

**MINISTRY OF INFORMATION & BROADCASTING**

**Year Book 2018-2019**

## **Policy Initiatives:**

- Establishment of Commission on Right of Access to Information.
- Rationalization of Advertisement rates of Electronic Media (60% reduction from previously enforced rates).
- Allocation and clearing of liabilities of Rs. 1.5 Billion to address longstanding issue of pensioner's payments in PBC and APP.
- Announcement of Interim 8th Wage Award to address media persons' difficulties, with consensus of all stakeholders.
- Formulation of new draft Advertisement Policy and ensuring strategic place of advertisement with the objective of getting better coverage to target audiences and for smart public outreach.
- Process of establishing Media University has started after approval of the Federal Cabinet.
- Creation of Communication Media Cell, at Press Information Department, for narrative building defining the strategy and process of communication through the cell and running of different campaigns for effective communication through the defined procedures
- Expansion of Social Media cell, with increased coverage through registering record number of new followers on Twitter, Instagram and other handles.

## **Revamping of Departments:**

### **1. Press Information Department:**

- Strengthening of Central News Desk and running it 24/7 for improved vigilance.
- Creation of Digital and Social Media Cell at Press Information Department for better research, content-creation and dissemination of information.

### **2. Associated Press of Pakistan:**

- Creation of a Joint Council of Administration and Employees' Union, at Associated Press of Pakistan (APP), to resolve the disputes and other issues of the employees.
- Revival of Video News Service at APP for subscriber channels.
- Starting of APP Web TV and APP Cable TV.
- Creation of a training wing at APP for capacity building of the workforce as per requirements of emerging media environment.
- Moving the APP towards self-sustenance by creation of a Marketing Department.

### **3. Directorate of Electronic Media and Publications:**

- Expansion in Electronic Media monitoring at Directorate of Electronic Media & Publications (DEMP) to 50 plus channels (previously 12 plus channels only).
- 14th August Exhibition by DEMP in all four provincial capitals for the first time.
- Starting the digitization of record of all publications of DEMP and making them accessible in a digital library for students as well as general readers.

#### **4. Cyber Wing:**

- Creation of 'Fake News Buster'.
- Provided professional support in Cyber security and other IT related matters to various Federal government departments.
- Deployment of E-office in Ministry and attached departments.

#### **5. Pakistan Television Corporation:**

- Changing the Editorial policy of PTV and opening up to give opposition parties equal opportunity of airtime.
- An amount of Rs.1.5 Billion was paid to pensioners from its own resources.
- Digitization of PTV.
- PTV achieved a financial turnaround in nine months by showing an operating profit of Rs. 300 million after being in loss for last several years.

#### **6. Pakistan Broadcasting Corporation:**

- Installation of 3 new FM transmitters by Pakistan Broadcasting Corporation (PBC) at Islamabad, Lahore and Karachi for transmission of music channel Dhanak.
- Establishment of state-of-the-art Dhanak studio at NBH Islamabad.
- PBC has cleared liability of 760 Million of the pensioners.
- Overhaul of programming of PBC

#### **7. Shalimar Recording and Broadcasting Company:**

- Turning of Shalimar Recording and Broadcasting Company as a self-performing entity after month's long dormancy. It has created its own production and marketing facilities and has started earning on its own.

#### **8. Pakistan Electronic Media Regulatory Authority:**

- Pakistan Electronic Media Regulatory Authority auctioned 58 new licenses.
- The auctioned licenses will earn over five billion rupees' revenue.
- More than twenty thousand jobs are likely to be created in media industry, by these licenses.

#### **9. External Publicity Wing:**

- Over 10,000 press materials for international media.
- Managed/ facilitated 12 documentaries and episodes on foreign TV channels.
- Arranged/ participated/ collaborated/ facilitated 61 public diplomacy events, 35 of which were either new initiatives or were arranged after a break of several years.

#### **10. Information Service Academy:**

- Information officers (BS-17 to 19) of Information Department of Khyber Pkhahtunkhwa have successfully completed Professional Management Course.
- Various capacity building workshops on Information Technology, Research Methodology were organized.
- In collaboration with "Pakistan Peace Collective" has arranged a workshop on Counter Terrorism, Strategic Communication and Media Engagement for Information Group Officer

## Directorate of Electronic Media & Publications

### Media Monitoring and AD Tracking Section

Monitoring and tracking of 24/7 News and Current Affairs Channels to generate i.e. Talks Shows Analysis, News Tickers/ Collages, Headlines Analysis, Critical video clips and live Coverage Reports etc. on daily basis in which around 200 or above news tickers and 25 talk shows of 12 major TV channels are being monitored. Tracking of 85 Government paid Advertisement Media Plans during 2018-19. A total of 18174 spots (approx.) have been tracked which include 320 (approx.) missing spots.

### Performance:

The details of Media Monitoring and Ad Tracking Cell performance for 2018-19 are given below.

Serial Numbers	Monitoring Tasks	Quantity	Channels
1.	Talk Shows' Analysis Report	365	12
2.	News Tickers/ Collages	32400	15
3.	Headlines' Clips and Analysis Report	20660	10
4.	Critical Video Clips	8320	15
5.	President, PM ,Ministers MOS and SAPMs Clips	6080	16
6.	Live Coverage Reports(President,PM,Miniters,State Ministers and SAPMs)	520	32
7.	Ad Tracking Transmission certificate	85	30

## FILM SECTION:

Documentary making is an important function of DEMP. Since 1947, this department (previously DFP) is effectively using this medium to share its rich culture & heritage internationally.

Following documentaries have been prepared for highlighting national events and social issues in the year 2018-19

S.No	Name of the Production	Duration
1.	14 <sup>th</sup> August (Promo)	2 minutes
2.	World Festival of youth and students, – Sochi, Russia (Promo)	2.30 minutes
3.	Blasphemy TVC	54 sec
4.	Happy Resolution Day -23 <sup>rd</sup> March (Documentary)	4 minutes
5.	Spring Festivity (Documentary)	9 minutes 19 seconds
6.	Youth Culture Mela (Documentary )	6 minutes 56 seconds
7.	Youth Culture Mela (Promo)	2 minutes

## PUBLICATIONS SECTION:

Publications wing of DEMP, in the previous year focused on quality publications to promote soft image of Pakistan by presenting landscape beauty of Pakistan in the shape of Coffee table books and also by highlighting philanthropists and renowned writers from Pakistan. Following publications are published during year 2018=19

S.NO.	Name of the Publications	Date of Printing
1.	Rising Pakistan – A bird's eye view	March 2018
2.	Indus Forces & Footholds	June 2018
3.	Angel of Mercy- A tribute to Abdul Sattar Edhi, 1928-2016	March 2018
4.	Mah-e-Nau (Regular Publication)	Jan- March , 2018
5.	Pakistan Pictorial	July- August , 2019
6.	Pak Jamhuriat	April-June , 2019
7.	Chronology of Pakistan (Vol.VI)	June-July, 2019
8.	President's Speech to Joint Session	September 2019
9.	Press kit containing two folders : <ul style="list-style-type: none"><li>• Do Qaumi Nazria</li><li>• Khutba Allahabad</li></ul>	August 2019

## EXHIBITIONS:

DEMP is custodian of photographs of historical events and personalities since since 1947. On national days of Pakistan, DEMP organizes special exhibitions of these photographs for educational purpose for students and researchers. To improve the quality of display, special frames and display stands were designed during the year. Details of the exhibitions held in the year 2018-19 are given below:

S.no.	Exhibition	Dates	Venue
1.	Photographic Exhibition on Pakistan movement in connection with in connection with Independence Day celebration on 70 years of Pakistan	11-14 August. 2018	Lok Virsa, Islamabad
2.	Photographic & paintings Exhibition on Pakistan movement on the occasion of Birth Anniversary of Quaid-e-Azam titled "Our Quaid our Pakistan"	22-25 December, 2018	Aiwan-e-Quaid, Islamabad
3.	Photographic Exhibition on Pakistan movement in connection with in connection with celebrations of Pakistan Day " Icons of Pakistan-Freedom Movement"	22-27 March, 2019	Aiwan-e-Quaid, Islamabad

Other than the above-mentioned productions, this Directorate is running the social media section in which Facebook and Twitter handles are being updated on daily basis with all news of Prime Minister of Pakistan, Minister for Information and Broadcasting and other National events of importance are being projected/covered.



## **Press Information Department (PID)**

Press Information Department (PID) is an attached department of Ministry of Information & Broadcasting, mainly responsible for projection and publicity of the Federal Government.

### **Role:**

- Publicity and Projection of the activities of the Federal Government.
- Dissemination of Information to the Public through print, electronic and social media by issuing press releases and photographs on daily basis.
- Interaction with media practitioners, their facilitation, issuance of Accreditation Cards, and processing cases of financial assistance to deserving journalists, journalists' bodies and Press Clubs.
- Creation of editorial content to develop goodwill and rapport between Government and people by interacting through various media outlets.
- Release of Public Sector Advertisement to print and electronic media.
- Monitoring & feedback of Print Media

### **Functions:**

- Media Coverage
- Feedback Services
- Media Facilitation & co-ordination
- Release of public sector advertisement
- Maintenance of Central Media List
- Research & reference

Being a premier public relations department, PID attaches its officers to the Ministries/Divisions/Organizations as PROs to carry out the projection of the official activities of their respective ministries/ organizations. The details of professional performance for the year 2018-19 are tabulated as below.

<b>Press Releases</b>	<b>3740</b>
<b>APP Stories</b>	<b>10525</b>
<b>Press Conferences</b>	<b>120</b>
<b>Pictorial Coverage</b>	<b>6510</b>
<b>Clarifications/Rebuttals</b>	<b>55</b>
<b>Tickers</b>	<b>2740</b>
<b>Commissioned Articles</b>	<b>750</b>
<b>Accreditations cares issuance</b>	<b>280</b>