



## Rebuilding Media Capacity to Aid Victims of Earthquake in Pakistan

Internews in Pakistan is implementing the Pakistan Emergency Information Project (PEIP), which is designed to build and support independent media in the quake-affected regions of Pakistan. The PEIP addresses the reduced capacity of the local media to provide vital information to affected populations following the devastating October 8, 2005 earthquake that killed over 80,000 people and displaced a further 3.4 million.

Working with seven emergency broadcast stations and over 10 commercial FM stations throughout Pakistan, PEIP aims to improve the quality and quantity of information reaching earthquake-affected communities. Further, the project seeks to facilitate the two-way flow of information via radio between these communities and the Pakistani government and private and international relief operations.

### EMERGENCY INFORMATION STATION AIDS QUAKE SURVIVORS

Within two weeks of the quake, Internews-trained radio reporters began producing *Jazba e Tameer* (Desire to Rebuild), a daily, hour-long program that focuses on humanitarian information for quake victims. The aim of the program is to provide

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Sadia Younus, Internews journalist, reporting from the earthquake zone for the daily emergency information radio program *Jazba e Tameer*. The 2005 South Asia earthquake destroyed much of Pakistan-administered Kashmir.

accurate and impartial information to help people make decisions about their lives and their future. *Jazba e Tameer* is heard in all cities, towns and villages badly affected by the earthquake.

### PROGRAM TEAM BRINGS IN STORIES FROM THE FIELD

The program team consists of a dozen radio producers who have received extensive training from Internews' international journalism trainers and international humanitarian reporting advisors. The team travels throughout the earthquake zone gathering stories from survivors and providing feedback to relief and recovery agencies. Close to 200 episodes of the program have been aired and the program

plays through 7 emergency FM radio stations in the quake regions.

Additionally, Internews has:

- Provided technical assistance to the emergency radio stations through equipment grants and construction of production facilities;
- Provided intensive, on-site training for emergency station staff in radio production and coverage of complex emergencies.

The Pakistan Emergency Information Project (PEIP), was launched with seed money from the Department of Human Rights and Labor of the US State Department and is funded by DFID/UK and SDC of Switzerland.



#### For More Information:

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