

From Classrooms to Newsrooms

Promoting Media as a Career Option
for Women in Pakistan

March 2009

Research report produced by Uks for Internews

Promoting Media as a Career Option for Women in Pakistan

A report based on interactive dialogue between prominent Women Journalists and Women Journalism/Mass Communication students of Universities to share experiences and examine challenges to explore opportunities for the latter to adopt media as a career.

Uks Research Centre and Pakistani Women's Media Network would welcome reproduction and dissemination of the contents of the report with due acknowledgments.

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First edition: March 2009

Number of copies: 1000

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Cover Photo: A student taking workshop footage while participating in the workshop held at Lahore College University for Women, Lahore, Pakistan.

Disclaimer:

Every effort has been made to ensure the accuracy of the contents of this publication. The author or the organization does not accept any responsibility of any omission as it is not deliberate. Nevertheless, we will appreciate provision of accurate information to improve our work.

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ACRONYMS

NGO	Non-Governmental Organization
PWMN	Pakistani Women's Media Network
FJWU	Fatima Jinnah Women University
Khi	Karachi
Lhr	Lahore
Pswr	Peshawar
Univ	University
NWFP	North West Frontier Province
APP	Associated Press of Pakistan
PEMRA	Pakistan Electronic Media Regulatory Authority

GLOSSARY

Burqa: is an enveloping outer garment worn by women in some [Islamic](#) traditions for the purpose of cloaking the entire body.

ACKNOWLEDGEMENTS

Thanks go out to Mr. Adnan Rehmat, Country Director Internews for trusting Uks with this project.

The interactive dialogues—the basis of this publication -- were made possible through the support provided by the Chairpersons of Mass Communication departments' at all four Universities. Uks would like to thank Dr. Shamim Zaidi, Fatima Jinnah Women's University, Dr. ShahJehan Syed, Peshawar University, Dr. Anjum Zia –Lahore College University, Dr. Mahmood Ghaznavi-Karachi University and Dr. Rafia Taj, Associate Professor and Student Advisor-Karachi University for their support and cooperation.

Uks would also avail the opportunity to thank the media women in all four locations. A blend of icons, prominent and some new aspirants, these women included Mariana Babar, Huma Khawar, Kathy Gannon, Farzana Ali, Sadia Qasim Shah, Farkhanda Wazir, Nadia Sabohi, Afia Salam, Fariha Aziz,, Neha Ansari, Fakhra Tehreem, Saadia Salahuddin, Farah Zia and Huma Masroor Bukhari. They not only shared their own experiences of dealing with a multitude of problems in their respective fields but also provided guidance to the students to enable them to face challenges and explore opportunities. Special thanks to Nabeela Aslam-radio producer, Internews, for her untiring support.

Last but not the least, efforts and hard work put together by the Uks Editorial and Graphics Team are profoundly acknowledged. The Team members included Tasneem Ahmar, Shagufta Yasmeen, Afifa Agha, Saniya Jaffery, Kiran Peter, Rabia Babar, and Gulrukh Khan.

EXECUTIVE SUMMARY

The emergence in recent years of a large number of electronic media channels and the resultant need for trained personnel in the field of Journalism and Mass Communication opened up opportunities as well as a number of challenges. The challenges facing the aspirants for jobs are numerous. Misconceptions and inhibitions about a career in these fields, e.g. societal restrictions and physical difficulties are quite prevalent. This is especially true for women. Hence, the need for promoting media as a career option for women in Pakistan. Internews Network, South Asia and Uks Research Centre, Islamabad joined hands to meet this need.

The project designed for the purpose aimed at raising the profile of women in Pakistani media by undertaking a series of workshops. The project brought together prominent women journalists to interact with dozens of women journalism students of universities to mutually share experiences and examine opportunities and methodologies for the latter with a view to adopting media as a career. The series of planned interactions were expected to result in the production of an investigative report on the impediments to women in general and women journalism students in particular in adopting media as a career. It was also envisaged to improve the situation by taking the media stakeholders on board with a view to promote and support a higher profile for women in the media.

The universities selected for this initiative were Fatima Jinnah Women's University – Rawalpindi, Peshawar University, Lahore College for Women University and Karachi University. These institutions represent major female institutions as well as various regions. All of them support Mass Communication departments. The enthusiasm and interest displayed by the students fully vindicated their selection as venues. The workshops were fully interactive and the participants benefited from the input of not only prominent Pakistani women journalists but also shared the interesting experiences from among themselves.

A survey was conducted by the Uks team in all four selected Universities. Forms were distributed before and after the workshop among the students. The pre-survey form analyzed the general knowledge of women, their ambitions, their problems as students or in the field. The same form was distributed among the students post workshop to determine their learning and any change in views. The aim was to assess the knowledge of students on related technical terms such as gender sensitivity, glass-ceiling effect and also to ask open-ended questions about the disparity of women in mass communication departments and in the media.

The results of the surveys, pre /post-workshop forms and questionnaire have highlighted Pakistani social setup and mindsets and the subsequent impediments to women students of mass communications. The social factors were rated as the biggest

obstacle in achieving their objective. These included restriction and resistance from family and the society. Due to the social acceptance of deskwork for women unconsciously these women were reinforcing social stereotypes, by pursuing typical career options in the media which are considered respectable. Majority of participants and attendees agreed to the fact the number of women students in mass communication are more than the women media professional or those who finally enter the field. The underlying factors like family restrictions, male dominance and unfavourable workplace environment, discriminatory salary packages, lack of appreciation, lack of security services, transport facilities, flexible working hours often result in women themselves avoiding this profession and seeking more comfortable and rewarding work environments. Exposure to practical work through internships, technical training, research facilities, and other resources which can prepare women for fieldwork and technical tasks in the media industry, are not easily accessible or formally provided to the students by their Universities.

It was concluded that parents or husbands need to be counselled to support these women and not let social acceptances destroy their ambitions. The long term goals are supporting development and growth of the media, promoting gender equality and improving our social system.

The post-workshop results indicate that these women students need to broaden their stance and perspective. When they were formally introduced to the need for ‘gender sensitivity’ and ‘breaking the glass ceiling’ they realized the significance of their qualification and the difference they could make by only joining this professional field rather than leaving it completely.

The results and analysis of the surveys indicate that the workshop “Promoting Media as a Career Option for Women in Pakistan” has been a successful endeavour. The surveys helped to analyse the problems and ambitions of women in the media from the women students’ perspective.

The discussions served to bring to the fore many issues and problems such as:

- The resistance offered by the immediate families in adopting media as a career.
- The gender bias as prevalent in the society.
- The glass ceiling effect, i.e. the very low percentage of women in top media positions.
- The gap between the number of female students in Mass Communication departments and of those who are actually able to enter the profession.
- Difficulties of working at night shifts and of transportation.

- Harassment, undesirable advances by male colleagues, indifferent managements, and gender-based promotions in the organizations.
- Tendency to prescribe coverage of certain areas such as cookery, fashion, women's issues and proscribe others such as crime, sports, wars and disasters for women media persons.
- Lack of adequate opportunities to work as internees in organizations.
- Restrictions and inhibitions by way of dress code.
- Streamlining the code of ethics for the profession.
- Discrimination against academically trained candidates' vis-à-vis the vested interest lot.
- Yellow journalism, its definition and the need for its avoidance.

The discussions were highly objective and well illustrated with personal experiences of the pre-eminent speakers as well as those of the student participants. As a result, initial misconceptions were replaced by better-informed knowledge, hesitance against odds by stronger determination to overcome them. A general sense of achievement and a spirit of confidence prevailed in all the workshops. Important among the conclusions and resolutions that evolved during the workshops were:

- The female aspirants for jobs in media must think of themselves as journalists and not as women.
- Women should convince rather than confront the male members of their families in the matter of joining the profession.
- While in the profession they should be tolerant towards their male colleagues and serve as role models for new women entrants.
- They must study hard and extensively but should also seek and undertake internships in media organizations.
- Joining the print media and later aspiring for electronic media would be a better option.
- Observing dress ethics as advisable in various local cultures should be no bar to a successful career in the media.
- The media offers a vast and diversified field; therefore, one must experiment and branch into one or the other specialized fields.

- Objective reporting is required of every journalist but independent reporting is the privilege of an established and senior reporter.

The detailed proceedings of the workshop that follow and the practical questions raised by the students would reveal that the exercise was welcome as well as timely. The sustained interest of the participating students and their enthusiastic response to the veteran journalists from print and electronic media immensely contributed to the success of the workshops.

CHAPTER 1

1 INTRODUCTION:

Pakistani women have been traditionally bound by a few career openings considered proper for them. Apart from professions of teaching, and medicine all the rest are frowned upon by society. Whereas women in Europe and USA have had the opportunity provided to them due to a war which committed most of their men folk, and left all jobs wide open for them at home countries, Pakistani women still have to fight for every inch of the turf. Deeply entrenched in its secure and assured professions, our male dominated society is ready to put up a fight to save their jobs, and more ostensibly to save their honour by keeping women pegged to job leftovers. Now Uks has undertaken to break the crust, at least on one front whereby it has initiated the drive to increase awareness of our Women's Role in Media. This field despite its closeness to refined arts has hitherto fore remained no-go area for our women. Women who make up over 48 % of our population are not given their due share in the newsrooms, or news subjects.

1.1 Uks Internews Partnership

To undertake this initiative Uks has teamed up with Internews Network under the banner of PWMN, Pakistani Women's Media network, and aims to raise the profile of women in Pakistani media by undertaking a series of at least four workshops which will bring together prominent women journalists to interact with students of universities to share experiences and examining opportunities and methodologies for the later to adopt media as careers. The short and long term objectives of PWMN are:

- To advocate positive portrayal of women in media.
- To ensure better/more representation in all tiers of the media.
- To reinforce that women's rights are human rights.
- To high light cases of harassment and discrimination against women in the media.
- To provide strength and support to women in media.
- To initiate open dialogue and critique of media trends that are damaging to women of/ in the media.
- To bring forward success stories of women in the media.
- To share information and resources.
- To create awareness on the glass ceiling effect.

- To endorse gender equality and justice within the media and society.

1.2 Partnership with different Universities

The universities selected for this initiative were Fatima Jinnah Women's University, Islamabad, Peshawar University, Lahore College University for Women, and Karachi University. These were selected as they represent largest female institutions in respective locations, and therefore leave a large footprint all over Pakistani landscape. Almost all of these support mass communication departments, and the enthusiasm and intellect displayed by their students indicated the aptness of this selection. At the end of current initiative by PWMN it is expected to achieve following broad outcomes:

- A platform for media women and (supportive) men.
- More women inducted in the media.
- Better environment and facilities for women working in the media.
- Women breaking the glass ceiling effect and reaching top positions.
- Positive and equal coverage of women.
- More men becoming aware of the prevalent gender biases in their respective media outlets

CHAPTER 2

PROMOTING MEDIA AS A CAREER OPTION FOR WOMEN IN PAKISTAN

Locations:

The workshops titled “Promoting Media as a Career Option for Women in Pakistan” were held under the banner of Pakistani Women’s Media Network at the following universities.

Institute of Mass Communications, Karachi University

Speakers:

1. Ms. Afia Salam –Sports journalist
2. Ms. Fareeha Aziz- Newslite
3. Ms. Neha Ansari- Business Plus

Attendees: 43 students

Fatima Jinnah Women University Rawalpindi

Speakers:

1. Ms. Huma Khawar
2. Ms. Kathy Gannon
3. Mariana Babar

Attendees: 36 students

Lahore College for Women University

Speakers:

1. Ms. Farah Zia, The News on Sunday
2. Ms. Fakhra Tehreem, Jang
3. Huma Masroor, Geo TV
4. Sadia Salahuddin, The News on Sunday

Attendees: 36 students

Peshawar University

Speakers

1. Farzana Ali-Aaj TV
2. Ms. Sadia Qasim Shah-Dawn
3. Farkhanda Wazir- Voice of America
4. Nadia Sabohi-GEO TV

Attendees: 12 students

The workshops remained fully interactive throughout the proceedings and managed to benefit from ideas of not only renowned women achievers in Pakistani society, but also drew out the best from a considerable segment of student participants. The format adopted was that after presentation, the overview, Q & A, comments, and concerns, the guest speakers reminisced about the problems they faced when taking up this field. Among these problems first of all and without fail was the resistance their immediate families offered to their working professionally. The second was the glass ceiling they encountered when they were trying to be responsible reporters. The gender discrimination that they faced was next in line. Then low wages, the harassment, the prohibition of females from taking up hard issues, late night shifts, and a host of other issues came to fore.

1.3 Why is it essential to have a Gender - Sensitive media?

Media has traditionally been a field which always remained male dominated. Whereas a woman's image may adorn various media outputs only as an ornament, no meaningful participation in creation of media comes their way. Whether in the West or East, media rooms, news desks, and researchers as well as anchors have traditionally been males. Men design and define media policies, priorities and agenda including how women are portrayed and presented. As directors and managers it is often men who make decisions about hiring, promoting, and assigning staff. The ratio of male-female workers in the media is therefore heavily imbalanced in favour of men. The bias of media resultantly comes as no surprise. This bias affects images of women in the media, and in turn it has a negative effect on women's development in a society. Tasneem Ahmar, Director of the Pakistani civil society organisation Uks opines that gender construction in the media is directly connected with various issues: these include, sexism and under representation in the media and raising the number of women in our newsrooms. Other factors responsible for invisibility of women from media organizations are low hiring rates and sexual harassment at work places.

In examining gender patterns in South Asian and particularly in the Pakistani media, we need to analyse the participation and position of women in the media, and the impact of those positions, on women's development. It boils down to women's right to participate in public debates and to have their views heard, and the right to see themselves portrayed in the media in ways that accurately represent the complexities of their lives. Along with under-representation, also comes the percentage of women in top positions. Very few women journalists have made it to the top ladder. For example, in the 62-year history of Pakistan, no woman has ever been editor of an Urdu newspaper and only one woman (Dr. Maleeha Lodhi) has been editor of any English daily. The official wire service APP has never had a woman Director General. The Herald was the only English political monthly that had a woman editor as well as a predominantly female staff. This group later resigned en masse from Herald and brought out another political/social magazine The Newline. In Urdu and regional language press (that captures more than 80% of the newspaper market), there are very few women workers. The state-controlled Pakistan Television Corporation has had one woman reaching the top position of Managing Director and another woman as Director Programmes. But state-owned Pakistan Broadcasting Corporation has never had a

woman as Director General. The many, new private television and radio channels have no doubt employed many young women as reporters and DJs, but this is where it all ends.

Gender disparities in Pakistan are severe and pervasive. Deeply rooted cultural and institutional constraints prevent Pakistani women from playing a fulfilling role in the development of their society. Their presence in the public sphere is condemned under the guise of cultural and religious values, thus, making their contribution outside the home difficult, if not impossible. Institutionalized violence against women in Pakistan allows crimes of 'passion' and 'honour' to go unpunished and has become, in the past two decades, one of the biggest constraints to widening their role in the public domain. All negative portrayals of women in media and their discrimination on basis of gender in employment and advancement in the work place are viewed as some major areas of concern. Some of the more prominent hurdles confronting women empowerment in Pakistani media are:

Covering crime - "The women in the cases of rape are the worst victims. A lot of newspapers report with a bias against these women and reinforce the existing non-supportive attitude of the society towards women. No wonder then that the official reaction to rape continues to be that of accusation towards women."

Stereotypical images - "There is a marked increase in women's magazines...focusing heavily on the domestic side of women and trying to prove that every woman needs to be a perfect cook, a tailor, and housekeeper and also be beautiful. The intellectual qualities of women are mentioned nowhere. Their abilities as equal partners in developments are lost..."

Hypocrisy in media portrayal - "The media in Pakistan has no problems while exposing physical and sexual features of women but is reluctant to bring forward issues of HIV/AIDS, sexual harassment sex and flesh trade, trafficking on the pretext of obscenity."

Role of advertising - "It is said that 'beautiful women are used to sell everything, be it drinks, jeans, kitchen faucets, cars, medicines, juice,' and Pakistan is no exception."

Reinforcing of the images of the men - "We must look at the question of male-sexuality and advertisements in the newspapers and analyse the linkages between these advertisements and acts of violence..."

Use of derogatory language - "[T]he language used is not only abusive and sexist, but also extremely judgmental, lacking any investigative or analytical value."

Absence of gender-sensitive media policies - "Pakistan's media policy [has]...always been determined by the party or agency in power...We have witnessed women getting a greater exposure in some regimes than others. Women have also been subjected to undue restrictions vis-à-vis their appearance in the media."

1.4 Code of Ethics

Since the imposition of "Press and Publication Ordinance" (PPO) by Ayub Khan in 1963, it has mainly been used as a tool used to suppress and prevent press from publishing views and news that were critical of the government. Later on in 80s, despite the passage of Code for Self Regulation and Code for Advertising Practice of the Advertising Standard Council of Pakistan and the Indecent Representative of Women (Prohibition) Act 1986, the fact remained that both Print and Electronic Media continued to portray stereotype images of women. They focus on sex appeal or physical beauty of women to sell a product. Another stereotype entails show-casing of woman as a wife or a mother or for that matter a defenceless, submissive, suffering woman or so to speak someone meant exclusively for the home and in certain cases as another woman's enemy.

Internet or World Wide Web is another area of concern. Having a global reach it is virtually impossible to regulate its operations. As a result, pornography, unwanted lewd messages and cyber crimes are posing as new challenges before the policy makers and media professionals. Transcending what have been hitherto sacrosanct national boundaries, the Internet is emerging as a very potent means of global communication. The most alarming fact is that from many of its sites are projecting highly degrading, debasing and demeaning images of women. In this backdrop media needs to come forward and foster a broad ethical content and moralizing impulse in the society so essential for the emergence of a civil society.

In this regard Uks Research, Resource and Publication Centre on Women and Media launched 'The First Ever Gender Sensitive Code of Ethics for the Print Media in Pakistan' in January, 2005. The suggested code addresses different aspects of gender sensitivity in the print media including right to privacy, pictorial depiction of women, rectifying under representation of women and projection of gender roles in advertisements, amongst others. The code was compiled after a country-wide networking drive in which print media journalists were engaged in dialogues, on-desk training and advocacy sessions by the Uks team. Additionally, strong linkages were built with the mass communication departments of different universities. A South Asian Regional Conference was also organised, with deliberations from Bangladesh, Sri Lanka, Nepal, India and Afghanistan, reaching consensus on concrete clauses for the code.

CHAPTER 3

2 ANALYSIS OF WORKSHOPS

All the four workshops remained exceptionally successful, and in all cases full participation from students was observed. Their enthusiastic response to the veteran journalists present in each, as well as the quality of their questions belied their maturity and interest in the subject. Each workshop began with a preliminary session by Ms Tasneem Ahmar, Director of Uks. Apart from her, eminent female journalists from both print as well as electronic media were also present throughout the workshops, and added quality as well as diversity to the subjects under discussion.

2.1 Place of Women in Media

Ms Ahmar noted that the initiative was a joint effort by Uks, and Internews Network and was designed to raise the profile of women in Pakistani media by undertaking a series of workshops through bringing together prominent women journalists and students of various universities to share experiences and examining opportunities and methodologies for the later to adopt media as careers. Dilating further on the subject she said, "In journalism, as in most other fields, top positions have traditionally had men in their chairs. But the status quo is not going unchallenged. No longer paper dolls, women are moving up the journalistic ladder". She said that American women in journalism have a war to thank: the Second World War. With the men away, the women could work. They were thrust into editorial rooms, press offices and printing houses. No attempt at theoretical justification was needed. That is something which is not needed in our case to prove ourselves.

She explained that in South Africa, changes have taken longer. From the fall of Apartheid to the writing of the new Constitution, the transformation has been radical, but largely theoretical. Equality for women is enshrined in the Constitution, but what does this mean in practice? Have doors finally swung open or is the latch still out of reach? That's the question which is not just in journalism or any other field of communication but in every field. Getting a degree, does it mean that you also have the opportunity to enter the field and if you have the opportunity, do you feel that you are as welcomed or you have the support as men have? So that is again a big question mark?

While quoting an Indian Journalist, Smruti Koppikar of Outlook she said, women's rights are part of the basket of issues that she would be forced to write about not because she is a woman but because they are important and they relate to a section of society that does not easily find a voice in the media. By and large, most of the women journalists are employed at junior, middle and feature editor levels. The glass ceiling is far less pervasive in Indian Television compared to the print media. Women's presence on TV, in studios of editing rooms, in the decision making corridors of TV channels and major production houses have contributed substantially to their mainstreaming in

this profession. It is interesting to note that even in Pakistan the electronic media has opened more doors for women than the print media where more women can be seen in FM Stations and TV Channels. One of the reasons for this popularity is the glamour attached to it. It is always good to see a woman's face on the screen or hear a female voice on radio.

Another reason for acceptability of women in the electronic media is their visibility. While discussing the issue with some young women from Rohi which is a Saraiki language television channel, she noted that these women were from remote areas of Bahawalpur and Multan. She was curious to find out how their parents allowed them to work in Islamabad at Rohi channel's head office. They said that initially it was difficult as their parents did not want them to work away from home. Gradually, people saw their faces on TV and the entire community was proud of them for doing a valuable job. Therefore, she thought more women were seen in the electronic media as compared to the print media because of the visibility factor. It was important to investigate the prevalence of this trend in order to make a break through and have more women in the print media.

2.2 Pakistan's Scenario

She had following to say while highlighting the domestic environment. Presently, Pakistan is witness to a remarkable media boom. Radio has made a comeback with FM stations along with more news publications and TV channels on air. Whatever the medium, the usual trend on getting opinions is to start with the male voice and at times forego the female voice completely. The National budget of Pakistan is one such example where we have expert women economists who do not receive due recognition. If you observe the different radio or television reports on any issue especially in vox pops, the reporter or producer talks to men while the women are neither interviewed nor projected in any way. She recalled that while doing a series of radio programs with the Uks team for the first time, there were two male radio producers from different family backgrounds. They brought back the documentaries with vox pops, one had no female voice in it and the other had one or two very meek voices of women at the end. Consequently, they had to be done again. One of the producers was asked the reason for this exclusion and according to him it was not important to have a female voice in it. Following three questions were put to him;

1. Did he think that women have no opinion?
2. Did he find out the kind of issues they wanted to discuss?
3. Did not they have any kind of experience on the issue?

He did not know the answers as he never thought of getting feedback from both genders. It was a great learning experience for him. This kind of initiative has to be taken by someone. Writers, producers and reporters should be told that women are a major part of our population and thus their opinion should also be reflected in the

media. Women are not given their due place either in the news rooms or in news stories. The two factors are closely linked to each other. When more women are employed in the newsroom it means better projection of women related issues. To achieve this it is important to shift societal attitudes in favour of women working in the field. Everything is inter-connected; if we have more women in the media then we can find solutions to a majority of issues regarding women. All women are gender sensitive as you expect them to be or as we think they are, but we think that women can do a story more sensitively than a male, especially if it is about women issues.

According to her men decide the news, views and visuals that are to be heard, read and seen. In Pakistan, very few news organizations have women in top positions, as the decision-making areas are totally male dominated. Although there are more women in media today in the capacity of reporters, camerapersons, sub-editors, news anchors, producers and directors, the actual reflection of women's problems on the airwaves and in print has been hazy, to say the least. Women are still not as dominant in the newspapers, publications, television and radio as men. Less space is being given to women's issues whereas there is a lot of coverage of politics and economical issues but then again entertainment is a glamorous area where women have a larger role than men. This kind of male domination in our newsrooms becomes overwhelmingly prominent during news coverage of disaster or crisis related events.

While citing another example of Pakistani media in October 8, 2005 earthquake, she pointed out as to how the media continues to be heavily dominated by men. As most of the news coverage was devoid of any gender sensitivity, women were presented as mere helpless victims. However men were projected as brave survivors helping each other that made media's bias about the women very clear. Highlighting the issue of male domination during disasters or crisis, she said that women are supposed to be telling sob stories or they are always portrayed as weak and crying for help. Very few stories about courageous women from that area are ever heard by anyone. The media did not portray the resilience of women either through pictures or stories. In times of disaster, women also lose their families; therefore, how they cope with everyday situations should also be taken into account. In reality a lot of women have been very courageous even after losing their families and homes. These women have done what ever they could in rebuilding their own and their children's lives. The general public do not have a clue as to how strong the women from that area have been during crisis.

Criticising the role of media she said that rather than bringing up stories of how courageous most of these women had been in the given situation, the focus was on physical appearance and its connection to being eligible for marriage and their ability to procreate, and since many women had been disabled, majority of them found it difficult to live on. A great number of weddings were also witnessed at that time as people wanted to shift the responsibility of women by marrying them off to men. Consequently, people wanted to marry women who had either lost a husband or parents. A disabled woman was considered useless because she would not be able to work or bear offspring. Even after three years, only a few media persons while covering the disaster situation took up this issue. If it was related with the Tsunami of Sri Lanka it was found that the same kind of heartrending stories about women were circulating

and only a few stories about their strength were told. This is just one example from various citations of gender biases and blindness. Thus, the issue of gender insensitivity needs to be addressed.

She emphasized that there is a need to find a way out for making women more prominent in the media coverage; be it print, or electronic including the internet. Space for “women issues” is shrinking in the media and there is a visible preference for politics, business, sports, entertainment and show business. Another related issue is the Glass Ceiling Effect or the extremely low percentage of women in top media positions. This is again a global issue. In the entire history of Pakistan, no woman has ever been the editor of an Urdu daily, and only one woman (Dr. Maleeha Lodhi - The Muslim and of The News International) has been the editor of two English dailies and Kamala Hyat, Beena Sarwar, Ayesha Haroon are few names who have headed different editions of national dailies. Herald and Newslite –two political monthlies have luckily had women not only heading it, but a predominantly female team. APP, the official wire agency, has never had a woman director general. Radio Pakistan has never had women at the top positions. Pakistan Television had one or two women (more out of political clout) as regional or national heads. Same is the case with most of the private TV and FM radio channels where very few women are seen at top positions, whether editorial or management. In 62 years, Pakistan Broadcasting Corporation has never had a woman Director General and there has been only one woman – Kaneez Fatima of Rawalpindi Station – who has reached the post of Station Director.

Similarly the gap between the number of female students in departments of Mass Communication and their visibility in media is another area of concern. All major universities in Pakistan have Mass Communications departments with high representation of female students. In some universities they outnumber male students, yet when it comes to entering the practical field, we find very few women in the media, especially in the news rooms. Another important issue is Night Shifts. Women are not put on night shifts because that would mean providing transport facilities etc. Women journalists say that this is just a way to justify keeping women out of serious journalism. Mostly women do not join media because of night shifts, Tasneem explained that even she faced this issue when she started working in late 1979 and every time she was late, there used to be a crisis especially with the parents.

Ms Ahmar concluded her presentation by asserting that sexual harassments, unwanted advances, indifferent managements, professional demotion, personal vendetta, uneasy relations, generation gap, constant irritants and character assassination are no less important issues that need to be discussed. Any one of these could be the impediments as to why women are not working and why there are so few of them in media. This is happening especially in media organizations where performance approval depends on the boss. Most of the times when the boss is a male and a female does not oblige him, her APR (performance approval) is affected.

CHAPTER 4

3 THE DISCUSSIONS- ISSUES THAT CAME UP

A lively and fruitful discussion ensued at the end of Ms Ahmar's presentation at all four universities. The students as well as participating journalists whole heartedly voiced their points of view.

3.1 Issues Concerning Home

Married Women Difficulties

This issue concerns almost all working women at one stage of their lives or the other. As they get married, they start to face timings problems and it becomes very difficult to manage home and office. A connected issue was raised by another participant that if and when they reach home late, the family members are suspicious about them as if they might have done something wrong. These kinds of circumstances create the situations for women to not enter in media. Most of the time when women get married despite being highly intellectual person and having a very good market value, they are not able to continue their work, in this case internet is the best option to move ahead and keep yourself up. It was opined that although the problems were acute but not insurmountable. If anyone really wants to work then marriage is also not a barrier as in case of one woman who married, got a child and with a child she did her MSc and started working. Work place gives you a new life and a living spirit, where you are able to think creatively. After marriage one wants to escape towards work place if only to seek some refuge from everyday problems of housekeeping.

Family Mindset

As professional journalists, women have to go out to work among people. But how can parents and family minds be changed, which always keep harping that it is not a good field for women. The first challenge is students' homes, because parents are not willing for them to join this field, as they think that night shifts are not suitable for them. Therefore, need is to change parents' minds, through such kinds of seminars and workshop to make them aware. Media is a big source, and its power should be utilized to make the parents aware. The same thing was discussed in multiple workshops and all unanimously mentioned about changing parents' behaviour. A suggestion to take out a newsletter for the parents and sending it out to every student house was discussed with a hope that this could bring a change. Another suggestion was for the teachers if they could participate in convincing the students' parents to let them join media.

3.2 Issues Concerning Gender

Women's Image in Media

It was expressed that probably only those people consider media to be good who are working in it, but the others always categorize it as a bad profession and they label all the people working in media as morally corrupt and therefore women are not secured in it. In fact media does not encompass only glamour but talk shows and other fields as well. Glamour is only a small portion of it, but on the other hand we see famous personalities such as Sherry Rehman, Shirin Mazari, Dr. Maleeha Lodhi and Naseem Zehra on media. Talk of unfavourable atmosphere in media is not valid since women are working in a lot of diverse fields such as traffic wardens, police women and even in hotels they can be seen. So, why not in media? As against the example of an internee, who after her internship was advised by her male colleagues not to continue working as the atmosphere was not good, some others had positive experiences. In another case the experience was quite different. Here a group of girls for internship in a news organization were given a separate room and were told to work there and be comfortable. They were encouraged to join this field and work hard.

Changing Perceptions through force of Argument

Farzana Ali, one of the speakers narrated that in 1998 when she did a feature on the famous Saima Sarwar case of honour killing, her editor called her and said that she was working against their organization. He tried to dissuade her from writing about the girl as she was the daughter of one of their patrons. He further explained to her that in Pakhtoon society such things were not done. On this she resigned from the job as she felt that it was against the requirements of objective journalism to back down. After a week they called her and asked her to rejoin the organization. Then after three years the same editor told her to write on the “swara” case in which a girl was sold in Nowshera. So this is how in her case she managed to not only win over a hopeless case, but also managed to effect a change in the whole organization. In another case a girl’s parents and parents in law both families were highly educated but at the beginning of her marriage, her husband was little conservative and she had to stay at home all the time but her brother always used to push her to study further instead of wasting time. Then she persuaded her parents in law and got admission in a university. So sometime when you are convinced about something you may even have to go against your family values. But in the process you should also balance things, as the family is also very important. A balance between official life and family life must always be maintained by working women. With inner courage any hurdle can be overcome. It must never be thought that our male colleagues are separate from us; they can be made to realize that you need respect while being firm with them.

Crime Reporting by Women Journalists

It was opined that there is a tremendous need of women for reporting because all the males are covering crimes relating to women, on the other hand if a woman is involved in such crime reporting, the confidence level of all the interviewees would be much better to respond. There are places and cultures in our country where men are not allowed under these circumstances and therefore women would have a better accessibility too. Whereas a male correspondent maybe able to bring out hard core aspects of the story but the human side to it can best be brought out by a woman.

Although males could also cover such issues but the females do it with in deeper inner feelings.

Problems of female journalists

The problems of a female journalist are the same as any other working woman faces. As a journalist, people start trusting you, what ever you produce in the field, either in writing, a documentary or a programme and pressures of this trusting relationship are so much that you can't let them down. Only one problem is unique to women, and it is that men would not take you seriously. Women themselves have to undertake responsibility and ask for an opportunity to take a budget and get on with a project even if it entails covering a war. If one is willing to do it seriously, one is perfectly capable of doing it. Citing an example one of the participants said, "I challenge myself to take courage not only during warlike situations but in other matters as well. I used to be a shy person, I never used to speak, people used to wonder if there was something wrong with me. In fact for me it was a huge challenge to ask questions at press conference. But I adapted myself to do it. I find that sometimes the circumstances are to my advantage and sometimes they aren't. When I went to Afghanistan I had to sit there for six hours waiting to meet them, but they did not want, even then at last they felt humiliated to find a women sitting out and waiting for them and they consented to meet me. So sometimes it is advantageous to be a woman and sometimes it is a disadvantage. But the real hurdle is that the society does not permit women to stand up and fight for their rights." In situations where sometimes the male producers are not able to cover an issue, once they are accompanied by female producers to cover the stories, they become successful. It must be kept in mind that being a woman can be an advantage, instead of considering it to be an impediment.

Same as any working woman, transport is another major issue. If you are a journalist you need to have transport to move around and get the stories. Similarly being married requires one to equitably distribute ones time between family and work. In the Frontier Region men respect women much more as compared to Punjab, Sindh or Balochistan. It is so because men are traditionally afraid of being blamed for harassment by the families or society. On the other hand we find an almost intrusive insistence by men to limit the choice of locations that their women folk wish to visit on the pretext of suitability or otherwise of such places. It is felt that in print media women are only kept limited to women issues. The question is of the true motive behind it. Is it a sincere effort to help them out by choosing softer objectives for them, or a desire to keep them limited to less intellectually challenging fields?

Are Women Journalists bound by Gender?

It is a fallacy that women journalists focus more on women issues because of inferiority complex, and don't dare to take up other issues. As per one participant she picks up women issues if she feels that she is sufficiently interested to be able to do justice with the subject and not due to any other consideration. But she doesn't feel fixated to covering only women issues. If an editor asks a female journalist to cover a story, it would be because of her work, and not because of her gender. On the other hand there

is no harm if a woman is interested in women issues and wants to cover only these stories. The important questions for a women are, can she move out and cover stories? Can she do investigative reporting? Can she go to the place of crime and cover story irrespective of the dangers involved?

Sports were traditionally a field covered by men, but we now have very good reporters like Afia Salam, who was the first women to have started covering sports news in Karachi. Similarly successful was Farhana Ayaz from Islamabad. It is to ones discredit if one delays work, because in that case the boss would invariably count it against your gender. In journalism subjects like education, culture, women, NGOs, are known as soft beats. These beats are luckily received by a woman journalist. In beats one is required to do one's homework and increase one's knowledge in it, so that one can take out news from the same beats. Sometimes some reporter make the soft beats so much of their comfort zone that they don't come out of it and more versatile ones step out from it and go for politics, sports and other issues. In most cases it is believed that politics is still a male dominated field.

Dress Code

Dress code is essentially one's own choice, and if one can work diligently and has talent, then it does not really mater if one is clad in a burqa or not. What is only needed is to remove the ignorance behind this veil or burqa. But we find in some cases that this burqa becomes a hurdle, and many women don't get admission in universities because they aren't wearing burqa. Conversely, in many organizations burqa is not allowed for different posts. It is on such occasions that dress code becomes a hurdle in the way of success. It is alright not to opt to become an anchor in electronic media, if one is not ready to put on the required western attire, one could be a reporter if dress code itself becomes an issue for some. Actually the truth is that we have a diverse cultural society in Pakistan, where some wear jeans and for others burqa is must. Fortunately, Pakistan is geographically formed in a way that no outside influence can change this. Pakistan has a society where some are too liberal and some are conservative, and it differs from areas to areas since traditions and social conditions are different all over the country. Citing her boss, one of the participants said, "You can wear what ever you like, dress shouldn't be a hurdle in your work conditions, even if you want to wear burqa while working, put it on." It must be remembered that a journalist is not a model, and she essentially is there to cover news and get it into the news agencies and bring facts in front of the public.

Mixed Workshops

While commenting on the tremendous efficacy of such workshops, some participants came up with the idea that in future men should be equally invited to make the discourse more comprehensive and fruitful. Ms Ahmar noted the point and appreciated the idea.

3.3 Issues Concerning Workplace

Glass Ceiling Effect

In Pakistan the phenomenon of glass ceiling is as much prevalent as in other countries even if somewhat higher. Here the number of women reaching the top positions is very less. One area of concern in this regard is of course the element of discrimination, but more sinister is the fact that when the number of women joining this profession is so small than how can we blame the system for all the injustices.

Code Of Ethics Ethical journalism is a complex issue, where not only is there a requirement to streamline and promulgate a standard Code of Ethics, but it is equally important to educate journalists to observe some self restraint too. PEMRA although has made code of ethics for electronic media but due to continuous wrangling with various branches within electronic media and interest groups with PEMRA, these rules seldom get implemented. Similarly PFUJ (Pakistan Federal Union of Journalists) have their own code of ethics and different organizations have made their own style sheets. Dawn newspaper for one has a policy whereby photographs of rape victims and those of minors would not be shown. Some of the journalist on the other hand lay emphasis on the issue that they are showing reality, but they don't realize that the recipient public is being desensitized and at the same time it maybe downright indecent.

Uks on its part has made a code of ethics and the process involved consultation of the whole South Asia Region. This code has been shared with all the media organizations of Pakistan and has been very well received by them all (copies of the same were distributed among all participants as well as the students). We find that not only in Pakistan issues concerning women are sensationalised, but even in American, English and Indian press. For example only last year, murder of a 14 years old girl in Delhi was so sensationalised that it crossed all bounds of decency. In order to prove her involvement with her servant, her mobile phone record was taped and media made a full conversation story and it was aired by a television channel too. When we objectively compare our media in this regard with foreign counterparts, we find that Pakistani media actually comes on top. On the other hand after Mumbai attack incident, a new TV channel at home started to show baseless footage of enemy fighters supposed to have entered Pakistan. This kind of irresponsible reporting amounts to spread of disinformation. A good journalist is the one who waits for the news to mature and get authenticated and only then airs it. In our effort to be the first, we sometime forget that whatever advantage we accrue by being first goes down the drain when we are later on found to be factually wrong. It is question of credibility in journalism which is more important than being prompt but incredible.

As during the earthquake in our Northern Areas and Kashmir, a lot of incidents of ethical transgressions were witnessed. People with severed limbs and bleeding wounds were callously aired. Similarly a dying woman was also filmed. We need to remember that limit of authenticity in journalism ends where personal privacy starts. Even when we see that some code of ethics is being followed by Print media, it is not at all being followed by the electronic media. As in electronic media all news is breaking news,

while conveniently forgetting that the breaking news has to be exclusive. Change will come in our media too but gradually and with hard work. For minor children there has to be a very strict code of ethics that their visual footage shouldn't be shown. In case of sexual assaults or rape of a woman, her address and name shouldn't be involved. But in our country we give full description, which is altogether wrong.

Harassment

This is a very important and yet painful issue for any working woman. It manifests itself everywhere; on roads, at home, and in offices. Therefore, it is for the working women to prove the kind of person they are and what are their limits, and then no one would harass them once they successfully prove themselves. According to one participant's experience there is no harassment in media and throughout her career she has been very comfortable in media. Yet in some cases we hear painful remarks about women journalists that in some difficult cases they have managed success while employing their womanly charms. This kind of accusation generally comes from unsuccessful and less professional male journalists. It nevertheless is very disheartening to see this kind of label being pasted on women. In one incident Asma Shirazi, was being harassed by the agencies and she straight away went to their office and asked them, "Do you think I'm a spy, or I'm doing anything wrong why you are harassing me". She took a stand and showed her nerve and thus won her place once again.

Discrimination

This is an issue which is as serious as it is wide spread not only within media but in all other professions where women are trying to make inroads. All the important departments and especially Politics are not given to women and are instead given to the male reporters. It is mostly due to an erroneous image relating to women that they can't work for long hours and in night shifts, and they have time limits when sometimes stories demand continuous long hours. Another aspect of deliberate discrimination is when a feature researched and written by a female is given relatively less importance not on the merit of the case but due to gender of the reporter. Similarly there is a lot of disparity as far as work environments in big cities and in rural areas is concerned. Working in Lahore is much easier than in the tribal areas, because over there they don't like women to come out of their houses. There the cultural scenario is quite different from Punjab.

Transport Problems for Women

Citing her own example, one of the participants narrated, "When I started my career I also had mobility problems, I used to go alone on Davis road and sometimes men used to walk along with me passing unwanted remarks. I felt the severity of the situation even more as I used to be the only woman going on the road at that time. If more women were to move out then there won't seem to be anything strange." If we look next door in India, we see women going on scooters and taking part in life's activity alongside men in quite a natural way. In other words the environment can become as liberal as we make it, and if don't try it would remain as suffocating and morbid as one

can imagine. In Iran women work in every profession and there is no restriction for them, as long as a certain dress code is adhered. Islam does not forbid women from taking part in economic activity; it only requires certain rules of conduct to be observed. The problems in our society in this regard do exist and they are quite acute in nature, but then it is up to the women themselves to remain steadfast and effect a gradual change in society.

A Question of Money

It is no longer an issue that can be put aside and forgotten in the name of profession. Citing her example one of the participants said, “I was studying in Government College where the fee was Rs.2000 /- for six months and in the Punjab University it was 1200/- for six months. Therefore at that time, we were not too much worried about money. But nowadays parents are investing a lot of money on their children’s education, therefore both parents and their children are concerned to get that money back.” Most of the new entrants in this field always think about money but it needs to be kept in mind that initially it is time for one to seek opportunities to learn the skills as we see many new entrants are joining Mass Communication and they are coming in this field even if they are paid very little in the start. In order to learn the intricacies of the trade through practical experience in the field one should be ready to partake whatever is offered, as long as the job contributes towards one’s professional grooming. In fact even opportunities for voluntary work should also be made use of as long as these fulfil the purpose of polishing one’s professional skills.

3.4 Profession of Journalism

Print Versus Electronic Media

Glamour and celebrity appeal turns the tables in favour of electronic media for a new arrival in the field, but it is still suggested to join print media first because this is the place where one learns basic skills of journalism. Some opined that it is from print media that one actually learns what journalism is. It is only after one has learnt all the skills completely that one should be able to make the transition towards electronic media. While differing with this point of view one of the participants said, “In electronic media the writing style is different from the print media. I worked for six years in the print media and now sometimes I put print media script in electronic media as well. Therefore, I suggest if a person wants to join electronic media, he should start straight away from it. I want to further add that electronic media is a twenty four hour job, but conversely in print media the timings and environment is more relaxed. If and when a young journalist learns all the skills to face and handle people and thereafter he/she joins electronic media, survival becomes quite easy. And finally in print media it is easier to get a place than in electronic media.”

Another point of view emerged when a participant replied, “No, it’s not necessary that one can get a place in print media easily, because in print media here in Peshawar only one woman works in the women’s section. Some of the times girls coming in print

media for internship don't get a job here, and they have to move somewhere else. In print media they'll place women in women's section to cover NGOs functions or women issues. But in electronic media it is totally different. In my opinion it is much better to work in print media first and then join electronic media because in print media alone can one learn all the skills and analysis and how to focus on issues." It is further added that in electronic media the requirement of specialized education is not a must, and personality, confidence and presentation skills are enough to be successful. On the other hand Print media demands educated people with high level of reading and writing skills.

Internship

The problem of students looking for internship opportunities and not finding jobs came up next under discussion. It was felt that since the media employers do not have direct access to media students; it would be a good idea if the universities were to take up the responsibility of becoming a bridge. The Institutions could actually sponsor its students according to their ability and potential to various media branches. In this way the media itself would also benefit by receiving this expert recommendation at no extra cost to them. Ms Ahmar and some other participants also offered to help students in this regard on case to case basis.

Too Many Channels, Too Less Talent

With the recent media explosion in Pakistan a proliferation of channels has taken place. We have now almost one hundred channels here, but can not sustain because to run a channel advertisements, skilled producers and actors are needed and if they are not there, the channels will either close down or the quality would be seriously compromised. Only those channels would survive who have strong business either due to government or other institutional support or their content is of good quality. At present we don't have such human resource available in Pakistan which could sustain these hundred channels. If we have five top writers in the country they are only able to write for ten and not for fifty channels. On the other hand a few creative people that we do have are not demand driven or time bound, and therefore can only cater for a limited number of media outlets. This situation demands that more and more people should qualify and join this growing and important field of our society.

Importance of Degree and Practical Work

Sudden mushrooming of media in Pakistan has created yet another dilemma. Availability of qualified and skilled human resource naturally could not keep pace with phenomenal growth of media in our country in such a short time. The obvious outcome is that even those who lack requisite qualification but do have some working knowledge of media have all been absorbed. This leaves the fresh graduates with sufficient qualifications but with no practical experience out cold in the market. The students lack practical skills because our institutions don't have the expertise of imparting these skills. It therefore becomes the duty of our institutions and the government to provide the students such type of facilities to make them skilled.

Another reason for this dichotomy is that as students we remain focused on learning this trade in sequential steps, i.e. first completion of degree, and then practical work. In fact we need to stress the point that the process needs to be undertaken simultaneously. Along with our studies we need to write to editors, participate in media events, attend workshops, carry out research, and join media organizations to polish our skills.

Are Journalists Harbingers of Change

It is said that if you want a rapid change, you are not a journalist but a politician. Change can be brought, but gradually by reporting and producing programmes, and not in quick time. Today we see very few objective reports in media, these are mere comments. Job of a reporter is not to bring change but report it to the society to do what it sees fit about it. In a newspaper there are two distinct sections; one of opinion, where one can voice one's concerns and opinions, and the other of reporting facts objectively and untainted by biases or opinions. If one wants to express views, one should write a letter to the editor. We keep talking of our frustrations and failings to bring about a positive change in society, but we fail to act constructively in this regard. We need to approach right sections of the press and give our point of view in a positive and convincing manner. A chain reaction thus started can be a harbinger of change. It can not however be done by misrepresenting facts in order to come up with a story of one's choice.

Thesis Writing

With the advent of computer age, the tendency of resorting to cut and paste someone else's research has gradually crept into our academic society. It not only stifles genuine research and quest for truth, but also deprives another credit for his or her hard earned fruits of labour. Internet and other research material should only be consulted in order to get information so as to develop an informed opinion. The opinion of others should never be copied as it may not even suit a set of environment other than its original, and thus prove counter productive. This is the first requirement, and secondly the process of research is bound to bring you closer to reality and conditions on ground. As a further spin off, one would end up making friends and developing links in all the spheres of genuine research.

Seeking Opportunities in Media

Every new entrant in the world of media needs an opening, an opportunity to act as a foothold while he or she gains experience and reputation to start producing constructive journalism. One of the ways of achieving it is by writing in for media, here one could check in newspapers like Dawn, where one could send writings. Similarly in citizen journalism one could shoot clips of something which is of journalistic value, work on an issue, turn it into a story and send to citizen journalism and one would get a response. For any productive work one has to totally immerse self into the idea and one would have to live with it for all of twenty four hours as it is the demand of dedicated journalism. One can't be a journalist only from 9:00a.m to 5:00p.m. It entails hard work and devotion. The main stream media in Pakistan are newspapers, and they are also

called conventional media. This type of media attaches itself where ever there is power, and business. Alternative media on the other hand is the non governmental organizations which seek power through the people. This type of media is very less in Pakistan but it does exist, and some NGOs have their own video centres. Where ever one finds an opening, one must go for it. Similarly one can also go for online journalism but one must learn their style and format so as to be able to contribute positively.

Success as a Journalist

It is difficult to define success in this context. In fact success is a very relative term. Does the success of a journalist lie in bringing information to media or in helping to change thoughts or minds? Mariana Babar while talking about herself said, “ if talk about myself, I have achieved success, in a sense I have enjoyed freedom economically as well freedom to write what I wanted to write. But to achieve this freedom and success I have spent twenty five years or twenty eight years in this profession. It’s a tremendous achievement that people read your news and say, yes it’s true because it has the stamp of so and so.” Success has many dimensions, sometimes one faces disappointments but depending on one’s personality, one can handle disappointments as well. Journalism is a growing profession with which one grows as well and one can achieve success, if one learns to handle disappointments.

Yellow Journalism

Yellow journalism is being promoted, how we can get rid of it. It means publishing false news with an ulterior motive. Or the news is provided in an exaggerated form. Yellow journalism is resorted to when it is to scandalize someone, as in case of film stars, and other celebrities. Major motivation in this case is usually money or political benefits. There are many factors which contribute to yellow journalism. It must be avoided and shunned. As a recipient it is our responsibility to react against unjust and untrue things. We can see the unfortunate example of Mukhtara Mai case or some other rape cases, where exaggeration and distortion of facts takes place either for cheap publicity, or for political and other influences. Yellow journalism’s basic motivation still remains money.

Citizen’s Journalism

Citizens’ journalism is a concept where any citizen can send in a brief production (video clip) to the organization, which is shown without any change. The media also mentions in such cases that the content may not be in line with the policy of the particular organization but these are the views of the person who has made this clip and that is how one aspiring journalist could explore opportunities.

3.5 Miscellaneous Issues

Perceptions are Different than Reality

Sometimes reputation built upon hearsay moulds our perceptions in such a way that an entirely false image is created. A participant cited, "When we were planning to come to Peshawar, most of my colleagues, friends and family members told me that conditions in Peshawar are very critical and people are being kidnapped from there and therefore you shouldn't go there. But Mr. Imtiaz Gul who belongs to Peshawar met me and said, "No, you should go to Peshawar because unless and until you visit the place, you will not know the reality." Hence, I and my team reached here and found that all the things are normal." It must be realised that whatever we hear is not always the truth, unless we verify it ourselves. Similarly students from this area may consider that the traditions and folk lore does not allow women to participate in the profession of journalism, but it maybe far from truth unless one gets involved into a struggle and tries to overcome the opposition.

Similarly, there maybe a misperception that journalists can't marry or they can't have a happy family life but in fact most of the senior lot present in the workshop are married and living a prosperous family life. Citing another example of an American woman, a participant said, "She was very afraid of coming to Peshawar due to alleged presence of Taliban in here. But when she reached here the situation was different. She said I was of the quite opposite opinion." In this case too we find that perception was far from reality. It is we who have to bring a change, and separate fact from fiction. Everyone says terrorism is being perpetuated in Peshawar but no one inquires as to who is doing it all. We need to understand that Pukhtoos are not Talibans, and Pukhtoos are not involved in it, they are actually the victims.

Country's Image

A journalist is often at the horns of dilemma, if s/he is to keep the country's image intact at the cost of truth or not? It must be understood that as a journalist one's foremost duty lies with the conveying the truth, and it's not your duty to make or look Pakistan beautiful, it's the duty of Ministry of tourism. As a journalist one has to write what is happening in the country either good or bad. In order to protect the image of one's country if one doesn't report something, one is being unjust to the victim. If by writing true stories one's country's image is spoiled then it's the duty of the government to step forward and stop crime. Today in foreign countries people see our green passport and try to avoid us. It is only because we have tried to crop up false sense of serenity of our country, and therefore no one has taken concrete steps to remedy the situation. We need to come out of this self delusion. In similar vain we feel ashamed to consider Mukhtara Mai in the list of our heroes. Maybe because we feel ashamed of this rather ugly example in our midst, but then somebody has to take the first step and look at the whole episode from her point too. She is the victim and not the cause of shame in this case.

Client is the Boss in Advertising

It is an innate skill, and no one can develop it in you. In it you need to be creative and have good public relation skills. If one is interested in advertising then internship in an advertising agency is a pre-requisite. We need not be judgmental in advertising,

sometimes it so happens that the client selects the worst thing and best thing goes in to our cupboard. It all depends on the choice and perception of the client and limited personal fulfilment can be derived from this producer – client relationship. In the end one must keep in mind that in this field of journalism, client is always the boss.

3.6 Identifying / Sharing Challenges & Opportunities

Challenges

Resistance from Home / Families

This is a serious challenge and a concerted effort by media, educational institutions, as well as students themselves is required to assuage fears and concerns.

Marriage as a Challenge

Again in this case it needs to be understood that the only way a compromise can be achieved is through proper and equitable distribution of attention and time between family and work.

Discrimination and Glass Ceiling

This issue can be addressed through diligence, quality of work and continued commitment.

Harassment

Whether en route to the work, or at the workplace itself, a lot depends on how we tackle it. With firmness of attitude and positive approach, a lot of situations can be improved.

Internship

The problem can be solved to quite an extent if the Universities take up sponsorship of right students with the right media.

Changing Perceptions

Force of argument and persistence is the right medicine for this ever prevalent issue in any society.

Problems of Female Journalists

Again hard work, perseverance, right attitude, and positive approach can help solve most of the issues.

Opportunities

Code of Ethics

A lot of work has been done by various governments and no government organisations. The need is to understand and implement it with conviction.

Phenomenal Growth of Media in Pakistan

With this growth comes an opportunity for the new aspiring journalists. Mushrooming of channels demand qualified and experienced people, which open new vistas in the profession.

Citizen's Journalism

With the advent of computer, digital camera, and internet, this form of journalism has added a new dimension to the profession. It has also created opportunities for new journalists and even general public to try their hand at journalistic pursuits.

CHAPTER 5

4 SURVEY & RESULTS

What do the students say?

This section of the report is based on the compilation of results and recommendations of the surveys held at each university before and after each workshop.

4.1 Methodology

The Uks team conducted this survey using forms and questionnaires. The form consisted of a number of open-ended questions about the disparity of women in mass communication departments and in the media and assessing the student's knowledge on related technical terms such as gender sensitivity, glass-ceiling effect etc.

This form was disseminated before and after the workshop among the students. The pre-survey form analyzed the general knowledge of women, their ambitions and problems they face as students or in the field. The same form was distributed among the students post workshop to gauge their learning and any change in views.

The students were also asked to fill in a 6-query questionnaire. The questionnaire was to gather some personal information and career plans of the students.

The forms and questionnaires are attached in Annex I

4.2 Findings and Analysis

5.2.1 Questionnaire Results and Analysis

Why did you choose journalism/ Mass communication?

The responses were more or less similar so they were roughly divided into three categories. The three categories were interest of students, career opportunities in this field and using media to express oneself and reach the masses.

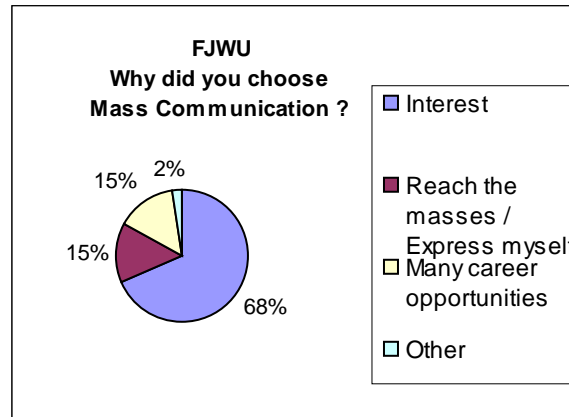
'Interest' of students includes responses like inspiration from a parent or a relative, 'passion' or fascination with this field for a long time and general interest.

'Career opportunities' was another understandably common response due to the sudden boom of the electronic media and hence a wide scope for vacancies and job prospects in this profession.

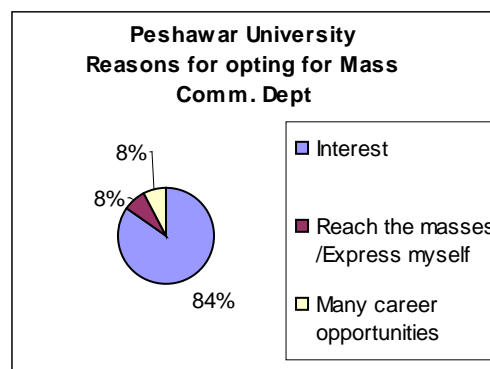
Many students replied to this query saying that they felt that print and electronic media today was the easiest medium to 'reach the masses and express themselves' especially so today that Pakistani media has become relatively more independent and free.

'Other' includes patriotic and ambitious responses like 'I want to make a difference' and 'to serve my country through this field'.

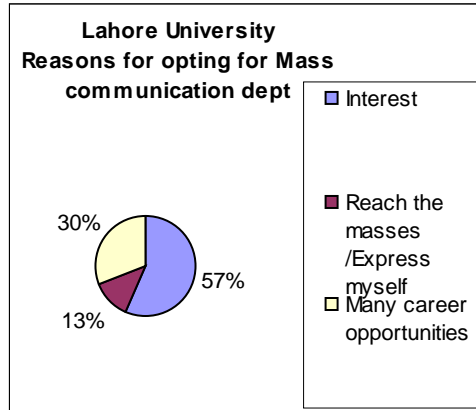
There were a total of 107 respondents, 36 each from Fatima Jinnah Women University, Rawalpindi and Karachi University, 23 from Lahore College for Women University and 12 from Peshawar University.



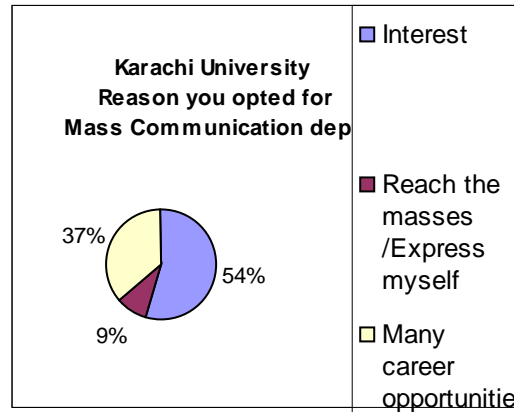
This chart of responses received from the FJWU quantifies the responses of the students. Its shows that 68 percent of the 36 respondents opted for this field because they found it interesting.



This chart depicts that 84 percent of the students chose this field of study due to their interest.



57 percent of the 23 students from Lahore University again chose mass communication as their choice since they had developed an interest in this field.



Students from Karachi University were no exception either, since 54 percent of the 36 students again replied that they found the mass communication an interesting field of study.

	Interest	Reach the masses / Express myself	Many career opportunities	Other
FJWU	28	6	6	1
Khi Univ	25	4	17	0
Lhr Univ	13	3	7	0
Pswr Univ	11	1	1	0
	77	14	31	1

Table 1: Questionnaire query 1, Final results

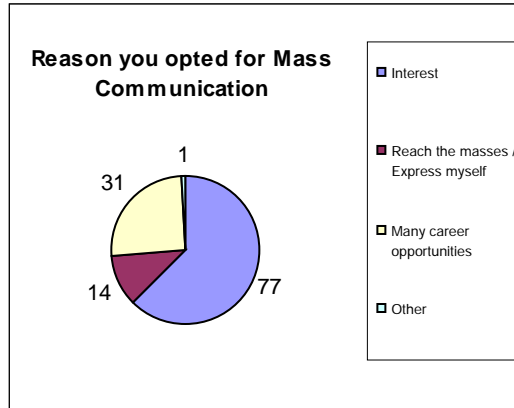
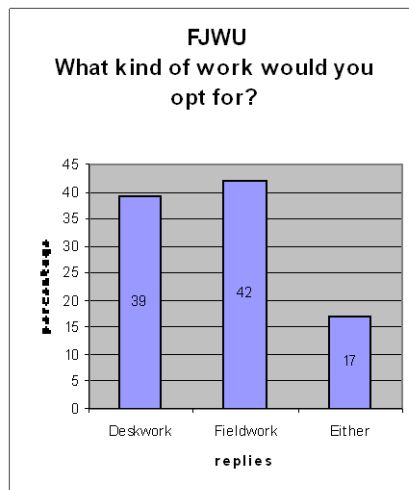


Figure 1: Reason to opt Mass Communication collated results

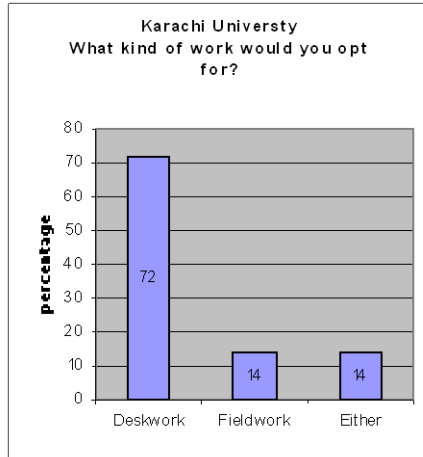
The table and chart above show the collated results of the four universities. 77 percent of the 107 students chose this field of study due to interest, followed by 31 percent of those who opted for this field since it now offers many career prospects, cropping up with the large number of electronic media organizations establishing themselves in the country. The third most common response was found to be the students' aim to express themselves using this medium and reach a large number of people.

Deskwork or fieldwork?

This question was designed so that it easily elicited either of the two responses, deskwork or fieldwork.



Of the 36 students from FJWU, 42 percent opted for fieldwork with interest in reporting, working involving adventure and travelling. 39 percent voted for deskwork, saying it was more acceptable and easier to manage in the Pakistani society. There were still more, 17 percent, who would accept either type of work if given a good opportunity.

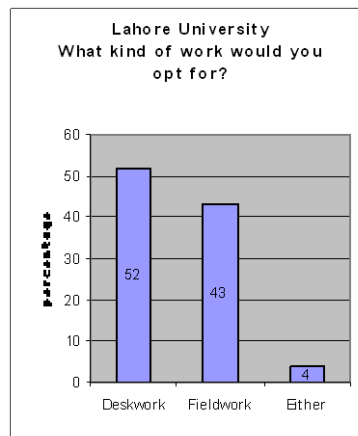


“I feel that deskwork/office work is suitable for me because my family may not allow me to work in the field, so in such a situation, I can only work to the best of my abilities within office premises.”

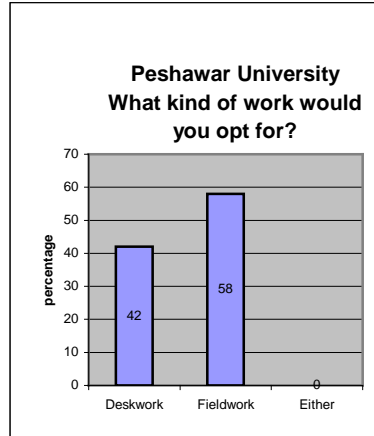
Nimra Mukhtar

Institute of Mass Communications, Karachi University

A majority of 72 percent of the 36 respondents from Karachi voted for deskwork. Most believed it to be safe and manageable with support from family and most claimed to have an aptitude for writing and related skills. The 14 percent who said that they would like to do fieldwork in their professional careers liked to travel explore or interact with public. An equal percentage, 14 percent, said that they would take either type of work if given a good opportunity.



A higher percentage, 52 percent, of the 23 students at the Lahore University chose deskwork over fieldwork since they believed that it suited their social limitations and their personal skill levels. . 43 percent opted for fieldwork explaining that it gave them more exposure and learning space. Only one (4 percent) student said that she would take any kind of work that came her way in good stride.



The students from Peshawar University showed more interest in fieldwork with seven* voting for fieldwork with specific interest in field reporting and five* voting for deskwork since it was safer and acceptable owing to social factors.

- Refer to Table 2.

	Deskwork	Fieldwork	Either	Unanswered
FJWU	14	15	6	1
Khi Univ	26	5	5	0
Lhr Univ	12	10	1	0
Pswr Univ	5	7	0	0
	57	37	12	1

Table 2: Questionnaire Query 2, Final results

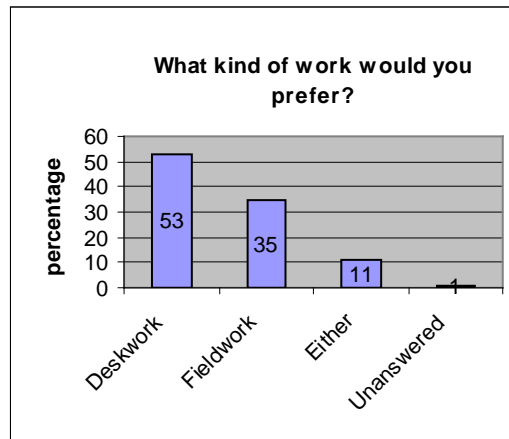


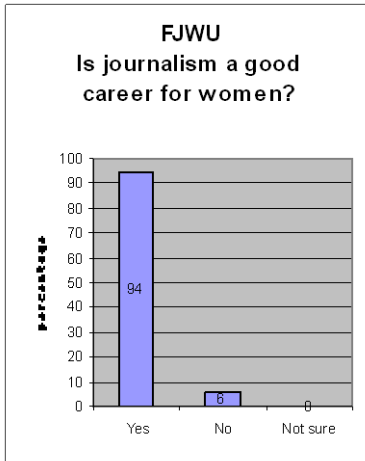
Figure 2: Work Preference collated results

The final collated results for this query indicate that 53 percent of the 107 women students of the mass communication departments would prefer deskwork in their professional lives. The reasons for this choice include aptitude for writing, safety of an office, permission from family for this type of work only and basically social acceptance of deskwork for

women. Although there were still a 35 percent of those who would want challenge, exposure and travelling in their careers in the form of fieldwork. Twelve students said that they would accept any good working opportunity in either domain.

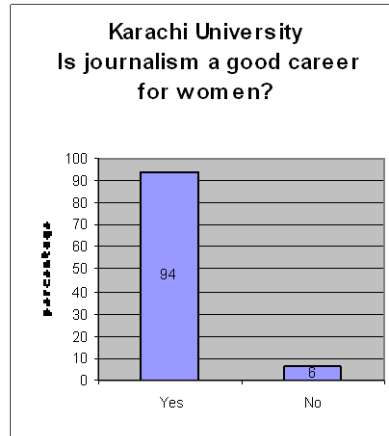
Is journalism a good career choice for women?

This fourth query was easy to analyse with responses in the affirmative and negative.

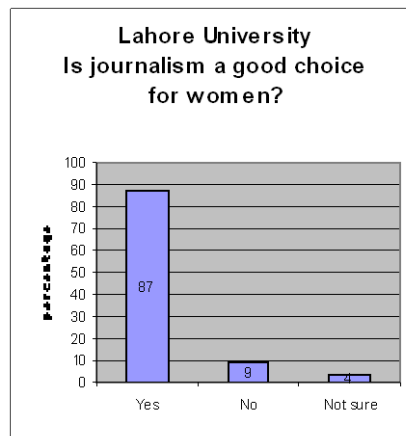


“I believe it is a really good opportunity/ career for women...they can pave new paths with their efforts and hence encourage others to let women participate in the progress of our country. Most importantly, it would prove to be an initiative and stimulant for the exposure of issues related to women, their needs...and respect and the place they deserve.”

94 percent of the 36 students of FJWU who participated in the workshop believed that media was a good professional field for women while only 6 percent of the students despite being mass communications students, said that pursuing a career in the media is not suitable for women. Those who replied in the affirmative believed that this could be a good avenue for women to raise their voices and to give vent to bottled up feelings. The students believed that despite difficulties, social or task-wise, women should participate in their own capacities, pursue their dreams and not let anything hold them back!



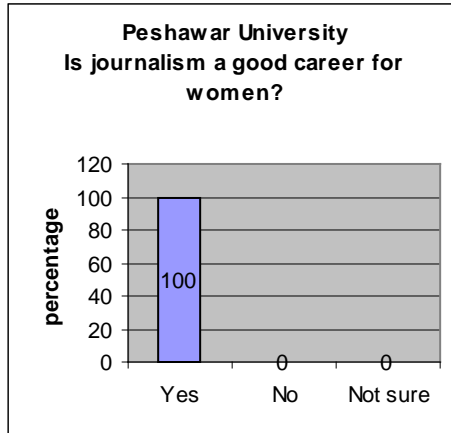
The majority of students of Mass Communications Department at Karachi University also believed that media is a good field for women to pursue a career in, no matter in what capacity and despite social problems. As shown in the graph above, 94 percent answered in the affirmative and only six percent (two students) in the negative giving security and social issues as their reasons.



“Journalism is a good career choice for women because women journalists can have easier access to women in villages or remote areas (understand their problems) and raise voices for their rights.”

Sadia Afzal.

87 percent of the students at Lahore University also replied in the affirmative endorsing that journalism is a good career choice for women. There were 9 percent of those also who did not think that journalism was a suitable career choice for women due to social problems and the nature of the job.



The women of Peshawar University despite their relatively small number at the university believed that journalism was a good career choice for women. They unanimously said that despite social issues women should participate, use their skills and talent optimally and raise voices for the unheard women population.

	Yes	No	Not sure	Unanswered
FJWU	14	15	6	1
Khi Univ	34	2	0	0
Lhr Univ	20	2	1	0
Pswr Univ	12	0	0	0
	80	19	7	1

Table 3: Questionnaire Query 3, Final results

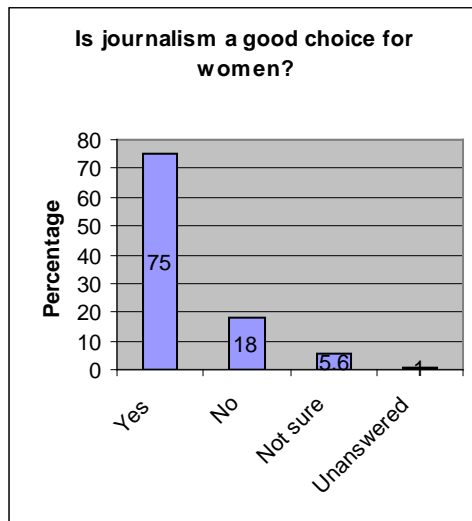


Figure 3: Choice of journalism collated results

As indicated by the above table and graph, a majority of women mass communication students believed that journalism is a good career choice for women despite social and

security issues. They added that women and men should participate at equal levels and in equal numbers. Women should pursue their ambitions if they have the aptitude, skill or interest and not let anything stop them. Most understood that it was not an easy job and even more difficult to for a woman to make a niche for herself in a so-called men’s domain but all were hopeful that times have changed and there were many avenues and opportunities that can easily absorb women.

If you become journalist, what kind of role/position do you envision for yourself and why?

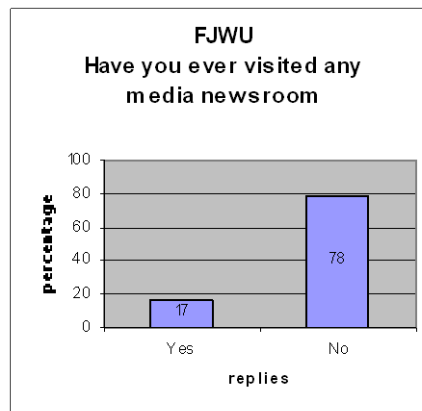
This query was not quantified in the form of charts and tables since a similar query has been put to students about their ambitions in the pre- and post- workshop surveys.

The students have varied choices and future plans but roughly speaking the most common ‘role that most girls envisioned themselves in’ were newscasters, reporters or producers for the electronic media.

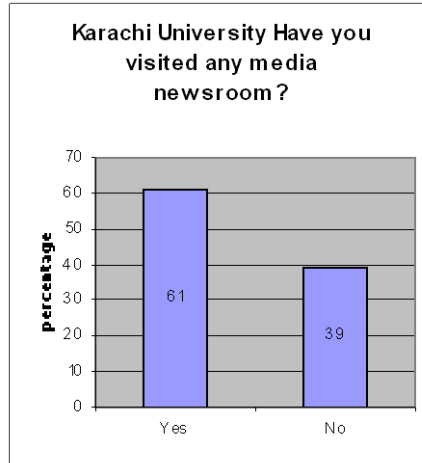
Have you ever visited the newsroom of any media organization?

This query was to gauge that how many students were actually familiar with the ways and working of the media organizations and the exposure provided to them by their institutes.

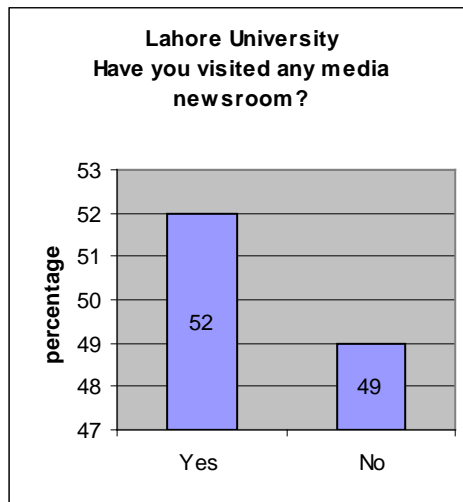
Again this query was easy to evaluate with answers being either in the affirmative or negative.



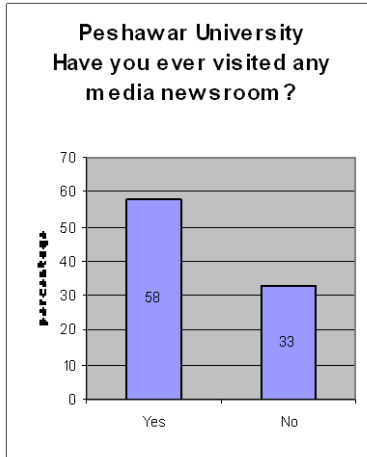
78 percent of the 36 students from Mass communication at FJWU department had never visited media newsrooms. Most common and understandable reason given was that most were students of the first semester. Those who had been to a newsroom were either TV or Radio.



In comparison, 61 percent of the 36 students queried at Karachi University had been to media newsrooms or media organizations. There were still 39 percent (fourteen) of those who had yet to visit any media organization to learn what newsrooms were like.



52 percent students of the Lahore College for Women University who attended this workshop had been to media newsrooms either as internees or visits arranged by the university. They included all three types of the media organizations print, TV and Radio. There were 49 percent of those who were not familiar with newsrooms of media organizations.



Of the 12 students at Peshawar University seven had visited newsrooms while 4 had not.

	Yes	No	Unanswered
FJWU	6	28	2
Khi Univ	22	14	0
Lhr Univ	12	11	0
Pswr Univ	7	4	1
	47	57	3

Table 4: Questionnaire query 5, Final results

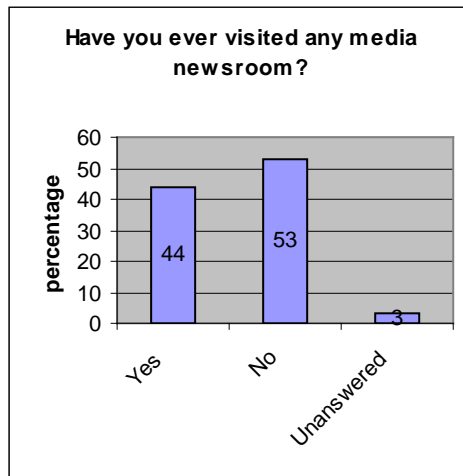


Figure 4: Media newsroom visits collated results

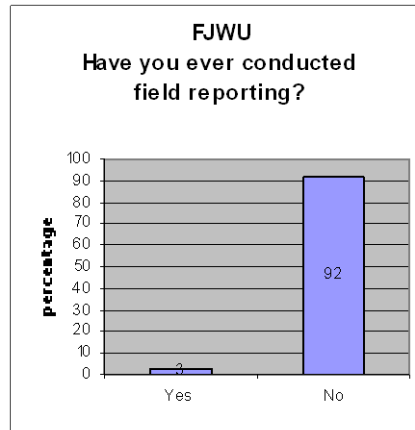
The collation of final results show that 53 percent of the 107 queried at the four universities had not visited any media organizations or newsrooms for that matter.

The reasons include that many student were in their junior semesters when there is comparatively less fieldwork. Also failure of university departments to encourage exposure to practical work and technical training could be another reason though not specifically mentioned by the students.

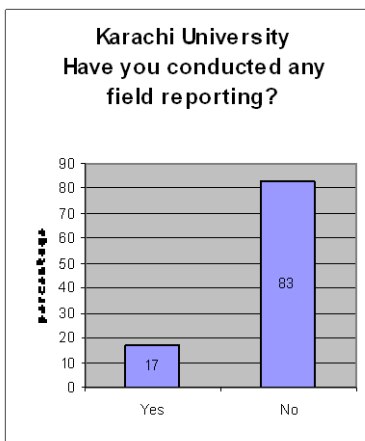
Nevertheless, 44 percent (47 Of 107) had been to media organizations, print, radio and TV.

Have you conducted field reporting for your campus radio?

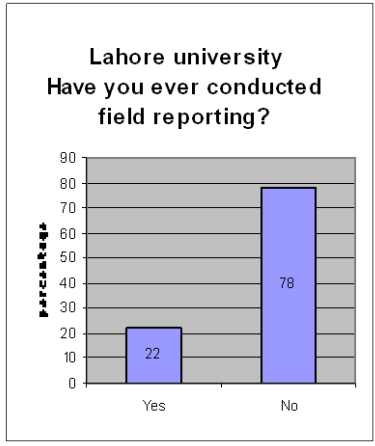
The final query was to gauge the fieldwork that the students might have done for their campus radios. All four universities have their own campus radio stations.



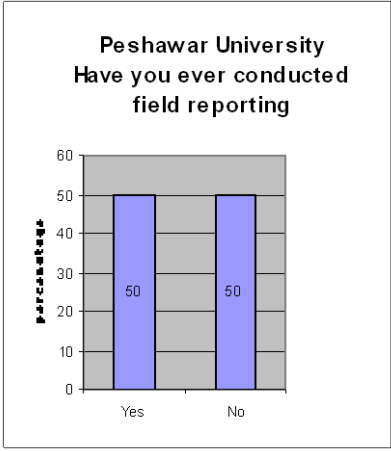
The majority of student at the FJWU had no experience in field reporting for their campus radio as shown by the accompanying graph. A few who had experience in field reporting belonged to senior semesters when working at the campus radio was a compulsory requirement.



A similar situation could be seen with the Karachi University students, majority, 83 percent of whom also had no experience in field reporting. There were a few, six students, (17 percent) who had conducted field reporting for their campus radio stations.



Of the 23 students who attended the workshop at the Lahore University, 78 percent had not experienced radio field reporting.



At the University of Peshawar, half of the students were familiar with field reporting and half were had yet to do so in their senior semesters.

	Yes	No	Unanswered
FJWU	1	33	2
Khi	6	30	0
Lhr	5	18	0
Pswr	6	6	0
	18	87	2

Table 5: Questionnaire query 6, Final results.

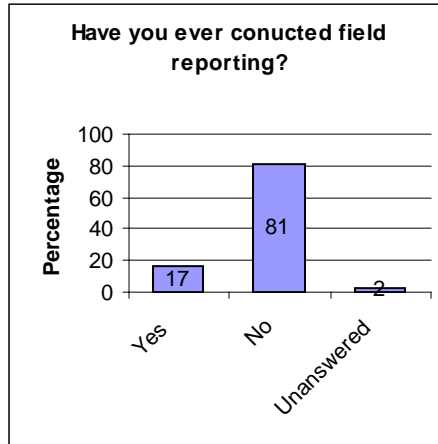


Figure 5: conducting field reporting collated results

81 percent of the 107 students who attended these workshops had not conducted any field reporting but the ‘not yet’ accompanying most of the replies in the negative showed that the students were either planning to do so or were required to do so as part of their University degree. The 17 percent of the students who had conducted field reporting had worked on either a social or political issue and belonged to senior semesters.

Pre-workshop and Post workshop Survey results

There were more pre-workshop survey forms filled and fewer post-workshop ones. At the end of the workshop many students either left the forms unanswered or had unchanged views.

Disparity between the number of women students and media professionals

Pre-workshop Survey results

1. Is there a disparity between the number of women students in Mass Communication departments and those who join the media? If yes, why?

The table and chart below shows that most students believe that there is indeed such a disparity. The most common reasons for this disparity given by most respondents is that most students are not allowed by their families to take up a profession not socially accepted for women. Women also avoid this field due to job difficulties involving fieldwork, longer working hours etc.

	Yes	No	Unanswered
Fjwu	28	5	3
Khi	38	1	4
Lhr	17	3	2

Pswr	16	7	2
	99	16	11

Table 6: Pre-workshop survey results; disparity

	Family Restrictions	Reluctance of women due to job difficulty	Male dominance	Workplace environment and Lack of facilities
FJWU	9	11	4	0
Khi	2	14	1	2
Lhr	5	9	2	0
Pswr	0	0	1	0
	16	34	8	2

Table 7: Pre-workshop survey results; reasons for this disparity

78 percent of the 126 respondents from the various universities believe that there is indeed a disparity between the number of women students studying mass communications and those that actually seek a career in this field. These students said that the lack of professional women in the media was due to lack of support from the family, either parents, husband or in-laws who did not approve of women working in a socially unacceptable and so-called men’s domain. Other reasons included unfavourable workplace environment including lack of security services, transport facilities (pick and drop services), flexible working hours etc. The large number of men that a few women have to face in this field not only results in factors like male dominance but lack of appreciation and smaller salary packages for women. All these reasons often result in women themselves avoiding this profession and seeking more comfortable and rewarding work environments.

There were still 13 percent of those who did not think that the number of professional women in the media was less than that in universities. This section believed that this disparity in numbers is decreasing with time due to opportunities that are now being provided with the sudden boom in the media industry in the country.

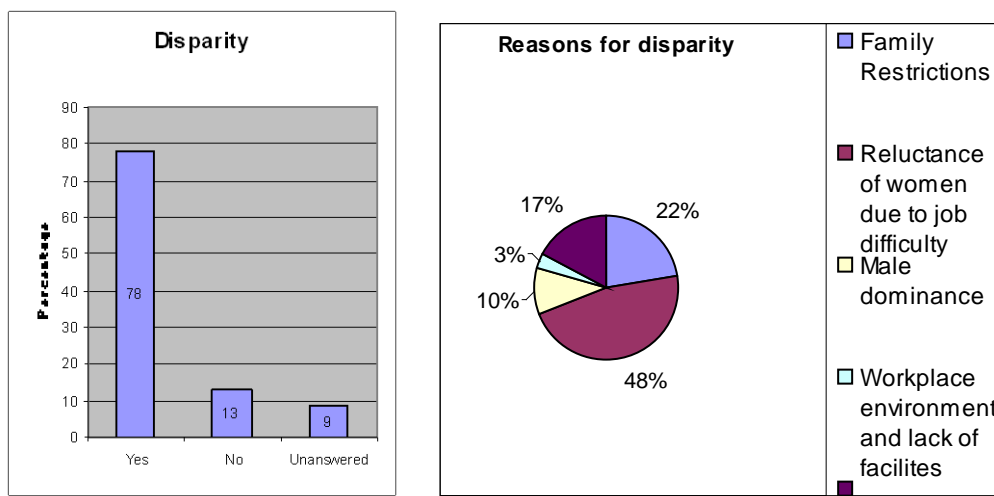


Figure 6: Pre-workshop survey query 1, collated results

Post-workshop Survey results:

1. Is there a disparity between the number of women students in Mass Communication departments and those who join the media? If yes, why?

The post workshop survey results for this query show results similar to that in the pre-workshop survey. The students stated that they had the same views expressed earlier showing that women in the media are fewer in number due to family restrictions or their lack of support.

Below are the charts and tables mapping the results of the replies of post-workshop survey of women students.

	Yes	No	Unanswered	Unchanged views
FJWU	15	1	13	0
Khi Univ	30	4	3	0
Lhr Univ	6	0	1	0
Pswr Univ	4	0	0	8
	55	5	17	8

Table 8: Post- workshop query 1, disparity

	Social issues	Family restrictions	Reluctance shown by women due to job difficulty	Male dominance	Unchanged views	The disparity is Decreasing
FJWU	1	1	0	2	12	2
Khi Univ	4	3	12	1	4	0
Lhr Univ	4	3	2	0	0	0
Pswr Univ	0	0	1	2	8	0
	9	7	15	5	24	2

Table 9: Post workshop query 1, reasons for disparity

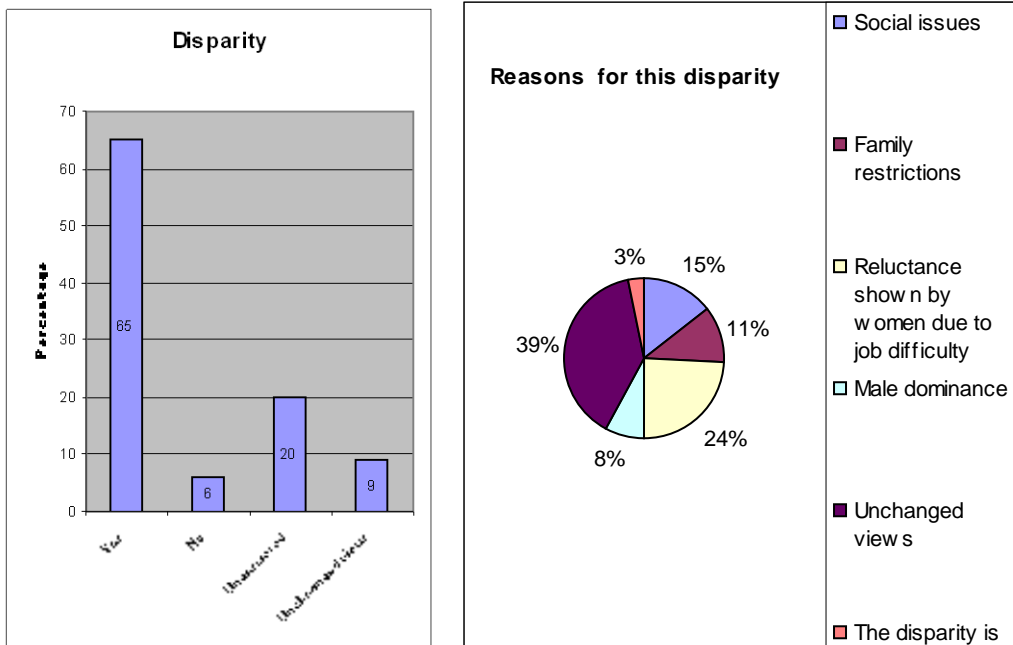


Figure 7: Post-workshop survey query 1, collated results

The results indicate that 65 percent students agree to this statement that there is a disparity in number of women studying and working in the media and the nine percent with unchanged views had expressed similar thoughts earlier.

Also social factors such as looking down upon women working in a so-called men's domain, fieldwork that requires interacting with people belonging to different social strata, working with men that are in the majority as technicians, and working at odd hours which is neither supported by a woman's family or society.

The pre-workshop and post-workshop results are similar. Majority agreed to the fact the number of women students are more than the women media professionals and most students avoid joining this field due to factors like family restrictions, male dominance and unfavourable workplace environment.

Challenges faced as a Mass Communication Student

Pre-workshop Survey results

- 2. As women students of Mass Communication, what are the challenges that you face?***

This query analyses any challenges that women students may face specifically in their discipline i.e. mass communications.

	Confidence/ boldness	Good communication skills	Social problems /Family restrictions	Transport / fieldwork	Lack of resources at university	Other	None
FJWU	0	0	31	8	3	0	13
Khi Univ	4	0	13	17		3	4
Lhr Univ	7	0	6	5		0	0
Pswr Univ	0	0	15	3			
	11	0	65	33	3	3	17

Table 10: Pre-workshop survey final results, challenges faced as a student

The final results show that 50 percent of the 126 students who filled in the pre-workshop survey forms, rated social problems and family restrictions as their biggest challenge. The next biggest challenge, 25 percent students said, were not at the university specifically but transportation (public services) and fieldwork that students have to manage on their own for projects, research work or rescheduled late classes.

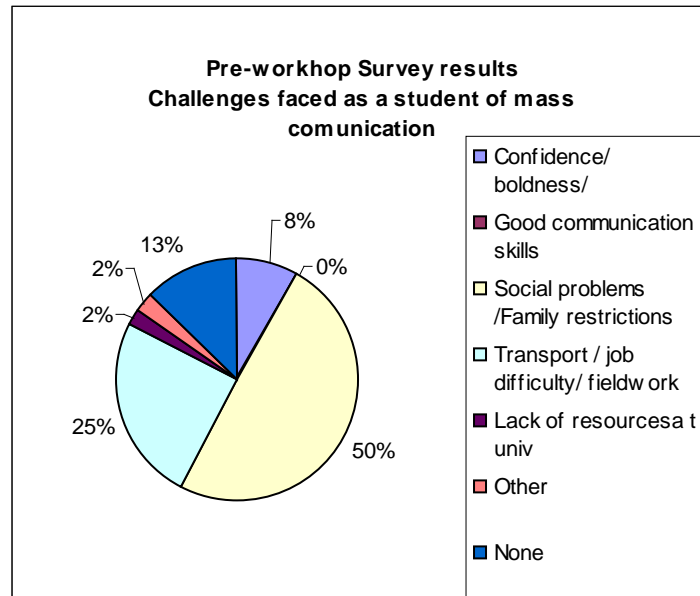


Figure 8: Pre-workshop survey query 2, collated results

Post-workshop Survey results

2. *As women students of Mass Communication, what are the challenges that you face*

This query elicited similar responses post-workshop as it did in pre-workshop surveys. The challenges faced when categorized roughly formed the same results. The detailed results are described below.

	Confidence/ boldness	Good communication skills	Social problems /Family restrictions	Job/task difficulty	Lack of training and resources	Unchanged views	None
FJWU	1	0	8	1	0	16	3
Khi Univ	3	19	5	7	5	1	6
Lhr Univ	0	0	0	0	0	0	0
Pswr Univ	0	0	2	0	1	9	0
	4	19	15	8	6	26	9

Table 11: Post workshop survey results, Challenges faced as women students

The above table lists the challenges that women student face being in the Mass Communications department. The list includes gaining confidence in themselves and being bold since most projects and research work require meeting different kinds of people, eliciting information from them and to use their right to freedom of expression honestly and truthfully.

The second challenge is to improve communication skills, which includes studying linguistic and accentuation. This is especially important while writing or speaking for the media.

Social problems include hurdles that students face when they opt for a field that is not widely acceptable for women. Restrictions from family describe problems such as opposition from parents or husbands when girls want to choose mass communications. Later when project work requires fieldwork and working late at the university, women face further opposition.

Job or task difficulty includes those tasks that require fieldwork and working late which if acceptable to family, are still not socially acceptable.

Students complained of the lack of technical training and other resources which can prepare women for fieldwork and technical tasks in the media industry, are not easily accessible or formally provided to students. Students in the senior semester said that research facilities at university were also not available.

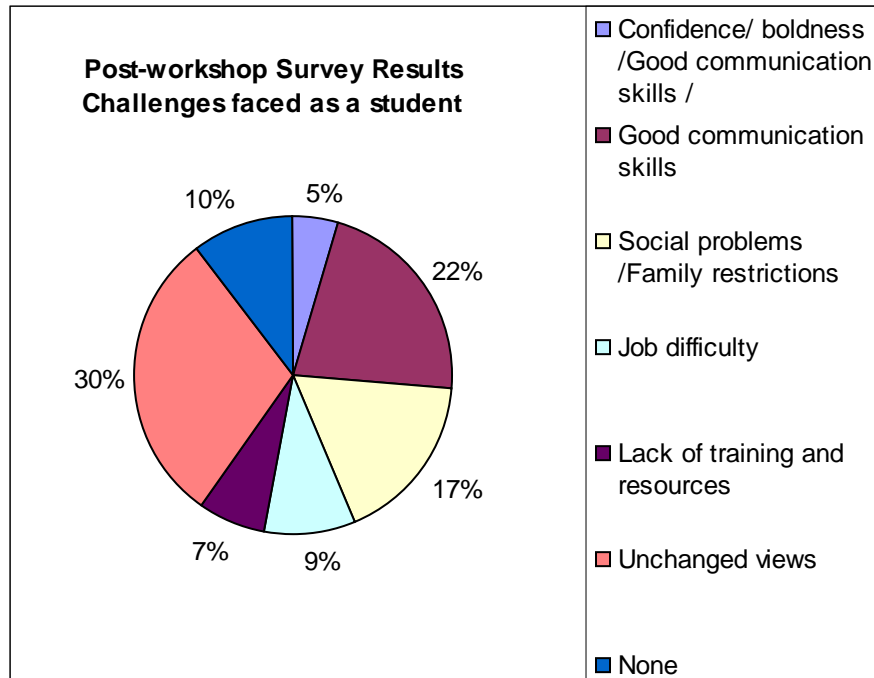


Figure 9: Post-workshop survey query 1, collated results

The chart above clearly shows that 30 percent of the students said that they had similar views as expressed in pre-workshop survey. 22 percent were uncomfortable since they were not confident of their communication skills, an art essential for media professionals. There was also a 10 percent proportion that said that they have not faced any challenges in their student life so far.

Future Ambitions for Women Mass Communication Students

Pre-workshop Survey results

3. What are your future ambitions?

The answers to this open-ended question also had to be roughly categorized so that they could be quantified and analysed. The pre-workshop survey forms were filled by a total of 126 students.

	Journalist	Reporter	Producer for electronic media	Newscaster	Writer/Editor	Undecided	Other
FJWU	17	0	10	4	0	0	6
Khi Univ	16	0	7	3	8	2	10
Lhr Univ	0	0	7	3	0	0	9
Pswr Univ	15	4	0	3	0	0	5

Table 12: Future ambitions, pre-survey results

The most common replies were becoming a journalist, reporter, producer for either TV or radio, newscaster, writing for the print media, editor, some were unsure about their future ambitions, 'other' includes ambitions like photography, documentary making, director, Radio Jockey etc.

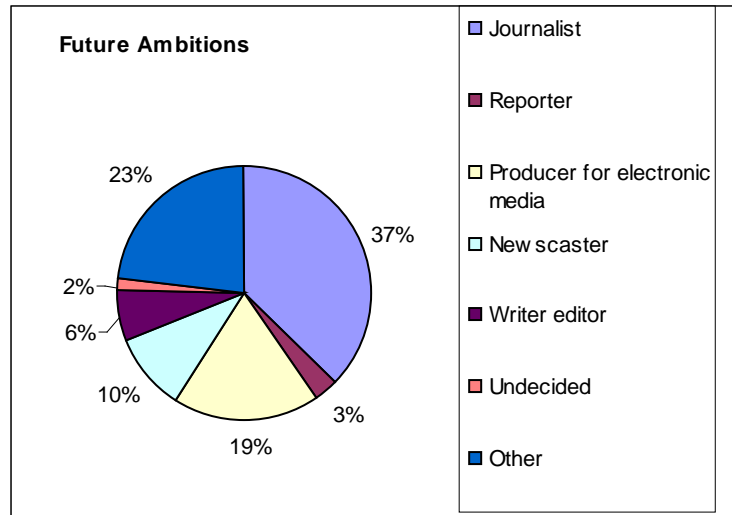


Figure 10: Pre-workshop survey query 3, collated results

37 percent women students aimed to become a journalist, 19 percent want to become a producer for TV or radio, and 10 percent would like an opportunity to become a newscaster.

Post-workshop Survey results:

The post workshop survey forms were filled by a total of 107 students.

3. What are your future ambitions?

After the workshop, the students added a few other choices like higher studies and journalism for a social cause.

	Producer for electronic media	Newscaster/Anchor /Reporter	Journalist for a social cause	Writer	Reporter	Higher studies	Others	Unchanged views
FJWU	1	2	4	0	0	0	5	17
Khi Univ	0	3	11	6	9	0	10	1
Lhr Univ	0	1	4	0	0	1	0	7
Pswr Univ	4	0	0	1	0	0	0	0
	5	6	19	7	9	1	15	25

Table 13: Future ambitions, post-survey results

The table above lists the common replies by the students.

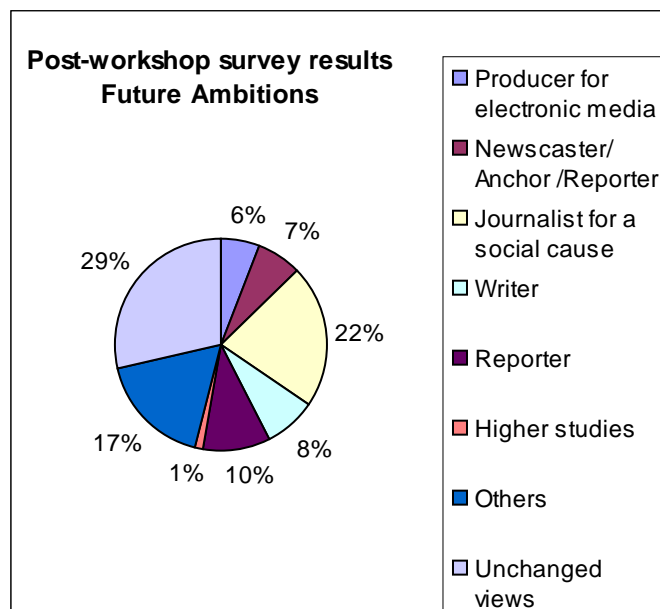


Figure 11: Post-workshop survey query 3, collated results

The highest percentage 22 percent of the total 107 students listed journalism for a social cause respectively, 29 percent said that they had learnt and been motivated after the workshop but had the same ambitions expressed pre-survey. The rest though in relatively less proportions include becoming a reporter, writer, newscaster, anchor etc. ‘Others’ include careers like photography, anchoring for celebrity shows and entertainment shows etc.

Gender Sensitivity in Pakistani Media

Pre-workshop Survey results

4. *Is the media in Pakistan ‘gender sensitive?’*

The results for this query indicated that most students did not fully understand the term gender-sensitivity and their accompanying explanations showed that most took this term to mean gender insensitivity hence the majority replies in the affirmative. This can be understood with the following examples:

“The media in Pakistan is gender sensitive because our society is patriarchal where women are always discouraged. Nowadays however, gender sensitivity is decreasing though it till exist”

*Yasmin Jamali,
FJWU*

“Yes, people still feel that women may not have the talent to work in the field. People in the media are biased about women’s performance and efficiency.”
(Unsigned form)
Karachi University

“The media in Pakistan is gender sensitive. Although men and women are participating in equal numbers but women are usually used as a tool for [commercialism]. They [women] serve to attract consumers and are seldom used in constructive or creative roles or portions.”
Mona Hafeez
Lahore College for Women University

	Yes	No	Do not know	Unanswered
FJWU	29	6	0	1
Khi Univ	24	16	1	2
Lhr Univ	12	8	2	0
Pswr Univ	21	2	0	2
	86	32	3	5

Table 14: Gender sensitivity in the Pakistani Media, pre-workshop survey results

The table above lists the results of the survey. Of the 126 students 86 replied in the affirmative and 32 in the negative.

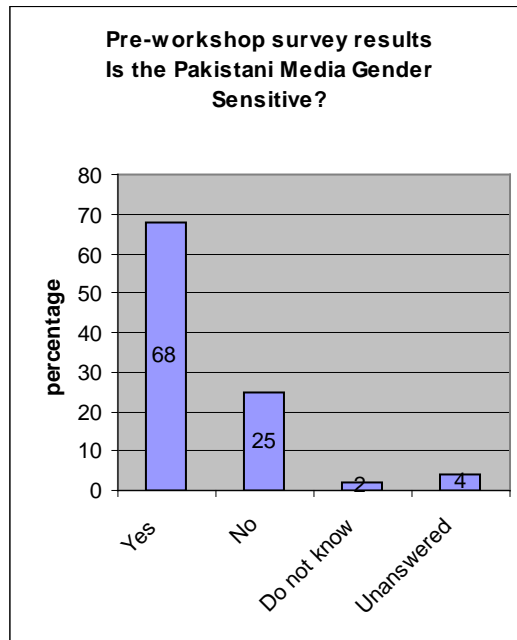


Figure 12: Pre-workshop survey query4, collated results

The graph above depicts that 68 percent believe that the media in Pakistan is gender sensitive saying that like the society and most other fields in Pakistan, media also had male dominance, unfavourable workplace environment for women, lack of appreciation and equal opportunities for women etc. Others also added that women were portrayed negatively in our media, using them only as objects of beauty or victims. This explains that the although students understood the term but in its opposite meaning.

Post-workshop Survey results:

4. *Is the media in Pakistan ‘gender sensitive?’*

The replies to the query post-workshop again had more answers in the affirmative with accompanying explanations that showed that although more students had gained understanding of this concept they had failed to understand that gender sensitivity was a positive phenomenon rather that meaning ‘gender insensitivity’.

“Yes, after the workshop I have learnt that the media in Pakistan is gender sensitive but only to a little extent”

Hira Waheed,
FHWU

	Yes	No	Do not know	Unchanged views	Unanswered
FJWU	15	5	0	9	0
Khi Univ	25	6	0	5	1
Lhr Univ	5	0	0	0	2
Pswr Univ	3	0	0	9	0
	48	11	0	23	3

Table 15: Gender sensitivity in the Pakistani media, pos-workshop survey results

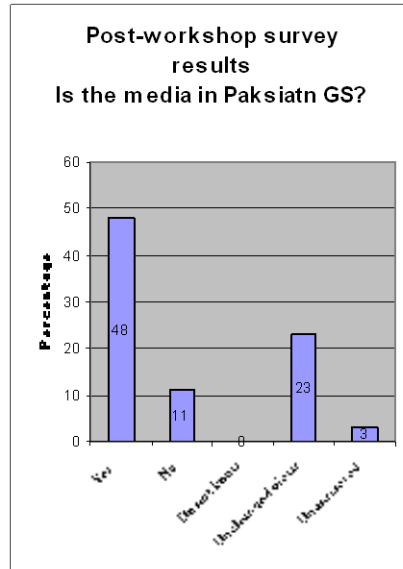


Figure 13: Post-workshop survey query4, collated results

48 percent of the 107 respondents replied in the affirmative and 11 percent in the negative. 23 percent state that their views had not changed after the workshop.

The comparison of the surveys conducted before and after the workshop shows that the replies in the affirmative reduced to 48 percent from 68 percent before the workshop, aware that gender sensitivity in Pakistani media exists but to a very little extent. Those who replied in the negative commented that a slow and steady change is being brought about. The final results after the workshop indicate that general understanding and familiarity with the term ‘gender sensitivity’ has increased among the workshop attendees though.

Gender Sensitivity policies in Pakistani Media?

Pre-workshop Survey results

5. If media are gender-sensitive, do they have policies for gender-sensitivity?

The majority of the 126 respondents was unsure about the existence of any policies about gender sensitivity and most thought they were non-existent.

Keeping in view the understanding of the term ‘gender sensitivity’ from the previous query, most were confused that they were not actually any written policies on gender sensitivity but tacit understanding arising from our social system!

	Yes	No	Do not know	Unanswered
FJWU	6	17	12	1
Khi Univ	3	21	14	5

Lhr Univ	5	7	5	5
Pswr Univ	5	16	1	3
	19	61	32	14

Table 16: Gender sensitivity policies, pre-workshop survey results

The table above lists the actual number of replies in the affirmative, negative, and forms that were left unanswered.

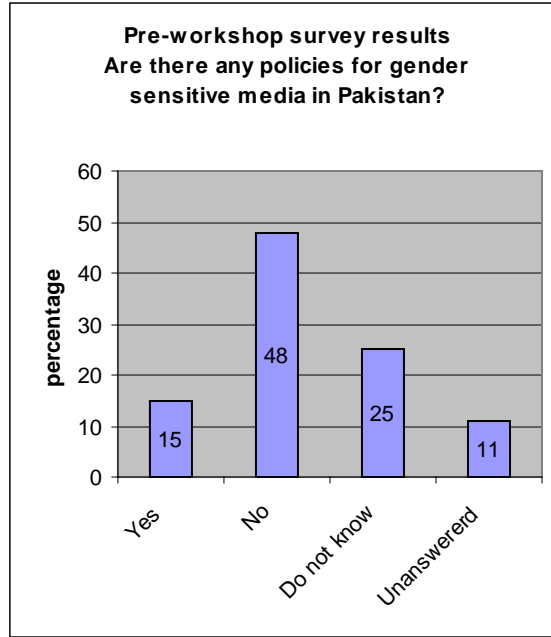


Figure 14: Pre-workshop survey query5, collated results

Nevertheless, 48 percent voted in the negative about the existence of any policies for gender sensitive media in Pakistan. 25 percent had no idea about such policies and 15 percent claimed that such policies existed though neither adopted nor implemented.

Post-workshop Survey results:

5. If media are gender-sensitive, do they have policies for gender-sensitivity?

The students were familiarized with the gender sensitivity code of ethics devised by Uks Research Centre.

Of the 107 respondents only 25 replied in the affirmative after the workshop about the existence of such policies.

	Yes	No	Unchanged views	Unanswered
FJWU	8	3	15	3
Khi Univ	12	14	8	3

Lhr Univ	3	3	0	1
Pswr Univ	2	2	8	0
	25	22	31	7

Table 17: Gender sensitive policies, post-workshop survey results

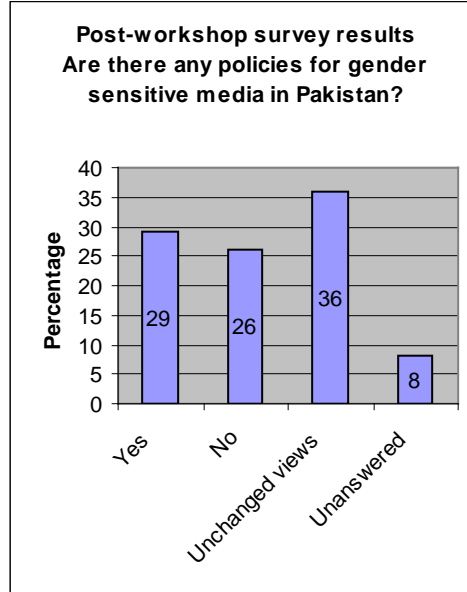


Figure 15: Post-workshop survey query5, collated results

The graph above shows that 36 percent of the students had unchanged views. 29 percent believed that policies for gender sensitive media did exist but were not implemented properly. 26 percent still believed after the workshop that there were no such policies.

Gender-sensitive code of ethics for the media in Pakistan

Pre-workshop Survey results

6. *Is there a gender-sensitive code of ethics for the media in Pakistan?*

The results of this query indicate that mass communication students are unaware of any code of ethics that might exist in the media let alone gender sensitive code of ethics. Some believed that this industry is too new and in its initial establishing stages to have paid attention to devising or adopting any ethical concerns or policies. There were others who believed that there are policies and ethical codes for every aspect in each field including media in Pakistan in the constitution. The blame has to be laid at PEMRA’s door or similar monitoring bodies who have failed to ensure implementation of laws and policies. These were the ones who answered in the affirmative and named a policy devised by PEMRA in 2002 and a couple knew of the Gender Sensitive Code of Ethics compiled by Uks Research Centre. Still more believed that there were no ethical codes ever devised for gender sensitivity.

	Yes	No	Do not know	Unanswered
FJWU	8	12	13	3
Khi Univ	7	16	15	5
Lhr Univ	6	4	7	5
Pswr Univ	12	8	0	5
	33	40	35	18

Table 18: Code of ethics, pre-workshop survey

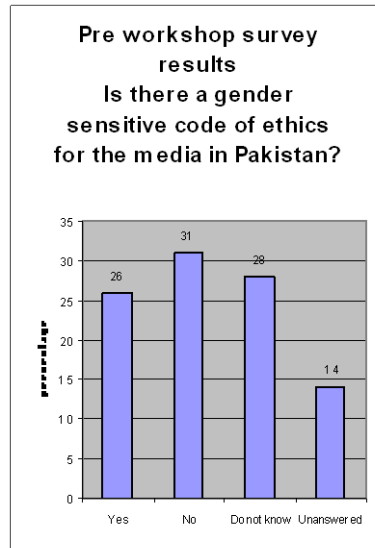


Figure 16: Pre-workshop survey query6, collated results

The graph above gives a simple explanation of the views of the students on the existence of a Gender Sensitive Code of Ethics for the media. 26 percent replied in the affirmative but most with an accompanying comment about lack of bodies to ensure its implementation. 31 percent replied in the negative sure of the fact that nobody had ever bothered to devise any such ethical codes! 23 percent were unsure if any such ethical code had been made for the Pakistani media. 14 percent left the query unanswered.

Post-workshop Survey results

6. Is there a gender-sensitive code of ethics for the media in Pakistan?

After the workshop, the views of a considerable number of students were changed when they learnt that a certain code of ethics existed specifically for gender sensitivity in the media.

Yes	No	Do not know	Unchanged views	Unanswered
11	2	0	14	2
23	4	9	0	1
1	2	2	0	2
3	0	0	6	3
38	8	11	20	8

Table 19: Code of ethics, post-workshop survey results

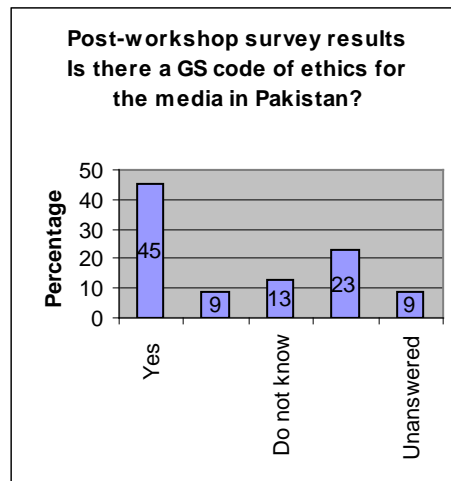


Figure 17: Post-workshop survey query6, collated results

After the workshop the replies in the affirmative increased to 45 percent from 26 percent affirmative replies before the workshop. The percentage of those who replied in the negative reduced to 9 percent from 31 percent. 13 percent were still unsure if any such ethical codes existed.

This query is one of the examples of the success of this workshop!

Gender-sensitive media means more women in the media?

Pre-workshop Survey results

7. Do you think that a gender-sensitive media means more women in the media?

Before the workshop many students replied in the negative to this query believing that gender sensitivity is only either negative portrayal of women in the media or the lack of sensitised professionals in the media. Hence there are more negative replies to this query saying that gender sensitivity [gender ‘insensitivity’ as they took the term pre-workshop] means more men in the media, gender discrimination, lack of equal opportunities and respect for women, or at least striking a balance between men and women in opportunities and portrayal.

Yes	No	Do not know	Unanswered
-----	----	-------------	------------

FJWU	3	26	3	4
Khi Univ	11	23	2	7
Lhr Univ	2	13	2	5
Pswr Univ	6	12	0	7
	22	74	7	23

Table 20: More women in the media? Pre-workshop survey results

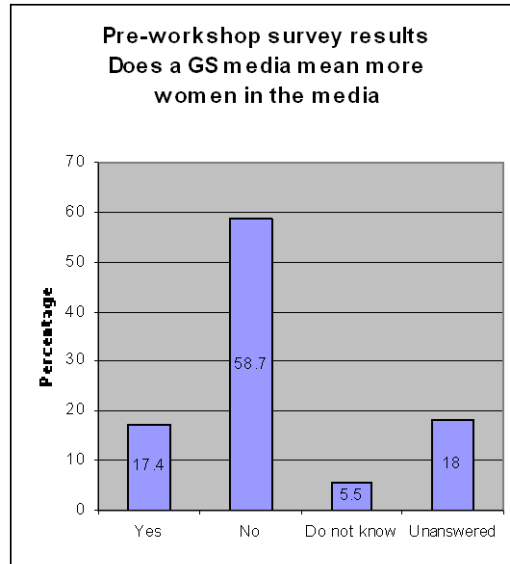


Figure 18: Pre-workshop survey query7, collated results

The graph shows that only 17.4 percent agree with this statement while 58.7 percent replied in the negative.

Post-workshop Survey results

7. *Do you think that a gender-sensitive media means more women in the media?*

In the workshop it was explained to the attendees that to increase gender sensitivity in the media the participation of women has to be increased this would not only help to accept women as professionals but bring a gender perspective to media productions and news etc.

Yes	No	Do not know	Unchanged views	Unanswered
8	1	0	15	5
7	9	3	13	5
0	2	0	0	5
2	0	0	9	1
17	12	3	37	16

Table 21: More women in the media? Post-workshop survey results

“After the workshop I learnt that quantity does matter”
 Syeda Um-e-Farwa Jafari
 Karachi Univrsity

The concept of gender sensitivity seems to be grasped though still vaguely by all these workshop attendees. They understood what negative portrayal of women in media is but gender justice and sensitisation is a broader term that most students had difficulty understanding or so it seemed from their unchanged views after the workshop.

There were a few exceptions whose comments showed comprehension though!

“Yes, if media is gender sensitive it means more women in the media. Hence more women will be encouraged to join this field and be comfortable about it.”

Unsigned
FJWU

Such comments like the ones quoted above were few but a positive sign that some students at least had gained understanding and learnt from the workshop.

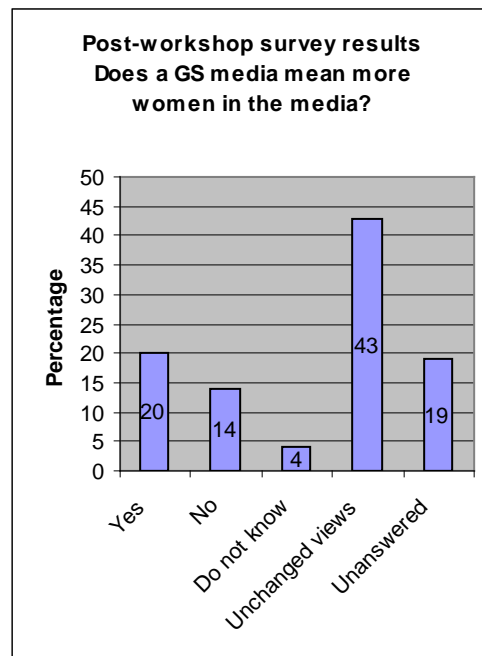


Figure 19: Post-workshop survey query7, collated results

After the workshop, although there were still replies in the negative, and accompanying comments showed that students are still unsure of the meaning of the term gender sensitivity but there seemed to be replies that were heartening and stirred hope that these future women journalists will certainly make a difference!

Impediments to women entering the media

Pre-workshop Survey results

8. What are the impediments to women entering the media?

The results of this pre-workshop survey indicates that the impediments faced by women entering the media are many and all sum up to social factors! Most of the students answered this question in detail and seldom left it unanswered. The replies were common and hence were roughly but easily divided into the following categories. Majority i.e. 60 percent of the students named negative social norms and family restrictions the greatest impediment to their careers in media.

	Male dominance	Negative social norms/family restrictions	Security Issues	Job difficulty	Other	Do not know
FJWU	4	19	1	10	4	6
Khi Univ	12	33	0	11	0	0
Lhr Univ	4	13	1	0	2	0
Pswr Univ	2	18	0	0	0	0
	22	83	2	21	6	6

Table 22: Impediments, pre-workshop survey results

The table above lists the most common problems that women face as professionals in the media. In addition to negative social factors and family restrictions there are factors like male dominance in the field where men not only dominate in numbers but also prevent growth of those few women who are media professionals. Security issues are especially mentioned by these mass communication students since for their research or reporting they may have to travel to different places and interact with all kinds of people.

Job difficulty includes longer and odd working hours, fieldwork, pick and drop facilities etc. Other includes unfavourable workplace environment, sexual harassment at workplaces, lower salary packages, notions such as women are less capable, absence of role models for women in the media and career counselling.

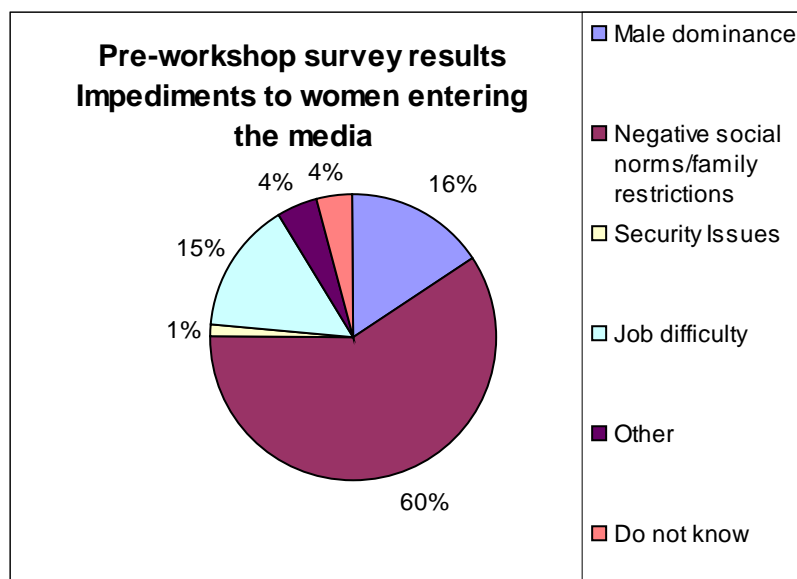


Figure 20: Pre-workshop survey query8, collated results

The chart above clearly depicts negative social norms and restrictions from family as the biggest impediment to women’s growth as professionals in the media industry, which is generally labelled as a ‘men’s domain’. Male dominance was voted by 16 percent to be another impediment to women entering the media and job difficulty was rated by 15 percent of the workshop attendees at another such hurdle.

Post-workshop Survey results

8. *What are the impediments to women entering the media?*

After the workshop, the comments and replies to this query remained the same. The replies are quantified and depicted in the table and chart below.

	Male dominance	Negative social attitudes/ family restrictions	Security issues	Work facilities	Other	Unchanged views
FJWU	0	2	0	0	0	20
Khi Univ	4	20	0	6	1	13
Lhr Univ	0	0	0	0	0	0
Pswr Uni	0	2	0	0	0	9

Table 23: Impediments, post-workshop survey results

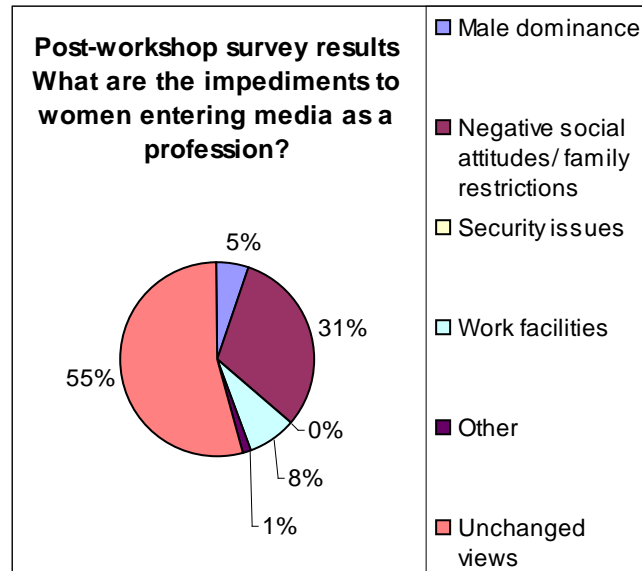


Figure 21: Post-workshop survey query8, collated results

The chart shows that 55 percent of the students had unchanged views for this query after the workshop.

Glass-ceiling effect for women in the Pakistani media

Pre-workshop Survey results

9. Do you think there is a glass-ceiling effect for women in the Pakistani media?

A large number of women replied to this query in the affirmative although the accompanying explanations show that only half of them were familiar of or understood this term. Most of those who said that the glass-ceiling effect exists, believed that in this patriarchal society women’s efforts are undermined and considered less capable. Some believe that women do not make an effort to break this ceiling and women are not as ambitious since their focus shifts towards family and children!

	Yes	No	Do not know	Unanswered
FJWU	29	2	1	4
Khi Univ	33	6	1	3
Lhr Univ	12	1	0	9
Pswr Univ	19	3	0	3
Total	93	12	2	19

Table 24: Glass ceiling effect, pre-workshop survey results

“There is glass ceiling effect for women not only in Pakistan but worldwide but if women are ambitious and determined they can break it!”

Kinza Malik
FJWU

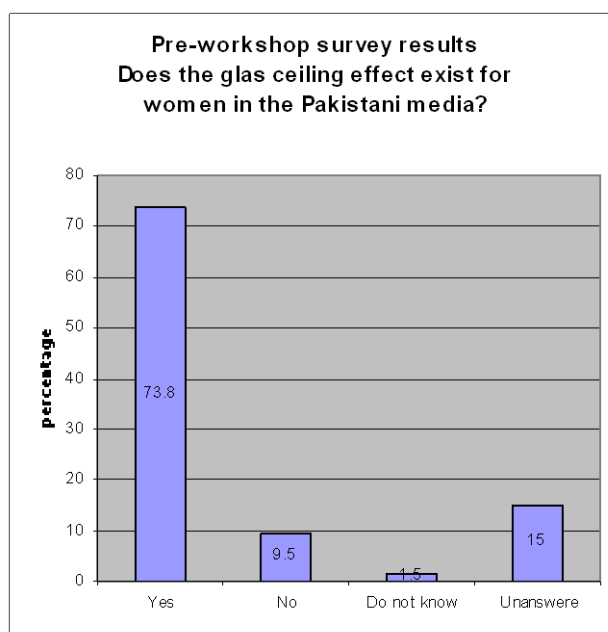


Figure 22: Pre-workshop survey query9, collated results

73.8 percent of women replied in the affirmative, 9.5 percent replied in the negative, and 15 percent left it unanswered.

A lot of replies in the affirmative but the accompanying explanations show that almost half the students were unsure of what this term means, especially in the Urdu forms where it has been translated as ‘unseen hurdles’ and the students again accepted it as a social hurdle rather than a specific phenomenon preventing the growth of women and usurping their right to reach decision-making levels.

Post-workshop Survey results

9. *Do you think there is a glass-ceiling effect for women in the Pakistani media?*

Majority of students had unchanged views after the workshop and since the majority had replied in the affirmative earlier it does seem that the students did grasp what the term meant post workshop.

	Yes	No	Do not know	Unchanged views	Unanswered
FJWU	6	1	0	13	9
Khi Univ	24	0	0	12	1
Lhr Univ	0	1	0	0	6
Pswr Univ	2	0	0	9	1
	32	2	0	34	17
	37.6	2	0	40	20

Table 25: Glass-ceiling effect, post-workshop survey results

“There are women who have expertise and are skilled in their professions but their voices remain unheard, they are not projected and they lose confidence in themselves.”

Sana Haseeb
Karachi University

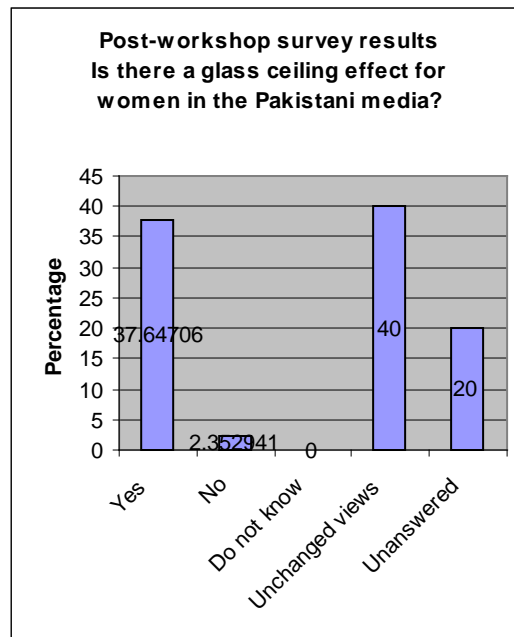


Figure 23: Post-workshop survey query9, collated results

After the workshop, 40 percent had unchanged views and 37 percent replied in the affirmative. There was a few, 2.3 percent, who replied in the negative and 20 percent left it unanswered.

Steps to ensure better representation of women in the media

This query proved useful in finding recommendations and suggestions for ensuring increased participation of women in the media.

Pre-workshop Survey results

10. What steps would you suggest to ensure better representation of and better environment for women in the media at every level?

As depicted in the table below, most students gave vague or broadly defined solutions such as promoting gender equality and improving our social system. There were quite a few who gave practical solutions such as providing education to women and girls, increasing awareness among all social strata about the need to educate women and their right to work. Many suggested providing better work facilities such as better salaries, reserve a quota for women, devising policies and ethical codes for women that would not only encourage women to join this field but also decrease those factors that inhibit women’s growth and participation. Still more suggested that women should be motivated and inspired to join this field through career counselling and workshops.

	Promoting gender equality	Better social system and family support	Education and awareness among women	Increased participation of women/ Increase opportunities for women	Better workplace environment and facilities	Devising policies and code of ethics for gender sensitivity	Motivation and courage among women	Other
FJWU	5	16	6	14	7	0	0	0
Khi Univ	10	15	9	12	13	6	0	0
Lhr Univ	6	3	3	6	0	0	0	4
Pswr Univ	0	5	4	10	4	0	7	0
	21	39	22	42	24	6	7	4

Table 26: Steps to ensure better representation of women, pre-workshop survey results.

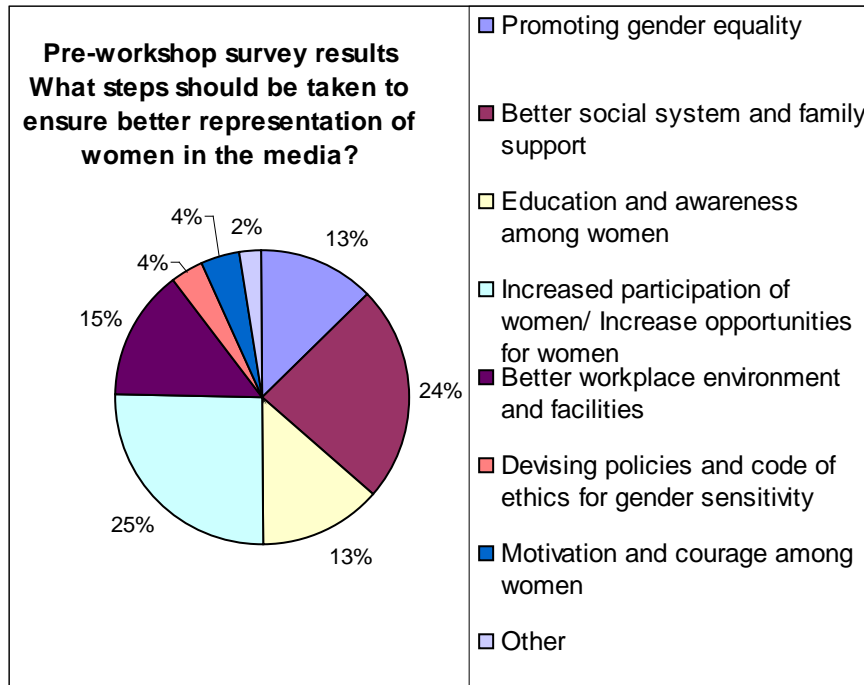


Figure 24: Pre-workshop survey query10, collated results

The largest proportion, 25 percent of the women students of mass communication departments at various universities suggested that steps should be taken to increase participation of women by providing them more opportunities, reserving a job quota for them and employing women on the basis of merit and not discriminating against them on the basis of gender. 24 percent recommended that instead of increasing awareness in women students, families should be counselled to allow their daughters or wives the right to study and work according to their own choice, which would eventually help to defeat social norms that prohibit women to explore their talent and skills.

The rest have been explained earlier and have been suggested in more or less equal proportions.

Post-workshop Survey results:

10. What steps would you suggest to ensure better representation of and better environment for women in the media at every level?

After the workshop, most students had unchanged views and gave similar suggestions to ensure better representation of women in the field.

Gender Equality	Better social system /	Education/ Awareness	Better Workplace environment	Increased Participation of women /	Implementation of Policies/Code	Other	Unchanged views
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	family support	and facilities	Opportunities for women	of ethics/ Media monitoring bodies				
FJWU	0	4	2	1	1	1	0	16
Khi Univ	2	6	6	7	8	6		16
Lhr Univ	0	0	0	0	0	0	0	0
Pswr Univ	0	0	0	0	0	0	0	12
	2	10	8	8	9	7	0	44

Table 27: Steps to ensure better representation of women, post-workshop survey results.

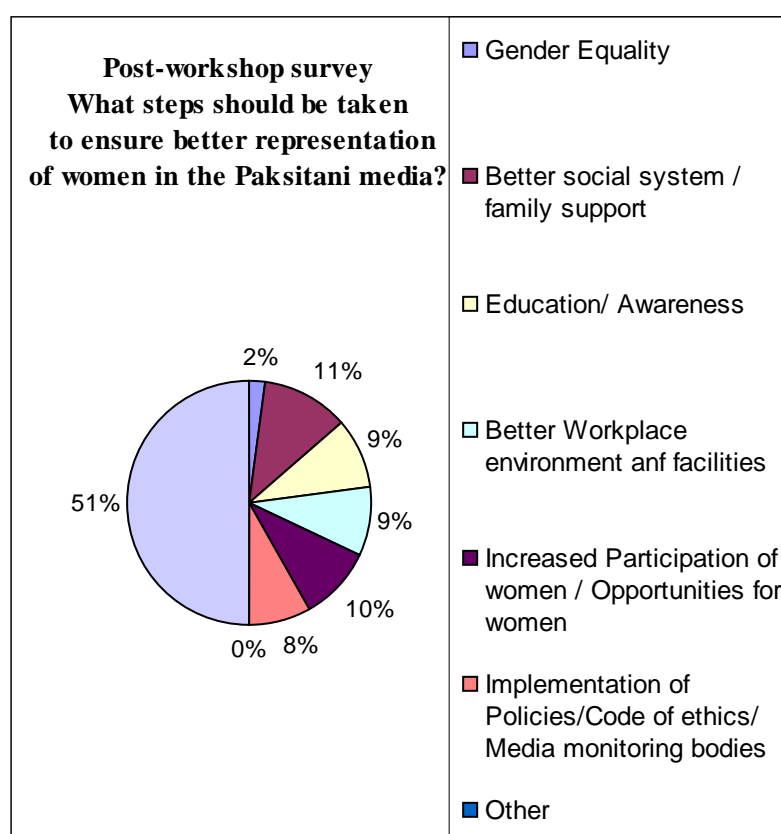


Figure 25: Post-workshop survey query10, collated results

No new ideas emerged after the workshop except more stress on motivating women to participate in this field, implementation of gender sensitive policies and forming monitoring bodies that would ensure that all code of ethics and policies are properly implemented.

4.3 Comments from Students on the Usefulness of the Workshop:

The comparison of pre-workshop and post-workshop survey shows that the students did indeed learn from it. At the end all students seem motivated and inspired and aware of their rights, and ready to brave all hurdles to make a difference! A few common replies include:

Karachi University:

“I learnt about the existence of a gender sensitive code of ethics, How to bring about positive social change, the importance of putting to use your knowledge. “

“Fuelled my passion to work and prove myself, and I learnt how to face social injustices.”

“Taught us to adopt practical field, and gain technical knowledge”

“Yes, inspired and encouraged me to seek a career as a professional journalist. “

“Helpful for our careers, learning what opportunities are available in the field and the fact that women are not exploring or experimenting although there are a lot of opportunities for them”

Peshawar University:

“I learnt many new things, discussed many issues openly, and helped me to overcome my reluctance in joining this field.”

“Women should participate more; each woman should play her part in overcoming family and social restrictions, find opportunities and prove her worth”.

“This workshop has given me more confidence; learnt a lot about our roles and this field and experiences of people who have been in this field for some time.”

“Encouraged us to achieve our goals and dreams and not let the society or our womanhood hold us back.”

“It was extremely motivating, and made us aware of Uks’ agenda, and gave us an opportunity to discuss and share our problems”.

The students of Lahore College for Women University and FJWU left this section unanswered.

CHAPTER 6

5 SUMMARY AND RECOMMENDATIONS

5.1 Summary

The results and analysis of the surveys indicates that the workshop “*Promoting Media as a Career Option for Women in Pakistan*” has been a successful endeavour. The surveys helped to analyse the problems and ambitions of women in the media from the women students’ perspective.

The results of the surveys pre-workshop and post-workshop and the questionnaire have highlighted many impediments to women students of mass communications. The social factors being rated the biggest hindrance in their ambitions was more or less an expected answer but the vehemence and constant repetition of the fact that ‘family restrictions’ was these ladies’ biggest fear and hold up, initially affecting their studies and student lives and later preventing them to a pursue a career of their choice. This is of course a part of the Pakistani social set up and mindsets but these parents or husbands need to be counselled to support these women and not let social acceptances destroy their ambitions and in the longer term prevent development and growth of the media.

Another aspect brought to light was that unconsciously these women were reinforcing social stereotypes by pursuing typical career options in the media which are considered ‘respectable’ such as news casting, news reporting or production avoiding fieldwork or technical work. The majority, 53 percent, preferred deskwork to fieldwork as was obvious from the questionnaire results. This can be attributed to social and family restrictions in part but also to a greater part to their educational institutes that have not been able to encourage students to research and work in the field. The questionnaire enquiring the student about their experience in field reporting at their campus radio shows that 81 percent had not. 53 percent again replied in the negative when asked if they had visited any media newsroom. These are a few basic but highly recommended steps that should be taken by the mass communication departments to familiarize students with the workings of the media and increasing their skill and confidence.

The post-workshop results indicate that these women students who are too busy working hard for grades and competing with their male colleagues need a wider outlook and perspective. When they were formally introduced to the need for gender sensitivity and ‘breaking the glass ceiling’ they realized the worth of their qualification and the difference they could make by only joining this professional field rather than toiling to excel here or leaving it completely.

The women were also thankful to the Uks-Internews team for motivating them and inculcating in them the fervour for becoming media professionals

5.2 Recommendations

As a result of this workshop, useful input in the form of recommendations was given by the women students of mass communication departments at various Universities across Pakistan. Based on this input and the findings of the Workshops a set of recommendations is formulated and shared.

According to the students' perspective, social factors can be taken care of through counselling of parents, husbands and families to support their daughters and wives. The mindset needs to be transformed, and women need to be seen in new light as a useful and equal member of society. The perception of society about role of women in media also needs to be changed. It should stop considering women as paper dolls to be glamorized only, and should start to look at them in the light of their actual role of useful members of journalism. Awareness among women themselves can be created through holding workshops, career counselling activity at the Universities and by motivating them to pursue careers in media. Workplace opportunities and facilities for women need to be improved. These may be increased by reserving quota for women, offering them salary packages, appreciation and facilities equivalent to their male counterpart. They may be provided the benefit of security services, transport facility, maternity leave packages, flexible working hours and women friendly areas within office premises.

There is a need for concerted effort by media, educational institutions, as well as students themselves to assuage fears and concerns in the minds of parents and families of the aspirant women journalists.

The Institutions should ensure technical training and fieldwork activities. This can be achieved through promoting maximum training opportunities at the campus radio stations, university newsletters or magazines and also by encouraging and arranging internships and field trips visit to media organizations. The problem of students finding it difficult to find positions for internship in their respective fields is assuaged if the universities themselves were to take up the responsibility of becoming a bridge between the students of journalism, and the media. The universities could actually sponsor its students according to their ability and potential to various media branches. In this way the media itself would also benefit by receiving this expert recommendation at no extra cost to them. The students of journalism may be encouraged to learn the practical aspects of trade concurrently with the formal and theoretical knowledge seeking phase. Citizen's Journalism and attending of various media events etc are a few steps in this direction.

The privacy of each subject as a human being is an important issue, and needs to be protected by the media. There is a need for the government to gather together best practices from existing Code of Ethics being adopted by various organisations, and formulate them as a universal code strictly to be followed by all. Journalists must work to bridge the responsibility gap. This means checking and verifying information for its accuracy before it is brought to the notice of public through media. Monitoring bodies can be formed to ensure implementation. Efforts should made by institutions teaching journalism, to emphasize the importance of ethics in journalistic practice. The journalists must recognise that they are not the harbinger of change in the society, and their job merely is to present the truth to the people. What society does with it should be best left to it.

Harassment of women is a burning issue in our society. Apart from passage of various laws and ethical training of general public, it is also the responsibility of women themselves to effect change in attitudes through force of their character and confidence.

A change in society can not come about automatically, unless something is done about it as a useful member of it. We need to voice our concerns and raise issues wherever we find that there is a need. Letter to Editor is a useful forum for making your views known to the public.

It is strongly recommended that for future any discourse on the same lines would benefit tremendously if it is held as a mixed gathering with male participation. The discourse would be more comprehensive and fruitful if Men belonging to various sections of general public as well as from media are invited.

5.3 Conclusion

The situation in Pakistan concerning promotion of media as a career option for women is not grim. In fact the light is already showing at the end of the tunnel, with all the workshops, involvement of NGOs, and changing attitudes that one witnesses in the society. Through their perseverance and intellect women like Dr Maleeha Lodhi, Naseem Zehra and many more have already pioneered the entry of women in this very male dominated profession. Media watch groups are being formed and most of them have taken up the task of identifying the impediments to women's inclusion and survival in the media industry.

Continued and committed actions are urgently needed if we are to implement the changes necessary to transform the deeply embedded stereotypical images of women in the media. As women working in communication, we see our role ensuring honest representation of women's interests, aspirations and visions. The minimal requirement is for unbiased and objective coverage, as we also hope for men: given the present dismal state of media coverage of women in Pakistan, it is not asking too much to suggest that it be transformed into proactive and affirmative coverage. We would hope that respect for women's rights, built on acknowledging that responsible and ethical coverage of women is a social obligation, would be incorporated into a revolutionized agenda. Furthermore, that exploitative coverage, in an environment where many women are extremely disadvantaged socially and economically, would give way to the restoration of respect for the integrity and dignity of women.

As things stand at present, the worst elements of the press have stereotyped and dehumanized women, turning them into commodities to be voyeuristically 'consumed'. Similarly, the excessive use of violence in the media is destroying the human/social sensibilities of Pakistanis. We would do well to consider the costs to everyone, when the weak and vulnerable are exploited this way.

The results of the surveys, pre /post-workshop forms and questionnaire have brought to fore many issues. These include the resistance imposed upon women by their family in

specific and society in general for adopting media as a career, the gender bias as prevalent in the society was also highlighted. The resistances, harassment at work place and undesirable advances by male colleagues, unfavourable workplace environment, security services, male dominance, indifferent managements, discriminatory salary packages, lack of appreciation, , transport facilities and flexible working hours and gender-based promotions in the organizations all leading to the glass ceiling effect, i.e. the very low percentage of women in top media positions. Also these attributes serve as the basis for the existing gap between the number of female students in Mass Communication and those actually entering the profession. A substantial population of women reinforce social stereotypes by pursuing typical career options by avoiding fieldwork or technical work. The reasons being social acceptability of deskwork and also while at educational institutions there is lack of technical training, research facilities, internship opportunities and other resources that can prepare women for fieldwork and technical tasks in the media industry.

The discussion, exchange of personal experiences and ideas between pre-eminent speakers and mass communication students helped in replacing the initial misconceptions by better-informed knowledge. It was advised that the female aspirants for jobs in media must think of themselves as journalists and not as women. They should convince rather than confront the male members of their families in pursuing their career. While in the profession they should be tolerant towards their male colleagues and serve as role models for new women entrants. They must study hard and extensively but should also seek and undertake on job trainings in media organizations. Joining the print media and later aspiring for electronic media would be a better option. Observing dress ethics as advisable in various local cultures should be no bar to a successful career in the media. The media offers a vast and diversified field; therefore, one must experiment and branch into one or the other specialized fields. Inculcating the entire philosophy resulted in a general sense of achievement and a spirit of confidence that prevailed in all the workshops.

It is possible to change the current situation: the capacity is there and through proactive efforts decent and humane sensibilities can be brought to the fore again. Uks – Internews partnership has taken the formative step, now there is a need to further the process by holding more workshops like these and to help create a gender-friendly media based on dialogue and debate rather than on stereotypical perceptions and images of women. The result will be media that advances women's and people's creativity; media that reaffirm women's wisdom and knowledge and that makes people into the subjects rather than the objects or targets of communication.

ANNEX I

Agenda

Interactive Workshop for Female Students on Promoting Media as a Career Option for Women in Pakistan.

9:00-9:15	Registration and Filling of pre-workshop survey forms
9.15- 9:30	Welcome and Introductions
9:30-9:45	Why This Initiative? Ms. Tasneem Ahmar shares the idea behind this workshop
9:45 -11:00	SESSION ONE: WOMEN IN MEDIA – An Overview Questions, Comments & Concerns
11:00 – 11:15	Tea
11:15- 1:15	SESSION TWO: Identifying/Sharing Challenges & Obstacles, Questions, Comments & Concerns
1:15- 2:15	Lunch
2:15-4:15	SESSION THREE: Exploring Opportunities, Questions, Comments & Concerns
4:15-4:30	WRAP UP
4:30-4:45	Filling of Survey Forms
4: 45	Thank you note by Ms. Tasneem Ahmar

ANNEX II

Presentation

After introduction of the students, Tasneem gave a presentation on the role of women in media.

Why are we taking this initiative? Why are we here talking to you about the issues? All of you have the agenda so you should know the issues that we are going to talk about. I just wanted to put together some thoughts and take this workshop forward. As in most other fields, top positions in journalism have also been traditionally held by men; however, the status quo is not going unchallenged. Women are no longer paper dolls and are moving up the journalistic ladder.

American women in journalism have the Second World War to thank. The women could work as their men were not present. They were thrust into editorial rooms, press offices and printing houses. No attempt at theoretical justification was needed. We do not need a war to prove ourselves! However, in South Africa changes have taken longer. The transformation starting from the fall of Apartheid to the writing of the new Constitution has been radical but largely theoretical. Equality for women is enshrined in the Constitution; however, does this translate into practice? Have the doors finally swung open or is the latch still out of reach? This question is not only asked in journalism or other fields of communication but in every field. Does getting a degree also mean that you will get the opportunity to enter the field and if you have the opportunity, are you welcomed or do you have the same support as men? That is the big question?

According to an Indian Journalist, Smruti Koppikar of Outlook, women's rights are part of the basket of issues that I would be forced to write about not because I am a woman but because they are important and they relate to a section of society that does not easily find a voice in the media. By and large, most of the women journalists are employed at junior, middle and feature editor levels. The glass ceiling is far less pervasive in Indian Television compared to the print media. Women's presence on TV, in studios of editing rooms, in the decision making corridors of TV channels and major production houses have contributed substantially to their mainstreaming in this profession.

It is interesting to note that even in Pakistan the electronic media has opened more doors for women than the print media where more women can be seen in FM Stations and TV Channels. Huma and I were discussing in the morning that one of the reason for this popularity is the glamour attached to it. It is always good to see a woman's face on the screen or hear a female voice on radio.

Another reason for acceptability of women in the electronic media is their visibility. I was talking to some young women from Rohi which is a Saraiki language television channel. These women were from remote areas of Bahawalpur and Multan. I was curious to find out how their parents allowed them to work in Islamabad at Rohi channel's head office. They said that initially it was difficult as their parents did not want them to work away from home. Gradually, people saw their faces on TV and the entire community was proud of them for doing a valuable job. Therefore, I think more women are seen in the electronic media as compared to the print media because of the visibility factor. We have to investigate the prevalence of this trend in order to make a break through and have more

women in the print media.

Pakistan's scenario

Presently, Pakistan is witness to a remarkable media boom. Radio has made a comeback with FM stations along with more news publications and TV channels on air. Whatever the medium, the usual trend on getting opinions is to start with the male voice and at times forgo the female voice completely. The National budget of Pakistan is one such example where we have expert women economists who do not receive due recognition. If you observe the different radio or television reports on any issue especially in vox pops, the reporter or producer talks to men while the women are neither interviewed nor projected in any way. While I was doing a series of radio programs with the Uks team for the first time, there were two male radio producers from different family backgrounds. They brought back the documentaries with vox pops, one had no female voice in it and the other had one or two very meek voices of women at the end. Consequently, they had to be done again. I asked one of the producers the reason for this exclusion and according to him it was not important to have a female voice in it. I questioned him; a) did he think that they had no opinion, b) did he find out the kind of issues they wanted to discuss, c) did not they have any kind of experience on the issue? He did not know the answers, as he never thought of getting feedback from both sexes. It was a great learning experience for him. This kind of initiative has to be taken by someone. Writers, producers and reporters should be told that women are a major part of our population and thus their opinion should also be reflected in the media.

Women are not given their due place either in the newsrooms or in news stories. The two factors are closely linked to each other. When more women are employed in the newsroom it means better projection of women related issues. To achieve this it is important to shift societal attitudes in favour of women working in the field. Everything is inter-connected; if we have more women in the media then we can find solutions to a majority of issues regarding women. All women are gender sensitive as you expect them to be or as we think they are, but we think that women can do a story more sensitively than a male, especially if it is about women issues.

Men decide the news, views and visuals that are to be heard, read and seen. In Pakistan, very few news organizations have women in top positions, as the decision-making areas are totally male dominated. Although there are more women in media today in the capacity of reporters, camerapersons, sub-editors, news anchors, producers and directors, the actual reflection of women's problems on the airwaves and in print has been hazy, to say the least. Women are still not as dominant in the newspapers, publications, television and radio as men. Less space is being given to women's issues whereas there is a lot of coverage of politics and economical issues but then again entertainment is a glamorous area where women have a larger role than men. This kind of male domination in our newsrooms becomes overwhelmingly prominent during news coverage of disaster or crisis related events.

I will take you back in time to the October 8, 2005 earthquake in Pakistan which is just another example of how the media continues to be heavily dominated by men. As most of the news coverage was devoid of any gender sensitivity, women were presented as mere helpless victims. However men were projected as brave survivors helping each other that made media's bias about the women very clear. I will highlight the issue of male domination during disasters or crisis -women are supposed to be telling sob stories or they are always portrayed as weak and crying for help. I heard very few stories about courageous women from that area. The media did not portray the resilience of women either through pictures or stories. In times of disaster, women also lose their families; therefore, how they cope with everyday situations should also be taken into account. In reality a lot of women have been very courageous even after losing their families and homes. These women have done what ever they could in rebuilding their own and their children's lives. The general public do not have a clue as to how strong the women from that area have been during crisis.

Rather than bringing up stories of how courageous most of these women had been in the given situation, the focus was on physical appearance and its connection to being eligible for marriage and their ability to procreate, and since many women had been disabled, majority of them found it difficult to live on. A great number of weddings were also witnessed at that time as people wanted to shift the responsibility of women by marrying them off to men. Consequently, people wanted to marry women who had either lost a husband or parents. A disabled woman was considered useless because she would not be able to work or bear offspring. Even after three years, only a few media persons while covering the disaster situation took up this issue. I would like to relate it with the Tsunami of Sri Lanka as the same kind of heartrending stories about women were circulating and few stories about their strength were told. This is just one example from various citations of gender biases and blindness. Thus, the issue of gender insensitivity needs to be addressed.

This is the reason Uks has always felt it essential to have more space for women's voices and concerns in the media. The urgent need is to focus on bringing forward women's issues and giving their concerns a proper place in mainstream media rather than on a traditional page for women. Women in newsrooms or print media are asked to cover fashion shows, cooking shows or beauty tips. They do not think that women have other concerns or that they would also like to report on issues related to men or human rights. Thus, emphasis should be on the fact that women are able to work on mainstream issues rather than gender specific only.

I would like to share an incident during the production of 'Chalo Phir Sai Muskurain' (Let's Smile Again) in which the Uks team relayed positive stories from the people. These stories were about the lives of women and men of that area who had their share of losses and miseries but were still contributing towards the rebuilding efforts. The Uks team trained some media persons belonging to Bahawalpur, Karachi and Multan who had previously read only about the earthquake stories but not covered them. After the training,

they were taken to the NWFP and earthquake affected areas. They were asked to pick up different issues to write about on going back to their respective cities. Before that we had conducted a three-day intensive workshop for producers and also invited people from other fields who had already covered the disaster issues to share their experiences. Another workshop was on how to cover disaster while focusing on gender. Then we did a series of workshops in various cities with the media people and tried to come up with a manual on how to cover different issues of disaster and women.

The latest series that Uks did on earthquake related issues is called 'Aao Sunain Unkahi Batain, Unsuni Kahanian' (LET US HEAR UNHEARD VOICES, UNTOLD STORIES), which has twelve programmes on how women have come out as role models in the areas of NWFP and Azad Kashmir. If you listened to these women each one of them said that before the earthquake they were confined to their homes and some had never even stepped out of them. The earthquake threw them out into the open, unprotected. This was the first time they learnt how to survive and live on their own. They belonged to the grass root level of the society and not that of the politicians or the begums. These women commented on the useless old traditions that had never been conducive to successful living. After discarding these traditions, they learnt how to build homes or take important decisions. Previously no one consulted them on any matter. But now they were in the main stream. This is an example of how issues can be brought out in public. Out of a million listeners even if a couple are sensitized and recognize women's feelings and status, the goal that the media persons have set is achieved. There is a need to find a way out for making women more prominent in the media coverage be it print or electronic, including the Internet. Space available for women issues is shrinking in the media and there is a visible preference for politics, business, sports, entertainment and show business.

Another related issue is the Glass Ceiling Effect or the extremely low percentage of women in top media positions. This is again a global issue. In the entire history of Pakistan, no woman has ever been the editor of an Urdu daily, and only one woman (Dr. Maleeha Lodhi - The Muslim and The News International) has been the editor of two English dailies. APP, the official wire agency, has never had a woman director general. Radio Pakistan has never had women at top positions. Pakistan Television had one or two women (more out of political clout) as regional or national heads. Same is the case with most of the private TV and FM radio channel. In fact there has been only one woman who is a Station Director in Radio Pakistan, namely Kaneez Fatima. Same is the case with most of the private TV and music channels.

The gap between the number of female students in departments of Mass Communication and their visibility in media is another area of concern. All major universities in Pakistan have Mass Communications departments with high representation of female students. In some universities they outnumber male students, yet when it comes to entering the practical field, we find very few women in the media, especially in the newsrooms.

Another important issue is that of night shifts. Women are not put on night shifts because that would mean providing transport facilities etc. However, women journalists say that this is just a way to justify keeping women out of serious journalism. Mostly women do not join media because of night shifts.

Sexual harassments, unwanted advances, indifferent managements, professional demotion, personal vendetta, uneasy relations, generation gap, constant irritants and character assassination are no less important issues that need to be discussed. Any one of these could be the impediments as to why women are not working and why there are so few of them in media. This is happening especially in media organizations where performance approval depends on the boss. Most of the times when the boss is a male and a female does not oblige him, her ACR (performance approval) is affected.

For this reason we have taken the initiative of discussing these issues where we can interact with the students, take your views to the media organizations and see what can be done to promote inclusion of more women in the media. This is the reason Uks initiated Pakistan Women's Media Network (PWMN). Although this idea has been with Uks, it was formally launched in early May in Islamabad and in late August in Karachi.

The short and long term objectives of PWMN

- To advocate positive portrayal of women in the media
- To ensure better/more representation of women in all tiers of the media
- To reinforce that women's rights are human rights
- To highlight cases of harassment and discrimination against women in the media
- To provide strength and support to women in media
- To initiate open dialogue and critique of media trends that are damaging to women of and in the media
- To promote professionalism, ethics and social responsibility in media
- To bring forward success stories of women in the media
- To share information and resources
- To create awareness about the glass ceiling effect
- To endorse gender equality and justice within the media and society

PWMN has many objectives for better presentation and portrayal of women in the media and for sharing information and resources.

Expected Outcome of this network

- A platform for media women and (supportive) men
- More women inducted in the media
- Better environment and facilities for women working in the media
- Women breaking the glass ceiling and reaching top positions
- Positive and equal coverage of women
- More male journalists becoming aware of the prevalent gender biases in their respective media outlets
- A regular media watch group
- A quarterly newsletter

Uks would like to put its expertise in media monitoring and advocacy to network and lobby for a better and more proportionate portrayal and representation of women in the media. This series of workshops titled “Promoting Media as a Career Option for Women in Pakistan” is aimed at:

- a). Raising the profile of women in Pakistani media
- b). Bringing together prominent women journalists to interact with dozens of women journalism/mass communication students of universities, to share experiences and examine opportunities and methodologies for the latter to adopt media as careers.

The series of workshops is now set as one way of interaction. The report will include recommendations for media stakeholders to promote and support a higher profile for women in media. The outcome will be to form a baseline report by looking at all the issues that we have discussed so far.

ANNEX III

Workshop's Transcript

Workshop Transcript for Fatima Jinnah Women's University

A workshop was held at the Fatima Jinnah Women's University in Rawalpindi on "Women in Media" organized by Uks – Research, Publication and Resource Centre. Ms. Tasneem Ahmar, Director Uks started the session by outlining the portrayal, representation and issues faced by women in media. She described the role of Uks in producing various programmes on women's issues, which were aired through different radio stations in Pakistan. Before her presentation, Ms. Ahmar introduced following guest speakers to the first year students from the department of Mass Communication, Fatima Jinnah Women's University.

Ms. Huma Khawar

Huma has been a journalist for many years and we have been working together for a long time in Karachi and Islamabad. Huma has written articles on various issues concerning women, health, development and environment. She is here to interact with all of you later.

Ms. Kathy Gannon

Ms. Gannon was the Associated Press Correspondent in Pakistan and Afghanistan from 1986- 2005. Currently, she is the Bureau Chief designate in Iran. In 2002, she was a recipient of the "International Women Media Foundation - Courage in Journalism" Award and later on was also awarded the Edward R. Murrow Fellowship from the Council on Foreign Relations from 2003 to 2004. Her work has been published in the "New Yorker" and the "Foreign Affairs" journal. Ms. Gannon has been covering issues on Pakistan, Afghanistan and the Middle East and she will talk to you regarding the challenges in her field.

Ms. Nabila Aslam

She started off her career with the print media and has recently become a radio journalist for Internews. She produces a radio programme called Meri Awaz Suno for Internews.

Ms. Mariana Babar

Mariana has been working for the News for a long time now. She writes on different issues such as politics, foreign affairs etc.

Discussion

Tasneem Ahmar: This is the reason that we are taking this initiative. Now I think we will quickly move on to our main session which is your questions, comments and concerns on Women in Media- An Overview. I would like it to be a very informal chit chat kind of thing. You can start right away with your comments if you (students) want.

Mariana Babar: I would cite the comments of a woman from Newline, which is a monthly newsmagazine from Karachi and the whole staff there comprises of females but for the operators and tea boys. This is the same group of women who have come from Herald. Along with Razia Bhatti the former editor of Herald Rehana Hakim is also there at the

Newsline. Choices are again only for seniors. I like to give my personal example that there are times when you choose not to stop there but that stage comes after about twenty-eight years in journalism. Whereas there are more opportunities now to become the Editor, but I feel that by this time I want to be more independent and not bogged down until three or four O'clock in the morning, trying to solve issues which are not directly related to me. I feel needed and happy in my role today where I can contribute. Being an Editor brings up a lot of responsibilities, and I don't feel ready for it. At times it amounts to stepping back. Thank you.

Huma Khawar: (Talking to the students) Do you want to talk about challenges or future plans, and how many of you would really take it up as a career? As Tasneem was saying the percentage of women joining practical life in journalism or mass communication is very low. Seeing such fresh and vibrant faces here, I wonder how many of you really want to go into journalism and where do you see yourselves in next five years in the field of journalism in Pakistan?

Ayesha Butt (Student): We are not much interested in journalism but in the electronic media, in news anchoring, and such kind of programmes.

Kathy Gannon: You said that you are interested more in electronic media than in print media, but why?

Ayesha Butt (Student): Because seeing Shaista Zaid, who was also my college Principal, I was very much inspired and wanted to be like her.

Haleema Sadia (Student): There is a certain charm attached to journalism as we see people associated with it having grace and a fluent accent.

Huma Khawar: Of course, electronic media has expanded a lot in Pakistan today. Your generation is witnessing it, but when we started our career it was so thrilling to see one's by-line in the morning newspaper, which you could never imagine. So here I want to share my own story, I started my career in a newspaper called The Muslim with no particular interest in journalism. I was so fond of writing that I spent three months as an internee with The Muslim working on the desk as a sub-editor and you all know what is sub-editing and reporting. Then we got our chance to write a little as a group of young people sitting together and the next day we would be looking at our by-line in the newspaper. As Islamabad is such a small place you could interact and get feedback from people. There were friends, aunties and uncles who used to read my articles and for a seventeen years old girl, it was out of this world. It is a big achievement when people comment and your picture is published in the newspaper. I was doing my masters in fine arts along with an internship in a news organization but all I could think of was mass communication. After the internship, I completed my masters and started my career with the Business Recorder in Karachi. As it was a very new field, there were hardly any women working in the finance sector in a newspaper at that time. Men pre-dominate the budget in organizations whereas women are not even consulted. They don't take us as serious applicants where money is concerned. I am working with two other women and we are making progress. It is said that women have to be twice as good as men and this applies in every field as Shamim Zaidi also agrees. Earlier Tasneem had remarked that the number of women

working in electronic or print media was limited, as there were few opportunities as compared to today. What Kathy and Tasneem are doing today was not possible then, because of family and late nights restrictions. But for you (the students) there is enormous opportunity and exposure at present due to the expansion of electronic and print media in Pakistan.

I have been associated with journalism for the last 15 years which has given me the opportunity to write on issues I really feel for. In the beginning, one has to stick to the work the editor assigns but with the passage of time one starts finding space for oneself. So he starts to experiment by writing on other issues. By doing things you would know what really appeals to you. I started by choosing issues which I thought were not much written about, like environment and health. Gradually I shifted to matters related to women and children. Then there were issues, which men did not like to write about such as HIV Aids, sanitation, health problems, menstruation and other women related issues. Men set the taboos with the permission of editors. With experience I have come to know that you can sell your stories where they are relevant. People keep asking me the challenges that I have faced as a woman. I personally feel challenged about the issues. Both male and female reporters should write on HIV/AIDS, health or gynaecological issues. You are all responsible for representing women in electronic and print media.

Student: Is not journalism a responsibility? You cannot write what you actually want to. If you write something that is a disaster next morning you will regret what you wrote. It can totally destroy your career. You have been working in journalism for the last 15 years so it is not difficult for you to write on any issue, but we will only be going on the job market after two to three years, what are we to do?

Kathy Gannon: You can cover the war and do everything else and not for the sake of looking pretty on TV. Women have to take responsibility and say, "I want to work seriously, give me the budget and send me to cover a war and I will do it. I am perfectly capable of doing it". I have covered the war in Lebanon, Afghanistan and Iraq and I have also been to Central Asia for the same. As we are women, we do not get to choose our assignments so if we do not take a stand, nobody will give us a chance to move ahead.

Student: What is the best thing about being a woman journalist?

Kathy Gannon: You know, the best thing about being a journalist is the ability to travel to other countries, explore different issues, meet various people and know them as well as bring information to the world. I challenge myself to be brave not only during a war situation but in other matters as well. I used to be a shy person and never spoke up. People used to think something was wrong with me. So it was a huge challenge for me to ask questions at a press conference. But I conditioned myself to ask. Sometimes the circumstances are to my advantage and other times they are not. When I went to Afghanistan I would sit for up to six hours at a stretch waiting for them. They did not want to see me but they would feel embarrassed to find a woman waiting for them so they had

to meet me. Being a woman has its advantages and disadvantages. I look at my career as a journalist and not as a woman.

Huma Khawar: Yes and not as a lady reporter!

Kathy Gannon: Yes, you have to think beyond being a woman. Instead, you should think and work as a journalist only. I put myself up twice as much as most men. Do not give the impression of a frightened woman. Learn to be brave.

Student: Journalism is a vast field in which we can write and express our thoughts. But the main hurdle is that society does not permit women to unite and fight for their rights.

Kathy Gannon: You are absolutely right but you know that women have to take risks to achieve their goals. Most of the time we think about getting married to get everything. But in journalism things are different, as you have to go out for reporting. A reporter is not supposed to say what he wants to but report what is going on in society. One has to go to the designated areas, for example I went to Bajaur Agency to talk to the people concerned and write what they had said. Many brave women journalists in Pakistan are working hard to move ahead despite having the same societal restrictions. You were talking about night shifts, well when I was working in Japan for a company, they would drive me home after the night shift. This is the usual business practice.

Student: Pakistan needs more attention on the issues of Vanni and Karo Kari but the feudal lords do not allow journalists to cover these issues. So what can we do in such a situation?

Tasneem Ahmar: I think the issue is not of going to those areas. Sometimes even the male producers are not able to cover these issues. However, they are allowed to cover a story from a gender perspective when accompanied by female producers. Being a woman can be turned to your advantage, so you should not be pulled down by thinking “I will not be allowed”. If you really want to cover a story then I do not think that there are any constraints.

Shamim Zaidi: The tribals do not stop a woman, so you can gain access to their women easily. Women have a definite advantage there.

Tasneem Ahmar: Being a woman should not stop you from doing what you need to do. One of our female producers went to Balochistan for coverage of one of our programmes “Aurat, Gairat aur Katal” and she was the only woman present in the jirga.

Mariana Babar: (Talking to the Students) If you want to enter journalism do not say I am a woman. Whether you are a scientist or a journalist, problems will be there. Secondly, you mentioned electronic media. Yes, it is very popular but as soon as the individual starts speaking, in less than ten minutes you become aware of his/her lack of knowledge. Therefore, it is necessary to know your subject very well and research a lot, as Kathy mentioned earlier. Print media is safe, as the person making the mistake is not being shown and any mistake can be corrected. On the contrary, in electronic media you utter one wrong word and the entire world knows. Thus, studying is necessary in this job. It is not only about glamour, as you cannot afford to make mistakes as in print journalism. As Kathy said, it is a serious job. Thousands of people read whatever you write so you cannot mislead them.

Student: Every one faces problems while working in the field of journalism, what were the problems that you faced?

Mariana Babar: You mean problems I faced as a journalist?

Student: No, over all.

Mariana Babar: They were the same as of any working lady. If you are a journalist, you need to have transport to move around to get stories. If married, you have to give time to your children and family. So the problems of a journalist are the same as those of other workingwomen. Since being a journalist is a big responsibility and people start trusting you so whatever you produce in the field, an article, a documentary or a programme, you cannot let them down. I think only one problem is unique to this field, men do not take you seriously. You can prove that you are responsible and serious by working hard and steadily on your articles but still it takes time. So at the beginning that was the issue/problem/hindrance I faced but I overcame it with the passage of time.

Shamim Zaidi: They do not take you seriously in other fields as well unless you prove your worth.

Student: Are journalists helping to solve the problems of a country?

Tasneem Ahmar: I think the answer has two parts, one that you are supposed to tell people that you are working as a team and then tell them what is happening in the country. Only then can awareness be raised among them. The Uks radio programmes that I talk about have made a difference. I remember the first time we started “Meri Awaz Sunno” from Uks. It was an oral testimony of a rape survivor. That very day we got a phone call from a

man who felt ashamed of being a man as he realized the gravity of the crime. One cannot bring a revolution but change comes gradually and slowly; therefore, do not be disheartened when you do not see an immediate change.

Mariana Babar: If you want a rapid change then you are not a journalist but a politician.

Tasneem Ahmar: You can bring change gradually by reporting and producing programmes. These days you do not see objective reporting on television, they are mostly comments. I would like to give another example of change when in 1997-98 we were working on women's portrayal in media, and the kind of scandals being hatched, and the kind of headlines we had. We used to take all the clippings to the editor and he would say what change would it bring? Then after ten years when we had a content analysis, we could see some changes. We were against phrases like "Kanwari Maa Ka Guan" being used in the newspapers. Now change has the same heading phrased as "Nomoloud Ki Lash Payee Gayee". A man who is reading a newspaper with sensational headings will regard women negatively, which is against women's rights. Hence, this kind of language should be avoided from being used in newspapers. This change did not happen in a day, it took a struggle of ten whole years. Language has a definite impact on society.

Mariana Babar: The media experts realized that these kinds of words should not be used. This awareness in media has made a change in society.

Student: It is still happening in society, there is no difference.

Mariana Babar: Rapes have been happening for centuries and they will continue for the next hundred years.

Kathy Gannon: Rapes have been used as tools of war. Tasneem has also advocated for this cause to raise awareness among people and show them that it is wrong. If you watch Pakistani media, you will see a change in the way they cover stories. We have many reporters doing investigative reporting e.g. in Balochistan and I have also seen many reporters working hard elsewhere in Pakistan.

Tasneem Ahmar: You said there is no change in the society, but I would say there is. Ten or fifteen years ago when women were raped they would keep quiet. If you visit the Uks office, you will find old newspaper clippings on rape with a prominent photograph of the victim and the surroundings. Although eye-catching for men, it was disrespecting the victims' rights, as the culprit was not even shown. But today if such a thing happens a woman can go to court. Print and electronic media bring a story before the people and the government so that they can do something about it.

I would like to mention a headline here “Mistry Eintain dohta Raha, Aubash Biwi Pluster kar giya”, what it means to say is that while a mason was working, a man came and raped his wife. So you see how someone has twisted the information here. When I saw it, I showed it to the editor and he said that it was done in a hurry. I told him that it had not been done in a hurry, as it was too creative.

Student: Doctor Afia Siddiqui’s issue was also highlighted some time ago but now we do not see any news coverage? Why?

Mariana Babar: It is on the front page of this morning’s paper if you have read it.

Kathy Gannon: Your job is to report and not try to change. It is the people who decide what is to be done.

Mariana Babar: You have to understand that when a reporter goes for a specific assignment, he/she collects information, writes about it and the next day it is printed. If it is an evolving story, like Siddiqui’s, there are follow-ups. If you get a story you write about it but you cannot fabricate a story to keep Siddiqui alive.

Kathy Gannon: Whatever you write depends on the information you get.

Student: What do you do if you think an issue needs to be highlighted?

Kathy Gannon: You are assigned topics so you should not worry about what to write. I had to go and cover an assignment in Afghanistan. I could not say that I did not like the issue. I was not given a choice about the issue so I had to cover it. This is a job.

Tasneem Ahmar: You see there are two departments in all newspapers and television, reporting and opinion. If you want to answer or give an opinion it is in the opinion page, the rest of the pages are factual reporting. If you want to express your views, write a letter to the editor. I would like to ask how many of you have written a letter to the editor?

Students: No one.

Tasneem Ahmar: In this class of 40-50 graduates not one has written to a newspaper as a citizen of Pakistan. You should forget about being a reporter or the desire to change the

world. If you want to express your feelings about an issue, there is a section for your views. Do write there. It is always easy to say when we are disillusioned that we cannot change things so why should not we do it. Instead, we should consider what steps have we taken to make a difference. You can always email your views to the newspaper and send reminders until they publish it.

Tasneem Ahmar: Do you have any other questions?

Student: Who is a successful journalist?

Mariana Babar: Success in which way? You have to be more specific, successful as what?

Student: How I can be successful in my profession?

Student: Is the success of a journalist in bringing information to media or changing the thoughts and minds?

Mariana Babar: Success is a relative term? You cannot define success. If I talk about myself I would say that I have achieved success, I am economically independent and have the freedom to write what I want to. But to achieve this freedom and success, I spent nearly twenty-five to twenty-eight years in this profession. If I tell you the exact number of years, you will be amused that I am still alive and working. In these twenty-five years, I have won the trust of people through my work. It is a tremendous feeling when people give credibility to your articles. Success is good for the ego; the knowledge that “I am Mariana Babar” gives me inner happiness. I would like to tell you that right now I feel like a successful person because Uks has invited me to talk to you. But then again success or failure in journalism is not much different from any other profession. If you ask an engineer about the reasons for his/her success, he/she will tell you where and how this stage was reached in his/her career. It all depends on your personality. For example, when a spoilt person like me faces reality it makes me a better person. Journalism has made me a better person. The responsibility in this profession is such that one cannot just shrug his/her shoulders and do what he/she likes, but he/she has to do what is assigned to him/her. Therefore, success has many dimensions. You face disappointments but depending on your personality, you have to learn to handle them. Journalism is a growing profession in which you grow as well. You can achieve success, if you learn to handle disappointments. I think I am successful today because I have grown in it.

Student: Do you think women journalists instead of taking up other issues focus more on women’s issues because of inferiority complex?

Mariana Babar: If you ask me, I would say “No”. I would not want to work on women’s issues because of my gender. There comes a time in one’s profession when he/she has enough authority to refuse. Nevertheless, I feel that a woman’s story should be done by me because of my related experience; however, I do not want to be tied down to covering women’s issues only. If an editor asks me to cover a story, it should be because of my work and experience, not because of my gender. Therefore, women often do not like to do gender related stories only and prefer working on popular issues that sell and in which the writer has a personal interest. Then again, there is no harm in covering gender-based issues only.

Tasneem Ahmar: I should mention here that this is a session for identifying and sharing challenges and obstacles. On Friday January 2, we launched the 2009 Uks diary and there is a story on Kaneez Fatima - station director of Radio Pakistan, who started her career in media as a radio producer. She was asked at the beginning to do soft stories but she insisted on covering issues related to sports, politics and others, eventually proving that she could go out of her way to cover stories. The first question is, can she move about to cover stories? Can she do investigative reporting? Can she go to the place of crime to get a story? Crime reporting is dangerous. (Addressing Nabeela) Is there an exact number of women reporting about crime?

Nabeela Aslam: Someone may have done it cursorily. We do not know the exact number of women crime reporters even at Internews.

Tasneem Ahmar: Men traditionally cover sports news but nowadays we have a very good reporter Afia Salam, who was the first woman to cover sports news from Karachi. Farhana Ayaz covers from Islamabad. These women have proved themselves. You should not say offhand that you have not been given any work other than soft issues because when you do get your preferred assignment and are incapable of completing it satisfactorily, you bring a bad name to women as hard workers. You will also be discredited if you are late in turning in within your deadlines. The bosses will say, she could not complete her assignment on time because she is a woman, whereas a man would have completed it on time. Similarly, Maleeha Lodhi was the editor of two daily newspapers, while sharing her work experiences said that one has to prove constantly that one can work seriously and responsibly. Therefore, work hard, do as much research work as you can and you will get more opportunities and challenges.

Now I would like to ask Nabeela to share her views about this field as she was previously working in print media and is now in electronic media. She has covered a story on a commercial sex worker titled “Kanwal ki Kahani”. It was a touching story in which she has narrated her miseries. In our country we look down upon these women but never try to find the reasons as to why they sell their bodies.

Nabeela Aslam: In journalism when you work in the newsrooms, you get education, culture, women and NGOs as topics, also known as soft beats. Luckily, women journalists receive these beats. You get as much information as you can and take out news from the beats. Some reporters make soft beats their comfort zone by not reporting on anything else while others step out and go for politics, sports and other issues. Consequently, it is thought that women cannot do political reporting. I had an opportunity to provide internship and diploma to university students and I convinced them to go for politics. I tried to help them develop a political thinking. Therefore, if you want to cover politics you should think and research in that direction. If you are a good reporter and have done a lot of research about your issue, you can easily make it front page news. The right questions make the story interesting and it is very difficult to ask the right question. It is now, after spending so many years in journalism that I can ask the right questions on a specific area. To question precisely one should have a vast knowledge of the issue. Knowledge is gained by research and studying the facts and issues. You talked about success, if I may respond to it; the ultimate objective of any journalist is to report what happened truthfully. If you read five different newspapers, you will know which one contains the correct information. So working as a reporter is not a simple task. There is a great deal of work to be done within the given time limit.

Nowadays you see analysis or someone's opinion in the news, which is not true reporting. For example in FATA, women's identity cards do not carry their photographs. I investigated it and even went to the election commission to get written proof. The statement was to be put in the newspapers so I wanted to get evidence from the government. This is how an investigation is conducted. Another issue that we read about in the newspapers is that women are getting 33% representation, which is not true if you investigate it. It is a very big responsibility to report accurately and comprehensively. A good reporter is one who does not get a backlash for his/her news. Sometimes if a news item is fake and criticized, its clarification on the next day is a very short one in a corner of the newspaper.

A reporter's duty is to inform the people because media is the ears and eyes of a country. If a reporter wants to highlight the issues of Vanni, he has to bring accurate data. Similarly, if I want to interview a sex worker, my objective should be to make her feel comfortable in order to get information from her. It is not a matter of national interest only but the responsibility of a journalist to lay the issue before the society.

Student: How can we avoid yellow journalism that is being indulged in?

Tasneem Ahmar: What do you mean by yellow journalism?

Student: It is the publishing of false news or news provided in an exaggerated form.

Tasneem Ahmar: Yellow journalism is used to create scandals as in the case of film stars and if you are working only for money or benefit.

Mariana Babar: Where have you heard this term?

Students: Our bachelor's degree class studied it.

Mariana Babar: Has anybody in this class really studied it? In yellow journalism, you can challenge that there are factual mistakes. There are many factors that contribute to yellow journalism. Recently, in a newspaper I saw the picture of a body lying in a pool of blood with his mouth open and with a caption that this was the last picture of Benazir Bhutto. Now this is yellow journalism. This kind of news should not be given space because the dead person also has rights. By taking such liberties you are transgressing his rights. Yellow journalism is wrong and should be avoided.

Student: Does journalism have any laws ,ethics or policies to follow?

Mariana Babar: There are copyright ethics, PEMRA rules and code of ethics but in our country no one abides by them. During martial law as well, certain kinds of news cannot be published. Censorship to a certain extent is to be done by the journalist. I can better express myself when I have full freedom to write what I want. Yet I always keep in mind the rights of my subject and never trample his/her rights by including personal details that might cause grief. I always weigh my subjects' right to privacy and the need for objectivity. While reminiscing Mariana said, "During the 1980s in General Zia's time when I started my work as a journalist, a Chinese special envoy came from Beijing and I wrote that he met the President, Foreign Minister and then the Chief of Army. Next day when I saw the newspaper, the Chief of Army Staff was mentioned before the Foreign Minister. So the change made was not fair to me.

Student: This means we have to be sensitive about what we write.

Mariana Babar: Naturally, when you get more experienced.

Tasneem Ahmar: This skill is achieved through working in the field only and not through learning or reading about it in the class. In 1998, Nina Aziz - a highly educated girl working for a multinational company in Islamabad was brutally murdered. Her headless body was recovered but her head was found many days later. In the newspapers, the photographs of her body parts were published. The personal details about her life were also mentioned that she was living with her male friends and not her parents. One newspaper went to the extent of publishing a colour photograph of the head on a table.

This prompted the father to sarcastically write to the press and thanking them for such negative publicity about his daughter. A month after Nina Aziz's murder, a man was also murdered but his story never made a headline and only a small column was written about him. In yellow journalism, assumptions are made for the benefit of certain parties. Similarly, Dr. Shazia had to beg the media not to cover her story. As a listener or reader our responsibility lies in taking action against unjust and false news. We do not have any forum/platform where these things can be discussed and censored. Media is a big industry and we as consumers, should endorse only the right issues. Previously the media created a lot of hype about India and Pakistan and an imminent war but nothing happened and the readers did not react. As far as your training as a journalist is concerned, it should start at this stage for whichever field you want to take up. Back in the 80s when I used to teach at the university, I would send my students in the field. I requested some of my friends from different news organizations to give them internships and let them learn something. The print media at that time was very popular. The point is that getting a degree from a university and taking a three-month internship is not enough. In 1979, I completed my Master's degree in Mass Communication from Karachi and joined a newspaper "The Muslim" on a salary of Rs. 500/- only. My editor told me that the degree was of no use because I had no idea about on-desk reporting. Therefore, I suggest you start writing now and then choose your field later.

Student: Why are issues concerning women in Pakistan as compared to the West, highlighted to such an extent that the victim is embroiled in a scandal rather than being vindicated as in the case of Mukhtaran Mai or other rape victims.

Mariana Babar: What do you suggest? If a woman is raped, should not the media cover it? Why should she keep quiet?

Student: Why is this trend not present in European countries?

Mariana Babar: Have you ever read the 3rd page in European newspapers; it is full of rape cases.

Tasneem Ahmar: This is one reason that they get justice quickly and easily as compared to Pakistan.

Mariana Babar: How do you want to see a controversial case like rape to be handled by the media?

Student: I would suggest the journalist to keep doing follow-ups on any issue.

Tasneem Ahmar: Yes, you are right but follow-ups are very rare in our country, as the information about any issue has to be constantly upgraded to keep it alive.

Student: What can you do to keep the image of your country safe as well?

Tasneem Ahmar: We cannot hide a fact nor make up stories.

Mariana Babar: It is not up to a journalist to make Pakistan beautiful. It is the role of the Ministry of Tourism. A journalist has to write whatever is happening in the country, either good or bad. If you do not report something to protect the image of your country then you are being unjust to the victim. If the image of your country is threatened by truthful reporting then the government has to step forward and stop crime. When other countries gave Mukhtaran Mai political asylum, she was put on the exit control list and the government confiscated her passport. When she reached New York, the government issued a statement that women get themselves raped in order to move to the west. This was reported and no denial was issued. What is happening in our country is sad. Westerners avoid us when they see our green passport. As Mass Communication students you should be mature enough to discern facts objectively.

Nabeela Aslam: I always wonder, whenever there is a case of a woman we talk about image. On the other hand, in the case of Pervez Musharaf, a military dictator who dismissed an elected government, nobody brought up the issue of image. Why?

Another thing is that when violence is committed against any woman, we take it very nonchalantly. Nina Aziz was murdered brutally and the news published about her was terrible to say the least. In case of Mukhtaran Mai, the whole village witnessed her plight but no one helped her. Although these things happened under a military government but no issue about the image of Pakistan was raised. While Mukhtaran Mai is a flag bearer for women's rights in our country, we failed to give the injustice done to her its due importance. Why is that? We should think about it.

Tasneem Ahmar: I would like to bring to your notice the fact that the previous government held fashion shows for foreign delegates to project a soft image of Pakistan; however, the dresses displayed did not belong to our culture, so a wrong image was projected. We have to show what is right and not make up false stories.

Student: I always wonder why the culprit was not shown in Mukhtaran Mai's case?

Tasneem Ahmar: Yes, that was wrong.

Mariana Babar: Yes, the media committed that mistake.

Tasneem Ahmar: You as the future media persons should keep in mind the need to highlight both sides of an issue, the victim as well as the culprit. A follow up is the next most important thing to do. With the challenge of getting the breaking news now a days, especially in the electronic media, even the numbers of dead people reported is different between two channels. If one channel shows six people killed, the other will show sixty.

Mariana Babar: Follow up is usually done when there is something that needs to be investigated further. If the situation cools down, you cannot make up stories. The Mumbai blast is one such case in which without any follow up leads, there is no case.

The world is a global village now and you can get information on any news channel as it happens. So in journalism, one cannot relax on the pretext of being caught unaware. Tasneem's husband is a senior journalist so if he is late for dinner, we assume he must be busy covering a story. He says that sometimes even he gets very tired so he takes a little time off to relax.

Nabeela Aslam: Talking about legislation, the government has made laws for the media but the media itself made some codes of ethics.

Tasneem Ahmar: A code of ethics has been provided by Uks for students of this workshop. Many organizations consult our code of ethics. As Nabeela pointed out, we have to decide what is right or wrong for us.

When we talk about Pakistani media sensitizing women on related issues, I try to look up the American, English and even Indian newspapers too. In Delhi last year, a 14 years old girl was murdered and then accused of having illicit relations with the servant. Her mobile phone conversations and messages were taped and released on television channels without any regard for her right to privacy. When this type of reporting takes place then one has to analyze the facts from fabrications. I have observed that Pakistani channels are doing a better job of factual reporting than other foreign channels these days.

Mariana Babar: In the case of Mumbai attack and that of the Twin Towers in America, the people there were furious. It was natural because they had lost their relatives and did not want to look at Pakistan kindly. This was also due to emotional rather than factual reporting by the relevant media.

Student: Media can also be used to spread disinformation as can be seen in the new TV channels. One channel went to the extent of reporting enemy forces entering Pakistan when on ground nothing of this sort had happened.

Mariana Babar: At that time, I tried calling Pakistani army sources for more information but they refused on the grounds that India will also get to know the actual situation. Similarly, India also refused to give out information. Thus, the task of a good journalist is to be patient and report objectively.

Tasneem Ahmar: Two or three days earlier, it was reported by five or six channels (except Dawn News) that there would be a fog on the motorway. The information was wrong;

therefore, I suggest that you check the credibility of any news before you write about it to express your views and reactions.

Student: What was the result of the shoe that was thrown at Bush?

Mariana Babar: That was wrong because a foreign delegate visiting a country is your responsibility and if you cannot handle it, you lose international credibility and certain benefits.

Student: What do you think about the harassment issue in this profession?

Mariana Babar: It is present but you should change the way you think about the person harassing you. Be confident enough to tell them to their face that you are not interested.

Tasneem Ahmar: Universities are a very protected place. They do not prepare you for the kind of challenges that you will face once you venture into the field of reporting. You should be confident about facing any challenge coming your way even after 30 years.

Nabeela Aslam: In journalism, you depend on other people for supplying information. Therefore, thorough research is the most important thing that you can do.

Tasneem Ahmar: Nowadays, media is forced to follow ethical issues in all spheres. As in the case of the 2005 earthquake, many gory scenes including those of severed limbs and bleeding wounds were shown and in one case a dying woman was also shown as a subject, which was highly unethical.

Mariana Babar: Tasneem heads a very dynamic NGO and uses it to effect changes in society and as Kathy has mentioned, this endeavour is serving as a beacon for her as well. A journalist has to write about what is happening and change will follow. Absence of change should not disappoint you.

Student: Can I leave journalism if I feel I cannot bring about change?

Mariana Babar: Yes, you can work anywhere - in an NGO, charity group or any other office.

Tasneem Ahmar: Yes, if you feel uncomfortable you can leave it.

Workshop Transcript of Karachi University

Ms. Tasneem Ahmar introduced herself and gave the opening remarks on the purpose of the third workshop.

Ms. Tasneem Ahmar: Today as our guest speakers we have:

- Afia Salam: She has been writing for the sports section in Star newspaper since 1983 and has written many books as well. She has spent some time in Dawn Television and is now working on environment at the institute of IUCN.
- Nabila Aslam: I am a former reporter/journalist and also worked for the newspaper The Muslim from Islamabad. I have worked in the capacity of editor and also on a health publication editorial. Nowadays, I am working for Internews which is linked with the media as well as training of journalists and producers. Internews is

implementing a major project to train journalists to cover critical human rights, rule of law and election issues in Pakistan through practical training, support for innovative TV and radio programming, and a legal resource centre to provide expert advice and small grants.

Ms. Tasneem Ahmar: We have also invited Afshan Saboohi- She is the first (EBR) Editor of Business Review in Dawn Pakistan. Rehana Hakim, editor of Newline and Arfa Noor – She is the editor of Herald

(All the students introduced themselves and their names can be provided if needed.)

(Presentation was given with discussion on each topic)

Ms. Tasneem Ahmar: Now if any one from the students or guest speakers wants to share their thoughts us.

Ms. Nabila Aslam: I would like to discuss the phenomenon of glass ceiling that exists in Pakistan as well as in the Western societies. In 1996 Mona Saleen a candidate for premiership of Sweden was made a target of unfair propaganda. In Sweden at that time there was a glass ceiling

In Pakistan very few women have reached the top positions as the glass ceiling is much more pervasive than other countries. Apart from Dr. Maleeha Lodhi , very few women have been given the task of editing a news paper.

Ms. Tasneem Ahmar: Now if you have any questions, we are here to answer them.

Student : I want to share a personal experience as well as ask a question about gender sensitivity . Once it happened that my editor gave us all a task regarding graphic design, he also stipulated that whosoever presented it most appealingly would get further assignments. I finished it in the required manner; unfortunately one of my colleagues was against me. I wanted to pursue this issue in office but my other office colleagues advised me against it. Even my mother did not want me to antagonize people at the very start of my career. I would suggest some thing to be done to make others listen to such complaints in any organization.

Ms. Tasneem Ahmar: Well, we can make a case study of all of your issues, instead of pushing them under the carpet as it happens in most of the organizations in Pakistan. As you may have seen that twenty years ago issues were not highlighted or if some one went to the police station they could not get justice. But today media is doing a great job of bringing the issues in front thereby creating change .As Nabila and Afia both have worked in main stream journalism, so I would like them to say something.

Ms. Afia Salam: We had to face the same issue in the office and at home where they did not want us to speak against it. Our mothers used to ask us to leave our jobs and stay at homes because of harassment. But you have to change the situation. In some organizations where women have taken a stand, gender bias issues have reached zero point .Change is possible only when you take the initiative and enlist the help of your male/female colleagues as well, not all men think negatively of women. As we have mentioned earlier that Tasneem and I belong to the same college, and our male colleagues were our greatest supporters. As no one used to write for sports, it was some of my male colleagues who encouraged me to write for the university sports column. Any issue can be brought to the

fore front by collective gathering. Therefore, you have to sensitize the people surrounding you as well as your family members.

Nabila Aslam: This is an issue that has been taking place for many years now but people still do not bother to highlight it. I remember the issue of Mukhtara Mai, how a district correspondent gave her news in a column in the news paper and then it became a national news resulting in a statement by the then government that such incidents should not be reported as they bring a bad name to the country .This concept exists everywhere that highlighting the crime, gender issues brings a bad image of Pakistan. Why is the country's image linked to women only .No one talks about Pakistan's image when the constitution is broken by the government or when our bowler Asif took steroids which is prohibited for sports men all over the world .We need to plan an effective strategy on this issue.

Student: This is an interactive workshop for women only, whereas I think our male colleagues should be here too so that they can keep in mind all these issues. This is how change will come in the society and in the work environment.

Ms. Tasneem Ahmar: Yes, It is a very good suggestion to hold a mixed workshop for both men and women. We will keep it in mind for our future agenda.

Ms. Nabila Aslam: When a reporter goes out for reporting, he/she can get men as a source very easily, because men are not media shy, as compared to women who have a very limited exposure and interaction.

Ms. Tasneem Ahmar: In this session we will discuss challenges and experiences in the field of Mass Communication and also ask the reason for choosing this subject .Many students had earlier said that they picked this subject unknowingly, so we also want to know whether you chose it because you had no other option or your father picked it for you. Actually in our previous workshops there were very few students who chose it because they wanted to make a career in journalism or media.

Ms. Afia Salam: Those students who opted for it with prior knowledge please raise your hands.

Many students raised hands to show that it is their first choice.

Ms. Tasneem Ahmar: Fantastic! This is a pleasant surprise to see that all of you chose it willingly. But what do you want to do after your Masters in Mass Communication.

Student A: I want to become a news anchor in electronic media.

Student B: I want to do some kind of creative work and I think by studying this subject and working in media I can achieve my goal.

Student C: I always wanted to work on reality based projects in order to uncover the truth. I met someone who told me about this subject .I never thought about the issue of gender, I only joined it to work ahead.

Student D: I choose this subject because my teacher suggested it to me. She said it is a major subject where you can express yourself.

Ms. Afia Salam: I would like to ask, when you opted this subject, how many of you got counselling or suggestion from some one else?

Student E: I made an appointment with the department chairman himself in order to know more about this subject.

Ms. Afia Salam: Ok! Do you think it is all about journalism?

Student E: I think it is all about journalism because during our third year we are studying about news, how a news is formed, how to cover and write in fact all about electronic media and reporting, therefore according to my knowledge it is all about journalism.

Ms. Afia Salam: According to my knowledge you have a Visual Study Department in university premises, does it teach production?

Student E: Yes, it does.

Ms. Afia Salam: It means you people do not have the opportunity to study production because if you are taking Mass Communication, production is also a part of it. This is why I specifically asked if you think Mass Communication is all about journalism?

Ms. Tasneem Ahmar: Do you people also have radio campus as all other campuses?

Students: Yes, we do.

Ms. Tasneem Ahmar: Is it functional?

Students: Yes, it is.

Ms. Nabila Aslam: What is its frequency?

Ms. Tasneem Ahmar: Ok! 90.67 is the frequency, how many of you are a part of it?

Student F: I do a presentation there. My presentation is an hour long from 3 p.m. to 4 p.m.

Ms. Tasneem Ahmar: What is the distance of its reception?

Students: 12 to 15 kilometres.

Ms. Afia Salam: What is the feed back?

Ms. Tasneem Ahmar: What sort of programs are you doing in that one hour?

Student G: We are presenting different types of programs. Most of the students present their assignments while we are doing a show called 'Maloomati Duniya', along with some others, where the students hold interactive conversation. It is like a chit chat.

Ms. Afia Salam: Is it interactive. Do you get calls?

Ms. Tasneem Ahmar: Would anyone like to share how they came to know about this field before they joined it?

Student H: I was the editor of the newspaper at my high school and our school got some people to counsel us, but I was not interested in the subject they were suggesting. I wanted to join Mass Communication and I searched the internet for it. The information I gathered helped me to discover that it covers a whole lot of other fields as well as journalism.

Afia Salam: How many of you want to take up the other fields in Mass Communication besides journalism?

Student I: I would like to go into advertising or public relation section; even if I join any media organization I will prefer Management and public relation sector.

Student J: Well! I want to take up documentary making.

Ms. Nabila Aslam: asks the other students who are not saying anything to get involved in the discussion.

Student k: I joined Mass Communication to study print media, but after a year when the time came to start studying it, we could not get the required number of students to begin classes of print media, hence the university decided that all the students would study electronic media instead. In such kind of a situation, what should I do?

Ms. Tasneem Ahmar: What has restricted your choice of subject?

Student L: It is a rule of the university that unless and until there are ten students for subject, no one can opt for it.

Student K: As there were only three students from our department and three from English department, therefore we had no choice but to take electronic media.

Ms. Afia Salam: Yes, but this issue concerns your management therefore you have to deal with them.

Ms. Nabila Aslam: You can also convince students from other departments.

Student K: Can anyone with an experience of print media join electronic media as well?

Ms. Tasneem Ahmar: Yes, Why not?

Ms. Afia Salam: Yes sure, as I recently joined electronic media after working in print media for about thirty years. Now my daughter works in print media, which makes people question the reason behind this divergence as she could have directly joined electronic media. So I told them that working for print media before shifting to electronic will train her in analysis and focus of issues. My advice to all those who will be going to media afterwards is to get a basic grounding in print and then shift to electronic media.

Ms. Tasneem Ahmar: We also had an interactive workshop with the students of Mass Communication in Peshawar University, where two of the speakers were from electronic media, one was from Aaj TV and the other was from Geo TV. And they shifted from print to electronic media. One of them tried to convince the students to join print media before electronic media. But it is your choice. We advise you to join print media as a learning experience only. Even radio is a good option to start with.

Ms. Afia Salam: I want to clarify to this young lady who wanted to be an anchorperson that it is necessary to be confident, have a good personality and knowledge of what you are doing. So, a degree alone is not going to help you in anchoring skills.

Student M: I think a degree is must especially if you don't have contacts for a particular post.

Ms. Afia Salam: Yes, a degree is necessary in gaining knowledge of related field but there are other skills required in anchoring.

Ms. Nabila Aslam: In Pakistan the print media is very old as compared to the electronic media. When the FM channels started, many people shifted over from print media to the electronic media or FM. One can easily switch from one media to another as their basic concepts are the same with the difference of visuals and script in one to the references and clippings in the other. You can join any newspaper part time to improve your writing skills so that you are ready for any opportunity that comes your way. Now in print media there are a lot of opportunities, you can research in Dawn on different issues, do your homework and you improve yourself. When you have to cover a press conference, you should thoroughly research the topic before going there and asking questions, so that you might not ask an out of context question. You should know what would be going on there, which topics will be discussed so be prepared. This can only be achieved when you can get all the information on the issue under discussion. There are many local, national and International newspapers or news agencies where you can work. This principal applies to both men and women to create awareness about the factors involved while working in the field.

Student N: I am a student of M.A final year and I also want to join this field, what should be the first thing I should do? I have dropped my CV in a hundred places but did not get a single call. I even went to Samaa TV where only two of the staff members were from Mass Communication while the rest were all MBAs. Hence I want to ask where should we students of Mass Communication go?

Ms. Tasneem Ahmar: I think the university should be responsible for suggesting to you different departments for internship. When I did my Masters, I remember I going to the newspaper 'Leader' along with my friend who was a gold medallist. Both of us started our

internship from there and did not question as to why we should work in a third grade newspaper. We completed our three months internship from there. At that time Dawn had put a ban on internees and I think the same situation exists today as well. But we are here to help you get internship in different media organizations. Now I want to ask how many of you have ever written a Letter to the Editor?.

Students: (All the students raise hands)

Ms. Tasneem Ahmar: That is a very good number.

Ms. Nabila Aslam: How many of these letters were published?

Ms. Tasneem Ahmar: This is encouraging because we found out during our sessions in other universities that none of the students had ever written, but they had a lot of complaints about the society. So I said that until and unless they did not raise the issue nothing can be achieved. Ok, what prompted you to write a letter to the editor?

Student O: Our teacher told us to write 15 to 30 letters to the editor and I personally wrote about the lack of parking space in the university and it was published.

Ms. Afia Salam: Did any of your faculty members help you to get the letters to the editor published?

Students: No, none of the faculty members helped us.

Ms. Tasneem Ahmar: Excellent, This is marvellous! I would suggest that those who have not written should write the letter now.

Ms. Nabila Aslam: This is a part of your basic rights, you should have written earlier.

Ms. Tasneem Ahmar: What kind of challenges do you see for yourself in the future?

Student P: The first challenge is at home, because parents are not willing to permit us to join this field, especially the night shifts which are not suitable for women. Therefore, we need to change our family's perceptions, by taking them to these kinds of seminars and workshop.

Ms. Afia Salam: When you joined this subject, did you know that Mass Communication is a totally practical subject and not an academic one.

Student P: Actually, I did not know much about it when I joined so I think counselling can change the situation.

Student Q: Our Parents are always worried about the issue of mobility and phone calls.

Student R: We are worried about today's seminar too as to what will they say about it.

Ms. Tasneem Ahmar: What do you suggest should be done for improving the situation, counselling of your parents, especially mothers or anything else.

Student S: Media is a big source of information through which we can make our parents more aware.

Student T: We should help parents change their way of thinking, instead of imposing our views on them.

Student U: I convinced my mother by showing her my assignments, and taking her with me where ever I go, gradually she would even give suggestions about work.

Student V: Although my parents are very supportive but my relatives have not accepted my choice. If our society is made aware of all the facts, we would progress a greatly.

Student W: My family takes great pride in announcing my field of work as we did not have anyone there before.

Student A: I think awareness should be created through morning shows, as 99% of the mothers watch them every morning .The fact is that working women are liberal but the

mothers who stay at homes are much more conservative. Therefore, change can be brought through TV.

Student X: I think the main problem is convincing our parents about our mobility in this field. We should convince them that in this age mobility is not a big issue, girls can move around for their work. We should convince our parents as well as change our attitude to being more assertive than submissive.

Student A: My suggestion to all those students joining Mass Communication or any other field is that they should be fully aware of the pros and cons, because if they join this field without prior knowledge, they will encounter many problems and be forced to leave their jobs which will be unfair to those who have an aptitude for media.

Student Y: According to my experience our parents do not allow us to stay out at late night because it goes against the norms of the society.

Student E: The right approach to convincing our parents would be to get information and advocacy by well known media personalities in a written or visual form. For example, if Kamran Khan of talk show fame was to speak on this issue I am sure our parents would think more positively about it. I feel about the issues concerning Northern Areas of Pakistan especially Hunjo but I know I can not convince my parents to let me go to that area. I don't have any problem of night shifts or going out of home but my problem is of going to Hunjo.

Ms. Tasneem Ahmar: Hunjo or Fata region are insecure places these days where even their local journalists or media persons avoid going to. Kiran and I were to go to Peshawar on the fifteenth of January, before leaving wherever I was invited, my friends would advise me against going there. But then I met Imtiaz Gul he inculcated me to go and see the situation for myself saying things are not as bad as you have heard. So we went to Peshawar and during the workshop I came to know that it is difficult for both male and female journalists to cover issues. Therefore, our first priority is not to risk our lives uselessly. Although it is our job to face and move in difficult situations but we should abstain from going to areas of high risk factor. No one is going to Swat these days because it is a risk to their lives. One should not go for fascinating issues only but work realistically too.

Student E: I want to do it because I am interested in it.

Ms. Tasneem Ahmar: Why are you interested in it?

Ms. Nabila Aslam: Yes, right now you are a student and but things might change by the time that you become a journalist, a reporter or anyone in media. It is your duty to report the issue and but not to die while doing it. So work for the people, but also keep your safety in mind. You can do reporting in many ways, may be have some sources or networking by which you get can authentic reports of that area. A reporter's duty is to report only, as he is not a soldier sacrificing his life for a mission. There is the example of the person who threw his shoe on President Bush, which created a negative image of all the journalist community, as Mariana Babar remarked in a meeting that it has become a standard joke among journalists to take off their shoes before entering a press conference. Many people regard him as a journalist but actually he has undermined other journalists.

Ms. Tasneem Ahmar: Besides, this incident has now forced the foreign office to hold all briefings online instead of meeting face to face.

Ms. Nabila Aslam: Yes, because this was not the place to raise such an issue he had misused the platform provided for getting information. Therefore, he can be called a hero during a workshop but not a journalist because he did not fulfil his duty.

Ms. Afia Salam: In our organizations we are strictly ordered that on behalf of reporting your security is most important because you are more valuable alive than when you would be dead. Therefore, never take risk for your lives. If you die in the line of duty you will be a news item only but if you are alive then you will be generating the news.

Ms. Tasneem Ahmar: A reporter always has good networking skills, so even if one is sitting safe at home, one can still get the required news from another place.

Student E: But I want to go to the area to cover a story.

Ms. Nabila Aslam: Yes, that is also possible, if your network is so strong that you are able to go there and safely come back after getting the news reports of that area.

Ms. Tasneem Ahmar: It is possible to do so, because I myself worked in the areas of Hundo, Kirki and Kohat with men on HIV /AIDS. For three years we have worked in these areas where no one can go now. So, may be after one or two years there might be some change in its environment. But I would like to suggest to you that right now if you want to work in those areas get in touch with journalists over there.

Ms. Afia Salam: During studies you become more subjective and you need time to think objectively. Here, I will give you the example of the Afghan / Russian war, a team of journalists from Karachi went to Quetta to cover the issue comprising of both men and women. They told us to wear the local dresses, and that we would have to go to the border of Afghanistan. As women are not allowed there, so we could not go with our male colleagues even when dressed up as locals. And they went there bringing back pictures of the Russians soldiers captured by Taliban. They also covered the problems the locals were facing. Hence, working in a team work we do not talk about men and women separately.

Ms. Tasneem Ahmar: Sometimes, your male colleagues are totally dependant on you, and so you help them. It is a kind of team work and at the end when the story is done that is the real work.

Student X: I suggest that there should be an aptitude test in Mass Communication Department too like the one in Computer Sciences Department, because for this profession excessive reading skills and research oriented behaviour is required. New comers probably get a shock after admission in this department as they join it without previous knowledge and are not able to cope with it. Thus, I suggest that admission should only be given to those who really want to join this field.

Ms. Afia Salam: Honestly speaking, these aptitude tests are not truly reflective of a student's capabilities. For example, as you all know mass communication is a very broad field, as it has scope for different professions. Let us say if a test is made to judge the writing skills it will choose the writers but will lose good directors.

Student: I suggest that these workshops should start from matriculation level so that students get directed to their respective fields earlier in life.

Ms. Tasneem Ahmar: Mass Communication is multidimensional, you can choose from any of its different fields.

Student A: A little earlier you mentioned that the term lady reporter was used in a newspaper, do you think it is a positive sign because when the parents read the newspaper they will know that a woman wrote it. Women are getting secure and top positions in the newspapers, thus encouraging the notion that women have some status in print media.

Ms. Afia Salam: No, actually she wanted to say that women should not be differentiated from men. As it is not mentioned on male reporters' cards, why should it be mentioned on female reporters'?

Ms. Tasneem Ahmar: I would like it if you gain recognition by getting your personal names mentioned on the front pages as we found the names of Mariana Babar, Maleeha Lodhi, Myra Imran and many others, rather than be recognized only as a lady reporter. This label compartmentalizes and puts you in a narrow lane, by implying that you are a lady reporter and will only cover women issues.

Student Y: Yes, I agree that lady reporter should not be used for women, as a president is always a president either male or female.

Ms. Tasneem Ahmar: Professionally speaking gender is not mentioned in your job designations as we use the terms doctor, actor and chairperson for women as well as men. We should maintain a gender balance in our professions.

Student Z: I think a relaxed atmosphere should be provided for the students, where they are free to question a teacher. Another thing is that either you are in psychology or Mass Communication people will stare at you something must be done about that.

Ms. Tasneem Ahmar: I think you can bring change if you raise voice against any issue.

Ms. Afia Salam: My daughter encountered a problem and she spoke up against it, when I questioned her, she replied that she could deal with it, you might have kept quiet but this is not going to happen to us. Still I thought what she did was wrong because I did not agree with her point of view but she was supported by a big group of friends.

Ms. Afia Salam: While studying in the university, we led a much protected life as our male colleagues would take care of us even when they did not know our names. May be this was the way they were brought up at home. So, you do not learn every thing at home only.

Ms. Tasneem Ahmar: Our professional life was totally different from college/universities life as men would stare and tease us . But we gradually became tough when constantly exposed to such things and learnt how to firmly deal with them.

Ms. Afia Salam: Yes, actually they are trying to determine whether you will stay at your job or leave due to their attitude but if you keep working only then you will earn respect.

Desiree Natasha Francis (Student): While I was working with a foreign delegation, I used to stay with them for long hours and people used to tell me to sit down and rest. I knew that actually they wanted some kind of response from me, and when I remained quiet they understood, and respected it. Another thing is convincing your parents gradually. As my mother had too many issues about my work so I asked her to come with me, sit back and watch. After that she was ok with my work. Hence, one has to prove to parents also that we are doing a right thing.

Ms. Afia Salam: Yes, but there is no fixed formula for solving everyone's problem, keep experimenting, by judging your circumstances.

Maheen (Student): We want to ask about the B.S program which comes after honours. Basically it is about online journalism, how to leave news on the internet and what is the criterion for doing it?

Ms. Afia Salam: From your conversation I have concluded that your major focus is on journalism rather than any other field of Mass Communication. I would like to share my own experience here, that besides journalism, I was also attached to a couple of advertising agencies as a creative director. I had to shift abroad for two years therefore when I was leaving my employers wanted me to continue working for them. So I was five thousand

miles away from the country, working at their official documents, while people around me would be thinking I was wasting time on chatting. On coming back to Pakistan, I could not join office again as my children were growing up and they needed my presence at home. I finally went back to the structured environment of an office after seven years of working from home. So, you see I was employed by the same agency for which I had worked for previously, as they were concerned with my out put not with my presence. Most of the time married women despite being highly intellectual, and having a very good market value, are not able to continue their work. Nowadays internet is the best option to move ahead and to keep you busy. You can get some courses or attend workshops regarding internet training to empower yourself. You should also know how to access a website. So by excelling at the use of internet you can also overcome the problem of night shifts as you can work from home as well. This arrangement worked well for me and I know it would work for many other people. Not only women benefit from it but men have also gained a lot and some have even become millionaires by using this new medium.

Ms. Tasneem Ahmar: There is another area called citizen journalism, has anyone contributed anything there?

Student: Yes, I sent a video to Dawn, but they did not run it.

Ms. Afia Salam: Yes, I know we do receive a lot of those but can not run them all due to several reasons. One of them is a time bar where if a video is not run in a specific time frame, it becomes useless, but you should keep on sending them. Do not be disheartened and keep trying, you will be successful.

Ms. Tasneem Ahmar: We have a new guest Fariha, she is studying in Karachi University in the department of English, and working in Newslines as an assistant editor as well. She belongs to your age group and is also working as a journalist, so may be she can share some of her experiences, how she got this job and how can you also do that?

Fariha: I started my journalistic career in the second year of my second semester. I am presently enrolled in Masters in English in Karachi University. Some time back I saw an advertisement in The Newslines, I sent them my CV and got a phone call. I gave an interview and got selected. The important thing is to volunteer in some organization so that you interact with people and get experience about management. Even if you start with a little experience in any field it would be much better than no experience. Do you have any questions regarding work and studies? How many of you want to go into the print media?

Students: (no questions from students. They were silent.)

Ms. Afia Salam: She has to put in a lot of effort into everything, such as staying out, night shifts.

Ms. Fariha: When I first started working I used to stay there from 2:00p.m. to 6:00p.m, then as the magazine would reach its final stages, I would be there till 10:00p.m. or 12:00p.m along with other young women. The only men in our office are computer operators or the layout checkers etc. I know the first thing you worry about in the environment of an office is that if you stay back is it safe? I feel my office is very safe. Another issue is of transport, so yes, we do get conveyance when we are late at night. And any time we need to go out to any government offices we take a driver with us, as a chaperone. Do you want to ask anything regarding print media? Are you looking for stay at home jobs or are you looking for full time jobs, and what kind of hours can you put in work? What else do you want to ask me? Have you given thought to what you want to go into?

Ms. Afia Salam: Magazine are very good place to join as a first step in your career a lot depends upon you and your environment? If you are confident go straight away for the newsroom, face the deadlines there as electronic media has its own pressures.

Ms. Fariha: One thing which I want to add here is that being professionally responsible is very important as organizations are reluctant to take in women because they start working, then get married and leave their jobs, which shows a lack of commitment. Make sure you have a very professional attitude when you go in this field.

Student E: You mentioned earlier that whenever you go to government offices you have to take a man along with you. What should be done to break the glass ceiling prevailing for women so that women can also go anywhere alone?

Ms. Fariha: Look, your safety is the most important thing, and if the need arises you can take someone along to feel secure, So that you do not openly present yourself as victims. I am not saying that someone should shadow you, but he can stay out of sight somewhere nearby so that people will know that you are not defenceless. Theoretically, we think of attempting everything, but when we get down to doing it, the perspective changes totally. No government offices are ever secure.

Ms. Nabila Aslam: When you go to cover an interview/news, while working for different organizations or resources, it is not necessary to take someone with you. The reason is that as you are an envoy of the organization, so they will offer you back up. Therefore, even if physically no one is present but their support is with you.

Ms. Afia Salam: When you cover events repeatedly, people come to know you and your organization along with the purpose of your visits. It all depends on your level of confidence whether you want someone to accompany you or not. When I started reporting on cricket I also used to take along my colleagues, but gradually on becoming familiar with people I am comfortable going there alone. Now, I feel no difference between home and stadium as I have been going there for such a long time.

Ms. Tasneem Ahmar: I think it all depends upon your experience. I remember when I took a rickshaw, for the first time, while coming back from the university, my mother joked that I was holding on to the rickshaw as if I was ready to fly away if I was not holding on so tightly. But now I travel alone locally as well as internationally with ease. But in places where you feel as if anything could happen you should take someone with you. As Fariha said, harassment does exist in some departments; even hospitals are not safe anymore. So if you take some caution then you will be safe even when alone. You should not give in to any sort of pressures because it is not acceptable.

Ms. Afia Salam: There is a small saying in English that it takes a woman to make man a gentleman. However they may talk to each other but if a woman is nearby, their behaviour changes. Once while I was in the cricket stadium for the coverage of news, a man came up to meet his colleagues and started abusing them, but the minute he saw me, he started apologizing feeling very embarrassed. I was embarrassed myself, and told him that I did not hear anything so no need to apologize. Believe me; an office with women has a totally different environment as compared to organization/ government offices where there are none.

Ms. Tasneem Ahmar: Twenty years back when I was working in the newsroom, one of our male colleagues used to greet everyone with abuses in the morning and after saying everything he used to say how could I tell you any thing, because a girl of my daughter's age is sitting here. So, he realized the presence of a woman. Another thing that newspapers

lack is gender sensitization as the language being used in headlines says ‘Char bucho ki maa ashna kai saath bhaag gai’, it should not have been written in this way. If a woman was writing it would be with a sympathetic heart. Similarly another headline ‘Mistry Eentein Dhota Raha Aubash Bewee Pluster’, is written very deliberately and creatively, with concentration. This is supposed to be about rape. I went to the editor and told him to alter the terminology. But he said that it was unconscious mistake due to shortage of time. However I told them that this was an indirect way of male voyeurism woman might not have done it this way. Whenever you have to go to a newsroom to sensitize about gender they are a blank on these issues. They think there is nothing wrong in using these words. Therefore, it has taken eleven years of constant grilling to make them even realize that this is wrong. Even now this awareness exists in some newspapers only. There is another example of such headline ‘*Maa nai apna gunah koray kai dhair par phaink diya*’ we have to sensitize them by asking that was it only the woman who left her child, where did the baby come from? Obviously a man was also involved, so why was that not mentioned in the headline. These headlines were changed to ‘*Nomaulud ki lash payee gayee*’ so at least some change had occurred. Similarly news about rape were horrific. One can not even begin to discuss the way those issues were placed. But all this is changing now. The packets that we have provided you contain the code of ethics, which should be followed while working in media. So, if there are more women in the newsroom the environment will change, and male domination will be considerably lesser.

Now, I would like to welcome another guest ‘Neha’ a student of Karachi University in the department of IR and she can tell where she is working herself.

Ms. Neha: I have been working with Business Plus for the last three years and I have also been working for the ‘Boss’ magazine for daily times.

Ms. Tasneem Ahmar: So, Neha could you share your experience with the students here.

Ms. Afia Salam: Yes, especially about the electronic media.

Ms. Neha: Well, I would like to say that if you start working in an organization, never say ‘No’ to any task. Be positive, because this is the only way you will make a place for yourself. You should not be reluctant to work for long hours. Always be ready to work hard. Another thing is be confident and prove yourself even if you are the only one woman working among twenty men. I actually went with a very idealistic mindset and I am still very idealistic, I want to bring change through social development and consequently change the world through documentaries. But the people at our work place want ‘Mirch Masala’ or fight scenes on TV. I was very disillusioned and would think that this was not what I came for; I was in the wrong place. But you really need to be very focused and strong in your beliefs to struggle for your ideals.

Ms. Fariha: I think you have to keep a check on your idealism with practicality. I wanted to do so many things but learnt to compromise with the situation at hand so as to survive and gradually bring a change.

Wajiha Shadid (student): Is there any code of ethics which the media can follow?

Ms. Afia Salam: Yes, one is the PEMRA which has made a code of ethics for electronic media but that code is rarely implemented due to internal conflicts or sometimes they wanted it to be changed. The problem of implementation exists in every department of Pakistan. Even when there are laws for women concerning violence, they are either not aware of those laws or those laws are not implemented. Even as university students you might not be aware about women’s laws. The problem is of awareness.

Ms. Tasneem Ahmar: As we are talking about code of ethics, PFUJ (Pakistan Federal Union of Journalists) have their own code of ethics and different organizations have come up with their own style sheets. I know that The Dawn newspaper will not show photographs of rape victims or minors.

Ms. Afia Salam: As in Dawn news, it is a part of their style sheet that they will not show the parts of bodies in case of a bomb blast. Journalists, however stress the issue that they are showing reality, but what they do not realize is that the public is being desensitized to the extent that they stop feeling by exposure to such graphic scenes. This is a very dangerous trend because now so many die and no one feel anything.

Ms. Tasneem Ahmar: Uks has made a code of ethics in consultation with the whole of South Asia Region which we have shared with all the media organizations of Pakistan and most of the time they request us especially to send our code of ethics. As Afia mentioned earlier, we do have strong legislation in Pakistan but it is a matter of weak implementation. For instance there are laws against even road side harassment, but neither do they get implemented nor respected. Citing Nahida Mehboob Allahi, Ms Ahmar said, "people are not aware that we have legislation for every crime, every minor or major crime is punishable here, but nothing is being implemented here. Women always keep quiet even in face of any kind of violence".

Student A: While I was the supervisor at the post paid connection of Ward Hetron Communication, a man called and suddenly we heard one of the workers being rude to him, I told him that we are not supposed to talk to clients in this manner, to which he replied that the customer would have been more willing to buy if a woman had been making the sales pitch. When a female colleague handled the client she succeeded in convincing him. The man who had been rude earlier said that it was due to her gender that she made the sale, the client however corrected him by saying that the sale was made due to the communication skills. The moral of the story is that if we are good at work only then people will start learning from us.

Ms. Tasneem Ahmar: Yes, it is true.

Student: I would like to ask if media performing its duty? Is everyone is free to say what they want to?

Ms. Neha: I am sorry to say that I am not very optimistic about the people working in electronic media, they are not mature enough to know what they are doing, and nowadays even your boss could be less educated than you. My teacher used to say, that giving responsibilities to an immature person is like giving responsibilities to a four or five years old child. The same is the case with electronic media; however, conditions are quite different in print media, because it is an educated medium.

Ms. Afia Salam: As I mentioned earlier, a degree is not a must in electronic media. One should have presentation skills and personality.

Ms. Fariha: In print media educated people are needed because it requires reading and writing skills. As Newslines is a small organization we can help with editing, our views are accepted easily while in large organizations it is more difficult to convey our ideas.

Ms. Nabila Aslam: Actually nowadays there is a lack of professionalism. Mostly the owners are also the editors of a news organization, and they want to earn money, therefore they create hype in news so that the public is attracted to their channel, thereby losing their grip on content. Content generation is a very important task and many resources are used in it. Mostly talk shows dominate on media, some times documentaries are also shown but

that is very rare. Magazines provide you a space and they are available online .Even radio have a great potential but newspapers and electronic media have a wider appeal. There is a great margin of creativity in the medium of radio. In Pakistan the media is working more responsibly than the international media.

Ms. Fariha: When I started working for Newslite, I took three months to write a single article. In electronic media the audience is larger as compared to print media; therefore one has to keep in mind that the story relates to their background.

Ms. Afia Salam: Everyone is talking about the hundred channels that we have, but they will not survive because advertisements, skilled producers and actors are needed to run a channel successfully. In Pakistan we have a dearth of skilled professionals. So if the quality is low, ultimately the channel will close. Only those channel having strong business and content can survive, as we do not have the kind of human resource which can sustain a hundred channels. I will give an example to explain that if we have five top writers in the country they would be able to write for ten channels only, not for fifty, because creative people are not driven by time or demand. As can be seen the same stories are being repeated in dramas running on different channels. This is again because of a deficiency of creative talent. Talk shows are the easiest, low budget program a channel can put up. Mostly, the talk shows revolve around the latest situation requiring only four chairs as a stage setting and letting the guest speakers talk.

Ms. Neha: After a talk show no follow up is made on the issue, as it happened with the earthquake in 2005. It was the news on every channel at that time and now no one even talks about it. One must try to research and produce on these issues to show ones' creativity instead of being a mere coordinator.

Ms. Fariha: Do not adopt a high handed attitude that I have done masters so my salary should be accordingly. If you do not have work experience, a degree is useless.

Ms. Tasneem Ahmar: When I started working for Muslim, my editor Saleem Asmi gave me only 500/-. I was shocked and told him that I have done Masters and you are paying me such a small amount. He said, "Bibi! Put your degree aside and start as an intern". They told me to work in their style and I remember Nabila also started at 500/-.

Ms. Afia Salam: Ok, I started at 1000/- but may be it was little bit later! we have with us today, journalists from different field of studies such as Fariha who is doing Masters in English and Neha who is doing Masters in IR. When we were working, Tasneem was the only one who had a Mass Communication degree along with another man Mazhar. Tasneem's husband who is a journalist has a Masters in Physics. Likewise I have done my Masters in Geography. At that time students holding degrees would lose out on opportunity either because they would demand a higher salary or they did not work as they were told to. Tasneem's hands used to be sticky with gum all the time because we had to do a lot of cutting and pasting. Therefore, if you want to join media you should be a willing worker.

Student: We should discuss the problem of persons going in media who are not degree holders and the degree holders not getting jobs due to lack of knowledge. The students do not know how to do practical work because there are no resources provided by the university, it is the duty of our department and the government to provide us with these skill building facilities. As Fariha is from English department and people studying other subjects are joining this field, it feels very unfair because we know all the laws and practicalities relating to media.

Student: While on the subject of salaries, we will demand a high salary because we know more about this field.

Ms. Fariha: Yes, but again I would say that you should be ready to do all kinds of work. Do not stay back.

Ms. Nabila Aslam: Another reason is that what ever you study in theory has no link to practical life. Therefore, you should start attending workshops relating to media, join as internees before completing your masters.

Ms. Afia Salam: Yesterday, while I was in Islamabad I had to go to the Air University and two other universities. I chose a couple of students from all of these universities to volunteer for event management. Although it was not their subject, but they learnt a lot of new things. They also said that we want to do more event management, and I networked for them with other organizations. By volunteering, you do not get money but the certificate and the skill you learn is of great value. You will learn by interaction. And never say this is not my work so I am not going to do it.

Ms. Tasneem Ahmar: I have taught from 1986 to 1992, and my first batches of fourteen students were told that they will not be taught theoretically, they will have to work to learn. I networked with my friends working in different media organizations and sent the students in different media organizations and one of them turned out to be Ghulam Husnain. At the university we also published a magazine.

Ms. Neha: In the university all you do is to read, write, go home and sleep but you are not applying your knowledge anywhere. Therefore, what you have to do is to go and work in media organizations. As you all know, we lack proper resources for training so you have to do it yourself instead of grumbling and wasting time.

Student: I agree that whatever we study is not applicable at the work place. My sister has studied graphic designing and her job is very different from what she studied.

Ms. Tasneem Ahmar: You should take a fresh start and learn as much as you can, like I told you about my experience, when they told me to put my degree into a dust bin and learn what they would be teaching me, as a newspaper has its own practicalities and modes and you have to learn all these things. You learn how to do subbing, as every newspaper has a different style and pronunciation. Now Fariha would like to announce something about the internship in Newslines?

Ms. Fariha: Newslines will be recruiting on a rotational monthly basis for internship from the department of Mass Communication and English, I am going to schedule a meeting about it with the university chairperson and who ever is interested should give in their names, CVs and we will sift through them to decide who can join. If you want to do it directly I can give you my contact so you can call me. Meanwhile we have sent a letter to the chairperson, to notify about our intention.

Ms. Afia Salam: As someone said earlier that she sent around hundreds of CVs and still got no response, it is better if you are referred ahead by your department because you are accepted more easily. So get attached with your department to join an organization.

Seema Chaudary: If, during our studies in the third year, we went to the chairperson for approval to get an internship in an organization, he told us to complete our studies first. Even if he gets a notice about any internship, he usually forgets and after sometime, it is announced that the advertisement is on the notice board for all to see. So this is not helpful for us.

Ms. Afia Salam: No, you should not totally depend on the chairperson; you should check online and be aware of what is happening in different media organizations. You have to run after things. Another thing I would like to share with you is that there are some other fields in Mass Communication apart from journalism such as photography, cartoons making.

Ms. Tasneem Ahmar: How many of you are interested in photography? (most of the students raised hands) I can see that all of you are interested in photography as well as writing, so you should take out a magazine by pooling in your resources. I will give you an example when Kamal Siddiqui was my editor while I was the editor in chief, we took out a magazine of eight to ten pages. Nearly ten thousand rupees were spent on it, which was pooled in by students and teachers. I did all the sketches. But now when everything is available on computer, you can do it through computer.

Ms. Nabila Aslam: Another thing I want to share is about payments. Women working from home do not get credit but on the other hand men doing the same work are paid for it.

Student: What are we supposed to learn from our studies?

Ms. Tasneem Ahmar: You should study everything in context with Pakistan because you are living in Pakistan.

Ms. Afia Salam: You are living in a country where visual media is much more important than the written word because 70% of its population is illiterate. To cover visuals you have to use a still and moving camera. You can not learn everything by studying books alone. Print media reaches the upper crust of the population (the literate ones) but through electronic media you reach both the upper and lower crust of the whole population.

Student: Our teachers have studied it as well but why did they not emphasize the practical side of Mass Communication.

Ms. Fariha: You should not judge them as they can not teach practical work. They are supposed to teach you through books and that is it. You have to go to the organizations for practical work.

Sana (Student): I have got the impression that a degree is only a degree and it will not help me in professional life, so what should we do?

Ms. Neha: Nowadays, a degree is also a must to join media but you should also keep in mind that it works only as an entry pass for you.

Rubina Razzaq: I have done my internship with ARY One World, they had an atmosphere of professional jealousy due to which we did not learn anything new.

Ms. Afia Salam: Another thing I want to suggest is to read all types of news even if you dislike the writer, so that you know the difference between them. When I was young, all the servants at home were men, as I would hear that women cannot do this or that, if men can also do house keeping, cleaning what ever women do, why should not women study science and other subjects. The Point is that why people should set our limits, when we can set our own limits. If I like to study zoology, I should as there no male scientist like Dr. Naseema Turmazi. So, the stereotypical thinking relating to women will have to be done away with.

Uzma: (student): Can you tell us some thing about advertising as well?

Ms. Afia Salam: Advertising is an innate skill which no one can develop in you. It requires creative and good public relation skills. If you are interested in advertising get an internship in any advertising agency. You should keep an open mind, and not be judgmental as sometimes the client selects the worst option while the best goes back in to your cupboard.

Therefore, you cannot say anything about advertising it depends upon the client and which type of option he chooses.

Ms. Tasneem Ahmar: Do not expect too much from your work or think that you will receive the work of your choice. Whatever you get in the beginning do it. Thank you.

Workshop Transcript of Peshawar University

Tasneem Ahmar: I am Tasneem Ahmar - Director and Executive Producer of Uks from Islamabad. Today we are here to conduct an interactive workshop for female students Of Peshawar University on promoting media as a career option for women in Pakistan.

Introduction of speakers

- Farzana Ali - Aaj TV Peshawar
- Sadia Qasim Shah - Daily Dawn Newspaper
- Farkhanda Wazir - Voice of America (Pushto Service) Peshawar
- Nadia Sabohi - Geo TV Peshawar.

(Presentation shown to students with explanation on each topic)

Laila (Student): I did not have an interest in journalism but my father encouraged me to join media, especially as a newscaster or an anchor. I wanted to pursue a career in banking and chose economics as a subject towards achieving a master's degree. I had no idea about journalism. I was interested in talk shows so I joined the field of journalism in this university. At the beginning, I found it boring because the environment was so idle as we were not given anything to do, so I thought there is nothing to learn. Then after a year, when I was able to understand the media, I realized that there are a lot of opportunities and women can move forward in it. So I am going ahead with the degree and lets see what happens.

Ms. Tasneem Ahmar: So, do you have any plans for the future?

Laila (Student): I am more interested in Mass Communication. Reporting is very good but I want to study further and after doing my Masters, I will do internships in the related field and maybe I will get a job somewhere because without practical experience, one cannot learn anything. Afterwards I will apply for a scholarship to study abroad. My aptitude is towards research work.

Ms. Tasneem Ahmar: Who would like to share anything else? Why did you choose this subject?

Sadia Sabir (Student): My father encouraged me to join the media and after my graduation he motivated me to join Mass Communication. Reporting is fine but he wanted me to join

media as a newscaster or an anchor. Therefore, after my graduation he got me admitted in the department of Mass Communication at the Peshawar University.

Ms. Tasneem Ahmar: Do you want to join the media now?

Sadia Sabir (Student): Yes I do, this is my final year of Masters in Mass Communication.

Ms. Tasneem Ahmar: So you want to work now?

Sadia Sabir (Student): Yes.

Ms. Tasneem Ahmar: Any one else who wants to join the media?

Shazia Kanwal (Student): I had always studied Islamiyat (Islamic studies) and Political Science and got an admission in the evening shift in Political Science in another university, whereas in the morning shift I got an admission in Peshawar University. It was my father who persuaded me to join Mass Communication. At the beginning, I did not know anything about Mass Communication. I only saw journalists on the television when they reported on different issues. But last week when I gave a presentation in my class, I developed an interest in journalism and I think, women should come in this field. Although it is a challenging field but a presentation that I gave a month ago has boosted my confidence a lot. Now I feel that I can study it and make it my profession.

Ms. Tasneem Ahmar: Anyone else who wants to share her experience?

Farzana Ali (Speaker): What was important in that presentation which convinced you to join the media?

Sadia Sabir (Student): Nothing specific, only journalism in itself.

Farzana Ali (Speaker): Did you do any practical work?

Sadia Sabir (Student): No, it was nothing like that, only a simple presentation I gave in the class.

Ms. Tasneem Ahmar: How did you make the presentation? Did you read anything or do any research to make the presentation?

Sadia Sabir (Student): Yes, I borrowed some books from the library and chose some topics from the Internet. But after the presentation, I wanted to move forward in journalism.

Kalsoom (Student): When I did my intermediate I did not know about journalism but afterwards I went to Rawalpindi and at the College of Commerce, I came to know about journalism. One of my cousins also assisted me in getting knowledge about journalism and when my father came to know that I had chosen this subject, he encouraged me to move further on in this field.

Ms. Tasneem Ahmar: (Talking to the speaker) Farzana, now I would like you to share your experiences about journalism. Also share your early experiences when you joined the field.

Ms. Farzana Ali (Speaker): I did my Masters in journalism in 1997 and belong to D.I. Khan. I studied Urdu literature for my bachelor's degree and I was fond of reading books since my childhood. I was very keen to watch television programs, movies (good ones) or documentaries as well as reading books so I decided to be a journalist. One of my cousins was working for a local newspaper and as you all know that for a local newspaper, one can have the setup at home as well. So, I used to be with him and cut newspaper clippings for him. Once he told me to write an article for the newspaper. I wrote it and it was published. Then he encouraged me to write more for newspapers and he said that I could work and write well. Hence, I kept on writing. One of my teachers always told me to read in the classroom and she used to say that I read accurately and suggested to me that I join the radio. Then I firmly decided to work for journalism.

It was very difficult for me to join the field of journalism as I belonged to a Syed family. I got an admission for a Masters' degree in Mass Communication but my father asked me to get a top position in the University, otherwise they would not allow me to join journalism as a profession. I topped in the first year's examination and got second position in the final year. Consequently, my father realized that I was really interested in journalism. In October 1997, I joined the Daily Mashriq as Sub-Editor. I did not like deskwork and luckily, I had very cooperative colleagues since I started my career. I used to work there in the evening shift from 2:00 p.m. to 9:00 p.m. and gradually the editor came to know about my interest and hard work. I told him not to give me cut and paste jobs of news clippings or general reporting as I wanted to be a writer. So, he assigned me to write on women's issues and I wrote for the women's page. Later on, in 1999 I became the editor of a magazine. In 2000, I got married and fortunately, I got a cooperative husband because he was also in journalism. Later on he left journalism and joined the Pepsi Company but he had an idea about the difficulties in journalism. My son is eight years old and he supports me as well by never disturbing me while I work. Luckily, my colleagues are also very friendly and helpful.

I stayed home for one and half year and after that in 2005, I joined Daily Mashriq once again and then Aaj TV. I am working there as a reporter and assigned editor. I never crossed limits to achieve a goal if sometimes people produced hurdles in my way. I chose a different way to reach my goal, although, I always worked hard. I have worked on women's issues and covered politics as well. I also covered the first blast report in Peshawar. I still remember going home from work and the blast at 8:40 p.m. We were immediately called in for its coverage and finished our work at 3:00 in the morning. It is all because of my passion to work in journalism. By the grace of God, I have been working in journalism for twelve years and have found it very satisfying. I encountered many problems but solved them and now I can say that the "Sky is the Limit".

I suggest that you work hard and seriously and more work will be given to you. Be responsible in whatever you do. There would be no harassment cases if you were firm and

courageous in your aims. Be strong and make a steady effort to reach your goal. I stayed in print media until it was necessary for me to work there and learn. Then I moved to the electronic media where I wanted to make documentaries, and now I am doing it. Thus, it depends on you to do what you want in your life. Obstacles and hurdles will come in your way but to pass these problems, you have to rely on your own capabilities.

Ms. Tasneem Ahmar: Sadia, would you like to say something?

Ms. Sadia Qasim Shah (Speaker): Farzana has discussed a lot and most of the time, the experiences are the same. I joined journalism by chance as all girls used to prefer teaching on grounds of security and I was also teaching. Gradually, I became tired of teaching because I had been going to school since my childhood and continued it in my professional life. I had an interest in writing, so I did an internship at Dawn newspaper. During the internship I came to know the benefits of journalism and found out that it suited my nature as a person can perform well when his/her mind and heart are both involved. I am very happy in it.

Ms. Tasneem Ahmar: Sadia, tell the students about beats so they understand what it is?

Ms. Sadia Qasim Shah (Speaker): If you have an interest and a firm decisive power to achieve a goal, you can get everything you want. It was described earlier in the presentation as well that a time comes when there comes the glass ceiling. You have to recognize it and work hard to break it and move forward. Most of the time in journalism, women are given issues relating to women and not politics or sports related issues because the editor thinks that you cannot do it. That is the time when you have to convince your boss that you can do it. Then it is up to you on how much you will be involved in that issue and give the story a human touch to affect the readers. As I think, in our society there are many issues relating to women, which male reporters do not cover. For example, in IDP camps of women and children where men cannot enter, I went there and talked to the pregnant women about their own and the children's problems. It was an advantage for me to go in there. Therefore, I would like to say here that if you are passionate, hard working and keen and have strong communication skills for your work, you could achieve your goal. Barriers will come but you will have to face and overcome them.

Laila (Student): In the introduction, it was discussed that most women join journalism but they leave this profession. I also mentioned it earlier that most of my friends came here by chance because our Pukhtoon society never allows a woman to go out and work independently or to be seen on television. Although we know that times are changing as the educated class is entering the society and there is a difference as compared to ten years ago. However, it is still very difficult to come out of that mindset. We do not accept it consciously or unconsciously because we were brought up in such a way.

Sadia Qasim Shah (Speaker): I think that you have to bring change yourself. If you join electronic or print media, at the beginning you will be opposed but later on the same people will come to you to publish a specific report for them. Then they will tell their daughters to study well with you as a role model.

Farzana Ali (Speaker): In 1998, when I did a feature on Saima on honour killing, my editor called me and said you are going against our organization. He said, “do you know that he is our business partner and you have written such things about his daughter. You are a Saraiki woman and do not know the Pukhtoon society”. I challenged them to survive in this Pukhtoon society despite my colleagues’ advice to be careful. But I gave the Editor my resignation and said, ‘I have come to work for the people here and a salary is not my concern’. After a week, they called me and requested that I rejoin the organization. Then after three years, the same person told me to write on a Swara case in which a girl was sold in Nowshera. It is a change that my attitude brought in the organization. It was accepted that it is an unjust attitude with the girls.

Nilofer(Student): The family of a person plays an important role and if they do not allow, what could be done.

Ms. Tasneem Ahmar: Yes, if media will show women in stereotypical roles as in the case of TV dramas where a working lady is shown either as a divorcee or following a wrong path in life. Parents will never want their daughters to be like these women. Thus change will come through the media but for that people have to struggle.

Laila (Student): My (parents and parents-in-law) family is highly educated but at the beginning of my marriage, my husband was a little conservative and I had to stay at home. But my brother always pushed me to study further instead of wasting my time. Then I persuaded my in-laws and got an admission here.

Ms. Tasneem Ahmar: When you want to do something, sometimes you have to go against your family values. But you should also balance things because family is also very important. You must keep a balance between official life and family. When you want to be a professional, you have to draw the line between both of these lives and if you work hard to achieve your goal within that parameter, success will be in your hands.

Laila (Student): I know change can be brought about but I also know the violence that men commit against women. When I speak at home, my family says, “Laila has started talking about human rights now!”

Ms. Farkhanda Wazir (Speaker): Yes but convincing power is also something, and things change due to it and gradually problems are solved. Women seen at the top level have not reached such positions easily; they faced a lot of hardships before they reached their destination or higher positions.

Saba Rehman (Student): We cannot go against our families because if we do, our family will not support us and it is difficult for us to live without their support. Is it not possible that older members of our family are trained in such a way that they support us? Women are willing to join the media but the problem is only with men, as they do not allow us to come out.

Ms. Tasneem Ahmar: What method can we adopt to convince them?

Some Students together: There should be a workshop arranged for them as well.

Sadia Qasim Shah (Speaker): At present, most of the girls are getting Masters' degree in different subjects so their parents want them to work. You should convince them then that you want to work in this field. I suggest you to take care of the dress code and always dress up according to our tradition and culture.

Ms. Farzana Ali (Speaker): Yes, I also think that dress code is very important. When I go on TV I dress up in shalwar kameez and dupatta. On the other hand, a girl from Islamabad wearing jeans might be acceptable in that area but not in NWFP. Dress code is your own choice and you can wear whatever you want.

Ms. Farkhanda Wazir (Speaker): When I was at home, I used to look at Sadia Qasim Shah on Dawn News. I told my parents that she was my class fellow and from the same background so why could she work in journalism and not I. This is an advantage of women being in the media because they pave a way for other women working in the media.

Ms. Farzana Ali (Speaker): In journalism, we do not have education as a barrier - a person studying in a different field can join journalism. It is not compulsory for each one of you to join electronic or print media; some of you can also join the teaching profession because we will need teachers as well for the next generations. Mass Communication is a vast field and you can choose different professions in it according to your choice.

Saba Gul (Student): In our culture women always try to keep their families happy and men never like women to join journalism. When I joined this college and especially the subject Mass Communication, my uncle (father's brother) stopped talking to me. I went home and discussed my college and studies and he became very happy.

Sadia Qasim Shah (Speaker): You have to raise awareness by giving them information.

Ms. Tasneem Ahmar: Each one of you has to be a role model amidst your family to bring about change and you will see yourself outnumbering others.

Ms. Farkhanda Wazir (Speaker): You should also get inspiration from others, as a lady from Bajaur agency inspired me. She is living in a very dangerous area working in a beauty salon, getting an education and she also wants to join the field of journalism.

Ms. Farzana Ali (Speaker): I would like to share a story about a girl belonging to the small village of Lucky Marwat. She used to send me little poems. One day the receptionist of my office told me that a lady had come to meet me. I went to the front desk and brought her up to my room. She was wearing a burqa. She told me that she was doing her matriculation and but her family would not allow her to study further or work. I told her different ways of improving her situation but she was very afraid of her family.

Ms. Farkhanda Wazir (Speaker): Every woman faces problems, even Benazir Bhutto encountered problems and she solved them courageously. Similarly, Pukhtoon women have to prove they can do something, as pukhtoons are noble people unlike the Talibans.

Ms. Tasneem Ahmar: I would like to add here that men and women both have to co-exist. Do not think that men are your enemies. As at home, you have your brothers, sisters, mother and father, and you have to live with them. In the same way, you have to face your colleagues.

One of our speakers, Nabila Aslam belongs to a village of Punjab and she shared her story that her father was not allowing her to work but she came to Islamabad for work and has proved to be a reliable person to her family. She has been working here for many years now. These women are role models and you have to follow them and be the role models for the next generation.

Nadia Sabohi: We were talking about the dress code of girls in NWFP. Geographically, NWFP is different from Punjab, Sindh and Balochistan. There, women wear jeans but if I wear it here may be people will beat me. So our province is very different from others and it is necessary for us to uphold our traditions. We should be properly dressed according to our culture; otherwise, the society will not accept us. When I step out of my home, I keep my child and husband in mind so that I should not let them down.

If we talk about discouragement then in journalism, people will discourage you everywhere and say that you sit while your male colleague does the work. If we do not work ourselves then we will never learn. Do not be disheartened and tell them that you are working for the people. Even our own colleagues discourage us.

I would like to share that Qazi Sahib disliked me for his event coverage and sent a message to my Bureau Chief not to send me on such occasions. But my boss sent me there again. After some time, Qazi Sahib preferred me to come and cover his events. If I had left my work while facing the problem, I would never have been able to continue with my career. Now there is no hurdle in my path. If any hurdle comes, I overcome it with my inner courage. Do not think that your male colleagues are different from you. If sometimes they are negative then make them behave positively. Make them realize that you need respect while being with them.

Ms. Farzana Ali (Speaker): I have noticed in the Frontier Region that men respect women much more as compared to Punjab, Sindh and Balochistan. Because here men are traditionally afraid of being blamed for harassment by the families or society.

Sadia Qasim Shah (Speaker): Farzana, I would like to add here that men stop us from going to certain places. Is it better for our professional lives or worse? I always feel that in print media women are only kept for women's issues. Is it right for us or a hurdle in our growth?

Ms. Farzana Ali (Speaker): Yes Sadia, it is wrong to impede or hold back women in covering other issues. I would like to tell you that for the Bajaur operation, I wanted to go but our agency said that being a woman the conditions were not favourable for me there. So I did not go. As Tasneem admitted earlier, being a woman we have to draw a line.

Ms. Tasneem Ahmar: You stopped there and did not go but if it was Asma Shirazi, she might have gone.

Ms. Farzana Ali (Speaker): Yes, I have met Asma Shirazi as well. Once she came here for the coverage of a blast and I know what happened to her. She met me and said, "Farzana how do you work here". But I have drawn a line for me. I have gone to the North Waziristan caves to cover stories. I made a documentary about them and took the shots with my own camera. I used a sentence in my documentary, "Are you seeing what I am seeing too?" I was the first one to capture photographs of Fazal Ullah's Madrassa. I always take my camera along where ever I go and have never been harassed. Why? Because I always act like the local people and they do not feel that I am a stranger. They allow me the freedom to work. I use their dress code and they do not feel awkward. But on the other hand, if you wear jeans and stand in a bazaar in Peshawar, the Pukhtoos will find you strange and will not respect you.

Sadia Qasim Shah (Speaker): So this area is hostile for women?

Ms. Tasneem Ahmar: I would like to add here something about Asma Shirazi that she wears a dress which is quite honourable to our society.

Ms. Farzana Ali (Speaker): Yes but she only wears a scarf and in Peshawar it does not make any difference. When I go out I wear shalwar kameez and a wide chaddar to cover my body fully. I would like to share an experience here, once I was covering a news story and a young man came and started taking my photographs. My colleague told him not to do so and he said, "She is the lady from Aaj TV so let me take the photograph". However, my colleague said, "she is like your sister and it is not decent to take your sister's photograph like this" and the young man stopped taking my pictures.

Ms. Farkhanda Wazir (Speaker): Actually, it is very difficult to do reporting here and the people who are working here are doing a tough job. Asma Shirazi who came from Islamabad lamented her experience because she was treated very badly here. So what about us, who are living and working here?

Sadia Qasim Shah (Speaker): Now I would like to suggest that students have to be brave to make your paths to move on. You can imagine how many people stare at you when you come to the university, similarly, in the field or at work it will double. Therefore, prepare yourselves to face and solve hardships.

Ms. Farzana Ali (Speaker): Once I went to Khyber Agency's surrounding areas where people live in caves. I went to shoot the lifestyle of the people there. To cover a story, I went to a house and asked permission from the younger brother who may have been 11

years old. He permitted me but suddenly the elder brother who was 14 years old came down from the mountains, loaded his gun and said, “You people from TV come here to make our videos but I will not let you go today”. One of my colleagues said that they would kidnap us now and ask for a huge ransom. But I convinced the elder brother that we were there to solve their problems and the video would not be misused. At last he was convinced and I shot and brought the news from there. It was broadcasted from the TV and many of their problems were solved. So this is how you can achieve your goal and not loose heart.

Ms. Nadia Sabohi (Speaker): When we come out of our homes, as females we think about our children and husbands. But we should follow our traditions too. Once in Parachinar, the Shia and Sunni disputes were going on and a Parachinari came to my office and told me that Geo should be closed down because they are writing for the Shia’s side. At that time my boss was on leave and I was heading the department. They wanted to kill me but at last an old man among them said, “Stop, she is a woman”. I was rescued and they went away. Then I called Rahim Ullah Yousafzai and he visited the people of Parachinar. He told me that if I had been a man, they might have killed me. Hence, this attitude is specific to our province because if it had happened in Punjab, they might have killed the woman. But in our area men respect women a lot. In any organization, the male colleagues will not sit very close to you but will keep their distance. In NWFP, women are respected much more than in other provinces. But we have to stay within our traditions also.

Ms. Farzana Ali (Speaker): Yes, a time will come when we will wear jeans as well but right now we have to follow the norms and traditions of our society to survive.

Sadia Qasim Shah (Speaker): I also think that the policies of organizations should give us equal rights as men and provide us security where ever we go. We should be insured and provided security.

Ms. Tasneem Ahmar: But any facility should not be misused.

Ms. Farzana Ali (Speaker): I have noticed in the electronic media that if a problem persists, it is the same for both men and women.

Sadia Qasim Shah (Speaker): Actually we do not want to discourage the students by sharing such types of stereotypical issues. When you (the students) will be in field, you will get many issues to cover and hardships will come in your path but you have to face them with courage. This is because the situation in our area is much more critical than in other areas of Pakistan.

Ms. Tasneem Ahmar: When we were planning to come to Peshawar, most of my colleagues, friends and family members told me the conditions in Peshawar were very critical and I should not go there because people are being kidnapped from here. But Mr. Imtiaz Gul who belongs to Peshawar met me and said, “No, you should go to Peshawar because unless you visit the place, you will not know the reality.” My team and I came here and found everything very pleasant and nothing happened to us. I thought about writing on

it that what you hear is not true until you explore and analyze the situation on your own. It is the same in your case (students), you think your traditions are hurdles in the path of success but you cannot analyze all these facts without experiencing them. May be you will get a different result after working on them. Similarly, most of you think journalists cannot marry or have a happy family life but all of us here are married and living a prosperous family life.

Ms. Farkhanda Wazir (Speaker): A lady came from America and was very afraid to come to Peshawar fearing that Talibans would kill her. But when she came here the situation was different. We have to bring a change, as Pukhtoos are not Talibans.

Ms. Farzana Ali (Speaker): I remember, when we visited America, they asked us, “Do you know how to use a mobile phone and do you use the Internet?” I asked them which world they were living in! We know how to use a mobile phone and Internet!

Ms. Farkhanda Wazir (Speaker): Everyone says terrorism is centred in Peshawar but no one enquires as to who is doing it all. It is not the Pukhtoos as they are the ones dying.

Lubna (Student): One of my cousins told me that once he was travelling with a British man who asked him from where he belonged. My cousin replied, “I am an Afghan”. As the British guy heard this, he became frightened and asked him, “Do not you have a dagger with you?” My cousin assured him that he was a simple citizen and not the kind of person he (the British) was assuming.

Ms. Tasneem Ahmar: Yes, foreigners’ perception is different for Pakistan. As in 1998, when I went abroad to study, they asked me, “Do you still travel on camels?” I told them that we were not that backward and to know the reality it was necessary for them to visit Pakistan.

Ghazala Khan (Speaker): Is burqa an obstacle in our career building? Is this type of dress code appropriate?

Ms. Tasneem Ahmar: I think dress code is your own choice, if you wear burqa and you are talented and working with an effort, there is no harm. We only have to remove the ignorance behind this veil or burqa.

Ms. Farkhanda Wazir (Speaker): Although, many women did not get an admission in universities because they were wearing burqa. Similarly, in most of the organizations for different posts, burqa is not allowed. At such times, this type of dress code becomes a hindrance in the way of success.

Ms. Farzana Ali (Speaker): If you cannot wear a pantsuit and be an anchor, you can still be a reporter. Mass Communication is vast field and you can choose where you can set yourself properly. Actually the truth is that we are not all the same in Pakistan, some wear jeans and others burqa. There is no consistency as in Iran where all women wear burqa when they come out of their homes but underneath they wear what ever they like. So they

have an identity. Pakistan has a society where some people are too liberal while others are conservative depending on their geographic areas. The conditions are different all over the country.

Nosheen (Student): I think if a student wants to work, she can do so in burqa as well.

Ms. Nadia Sabohi (Speaker): Before joining Geo TV, we had training and our boss was Azhar Abbas. Asma Shirazi was also with us and we used to talk about her that she only wore a scarf and did not like it at all. I asked my boss which was the proper dress code. He said, “you can wear what ever you like, dress should not be a hurdle in your work. Even if you want to wear burqa during working, put it on”. This was the first channel to say such things and I appreciated it. A journalist is not a model, he/she is a person who covers news and lays facts before the public.

Ms. Tasneem Ahmar: As I have mentioned earlier, Parda cannot be a reason for not doing something. You can work in journalism even while wearing a burqa.

Ms. Nadia Sabohi (Speaker): I have covered news from agencies wearing a burqa because this way they could only hear my voice and not know whether it was Sadia or Nadia. You have to adapt according to the situation.

Shamila Shaheen (Student): What should we do when we work in an organization and other women stand in our way? Some women dislike other women. What measures should be taken in such situations?

Ms. Tasneem Ahmar: As it is said, “A woman is the greatest enemy of another woman”!

Ms. Tasneem Ahmar: (Talking to the students) Who can sum up our discussion?

Rabia Akram (Student): As a woman, when we join the profession of journalism, we should not be discouraged by the obstacles.

Laila (Student): When we join this profession, we should not forget our traditions and culture. We also have to convince our family to let us go out to work. Another thing that I liked is that it is not compulsory in journalism for us to go on the television screen as Mass Communication or journalism is too vast. We can join some other field according to our choice and the conditions where we feel comfortable.

Nuseeba Javed (Student): The students of journalism whose families do not allow them to come out of their homes and work in journalism should try to convince them and show them that what they think is not true. There are positive things here too. Then they will permit you to work according to your choice.

Naeema Latif (Student): When I joined Mass Communication in this university, my parents told me to get a master’s degree here but afterwards get a degree in economics and get a

job in a bank. In the previous year of Mass Communication, we only studied theory but now in the final year we are learning practically. I have also received training from Internews and learnt many things from our campus radio. After that I realized that women should join this field because it is very interesting and challenging work.

Student: My father and brother are both working for the media but they always stopped me from joining it and tell me the negative experiences of women. But they have left the choice with me and if I want to then I can join it. Therefore, first of all I will complete my Master's degree and then think further.

Laila (Student): I think if half of our class gets into the media, the next batch of students will follow us and be interested to join as well.

Ms. Tasneem Ahmar: (Talking to Nadia Sabohi) Are there any opportunities in the media for the interns?

Ms. Nadia Sabohi (Speaker): Well, right now we do not have positions for interns but you (talking to the students) have to go to organizations and dig out opportunities and places for yourself. I am sure that you will get a place because nowadays there are many TV channels and news agencies working around the country.

Ms. Tasneem Ahmar: What do you suggest for them as a working journalist? Should they join the media during their education or afterwards?

Ms. Farzana Ali (Speaker): I suggest that you join print media first because this is the place where you learn every tactic or skill of journalism. From print media you learn what journalism is. One should learn all the skills completely and then move to electronic media. One of my editors used to tell me that to be a successful journalist, it is necessary to work in print media to learn all the skills. A student came to the office and asked about the code of ethics, which he had studied at university. The editor told him to keep the bookish things in books and learn what was being taught there. So, when you join journalism practically, it will be very different from studies at university. I joined print media at the beginning of my career, same as Nadia.

Ms. Nadia Sabohi (Speaker): Here I would differ from Farzana. In electronic media the writing style is different from the print media. However, as I also worked for six years in the print media, now I sometimes put print media script in electronic media as well. Therefore, I suggest if a person wants to join electronic media he should start straight away from electronic media.

Ms. Farzana Ali (Speaker): Actually I wanted to say that in print media, the timings and environment is more relaxed than the electronic media. After a young journalist learns all the tactics and the skills to face and handle people, and then he/she joins the electronic media, it becomes quite easy for him/her to survive in the profession. Electronic media is a twenty-four hour job. In print media they will get a job easily, which will help them to enter the electronic media as well.

Sadia Qasim Shah (Speaker): No, it is not necessary that one can get a place in print media easily because in print media in Peshawar, only one woman works in the women's section. Some times girls come in print media for an internship but do not get a job there. Therefore, they have to move somewhere else.

Ms. Farzana Ali (Speaker): In print media they will place women in women's section to cover NGOs' functions or women's issues. But in electronic media it is totally different and they do not let women cover crime because of Peshawar's environment. I have had a lot of discussions about it in my office and at the end my editor told me that if I brought women like myself, he promised to keep all of them in his organization.

Sadia Qasim Shah (Speaker): So here is an opportunity!

Ms. Farzana Ali (Speaker): You can join an organization and at the beginning are desk-bound to learn time management and story making there. This is my personal experience and I am successful.

Ms. Tasneem Ahmar: I want to know how many girls want to join print or electronic media? Because I would be able to do something when I know the exact number.

Lubna (Student): Another thing is that the students or a person who join the media should not think about earning a huge amount of money. First learn the skills and become capable to work efficiently and then think about the money.

Ms. Farzana Ali (Speaker): Money is really a big issue. I have seen men when they join an organization they are willing to work voluntarily. On the other hand, it is not appreciated if a woman wants to go home before dark due to mobility issues. In this regard, men are more suitable for such work as compared to women. I am not saying that you should not demand for things but first be devoted to the organization, work hard, show your performance and then ask for transport facilities or good salaries.

Ms. Tasneem Ahmar: Another thing I want to ask about is ethics in media. Do you know anything about it?

Laila (Student): If we talk about ethics, I think no one is following it in Pakistan. Print media follows the code of ethics to a certain extent but electronic media does not at all. As in electronic media, every type of news is breaking news; however, breaking news should be exclusive.

Ms. Tasneem Ahmar: Even when two cars collide, the electronic media covers it as breaking news, which is wrong.

Laila (Student): Sometimes we see breaking news even when presidents of two countries are meeting. This is not breaking news as it was planned in advance. Similarly, in live

coverage, ethics are not adhered. We, as journalism students will join the media and make a difference.

Ms. Tasneem Ahmar: So, being a Mass Communication student you know the ethics of media, i.e. what is right and should be done such as in the case of breaking news syndrome and live coverage. Are you going to follow these ethics there? The other question is that when you are working in the media, you will have some power, so will you use that power in a right way or misuse it?

Students: No, we will not be dishonest to our profession.

Laila (Student): I think training would help us but it also depends on the individual. In our society, contacts are important. Therefore, I think that this workshop will either help you or not.

Ms. Farzana Ali (Speaker): Actually the reason of not following ethics and the breaking news syndrome is that our electronic media is very immature. Young men and women without prior knowledge and vision become anchors and make all kinds of mistakes. I can give you an example of a program being run on Voice of America, a woman of tribal area Baigam Jan was awarded by America as a courageous woman of the world. The reporter said that Baigam Jan belonged to Saratoga in North Waziristan; whereas, she belongs to Saratoga in South Waziristan. Therefore, if individuals get trained first in print media and then join electronic media, this will not happen. We talk about international media but they are biased although, they have a lot of experience. Change will come in our media as well but gradually and with hard work.

Ms. Nadia Sabohi (Speaker): We are bound by our seniors, as a few days ago they told me to give the statements, “the Prime Minister has reached” and then “the plane is landing” as breaking news. This not breaking news!

Saba Gul (Student): If you get a senior position, will you stop all exaggerations?

Ms. Nadia Sabohi (Speaker): Yes, I will if I am the owner of that organization.

Ms. Farzana Ali (Speaker): Yes, we will bring change because if I have decided that I will not exaggerate things then I will not. Once I used the word terrorist but I was pressurized to use the word militant.

Nilofer (Student): As you mentioned language also requires specific media ethics.

Ms. Tasneem Ahmar: For minor children, there is a very strict code of ethics that their visuals should not be shown. In case of sexual assaults or rape of a woman, her address and name should not be mentioned. But in our country we give the full details, which is wrong.

In your packets, we have shared the code of ethics for media in which all the clauses are described that should be used while working in media. Please read it because it will enhance your knowledge about news that you should cover and what to avoid. If you have any other questions, you can ask us now. I would like to thank all our speakers who took out precious time to share their views with us. Thanks!

At the end certificates were distributed.

Transcript of Lahore College for Women University

The last workshop was held in the Lahore College for women. The opening remarks were given by Ms. Anjum Zia from the department of mass communication.

Ms. Anjum Zia: What I have noticed about most of the women working in media organizations is that they do not give full time to their jobs like men do. When I ask most of the degree holders of Mass Communication from Lahore College for Women University, why have you not joined media, they tell me it is because their families do not allow them. As all of you students of Mass Communication are aware that we teach you how to convince other people to achieve your goal, so you should convince your parents to let you be in media. Another thing that is considered by many people is that men are more tactful and talented, whereas I think women are more dedicated workers and mentally very strong and know how to handle a situation. Men and women have equal place in media and that is why our university has collaborated with Uks to motivate you and show you the way to a career in media. Therefore, the university has also arranged for you all the required equipment, FM radio, TV studio with professional camera and professional editing skills, the newsroom, seminar room, advertising lab and even a computer room for your education. Because practice makes you perfect and it would definitely help you in future.

I would like to share with you one of my experience with Ms. Tasneem Ahmar the director of Uks, when in 2006 I needed some material on women issues and I contacted her, before I met her I thought her to be a very conservative and serious lady but I was pleasantly surprised when she came out of her office, and greeted me with, “Oh! I’m very sorry, because you had to wait ten minutes for me, actually I was busy in a very important meeting, I am very glad to see you here”. Her kind and helpful behaviour was very reassuring. I asked her for half an hour of her time and she spent one and half hour with me. Since that time I decided to always accommodate Uks and Ms. Tasneem, wherever I could. Once I wanted a report from them which was very important and they had only one original copy left, but Ms. Tasneem Ahmar gave me that very copy. Her office is a very good resource centre and all of you can contact her if you ever need any material relating to media or any issue. Thanks.

Ms. Tasneem Ahmar: I am Tasneem Ahmar director and executive producer of Uks from Islamabad. Uks is a non governmental organization and it works especially on women issues. We are working with media and make different programmes and broadcast them through radio stations as well as from our own small studio at Uks. We are also monitoring

twelve newspapers at our office. Today we are here to conduct an interactive workshop for female students on promoting media as a career option for women in Pakistan.

Ms. Nabeela Aslam: I am Nabila Aslam. I am a journalist as well as a media trainer and work in the training department of Internews which is a non-governmental organization. We offer training programmes to journalists working in media as well as students of different universities in Pakistan.

Ms. Farah Zia: I am Farah Zia and I work in The News on Sunday Weekly Magazine. I am the editor of that magazine. I have been in the profession for seventeen years now.

Ms. Sadia Salahuddin; My name is Sadia Sallahudin and I also work in The News on Sunday.

Ms. Tasneem Ahmar: As I told you before it is an interactive workshop, where you will also share with us whatever you want to say. Now, we will have short presentations and discuss why we took this initiative. (Presentation was given.)

(After the presentation) Pakistan Women Media Network, Internews and Uks would like to create an interaction between you and the journalists in media. So, you students can share your thoughts and problems with them, conversely we will learn many things from your perspective. Pakistan Women Media Network is a platform which will bring forward issues and we are also going to design a website where you can share your opinions. As Fakhra is with us now as well, therefore I would ask her to introduce herself.

Fakhra Tehreem: I am Fakhra Tehreem, from Roznama Jang and I have been working there for the last twenty-two years.

Ms. Tasneem Ahmar: I would like to know how many students want to go to media?

Hina Anwar (student): When I joined, I had no interest but, now I am interested in media.

Reema Khushnood (student): I always wanted to be a journalist and work in print media.

Ms. Tasneem Ahmar: Have you ever thought about the women already working in media, how would they be described?

Aqsa Shahid (student): Obviously as human beings.

Ms. Tasneem Ahmar: Yes, they are human beings but what do you think how are they working?

Aqsa Shahid (student): I have done an internship with Ms. Fakhra, and in my experience women are given great respect in media as Ms. Fakhra is working for news as well as reporting and she is doing very well at both jobs.

Ms. Tasneem Ahmar: Yes, there are many women working media but not in the top positions, if we check the history of Pakistan, no woman has ever been the editor of an Urdu newspaper. As Fakhra has been working for Jang for many years but in Urdu newspaper, you will not see a woman editor. In English newspapers, Dr. Maleeha Lodhi is the only woman, who has been the editor of the newspaper 'Muslim' and then 'The News'. App has never had a woman DG (Director General), similarly Radio Pakistan has never had a Woman DG. In PTV only woman has been MD, Rana Sheikh, we have had Moneeza Hashmi as the director of programmes. Currently a woman is the director of Herald magazine and Newline is an organization which is run by women.

Ms. Farah Zia: Tasneem I would beg to differ here as the problem is how can women reach the top in an industry which they do not prefer to join. These type of statements that women not being given place to work are generating a sense of discrimination against women in media. Obviously if women are not entering into a system and passing through the mill then how can they reach the top. In fact the little discrimination I found is in newsrooms and reporting but we have to check if women themselves do not want to go in this field, Fakhra, of course is an exceptional case.

Kainat Arshad (student): Actually women have problem with the timings in this field.

Ms. Farah Zia: Yes, all women get married and face timings problems as it becomes very difficult to manage home and office. It's difficult but not impossible. But women can cope with it as mentioned earlier, as they have the resilience to multi-task. So women can do whatever they want to while a men cannot do all of these things. The focus is on entering the profession. Do not seek any favours because you are a woman. When you start just give it full attention, and the quality of work will determine the extent to which you move forward in your profession. The overall picture shows that whereas no women were editors for newspaper, there were women editors for magazines. When I started working in 1992, Herald and Newline were trail blazers of that era, doing courageous work. Sherry Rehman was the editor, similarly Razia Bhatti was the best journalist. As Tasneem said about newspaper editors, they have been a few but no one was better than Kamla in Lahore. She not only worked for women but also for men. She revised the salary structure to be equal for men and women. So, journalism is a like a home where every character has a role.

Mona Hafeez (student): But if we reach home late, our family members remain suspicious about our whereabouts. These kinds of circumstances create situations where we can not stay in media.

Ms. Fakhra Tehreem: This is going to happen, so you have to face it and convince your family.

Ms. Farah Zia: Yes, this is true, but when I joined it my parents did not hinder my entrance to this field, therefore I would not know much about opposition or such kinds of issues at home. I think you have to discuss it with your parents as Anjum said earlier. I also think that the situation has changed to a great extent due to the electronic media's visibility. When your parents watch Asma Shirazi or Naseem Zehra so ably covering issues like

politics previously considered an exclusive male domain, they are motivated to allow their daughters to be like them. If you think that society will prove you wrong, then you will not be able to achieve any goals. Society blames teachers as well. I am surprised that all of you joined Mass Communication without knowing anything about it, as it is a practical subject. It is not only a theoretical field, but a practical one. There are many fields in this subject such as photography and film making etc.

Ms. Tasneem Ahmar: In Mass Communication you learn to apply the knowledge to the related field and if you are not doing it that means you are wasting someone else opportunity.

Fakhra Tehreem: As you have seen that people who are already working in media are also from the same society and have survived, therefore, you have to make an effort to work and survive in this field. I have seen more confidence in students who have done internship from different media organizations. So, when in field you will have to learn through your own effort, no one is going to spoon feed you.

Ms. Saadia Salahuddin: There is nothing more marvellous than media because it is full of endless possibilities. When you go for the coverage of any news you get ten more. So this is a very vast and interesting field. You have to reach out to people, interact with them. You have to get from and give to the people.

Student: In Mass Communication your exposure is broad as well as you get a lot of general knowledge.

Ms. Farah Zia: Yes, it is a very broad, there are no set limits. For a long time we were under the impression that it can not be learned in classrooms, but it is an on job learning process. Many journalists such as I.A Rehman who is MSc physics or others like Salman Rashid, Ajaz Haider and Muhammad Haneef, who have a military background, have not studied this subject at all. But now I can see a change that Mass Communication is helping people to learn skills in universities and they join jobs with the prior knowledge of those skills which we learned in two years.

Student: We have made a tele film and while producing it we came to know about time management and how to solve problems? So Mass Communication has helped us a lot in this way.

Ms. Farah Zia: You are talking about skills only, what you learn here, but where will the content come from?. You need to do extensive reading to get content material. Therefore to get news you have to explore books, newspapers and internet as well to bring a qualitative difference.

Ms. Tasneem Ahmar: I will take this issue further with Farah's comments about content. Meanwhile Uks has provided a diary 2009 on 'Women of Pakistan Striving for Visibility and Power in the Media' in the student's resource packet. At the end of the diary you can see a chronology of women's efforts since 1947 till 2008. On the first page there is the story of Begum Zaibunnissa Hamidullah who launched the first glossy magazine named

'Mirror'. It was a social magazine but because of its content it was banned. She was also made part of an official delegation as she has been proved a competent person. Similarly a newspaper 'Akbar-e-Khawateen' published in 1964 or 1965, was an initiative to bring women into media to learn skills. After learning those skills women would shift to the other newspapers. The diary also tells the struggle of women of Pakistan to reach their goals. On the other hand, universities have changed the curriculum (syllabus) to what it was thirty years back. In our times we studied practical journalism through books. Current affairs was the war of independence 1857. Now things have changed so you are lucky enough to learn many things at institutions as I can see some students shooting the event. This is how you make use of opportunities. In our time when APP gave us even a tele- printer we would be very excited to work with it.

When I was teaching Mass Communication at the university of Karachi, I sent the second year students out in the fields to learn practically. They got no money but learnt practical skills and right after their Masters they landed up in good organizations. Some of my students include Kamal Siddiqui, Ghulam Husnain, Amir Zia the bureau chief of Samaa and Tahir Siddiqui and many others. While I was a professor there, I also initiated a magazine, for which the students helped me in collecting the money and getting it published. It was a very basic magazine with low quality paper, its content was generated by the students and sketches were made by me. They went through the whole procedure of how a magazine is formed. In your case the conditions are quite different as you have resources as well as opportunities. Now, I would again like my panellists to share something.

Ms. Fakhra Tehreem: I have noticed that when students of Mass Communication join an organization they prefer to join a magazine because for that they only have to go out once in a week to cover issues and very few want to do reporting because its quite tough. One reason is that I feel, as one of our editor Mr. Niazi said that anyone who comes for internship, will be sent for crime reporting, I told them that this is very tough and if in the beginning you send them for crime reporting they will feel it is too difficult as one can see no female crime reporters in English newspapers.

Ms. Farah Zia: Yes, even our organization has no women in the newsroom, but now that Ayesha has joined us she wants to bring women in the newsroom as well.

Ms. Fakhra Tehreem: We have twenty five reporters in all but since I joined I am the only female reporter there.

Ms. Tasneem Ahmar: In 1979, when I joined as an internee from Karachi University, I was the only woman on desk surrounded by men.

Ms. Saadia Salahuddin: When I joined, I used to be on the front and back desks in during the night shifts. I worked alone for at least five and half years and nothing happened, you should speak your mind to let people know who you are. There was no issue of harassment.

Ms. Nabeela Aslam: I joined Muslim in 1992, an English newspaper from Islamabad with its offices close to Quaid-e-Azam University and it proved to be a great learning facility for students who would move on to other organizations later. But nowadays as many women are coming to print and electronic media to learn skills, more space is provided for women. But still the biggest challenge of media is content generation as it is undergoing a crisis these days. Arundhti Roy an Indian journalist says, "Media first of all creates crisis and then solves it itself". So at that time when I was in reporting my main problem was of mobility, if a man hitch hikes it is not an issue but for a woman it becomes a great issue. There are many challenges in this field but you have to face and solve them. I did my Masters in English literature and joined media because it was my choice. Likewise, when you talk about the electronic media, I think there are a hundred channels but maintaining the quality is the issue. With so many legal FM and TV channels you have to think where you can fit yourself.

Ms. Tasneem Ahmar: As Farah was saying about harassment. I think it exists everywhere on roads, at home and offices. Therefore, it is you who will have to prove the kind of person you are and what are your limits to stop harassment. I did not experience any harassment throughout my career so I have been very comfortable in media.

Ms. Fakhra Tehreem: You should be confident that if any one talks to you with a smiling face to you he is not harassing you. Sometimes we drink tea together but it should not be taken in the wrong sense.

Ms. Farah Zia: Once we had a talk on this issue in the office and our male colleagues said that nowadays they are afraid to compliment us if we look pretty because we might take it in a negative sense. However, we as women can tell men if they are looking nice but men can not do it as they are afraid it might be taken as harassment. Therefore, it is necessary to mingle with people. I have married my colleague as have Sadia and Tasneem. There is no harm in it.

Zeba Aslam (student): We know that being students in this field we have to go out to work among the people. But how can we change our parents and family minds, who always say it is not a field for women.

Teacher: I am working in media so I would have to socialize at night at work and even go out of city but my parents supported me. So you can also do it.

Ms. Tasneem Ahmar: The same issue was discussed in Karachi university and they also wanted a change in their parents' behaviour. Therefore, I thought taking out a newsletter for the parents and sending it to every student's house could bring a change.

Ms. Fakhra Tehreem: Once I told my parents to drop me at the house of Rana Shaukat Mehmood which was in an awkward and isolated place. My mother was concerned about my safety so I told them to come along and see for themselves. When Awan Khawini's daughter came to our country from Iran, I would come home at one in the morning but my father supported me by saying that it is your work.

Ms. Farah Zia: I want to suggest to your teachers to convince parents to let you join media. We have an internee Naila whose parents were not willing for her to opt for Mass Communication and she kept on insisting. So a teacher had to go to her parents to convince them due to which she joined the subject and now she is an internee in our organization. And she is a brilliant journalist. So if you keep on finding ways to solve your problems you can get your goal.

Ms. Fakhra Tehreem: I am doing reporting and magazine both. So I know discrimination is found in media organizations, but you have to make your place. Politics is not given to the women whereas all other important departments are also given to the male reporters. Because there is a preconceived idea about women that they can not work for long hours or night shifts so they have time limits. I have worked on social welfare and NGOs functions. I also got a beat on a Zoo through one of my colleague who was switching to Geo. So, this is my own effort to survive and work in media. I had to face many disagreements on the beat concerning the Zoo. But I kept on doing it. Now because of my efforts if someone wants to know anything about the Zoo they pick up Jang Newspaper. So, I have worked hard reach to this position. You also face discrimination when many of your news reports are under played while the same news if covered by a male reporter is made into a headline. Therefore, when you go to media choose reporting because it is an everyday work and you learn a lot. You will know how to write because you cannot put four hours of function in a newspaper until it is written precisely. If you want to go for magazine, you can but experience in reporting too. Now, I would like to leave because I'm getting phone calls from my office. Thanks.

Ms. Tasneem Ahmar: Thank you very much Fakhra. Now, discussing challenges I would like to share with you the example of a journalist Nadia Sabohi from Geo TV Peshawar who came to Peshawar University workshop as a speaker. She said that her bureau chief used to send her to cover political rallies, and once when she went to a political rally, the leader refused to let her cover the function. But her bureau chief was very persistent and he kept sending her to the same rally, a time came when they demanded that Nadia should cover all of their political functions. Hence, a change took place due to her persistence and hard work. Similarly, she mentioned she had to interact with the prominent personalities like Maulana Fazal-ur-Rehman and Qazi Hussain Ahmed etc. which was very difficult. So, she broke a lot of barriers to make her a place in media. Working in Lahore is much easier than in the tribal areas, because they do not let women come out of their houses. Their cultural scenario is quite different from Punjab. But you will face some other challenges and you have to come out of it.

Ms. Saadia Salahuddin: I think, there is a tremendous need for women reporters because currently men are covering crimes relating to women, which is not conducive to their cause. A woman reporter can cover their story in a much better way. I have also done crime reporting for a short time but then I shifted to magazine where we do only features and sometimes you work on the same issue repeatedly. I would like to share a story about the murder of young children. I would go and talk to the women present there who related different rumours one of them being that there was a ghost in the house who kills children.

I also found out that whenever the child vomits, it was cleaned immediately and the child died. At last it was revealed during investigations that the father was killing the children as there was something wrong between the husband and wife. Therefore, it is necessary for women to go in field and cover issues relating to women.

Ms. Tasneem Ahmar: There are places where men are not allowed to go. They have to accompany some female to cover news. A man can bring out a hard core story but the empathetic side can be done much more efficiently by a woman.

Ms. Farah Zia: Once there was a bomb blast in the area of Waziristan and people were getting shifted to a hospital of Peshawar. A lady reporter wanted to cover it by going to the hospital and talking to every injured person in there. The editor in Peshawar, Raheem-ullah-Yousaf Zai sent her there and she covered it so efficiently that no one else could do match it ever after.

Ms. Tasneem Ahmar: Yes, men could also cover the issues but the women do it with a depth of feeling. I remember, one of my radio producers did a story on Karo Kari and this was in Shikarpur, two girls aged fourteen and fifteen were killed by their uncle and father. When my radio producer went to cover she switched on the recorder when entering the house so everything was recorded. Had it been a man he might not even have had the permission to go inside the house. So the story had very realistic touch.

Ayesha Naeem (student): Did you have any problem of night shifts when you started your work?

Ms. Saadia Salahuddin: I used to get a conveyance at night so it was very easy for me to travel. My parents also supported me because my mother was a teacher and father was a journalist, who left journalism and joined some other field later on.

Zaineb Hafeez (student): The over all image presented by media is not a good one. Therefore, media has to change its image. Everyone says the atmosphere over there is not feasible for women.

Ms. Farah Zia: No, media has the best atmosphere.

Ms. Saadia Salahuddin: I have been working here since 1990 and I found nothing bad about it.

Ms. Farah Zia: Look, we are working there, and blaming media without knowing the reality is not fair. We can not do anything about it. If people think this way it is because people who are working belong to the same society. If a person works well in media then it becomes an inspiration, your work speaks for itself.

Nayyab Saleem (student): As Ms.Saadia and Farah write for a magazine and they know how many people read it, therefore it is should be made a regular part of magazine to write about media and its options for women.

Ms. Farah Zia: But it also depends on your joining media then we would be able to write that more and more women are working here and others should also join it.

Ms. Saadia Salahuddin: I do not know why do you people think against media?

Myra Jamal (student): I belong to a very conservative family so much so that we do not have a TV at home because of our studies. I have also done an internship in The Nation. Now the irony of the situation is that while I was working my mother was not worried if I was in the office but she was worried when I was going to college. It shows that the system of our country is all disturbed and the government is doing nothing therefore, we as a people should do something. I also appreciate what the NGOs are doing to that account.

Ms. Tasneem Ahmar: You can voice your concerns by writing letter to the editor and you will see there would be a change.

Ms. Saadia Salahuddin: My suggestion is to enter media and you will never find it boring that is for sure. There are many fields in media and you can fit yourself where ever you want to.

Hijab Zahra (student): I came to know about the story of a Geo news team, who escaped an attempt on their lives as well as rescued a woman too.

Ms. Saadia Salahuddin: Something like this happened with me, when I went to a government office. While I was talking to someone, a person came and sat next to me because he was spying on us. A lot of things happen but you should not bother about it.

Ms. Farah Zia: When I started my career I also had mobility problem. I had to walk alone on Davis road and sometimes men used to walk with along me. I was very saddened by this. So if more women move about then it will not seem strange.

Ms. Tasneem Ahmar: In Malaysia women work in every field and if we talk about India as soon as you enter the borders, you will see women going about on scooters and working. So the environment can become liberal if we make it liberal.

Ms. Farah Zia: In Iran women wear everything, there is no restriction on dress code and they work as photographers as well. They work in every profession and there is no restriction on them.

Ms. Tasneem Ahmar: I have also written about road hazards, where you are chased in the streets by men on bicycle or your umbrella gets snatched. So there are problems but we have to change it ourselves.

Romesh Hayat (student): I did internship in Naway e Waqt and on the last day my parents met a reporter there, I asked him about which field to choose. He replied, "Media is not a suitable place for women to work in". I was so surprised that he had said it in front of my parents, who would not sent me to any media organization now.

Ms. Farah Zia: I'm sure he had an experience in print media otherwise he might have known that the situation is much better in electronic media as compared to print media.

Ms. Tasneem Ahmar: You must prove them wrong if they say that it is not a suitable place for women to work in.

Ms. Nabeela Aslam: But it is a very responsible work. I belong to a family where no one gave me the permission to join media but I convinced them, because I did not like to teach. For this profession I left my city as well. So if you are committed then your parents will automatically agree with you.

Tuba Asif (student): I would like to say here that convincing power works on the basis of your ability and it depends how serious you are.

Ms. Farah Zia: I do not think parents are as conservative today as they were in my time. I wanted to be a lawyer and my father was also a lawyer but he did not want to join it on the excuse that conditions in Lahore are not amiable as in Karachi so choose something else. Despite being a very liberal person he did not let me join law. But now I can see that Saadia's two sisters are lawyers, who are doing very well.

Student: Many times the women can not work because they have to look after their siblings, what should be done in this case?

Ms. Tasneem Ahmar: I have seen a lady who used to bring her child along and work with the baby in her lap. She was a producer in radio Pakistan. She told me that the child is coming with me, because there is no one at home to take care of her.

Ms. Farah Zia: I have taken my child to work and they gave me a separate room where I could feed my children,

Ms. Tasneem Ahmar: I wanted to ask about challenges you would or you are facing in this field.

Student: The first thing is how to take a start, what would be our entry point, and how can we prepare our parents because they think as soon as we finish our education we should get married.

Ms. Farah Zia: I think if anyone really wants to work then marriage is not a barrier in as one of my colleague married, had a child, did her MSc and started working.

Student: Nowadays, the trend is that parents tell you to get married first and study afterwards. My mother says, "You will do your Masters because I will choose a family who will allow you to study, but right now it is necessary for you to get married",

Student: can concentrate only one thing at a time. If I am studying I'm doing one thing here but when I am married I will deal with that only. I will not be able to do anything else.

Ms. Farah Zia: When you get married you might want to come out of that situation. You would want to go some place where you can get intellectual stimulation. Working gives you a new life you are able to think some creatively.

Ms. Tasneem Ahmar: I remember when I had my office on the first floor of my house and my work would be constantly interrupted by domestic help asking for things or guests dropping in at odd times. To counter this situation, I decided to get an office building a little further away from home so as not to be disturbed by anyone. So, I did and now I am fine with it.

Ms. Farah Zia: Actually our purpose is to prepare you to struggle for everything and anything in work place, but if you prefer to stay at home then that is also your choice. So, do what you want to do?

Ms. Tasneem Ahmar: Another thing is that if you want to stay at home, learn to use time productively. There are many options available where you can work at home as well. I wanted to know more about the challenges that the younger generation is facing so that I can bring these issues to forefront.

Ms Nabeela Aslam: But to do something one has to be serious, I think by letting your parents know that you do not want to marry and want to work seriously will be to your advantage. Show them by working. As it is human nature to be ease loving, mostly women themselves don't cover political beats because it is a rather difficult beat as compared to others. Therefore, to achieve a goal first of all be strong enough to face all the challenges.

Student: During my internship in an organization, one of my colleagues came to see me at home. He talked about one of his colleagues who started the job with him and also shared a car pool with him. With luck she moved up the ladder of success in a very short time, whereas he remains in the same place where they first started from. Then he also told to my parents not to send me to media organizations.

Ms. Farah Zia: You should not give any importance to what he said. It is your parents whom you have to convince.

Ms. Nabeela Aslam: Actually, these are the persons who promote a negative image about women, so do not worry about him.

Student: This is exactly what I feel. My mother also told him not to visit us again.

Ms. Farah Zia: I remember in 1992 when I was in the frontier post, during Nawaz Sharif's tenure, our reporter Nadira interviewed Chaudary Shajaat. I heard the male colleagues give snide remarks like, "How did Nadira get this interview, may be she has gotten it the wrong way". I felt very disheartened by this kind of gossip.

Ms. Tasneem Ahmar: There are many women who have cultivated their image in such a way that no one can point a finger at them. Women like Mariana Babar and Maleeha Lodhi, who cover hard politics with not one word against them. Even nowadays, take the example of Asma Shirazi, who was being harassed by the agencies but she marched right up to them and said, “Do you think I am a spy, or am doing anything wrong? why are you harassing me?” She took a stand and got her place back. As Nabeela has said that your success depends on your commitment and seriousness.

Ms. Farah Zia: She is really a brave girl.

Student: How can we get an opportunity to work in media?

Ms. Saadia Salahuddin: In our time we applied and got the job.

Ms. Farah Zia: I did not apply as I was studying at that time in a government college. I met some of my friends who were in media and told them to keep looking for an appropriate job in journalism for me. Although I wanted to start in The Nation but I came to know there was no vacancy, so I went to Frontier Post, met the editor there and got a job.

Sana Arshad (student): As we discussed before that people are going to media who are not degree holders in Mass Communication, so is there any place for the degree holders too?

Ms. Farah Zia: Yes, Geo was hiring degree holders some days back, so you can try for that as internships are a good source of being selected in an organization. Similarly, the advertising agencies also hire people. Keep your ears and eyes open to avail an opportunity.

Ms. Saadia Salahuddin: Do not wait for a job, go and search for places from where you can learn skills. Writing is also very important because that is how your worth will be recognized.

Nabeela Aslam: Mostly students think about salary but now the time is to seek opportunities to learn skills. As you can see more men and women are joining Mass Communication and they are coming in fields where they are paid less money, still they want to work. Therefore you also think about it and go to the media organizations and start working there in the evening.

Ms. Farah Zia: Another thing that I feel is that at the time when I was studying in government college, the fee was Rs. 2000/- for six months and in the Punjab university it was 1200/- for six months. So we were not too pressed about money. But nowadays as parents are investing a lot of money on their children’s education, therefore the main concern is to get back that money.

Ms. Nabeela Aslam: The money is a very attractive part of it, but in the very beginning I would suggest that learn all the skills by working even voluntarily or if you can get a paid job that would be marvellous.

Ms. Saadia Salahuddin: I want to know how many of you are writing a thesis. I suggest you to do it first hand and abstain from doing cut paste from the internet. Do your research work and then do thesis because this way you learn a lot. This is a basic requirement. I was very sorry to see that the Punjab university thesis, were useless cut paste from the internet. Be brave.

Ms. Farah Zia: Thesis is a very good source for learning and you make contacts in the field as well. We know many students who met different journalists while doing their thesis and when ever there is an opportunity, the journalists can call those people.

Ms. Tasneem Ahmar: This way you develop an image in media's sight. Many students are given press releases to do, while giving the impression that they do not know to write even a line.

Ms. Saadia Salahuddin: Can you share the topics of your thesis?

Students: Yes we can.

Ms. Saadia Salahuddin: Send them to me, I can guide you.

Ms. Tasneem Ahmar: Tell her if you have any topic for thesis.

Wafa Mir (student): We are targeting the Punjabi film culture which actually is not the real culture of Punjab. So, why are they showing such type of culture in movies? We have two groups working on separate topics. The other topic is the live coverage of Geo TV in creating turmoil in the young generation. What is the impact of live coverage on youth?

Ms. Saadia Salahuddin: It is a good topic.

Student: I am individually doing a thesis on the impact of Indian dramas on house wives in Lahore. How these dramas are affecting people's lives here and why they have left watching Pakistani dramas as they used to do in late 80s or 90s. I'm doing it with questionnaire and focus group discussion.

Ms. Tasneem Ahmar: When I was doing my PhD with NCA, my topic was 'Impact of satellite viewing on Pakistani house wives'. But I had taken a section of larger audiences, as I was doing a case study, ethnographic on three different locations. I did a lot of work on it for three years and I also have huge material on it, which I can send to you.

Aleesha Malik (student): Our topic is, 'Portrayal of Muslims in Indian movies'. How India is presenting Muslims in their movies.

Ms. Farah Zia: Then you should also keep in account the fact that so many Muslims are working as actors in Indian dramas.

Ms. Tasneem Ahmar: Also compare how Hindus are shown in Pakistani dramas and movies, as they are also being shown in a very stereotypical manner.

Ms. Farah Zia: For thesis you do research with an open mind. As you have kept a preconceived concept in mind, that Muslims in are always portrayed negatively in Indian dramas, therefore you will not be able to carry out an unbiased research.

Ms. Saadia Salahuddin: Is any one doing any thing on access to information? While working on thesis, you should also talk about access to information with journalists.

Tehmina Sana (student): We are also working on the assassination of Benazir Bhutto, the result after her death, what is going on with her case? And also we will work on the efficiency of our media in covering national and international issues, and how truthfully it presents them?

Ms. Nabeela Aslam: Why don't you start your thesis with a statement? It should not ask questions but give statements.

Sahar Amjad (student): We have made comparison between three newspapers, and found out that Express and Nawa e waqt are giving unbiased news about Benazir's assassination, while Jang is giving too lengthy details about it. So, we will have a comparison on how her story is being framed.

Ms. Tasneem Ahmar: What do you mean by framing the news?

Sahar Amjad (student): It means how much importance is given by which newspaper Jang is giving it on the front page, while the other two are not giving it any importance so we are doing qualitative and quantitative research in it. We are also analyzing their format and content.

Student: My topic is HIV AIDS awareness campaign through electronic media especially in Lahore. In 2002 it was discovered that AIDS is spread through HIV positive blood transfusion and media was restricted on showing it. Later on more researches were carried out and only then media was permitted to make people aware about it.

Ms. Tasneem Ahmar: The media was awareness even before 2002 because we have been working on it since 1998, but if you want to add since the emergence of Geo TV then it is fine.

Hira Nosheen (student): Media is following its old traditions especially in radio stations where they do not accept new ideas. So, what should be done in this case?

Ms. Anjum Zia: What I would suggest is that you learn for them, and convince them in an amicable manner as they have been following these traditions for many years and would be reluctant to change suddenly. So you should convince them by showing them the improvements.

Ms. Farah Zia: As the students have already noticed that books can not teach all the details about media. They will want you to work with their system and journalistic values. They are all working on genuine issues and even if they are not doing anything then it is their own choice. We have also hired students from Kinniard College and BNU, and it has proved a good experience as they are quick at computer visuals and typing skills. As they have added in the quality of our work so we are very happy with them. Some students are so adept at writing that they file four stories in a month out of which all four are published. But there are some who just sit and waste their time. So, if any body gets a by line in the beginning it is a valuable experience. It depends on the organizations as well how willingly they accept new people.

Ms. Tasneem Ahmar: It is a very big boost for a new career when you become visible and get a by line. Your parents will feel proud as well on seeing their daughter or son's by line in the newspaper because getting a by line is not an easy thing.

Teacher: I would like to talk about the privileges which one can get but one also has to make a way towards it. When I went to work in The Nation's editorial section, Mazhar Qayyum was there who would not allow me to enter the editorial room but my friend and I kept insisting. In the end we did go there, did subbing while he became friends after one month and used to tell us more things relating to it.

Ms. Tasneem Ahmar: In this session we would like to focus on constraints too. Who wants to go in which field, have you ever thought about it?

Hajira Zahra (student): I would like to go in production.

Ms. Tasneem Ahmar: Do you know anything about citizen journalism? None? Citizen journalism is a concept where every citizen can send in a brief production (video clip) to the organization, which is shown without any change. They also mention that the content may not be in line with the policy of the particular organization but these are the views of the person who has made this clip so this is another way of exploring for opportunities.

Sidrah Rafaqat: Citizen Journalism is like 'Gumnam' in Geo TV.

Ms. Tasneem Ahmar: No, that is a different; they use hidden cameras for investigation.

Ms. Nabeela Aslam: I want to ask is there any one who is interested in photography. Have thought about how would you do it? Have you marked a place that you want to reach and find ways to reach your goals? When I make documentaries, I always keep a standard in my mind that it should be like the documentary I saw on BBC. In this way it becomes easy for you to work. .

Ms. Tasneem Ahmar: Is there any documentary or a women documentary maker in Pakistan, who can be called your role model? You can find many things online. Go to the website where news on Pakistan are available, especially after September 11 there are many international news organizations, publication, television and radio bureaus working there. They would also require hard political, as well as other news with a human angle, so search for such privileges to avail them.

Ms. Nabeela Aslam: At this point I feel you need an entry point, which would be seeking opportunities in media. One way could be, writing in for media as you can check in Dawn newspaper where to send your writings. Similarly, for citizen journalism shoot something which should be valuable work on an issue, send it to them and you will get a response. But for production you need to know how to handle the camera and take a shot. You would have to think about it twenty four hours, as it is the demand of journalism. You cannot be a journalist from 9:00a.m. to 5:00p.m. A great deal of hard work and devotion is needed in it. The main stream media are newspapers, also called conventional media. It attaches itself to where ever there is power. Alternative media is the non governmental organizations which seeks power from people. This is very less in Pakistan but it does exist, NGOs have their own video centres. Similarly you can go for online journalism but get to know their style, what kind of work they want to be done. To work on any issue you have to do pre and post research. And to continue a research, pre research should be done in a detailed way. Have you given a thought at any time to what are you going to follow if working for radio? For example if you like a singer, you will collect his/her songs and pictures and have information about him. Similarly, if you want to make a documentary what would you do, have you ever thought about it? Do you listen to radio?

Ms. Tasneem Ahmar: What would you like to produce for radio?

Madiha Abid Ali (student): We have written a drama for radio but we do not know how to go about its production on the radio?

Ms. Tasneem Ahmar: Have you ever heard a live drama on radio? You go to radio Pakistan and get some of their old production of dramas, they are admirable. When there was no TV, Radio Pakistan had studio number 9 through which it use to broadcast dramas. They had an artist S.M Saleem, who did a whole drama by himself. He played for each character, young, old all sorts. Listen to the dramas which are being presented today, learn how to produce dramas on radio. You will learn its technicality, where to produce sound bytes and how to play music. Uks has also made commendable dramas. Another guest speaker Huma is presented to the participants of the workshop. Her introduction is made by Tasneem. We would like to welcome Huma Mansoor, who is a seasoned journalist for many years now. Right now she is working with Geo TV. Huma, we have discussed in our previous session the challenges encountered in the field of Mass Communication and now we are discussing the opportunities, therefore I would like give Huma to give a brief introduction about herself.

Huma Masroor Bukhari: My name is Huma Masroor Bukhari and I'm working in Geo as a package producer quality controller. I was also the assignment editor which is a very important post in electronic media channels. Beside this I also have done editing. I basically started from print media in 1994. I would like to share my professional experience meanwhile if you have any questions please ask me. I also want to ask you why women do not prefer to join media? I had a very good experience in this field. I am an anthropologist and have not studied journalism but still I am very happy and satisfied in this field.

Sadia Anjum Azad (student): Only people belonging to media call it as a good field but the others always categorize it a bad profession. They also think that all the people working in media are not morally sound, by watching people on different media it comes to mind that the producers and background crew would be like them, so women are not secure.

Huma Masroor Bukhari: In media there is glamour as well as talk shows. Glamour is only a small part of it, as one can see in the case of famous ladies such Sherry Rehman, Shirin Mazari, Razia Bhatti, Dr. Maleeha Lodhi and Naseem Zehra. All of them have excelled in this field. If you are talking about the unfavourable atmosphere there, then you have to develop yourself, as you can see women in different fields such as traffic wardens, police women and even in hotels. So, when women are working everywhere, why not in media?

Hirra Farooq (student): But image building is not the publics' concern.

Ms. Anjum Zia: When we started our programme of Mass Communication in 2001, we had only 24 students at Masters Level and gradually the number increased. Parents would come to us and say, "You have changed our daughters altogether". The students we had were those who did not get admission in any university. But after working hard with us they turned out excellent performance. So with hard work everything is possible. We were talking about parent's permission; I think they will allow if you convince them by showing them your work. One of our students joined a media organization and the father would chaperone her diligently, gradually he came to know that there is nothing wrong with her work area. So he let the daughter go by herself. Many of our students are working in media. So it all depends on you how much effort you make to survive in a media organization, as there are problems attached with every profession and solving them is your responsibility. Last year during convocation, our own students were shooting the entire program as many people were there from Geo and express TV, saw and they were amazed. They told us to send these students to their organizations after they complete their education. So they got an opportunity to show case their talent in this way..

Maryam Syed: I did an internship in a news organization, where after the internship the media person told us that we should not join this field because it is not suitable for us.

Iram Arif (student): My experience was quite different, as we were a group of girls for internship in a news organization; they gave us a separate room and told us to work comfortably. They encouraged us to join this field and work hard.

Ahmnah Sarwar (student): We are mostly encouraged by women and not men.

Huma Masroor Bukhari: I will talk on behalf of Geo TV, as we have many internees there both male and female. Now the women sometimes refrain from sitting with men, but I told them to mingle with each other as they had already studied in co-education. If you still cannot do it then leave this profession and join teaching or some other profession where you will feel more comfortable.

Mehvish Manzoor (students): Our parents will not allow it.

Huma Masroor Bukhari: If they do not allow, then convince them.

Teacher: I will strongly disagree here by the girl who said I got a separate room from males during my internship in the media organization. Why did you segregate yourself? In fact if you would have been interacted with many people there you might have learnt a lot and gained a lot of confidence.

Huma Masroor Bukhari: Yes, confidence is the most important thing to work any where.

Mehroze Jillani (student): In many professional organizations we have felt professional jealousy, how can we solve this problem?

Ms. Tasneem Ahmar: The only solution is not to leave the place but keep on working there. There comes a time in your professional life when a glass ceiling develops, which you are not able to see but you can feel it. So work hard and find ways to becoming more skilled, only then you can break that glass ceiling.

Huma Masroor Bukhari: I would like to suggest you to go in print media first, learn the skills there and then move on to electronic media when you would be able to withstand challenges. About the conservative norms of our society I do not think that is too much of a problem now because the big cities of Pakistan have a more liberal attitude.

Ms. Tasneem Ahmar: As Huma has said do not go with the idea that I will be on top of the ladder in this field”, because these exceptions.

Huma Masroor Bukhari: According to me, the best way to work efficiently is to be organized. In case you have to manage your home and office professionally depends how organized you are. Learn to be organized. In this situation even if you are rich it will be of no help to you..

Ms. Tasneem Ahmar: I suggest you to start writing or try to publish your own magazine so that you learn whereby your confidence level will also increase. You can write on communities, on parents, what they want and why do they want their children to join media. Take opinions from experts and that will be one way of sharing your information (about your plans and inspiration and your institution) with the outer world.

ANNEX IV

List of Participants

INTERACTIVE WORKSHOP FOR FEMALE STUDENTS ON PROMOTING
MEDIA AS A CAREER OPTION FOR WOMEN IN PAKISTAN
FATIMA JINNAH WOMEN'S UNIVERSITY
SATURDAY, JANUARY 3, 2009

1. Amina Sama
2. Aneela Ghafoor
3. Anum ur Rehman
4. Asma Khan
5. Ayesha Butt
6. Attiya Afzal
7. Ayesha Sharafat
8. Faiza Naeem
9. Farwa Khalid khan
10. Haleema Sadia
11. Hina Gul
12. Hina zaheer
13. Hira Waheed
14. Hira Waheed Ahmad
15. Kinza Malik
16. Mah e Liqa Muntaha
17. Maham Naeem
18. Manal Fatima Jaffery
19. Maria Naveed
20. Mariam Azam
21. Maryam Nazir
22. Marva Hassan
23. Mehar Nisha
24. Mehwish Chaudhry
25. Nida Pervaiz
26. Rohma Sohail
27. Sadaf Ashiq
28. Sadia Mehboob
29. Sadaf Mustafa
30. Sadia Tariq
31. Sameen Arif
32. Sana paul
33. Sania Saqib
34. Sehrish Kamran
35. Sundas Mazhar
36. Tahira Noreen
37. Taqdees Zahoor

38. Tazeem Zahra
39. Urooj Fatima
40. Yasmin Jamali
41. Maria Khan
42. Anum Safdar
43. Ayesha Rehman

PESHAWAR UNIVERSITY
THURSDAY, JANUARY 15, 2009

1. Saba Rehman
2. Kalsoom
3. RabiaAkram
4. Saba gul
5. Gul Rukh
6. Nilofer
7. Saba Sabir
8. Nosheen
9. Naushaba Javed
10. Ghazala Khan
11. Sadia Sabir
12. Shazia Kanwal
13. Naeema Lateef
14. Kausar Jabeen
15. Lubna
16. Madeeha Naaz
17. Shamila Shaheen
18. Laila Khalid

UNIVERSITY OF KARACHI
SATURDAY, JANUARY 17, 2009

1. Wajiha Shahid
2. Rubina Razzaque
3. Sameen Fatima
4. Uzma Mustafa
5. Rabya Naeem
6. Maria Sheikh
7. Sana Arif
8. Saba Zafar
9. Seema Chaudhry
10. Hina Sabeen
11. Nadia Rizwan
12. Nimra Mukhtar
13. Khushboo

14. Hina Mujeeb
15. Faiza Rafat Khan
16. Nosheen Ghulam Hussain
17. Fatima Shafiq
18. Mahreen Tara Siddiqui
19. Sumaira Basri
20. Sabina Rizwan
21. Haya Fatima Iqbal
22. Farah
23. Rahima Zia
24. Uzma Zaheer
25. Sanovia Yasmeen
26. Desiree Natasha Francis
27. Habiba Ali Younis
28. Naureen Aqueel
29. Aiman Anwar
30. Huzafa Ghazal
31. Faiza Fahim
32. Sana Haseeb Jafri
33. Sundas Rana
34. Maheen Haq
35. Fizza Hussain
36. Hira Naeem
37. Javaria Hina
38. Rozina Rasheed
39. Qurat ul ain Zaidi
40. Meena Ahmed
41. Amna Ameer
42. Nuha Abdul Raman
43. Abida Gohar
44. Maheen Iqbal
45. Saman
46. Shafaq Siddiqui

LAHORE COLLEGE FOR WOMEN UNIVERSITY
WEDNESDAY, JANUARY 21, 2009

1. Sadia Anjum Azad
2. Hira Nosheen
3. Kinza Ali
4. Hina Anwar
5. Reema Khalid
6. Zeba Aslam
7. Aqsa Shahid
8. Kainat Arshad
9. Zaineb Hafeez

10. Sidra Rifaqat
11. Mona Hafeez
12. Aqsa Ashraf Awan
13. Myra Jamal
14. Saamia Aqib
15. Hijab Zahra
16. Ayesha Naeem
17. Nayyab Saleem
18. Ayesha Fayyaz
19. Hira Farooq
20. Madiha Abid Ali
21. Romesh Hayat
22. Syeda Maleeha Sadaf
23. Tuba Asif
24. Mehwish Riaz
25. Ayesha Naseem
26. Maryam Syed
27. Humaira Karamat
28. Rabia Abid
29. Iram Arif
30. Aamnah Sarwar
31. Mehroze Jillani
32. Khadija Syed
33. Ayesha Khalid
34. Anum Siddiqui
35. Sahar Amjad
36. Sana Arshad
37. Akseeb Javed
38. Wafa Mir
39. Aleesha Malik
40. Tahmina Sana

ANNEX V

Uks Questionnaire

Workshop Survey

1. Is there a disparity between the number of women students in Mass Communication departments and those who join the media? If yes, why?
2. As women students of Mass Communication, what are the challenges that you face?
3. What are your ambitions for future career?
4. Is the media in Pakistan 'gender sensitive'?
5. If media are gender-sensitive, do they have policies for gender-sensitivity?
6. Is there a gender-sensitive code of ethics for the media in Pakistan?
7. Are there media that serve as positive examples, for example, in showing, how does a media change when it has adopted a gender perspective?
8. What is motivation of media in being gender-sensitive?
9. Do you think that a gender-sensitive media means more women in the media?
10. What are the impediments to women entering the media?
11. Do you think there is a glass-ceiling effect for women in the Pakistani media?
12. What steps would you suggest to ensure better representation of and better environment for women in the media at every level?

Questionnaire

1. Why did you choose journalism/ Mass communication?
2. Deskwork or fieldwork?
3. Is journalism a good career choice for women?
4. If you become journalist, what kind of role/position do you envision for yourself and why?
5. Have you ever visited the newsroom of any media organization?
6. Have you conducted field reporting for your campus radio?