.

Rectifying under-representation of women. Short-term as well as long-term goals need to be outlined for achieving gender equilibrium in the newspaper workplaces. As a short-term goal, newspaper owners/editors should be urged to include one-third women in their offices. Work environment of newspaper offices needs to be made conducive for women journalists. In this regards, there is a need to strictly implement a sexual harassment code in all newspaper offices. Women journalists should be made to cover a variety of issues and not merely be relegated to covering women-oriented issues. In news items (stories, opinions, columns, features) calling for opinions/quotations from consumers/public/expert authorities, the views of women need to be reflected along with their male

counterparts. The voices of women need to be reflected in news pertaining to a variety of issues and not just women-specific issues.

Projection of gender roles in advertisements.

Advertisements from sexologists (offering potency drugs etc.) and quacks should not be published by newspapers. Not only do these advertisements indirectly signal violence and sexual aggression but also portray a false image of masculinity, equating it with physical prowess. Maximum restraint should be exercised regarding the publication of vulgar and provocative advertisements of movies. There is a growing need for advertising agencies to project healthy gender roles, that is, show men engaged in domestic activities and involved with children, as well as discourage the 'commodification' of women's images in advertisements of shaving creams, cigarettes, tyres, etc.

Quality coverage of women issues. There is a strong need to highlight serious issues facing women i.e. drug abuse, disability, trafficking. Rather than talk about physical attributes (dress, hairstyle, beauty) of a person (man or woman) emphasis should be on the event they have been featured in. Women working in all professions should be treated with honour e.g. Acting, nursing, air hosting, activism.

Maintaining professional standards. Judgmental words and phrases should not be used in news reports. Only the facts should be given. Newspapers have every right to report on controversial issues but maximum caution should be exercised to ensure that: The event is not distorted to tilt public opinion. The use of judgmental words and opinions is avoided. If a certain aspect of the story needs highlighting, reporters should reflect the opinions of the public rather than projecting their own. The opposing point of view should also be reflected. There should be a comprehensive criteria determining 'news worthiness' which needs to be debated within the organisational structure of a newspaper. Are elopement cases, which do not fall under any major news category (i.e. politics, business, crime) worth reporting at all? The marital status of a women and the number of her children need not be mentioned in rape or elopement cases. A whole list of gender insensitive vocabulary like "kanwaari maan", "khoobroo dosheeza" etc. should be replaced with an alternative gender sensitive vocabulary. Follow up to a crime story also needs to be highlighted i.e. if the perpetrators of a certain crime were convicted or not.

GENDER-SENSITIVE REPORTING

One of the first things journalists are taught is that each story must answer the questions: WHO, WHAT, WHERE, WHEN, WHY and HOW. The same device can be applied for practicing gender-sensitive journalism. The Poynter Institute of Journalism in the United States has come up with a set of questions to help journalists and editors keep diverse, yet gender-sensitive perspectives:

- WHO?** Who's missing from the story?
- WHAT?** What's the context of the story?
- WHERE?** Where can we go for more information?
- WHEN?** When do we use racial or ethnic identification?
- WHY?** Why are we including or excluding certain information?

HOW?

- √ Read publications, watch television, listen to radio owned by or oriented by diverse groups.
- √ Contact organisations that represent diverse groups. Your own company may have its own versions of these groups as well.
- √ Ask everyone you meet who they respect as knowledgeable people in their communities.
- √ Seek out unofficial leaders.
- √ Create a list of people you can turn to in diverse communities who represent different perspectives within the groups.
- √ Visit on-line sites, communities, and businesses different from your own.
- √ Remain in regular contact with people on your diversity list. Meet them for coffee, tea, breakfast, or lunch in their communities.

GOOD PRACTICES, LESSONS LEARNED AND THE WAY AHEAD

During the on-desk consultations held by the Uks-More Women in Media project team with various journalists in media organizations across Pakistan, various recommendations and suggestions were given by the participants, which could be a valuable resource for the way forward towards the inclusion of more women in the media, as well as maintaining a gender-balance in media coverage and portrayal of women in Pakistan. Following is a brief encapsulation of these recommendations and suggestions:

Minimum wage: Media organisations should fix a minimum wage for journalists. This will address the financial issue that many people entering this professional face which acts as a deterrent, be it men or women.

Collaboration: There should be a long-term collaboration between different NGOs and journalists. Around the world, NGOs do project-based collaborations with journalists where researches help them in developing content for documentaries and articles. Presently this scenario is absent in the Pakistani context.

Trainings: Training sessions must be made regular and periodic. Journalists need to be informed about ethics and maintaining standards in their work and this information needs to be constantly reinforced and updated.

Standardising opportunities: Opportunities at the work place, for growth, choice of subjects/beats, promotions, trainings, etc., should be standardised and equal for both men and women, based on merit rather than gender.

Changing mindsets: No sustainable change is possible unless mindsets are changed. The media needs to play its role in doing that by being gender-sensitive, following a code of ethics and breaking stereotypes. This would also help women working in media and other organisations and bring change in the society as a result.

IEC material dissemination: Flyers, posters, leaflets, etc., with code of ethics, gender-sensitive reporting check-list, gender-balanced vocabulary, etc., should be printed and disseminated for prominent display, ease of reference and constant reminders in all media organisations.

Practical experience: Students of communication departments at universities should be given more practical knowledge and experience along with theoretical so that they are better prepared for the professional world. For instance, internships in media houses, technical training regarding camera work and reporting, etc.

Stipends: A pool or organisation can be formed as a collaboration between universities and media houses whereby scholarships or stipends can be given to emerging talent. This group can also nominate candidates whenever a job opening comes up.

Open sessions: Trainings, like the ones conducted by Uks, should be made open and available to students and the public, and advertised, so that they can also take part and benefit from them. This would give them an opportunity to not just share their views but also learn from professionals in the field.

Reality shows: Instead of fake 'reality shows', shows should be made which depict real life problems and issues of people, particularly women. For instance, instead of having weddings on the morning shows, various issues that women face, like having to carry water from far-off areas for daily use, should be highlighted. Another suggestion was to publish anonymous stories of women, which will encourage more women to come up and share their own stories, leading to a snowball effect. However, such a step would require great care to be treated sensitively. If programmes focusing on real issues are made even once a week, four serious issues could be discussed and highlighted in just a month. Or a programme on the MDGs, whereby women in society could be educated on their rights entitlement by the State.

LEARNINGS FROM ON-DESK CONSULTATIONS WITH MEDIA PROFESSIONALS

The views of participants in the on-desk consultations varied between cities and media organisations. However, the issues that come up regarding women working in the field of journalism and media included many commonalities.

One major issue faced by women working in this professional and acting as a deterrent to other women entering it, was the environment, which is generally conservative, unwelcoming and male-dominated. Other factors included stereotyped roles, glass ceilings, sticky floors, cultural sensitivities, lack of permission from families, discrimination and poor working conditions. Various participants mentioned harassment at the workplace, which they said is rampant and across the board at all levels, but is not talked about for fear of retribution.

Another issue mentioned was the imbalance in gender representation in different media organisations, for instance, while there are many female reporters in Express Tribune, there are none in Daily Ausaf. This imbalance, though perceived by the participants to be in Urdu and English based organisations, is actually equally prevalent in both.

Participants also mentioned that women who come into this profession are not really interested in making it a profession and leave soon afterwards citing issues like marriage, children or social pressures. "Most women do not come to build careers. They come only for the charm of media."

About being assigned only soft beats, participants stressed on the need for women to stop acting like women and start acting like professional journalists, insist of getting critical beats and start getting taken more seriously.

Another issue which was mentioned in almost all the consultations was regarding salaries, and how most media professionals are struggling financially and have been forced to either work multiple jobs, or set up their own businesses.

Security concerns were also mentioned, particularly in Balochistan, where one participant commented on how he has not seen a single female intern in recent years. While many organisations claim to be following a set code of ethics, most participants felt that the decision to be gender-sensitive did not lie with them. Instead senior producers, editors, media heads and owners dictate terms and content and they are forced to deliver whatever is required and whatever sells the most, which is of course, sensationalism, screaming headlines and yellow journalism that comprises on ethics to provide ratings-building content.

When asked if it was possible to retain viewership and tackle the issues of women simultaneously, a participant from Aaj TV, Peshawar, said:

"It is definitely possible, but it will take a lot of time. For instance, if I report keeping the concern of women in mind and my other competitors do not, I will eventually have to do what all other competitors are doing."

Overwhelmingly it is obvious that most of the people working in the media today have no idea or knowledge of any international commitments that Pakistan is a signatory to and what they entail. Apart from a few organisations, for instance Express Tribune where the information level was high, and FM 101, by and large, media professionals remain completely oblivious to any treaties, commitments and conventions that Pakistan has signed or ratified.

THE END NOTE

People in Pakistan often bemoan the fact that the country makes headlines, more often than not, for the wrong reasons. Gross gender violations and violence against women is as oft repeated as a theme as is terrorism. But we know that that is only one part of the picture. There are women in Pakistan who are constantly challenging these archaic mindsets and have smashed the stereotypes to smithereens. Then there are the normal, everyday women, who are going about their daily lives, living out various personas simultaneously. They are good mothers, good wives, daughters and sisters, but more than that, they are individuals – who are striving, contributing and building. These are the faces of Pakistan that are often missing from the media. These are the faces that need acknowledgement and promotion. Only then can we change the perception and image that we present to the world – and to ourselves.

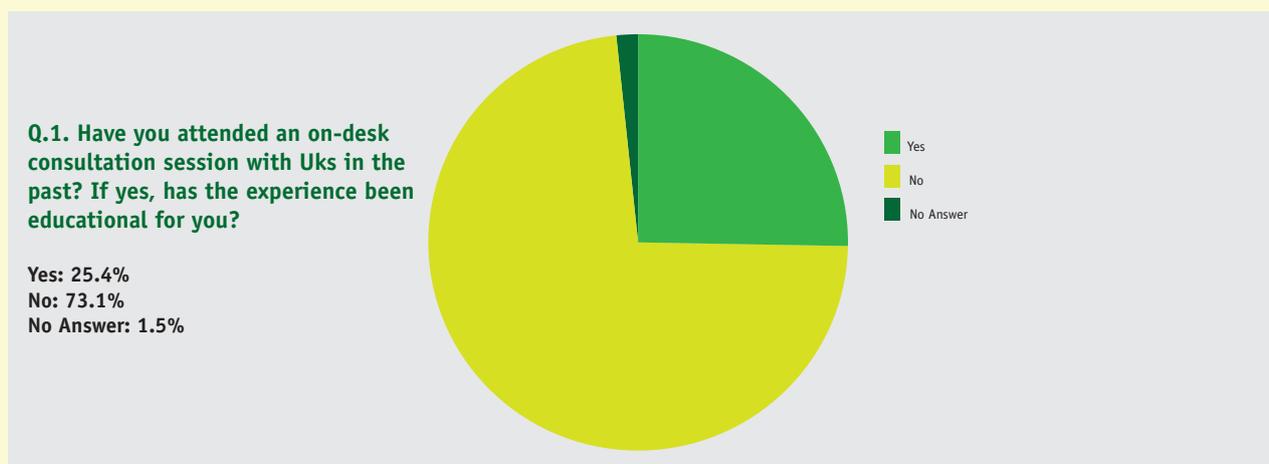
The progression from showing more women in the media to having more women working in the media is then a natural one. Women in critical positions, in decision-making roles, with responsibility and authority are more likely to bring forth better, more positive portrayals of other women. Gender-sensitisation and training, strict enforcement of a code of ethics and more accountability would help ensure that men in the media are equally responsible. All the effort that went into the More Women in Media project aimed to do all of the above.

This report is evidence of the fact that while a lot of improvement has come about in the portrayal of women in the media and the participation of women in the field of media, there are still huge gaps that need to be bridged. As evidenced by the on-desk consultations and the media monitoring analysis, there are still areas which need further work and effort. It is imperative that the media join in this enlightenment process along with organisations like Uks and projects like DANIDA's More Women in Media so that we continue to move forward towards a truly empowered and gender-sensitive media.

ANNEXURE

On Desk Consultations

Total Forms: 130

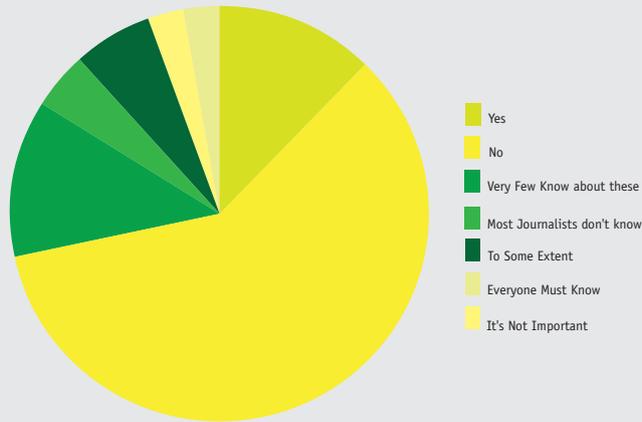


Comments:

- √ It was a very good experience **(17)**
- √ Got a lot to learn & shared experiences **(02)**
- √ It was very informative **(02)**
- √ It was good & thought provoking experience
- √ No, but I wish to be a part of it
- √ It was a fruitful knowledgeable consultation
- √ It was a good experience & need more efforts to organized such consultations in future
- √ The experience wasn't that fruitful because the workshop was just for a few days
- √ I haven't taken part in any of Uks' consultations but according to my colleagues, it was a good experience & I am looking forward to it
- √ Yes, my experience was pretty good. I got chance to record my message to UKS that we (women) have got better working environment in media organizations
- √ Got handy information on positive reporting which I will apply in my reporting
- √ Participated in a 2-days workshop organized in Hyderabad press club & the experience was like women always try to enforce their views & talk about themselves everywhere that's why the experience was also the same there

Q.2. Do you feel that media persons are sufficiently aware of international conventions like CEDAW, MDGs, UDHR, as well as the international standards of media ethics?

Yes: 10.77%
No: 51.54%
Very Few Know about these: 10.77%
Most Journalists don't know: 3.8%
To Some Extent: 5.4%
Everyone Must Know: 2.3%
No Answer: 2.3%

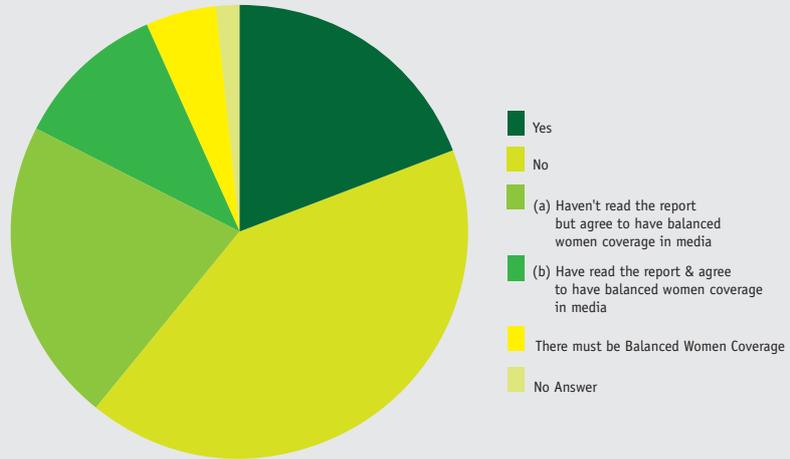


Other Replies:

- √ Sorry
- √ Very Little /Not sufficiently **(04)**
- √ Almost Nil
- √ Journalists must know about these international conventions
- √ No because I myself is an example
- √ Most the representatives from media are not aware of conventions like CEDAW, MGDs & UDHR etc. The reason is that they don't attend seminars & gatherings regarding these conventions
- √ Journalists might know but I don't
- √ No – too many quack journalists around ... !
- √ I think there is not that much awareness
- √ To some extent but need to be provided with more information
- √ Cooperation is need for implementation & awareness
- √ A few don't know about it but the journalists who attend workshops or trainings in this regard are well aware. Journalists knew about MDGs when a committee was formed on it in the parliament
- √ They (journalists) are not aware of the international needs

Q.3. Have you read the reports published by Uks on the status of women in the media and on the coverage of women politicians in the elections 2013? Do you agree that conscious effort needs to be made to promote fair and balanced coverage of women in media?

No: 38.46%
 Yes: 17.70%
 (a) Haven't read the report but agree to have balanced women coverage in media: 20%
 (b) Have read the report & agree to have balanced women coverage in media: 10%
 There must be Balanced Women Coverage: 4.6%
 No Answer: 1.5%

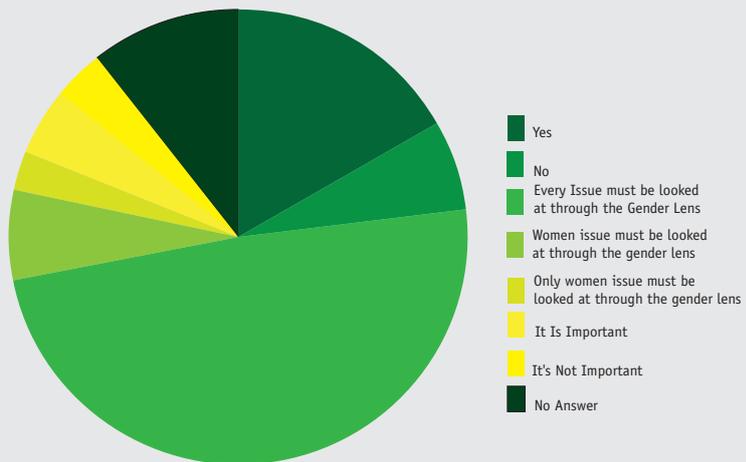


Comments:

- ✓ Yes, but in some limits
- ✓ Still more efforts are needed for balanced women coverage **(02)**
- ✓ It should not be looked through the gender lens
- ✓ No, it's totally a wrong perception
- ✓ Discrimination against women is a vital sign of societal imbalance
- ✓ There must be balanced women coverage so that their rights are protected
- ✓ No – considering the gender perspective can worsen the situations for victims
- ✓ Yes, these reports make us realize that following journalism codes is not difficult & gender issues must be considered
- ✓ I agree that there must be a balanced portrayal of women in media but I haven't read Uks' reports regarding women in media because I haven't received these so far

Q.4. In your opinion is there a need to look at gender issues as a separate issue or should each issue be looked at through the gender lens? Please provide reasons for your answer.

Yes: 13.84%
 No: 5.30%
 Every Issue must be looked at through the Gender Lens: 40%
 Women issue must be looked at through the gender lens: 5.40%
 Only women issue must be looked at through the gender lens: 2.30%
 It Is Important: 3.80%
 It's Not Important: 3.07%
 No Answer: 8.46%



Other Replies:

- √ Needs discussion
- √ Both the genders are important, both should be considered **(03)**
- √ A journalist must be very careful about his duty
- √ I think sometimes women are much aware than men
- √ No, it's totally a wrong perception
- √ Gender discrimination is not good
- √ Depends on the type of issue
- √ Separate issue until it's covered properly
- √ In Pakistan especially in KPK & FATA, women face a lot of issues specially safety & security
- √ Both can play a vital role & it depends on the circumstances
- √ Not through the gender lens because we believe in equality
- √ It needs to be treated as a separate focal issue to create mass media awareness
- √ Gender issues usually overlap with other issues; issues must be treated on case-by-case basis
- √ As a problem with the society, the issue should be addressed by taking everyone on board which means that it should be treated as a separate issue
- √ The word 'gender' is vast because not just women but men count in gender that's why all issues must be looked at through the gender lens
- √ In reference to radio, it depends upon program format & requirements but should be careful to handle this difference
- √ Gender perspective is important in every issue. Men & women both are moving forward as "Human" in this fast media of Global Village
- √ It should be treated separately on each and every issue doesn't necessarily involves gender
- √ No, I don't think to consider gender perspective. Women are working equally with men in every field
- √ It is not a separate issue. It should be looked through the gender laws
- √ Women issues are not the only gender issues in fact every issue while reporting must be looked at through gender lens. And being a reporter, one must be very careful in this regard
- √ Yes, gender perspective in some issues must be considered specially taking views of women on issues having content of violence & fear is not good at all. And women should be given equal rights in all issues
- √ Gender issue is really important to be discussed because still lot of journalists don't know what is the relevant meaning of gender – so if gender lens is used, one can better report & discuss issues
- √ Every issue including every planning, ideology & societal aspects must be reviewed through gender perspective because gender does also mean Men & not just Women. Gender perspective is important for rights, empowerment & progress of both men & women.

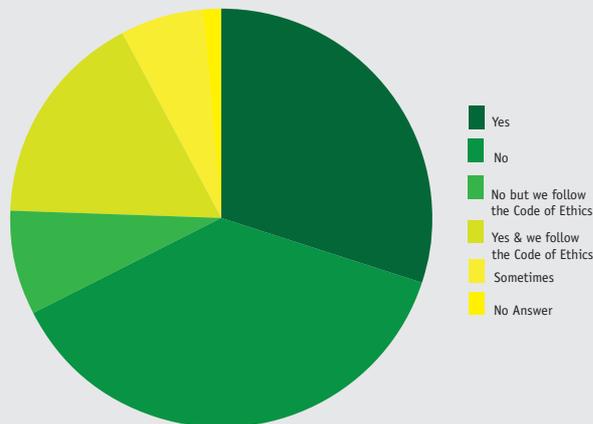
Q.5. How many stories regarding gender and women issues are reported by your organization on a weekly basis?

- √ Yes **(1.5%)**
- √ No **(1.5%)**
- √ No Answer **(10%)**
- √ A lot of stories / programs / news / reports are issued **(16.15%)**
- √ No women's story is missed **(1.5%)**
- √ Stories are issued but don't know about the amount/number **(1.5%)**
- √ At least one story a week /weekly edition/talk show in which women issues are discussed **(2.3%)**
- √ Weekly two stories **(3%)**
- √ Every woman related story is reported **(2.3%)**
- √ No special program for women **(2.3%)**
- √ 2 - 3 stories a week **(4.62%)**
- √ As per requirements **(1.5%)**
- √ Around 5 or 4 – 5 stories a week **(2.3%)**
- √ To a large extent **(1.5%)**
- √ Have no idea **(3%)**
- √ 15 – 25 stories a week **(1.5%)**
- √ 3 – 10 stories a week **(4.62%)**
- √ A specific number of time but don't know how many **(1.5%)**
- √ 10 – 20 stories a week **(1.5%)**
- √ 40 – 50 news a week
- √ 1 – 2 stories a month
- √ Almost 25-50% of the content is women related **(1.5%)**
- √ More than 60% of the content is women related
- √ 4% of programs are about women
- √ Near to nil
- √ More & more
- √ I have filed a lot of women related issues in past 10 years
- √ 6 stories – a colored page weekly; Sometimes this weekly page is skipped & any special edition is added there
- √ Often but not on weekly basis
- √ Limited to just violence stories in Hazara
- √ Depends on the issues – sometimes once a month while sometimes twice a week
- √ Programs & news on every issue
- √ Need based while I have published/issued a lot of stories against the will of the organization
- √ Up to the most possible limit
- √ Women related stories are issued almost daily; from violence to showbiz every, news is published
- √ Any news/story related to women is presented in broadcasting media & similarly various news are published in press too
- √ Special programs & talk shows
- √ Special features in Sunday magazines
- √ Women related stories are reported everyday
- √ Special programs for women in Urdu, Hindko & Pashto are presented
- √ It depends upon the issue but we don't miss any women related issue as per our policy
- √ A lot of news & a special weekly report are issued & often complete editions are issued & reports in every news bulletin
- √ We encourage women to work in our organization & have never neglected a story favourable to gender equality
- √ Depends upon the situations; sometimes more stories are broadcasted weekly while sometimes not a singles story a week is broadcasted
- √ Sufficient

- √ I conduct a show on women
- √ Almost balanced
- √ Frequency is very low – may be one or two stories
- √ FM 100 has a daily slot of 1000hr – 1300hr for women
- √ We highlight these issues through our different chunks
- √ Every women related news/story is taken care by our organization
- √ Magazines, special editions, education pages etc. are issued
- √ Depends on the activities or the event – at least 1-2 stories a week
- √ There is no defined limit to it, in fact it depends on the situations
- √ There is no proper commitment but no gender issue goes without coverage
- √ Most of the transmissions of external service are transmitted for & by the women (whether they are producers or anchor-persons)
- √ Women related news/stories are given special space in our media house & there is no second thought
- √ Special programs for women are transmitted from every station of Radio Pakistan. It's a policy of PBC to present a weekly women's special program.
- √ Not only special programs for women are produced but programs on different formats regarding their rights, laws, social & cultural values, Islamic perspective & values are also transmitted
- √ Every day one hour program is transmitted on National Transmission. Besides this, women (from every field) take participation in various programs.
- √ Programs for women are transmitted form every station Radio Pakistan on daily basis. In which their efforts, their status, children's education, health & home management issues are discussed.

Q.6. Are you aware of the Code of Ethics, published and distributed by Uks in the media? Do you/your organization practice the regulations of the Code of Ethics to ensure gender balanced and fair reporting on women?

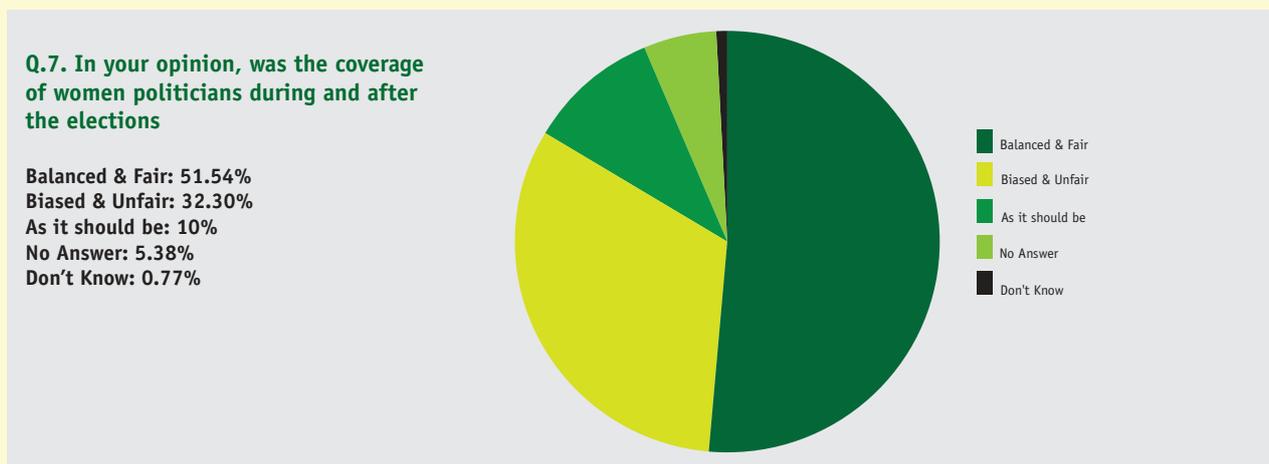
Yes: 25.40%
 No: 31.54%
 No but we follow the Code of Ethics: 6.9%
 Yes & we follow the Code of Ethics: 13.84%
 Sometimes: 5.38%
 No Answer: 1.15%



Other Replies:

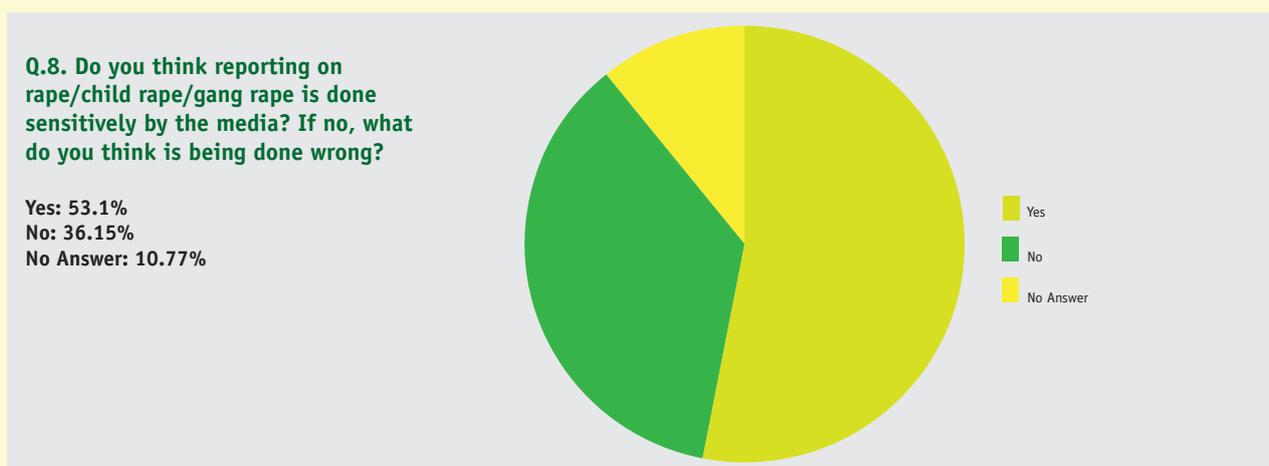
- √ Mostly not
- √ To some extent
- √ It is often neglected
- √ Gender issues are considered
- √ I am aware but it is very difficult to implement
- √ We have our own strict policy related to gender/sex & your efforts are also excellent
- √ Not completely, but to whatever extent they are, they are brilliant. And there are positive aspects in it which must be implemented & I take care of these codes
- √ Codes & laws are followed to some extent but often some media sectors provide detailed information in stories & due to which we are also told to provide extra information too. But these practices are now slowing down a bit.
- √ Though every institute along with PBC is aware of Gender Sensitive Code but still not in a clear & systematic way
- √ Yes because Radio Pakistan is a governmental institute which holds proper Codes &

- ✓ regulations which are strictly followed
- ✓ We don't sensitize the gender issues particularly women but proper respectable words in bulletins regarding women



Comments:

- ✓ There wasn't any coverage in election
- ✓ Need more to be done for betterment
- ✓ Requires more comprehensive questionnaire & relevancy
- ✓ Equal rights should be given to women
- ✓ Want to make it clear that reporting is biased in favour women politicians



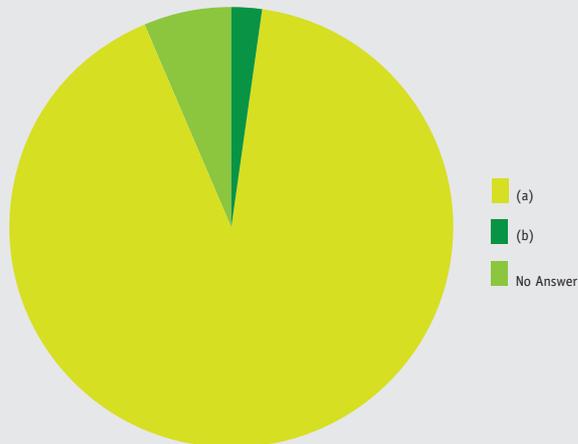
Comments:

- ✓ I think that yellow journalism must be avoided
- ✓ Lack of training or trained reporters (03)
- ✓ Need more efforts to apply ethics (02)
- ✓ Sensationalized
- ✓ Uneven projection
- ✓ Social trends
- ✓ The reason is society
- ✓ There are social & cultural issues
- ✓ Because the media is not bothered

- ✓ Victims are objectified which is an immoral practice
- ✓ Usually it's not told that women didn't encourage men to rape
- ✓ Because by presenting such stories; gives birth to other serious issues
- ✓ Criminals are not shown while the girl (survivor) is openly shown which is very bad
- ✓ Because it is dangerous/risky for the victim & her family
- ✓ Just to make a news/story interesting
- ✓ This is not the way media is covering these issues
- ✓ All medias take such news just for ratings
- ✓ Intensity & subject's woes
- ✓ Ratings – in order to hit a story
- ✓ Create hype & frustrate the audience
- ✓ Lately it's been better than in the past
- ✓ We need to realize the issue by implementing editorial norms
- ✓ Lack of awareness & lack of related regulations
- ✓ Because media is now well aware of the importance of presenting such issues
- ✓ Because of social barriers but it can be made possible through creative work & good script
- ✓ Because media considers transferring news its only responsibility & not more than that
- ✓ Children's self-respect & personality is destroyed & are presented as an example in society
- ✓ We don't exploit such issues and use words keeping in view the mortality of society
- ✓ Rape cases are highlighted very much. But thank god this sensationalism is not found in child abuse cases; even some media houses don't publish such stories.

Q.9. While reporting news regarding rape, adultery, elopement, divorce, what do you think should be done?

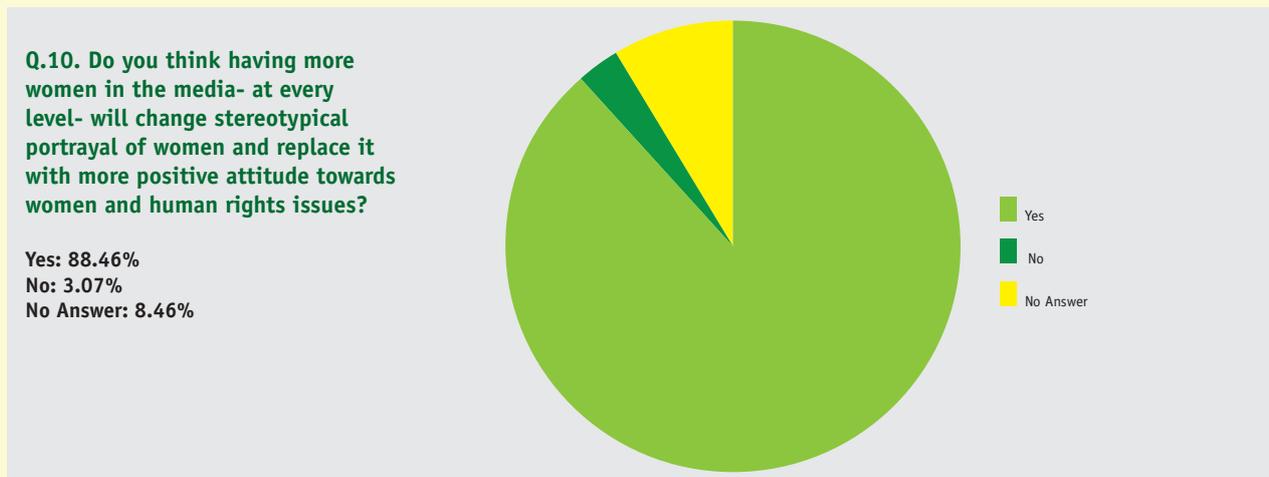
(a) Names and faces of survivors/affected party should be shown for information purposes: 2.3%
 (b) Names and faces should not be revealed: 88.46%
 No Answer: 6.15%



Other Replies:

- ✓ Don't show but if it is very necessary, blur it
- ✓ Depends on the case/situation **(02)**
- ✓ It's Objective
- ✓ The names must be imaginary
- ✓ So that others get lessons instead of entertaining
- ✓ No because their (victim's) family faces issues
- ✓ Depends on whether they (victims) want or not
- ✓ Words should be chosen cautiously
- ✓ Don't sensationalize such stories/news
- ✓ Should be portrayed in the light of media ethics
- ✓ These stories should be reported according to our society norms
- ✓ Names should be given with the remarks that they are victims & should not be ashamed

- ✓ These stories should be issued for the betterment of society & not for advertisements
- ✓ The context in which the affected family is not disgraced & some sympathy is shown
- ✓ If Mukhtara Mai can be portrayed as an example for the whole world then any society (if not pictures) can at least disclose names of such women
- ✓ Especially presenting or discussing the cases of rape & sexual assault openly is very painful for the survivor who has to live her life ahead
- ✓ When the court announce them criminals, their pictures alongside with the news must be published so that the people having criminal minds get lessons.



Comments:

- ✓ I think that there are women in media at every level but it is fruitless
- ✓ Need more close relationship between media & NGOs
- ✓ But it's not necessary; if the male reporter is given some training, I think he can also do better



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