Final Monitoring Report

Ethical Audit of News Media

June 22 - September 26, 2014

Geo News, Express News and Aaj News Bulletins

(3:00 pm and 9:00 pm)

This report is prepared by the CredibilityLab at Mishal Pakistan in collaboration with the Media Development Trust. The contents of the reports are to be shared with the approval of Mishal Pakistan.

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Executive Summary

The Ethical Audit of News Media Project has been designed to evaluate news contents of GeoNews, Express News and Aaj News from June 22, 2014 to September 26, 2014. Six ethic pillars; viz, Accuracy, Balance, Fairness, Impartiality, Privacy and Pluralism have been studied in 3 pm and 9 pm news bulletins of the selected news channels. Besides, following news sectors have been identified wherein these ethics pillars were evaluated:

- Institutions
- Corruption
- Governance
- Crime
- Foreign Policy
- Human Rights
- Social Justice
- Economy
- Politics
- Religion
- Sports
- Entertainment
- IDPs
- Floods
- Operation Zarb-e-Azb
- Azaadi / Inqalaab March

Each ethic pillar has been viewed under four different sub-dimensions; which are:

Accuracy

- References were made relevant
- References made were accurate, trustworthy
- Did not twist the facts, figures, statements
- Information collected through first hand sources

Balance

- Balance in selection of news sources
- Geographical spread of news content
- Provided equal opportunity to all sources
- Balance tone/gesture toward each source

Fairness

- Time given to the news is fair

- Placement of the news is fair
- News was not pegged with music, caricature and/or images
- Did not try to impose own viewpoint/agenda

Impartiality

- Did not use bias/discriminatory /derogatory expressions
- Remained objective throughout the news
- Did not glorify/glamorize criminals/terrorists
- Observed the line between news and analysis

Privacy

- Respect embargo of institutions
- Respect privacy of affectees
- Did not place the issue/person in false light
- Did not intrude in the privacy of public figures

Pluralism

- Covered all aspects of the Issue
- Usefulness of the news for public
- Diversity in selection of all viewpoints including marginalized segments of society
- Focused on solutions as well as problems

Likert scale using five-point has been employed to assess whether any sub-dimension of our ethic pillar falls in positive direction or otherwise. Each news sector has been evaluated on these six ethic pillars using five-point Likert scale. The data, thus, obtained were presented in tables and graphs and then interpreted on fortnightly basis. Not only this, a consolidated picture of the six ethic pillars was included in the fortnightly analysis reports using SPSS 18.

In multiple ways, the Geo News has been observed to be the leading channel. In terms of quantum of news items in the selected bulletins, it has been seen covering considerable more news items as compared to Express News and Aaj News. This argument stands valid in almost all news sectors that we have monitored, with a little exception. Regarding quantum of news items in the period under investigation (June 22 – Sept 26, 2014), the Express News has been found to be on the lowest.

Reflective of the above, GeoNews have devoted more time to almost all the news sectors, followed by Aaj News. For 9 pm news bulletins, Aaj News was on the higher side while stood second in overall time devoted to various news sectors.

Some more details helpful in developing a conclusion about the selected channels and their tenor towards our chosen news sectors.

Following table elaborating news items for various sectors from the three months report:

News Sectors	News Channel Name					
	Geo News		Express News		Aaj News	
Institution	143	6.49 %	68	5.62 %	99	6.20 %
Corruption	26	1.18 %	12	0.99 %	24	1.50 %
Governance	171	7.76 %	67	5.54 %	124	7.77 %
Crime	245	11.12 %	164	13.56 %	250	15.66 %
Foreign Policy	73	3.31 %	27	2.23 %	56	3.51 %
Human Rights	61	2.77 %	29	2.40 %	39	2.44 %
Social Justice	58	2.63 %	19	1.57 %	37	2.32 %
Economy	88	3.99 %	27	2.23 %	40	2.51 %
Politics	496	22.51 %	263	21.75 %	339	21.24 %
Religion	52	2.36 %	66	5.46 %	53	3.32 %
Sports	192	8.72 %	139	11.50 %	122	7.64 %
Entertainment	139	6.31 %	64	5.29 %	73	4.57 %
Operation Zarb-e-Azb	34	1.54 %	23	1.90 %	34	2.13 %
IDPs	10	0.45 %	8	0.66 %	9	0.56 %
Others	364	16.52 %	171	14.14 %	254	15.91 %
Total	2203		1209		1596	

'Politics' is heavily covered by GeoNews in its bulletins, which is 22.51%; while news items covering 'Institution' (a negative posture) are 6.94% of the total new by the channel. It can be observed from the table that 'Politics' is on the top for GeoNews. 'Others' include multiplicity of news items related to showbiz, news about accidents, human interest and others which do not fit into the definition of our selected news sectors.

For Express News, 'Politics' (21.75%) stands 1st and 'Crime' (16.56%) at 2nd and 'Entertainment' (5.62%) are at 3rd. While, 'Governance' related news items were 5.54%

For Aaj News, 'Politics' (21.24%) stands 1st and 'Crime' (15.66%) at 2nd, while 'Institution' related news stories take 6.20% share of total news items.

Regarding average news items during the time period under investigation, following table may help understand the situation:

For 3 pm:

	GeoNews	Express News	Aaj News
Total news items	1119	545	782
Average per day	12.44	6.05	8.69

For 9 pm:

	GeoNews	Express News	Aaj News
Total news items	1084	681	806
Average per day	12.04	7.57	8.96

It is important to note that almost all the channels devoted most of their time and space to floods related news and Azadi / Inqalaab Marches during some part of the three months. Azadi / Inqalaab March and recent floods in Punjab and other parts of the country grabbed much attention of the media overall other than our selected news sectors.

A consolidated picture of all the ethic pillars for the selected channels is as under:

		Geo News	**Express News**	**Aaj News**
Accuracy	Agree	8386	4596	6379
	Neutral	492	236	333
	Disagree	177	176	134
	Total	**9055**	**5008**	**6846**
Balance	Agree	6924	3861	5158
	Neutral	1876	966	1479
	Disagree	254	179	200
	Total	**9054**	**5006**	**6837**
Fairness	Agree	7854	4075	5765
	Neutral	523	312	373
	Disagree	677	621	702
	Total	**9054**	**5008**	**6840**
Impartiality	Agree	7068	3678	5267
	Neutral	1567	916	1140
	Disagree	420	413	433
	Total	**9055**	**5007**	**6840**
Privacy	Agree	6895	3742	5274

	Neutral	1923	1095	1380
	Disagree	227	170	185
	Total	**9045**	**5007**	**6839**
Pluralism	Agree	6257	3567	4650
	Neutral	1502	792	1162
	Disagree	1183	587	964
	Total	**8942**	**4946**	**6776**

Glossary:

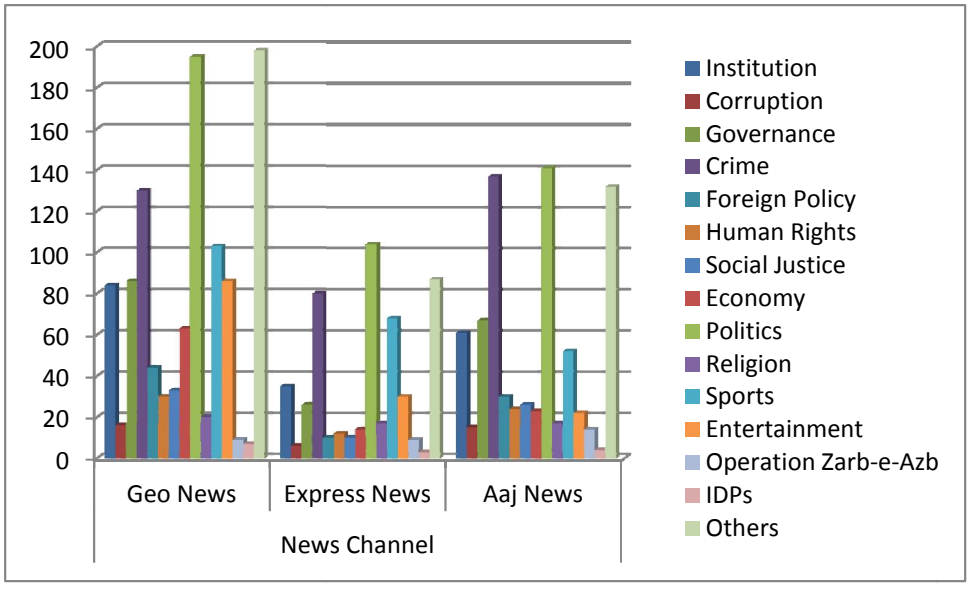
Geo News	A private news channel
Express News	A private news channel
Aaj News	A private news channel
News Sectors	The focus area of a news item in a news bulletin; for instance, a news related to a crime would fall the Crime News Sector. Twelve news sectors have been identified for this report. These are: • Institutions • Corruption • Governance • Crime • Foreign Policy • Human Rights • Social Justice • Economy • Politics • Religion • Sports • Entertainment
'Others' in News Sectors	'Others' includes news items that do not fall into the ambit of any of the above mentioned 12 news sectors, and news items related to fashion, news items with human interest, news items having oddity, general announcement, obituaries, personality profiles, science and technology news, important international days etc. fall under this category.
Ethics Pillars	An ethic pillar denotes one of the selected media ethic code. Six media ethic pillars have been identified for this report.
Accuracy	Accuracy stands for truth and good faith. It has been operationalized and measured in four dimensions, which are as such: • References made were relevant • References made were accurate, trustworthy • Selected Channels did not twist the facts, figures, statements etc. • Information collected through first hand sources
Balance	One of the media ethic pillars, which evaluates whether a news story covers all sides of the event. The construct has been operationalized and measure in four dimensions, which are: • Balance in selection of news sources • Geographical spread of news content • Provided equal opportunity to all sources • Balance tone/gesture toward each source

Fairness	Fairness means covering a story from all possible angles including the differing viewpoints in terms of equal space / time in any news story. It has been measured with following dimensions: • Time given to the news is fair • Placement of the news is fair • News was not pegged with music, caricature and/or images • The channel did not try to impose own viewpoint/agenda
Impartiality	Impartiality stands for not being prejudiced towards or against any particular side, and to be fair and balanced. It has been seen using following dimensions: • The Channel did not use bias/discriminatory /derogatory expressions • The Channel remained objective throughout the news • The Channel did not glorify/glamorize criminals/terrorists • The Channel observed the line between news and analysis
Privacy	Privacy stands for one's right to be protected against infringement of his / her private life. This has been evaluated using following aspects: • Respect embargo of institutions • Respect privacy of affectees • The channel did not place the issue/person in false light • The channel did not intrude in the privacy of public figures
Pluralism	Pluralism is the acceptance of more than one set (a plurality) of beliefs, opinions, or ways of understanding concepts or ideas. Following areas used to evaluate media plurality: • The channel covered all aspects of the Issue • Usefulness of the news for public • Diversity in selection of all viewpoints including marginalized segments of society • The channel focused on solutions as well as problems

Fortnightly Comparative Analysis of 'News Sectors' for Geo News, Express News and Aaj News
(3 pm News Bulletin)
June 22 - September 26, 2014

(number indicates the news items)

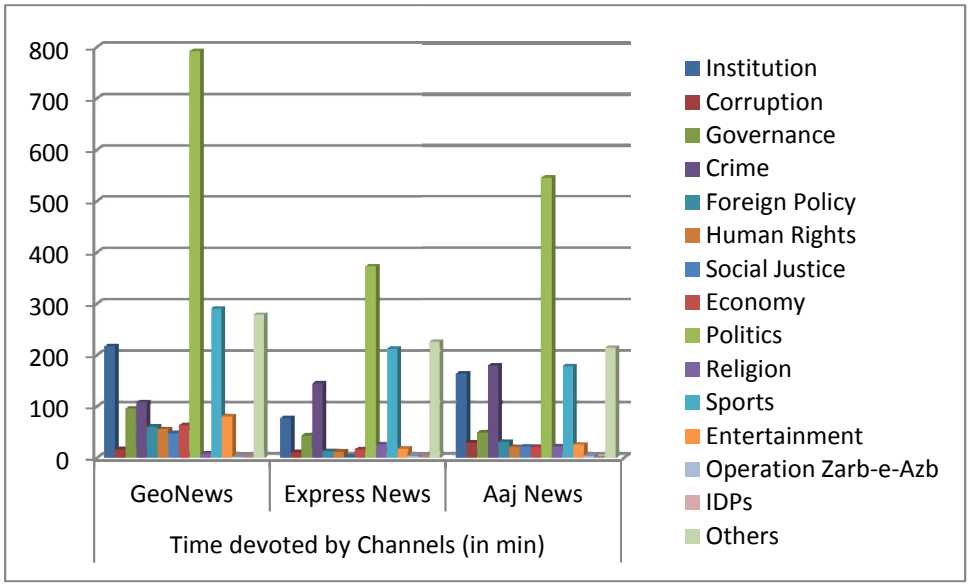
News Sectors	News Channel			Total
	Geo News	Express News	Aaj News	
Institution	84	35	61	180
Corruption	16	6	15	37
Governance	86	26	67	179
Crime	130	80	137	347
Foreign Policy	44	10	30	84
Human Rights	30	12	24	66
Social Justice	33	10	26	69
Economy	63	14	23	100
Politics	195	104	141	440
Religion	20	17	17	54
Sports	103	68	52	223
Entertainment	86	30	22	138
Operation Zarb-e-Azb	9	9	14	32
IDPs	7	3	4	14
Others	198	87	132	417
Total	1119	545	782	2446



Time Devoted by the Channels to various News Sectors in their 3 pm Bulletins

(time in minutes)

Sector	Time devoted by Channels (in min)			Total
	GeoNews	Express News	Aaj News	
Institution	217.33	77.54	163.77	458.64
Corruption	16.6	10.48	29.42	56.5
Governance	96.2	43.63	49.55	189.38
Crime	108.55	144.87	179.4	432.82
Foreign Policy	60.45	13.19	31.67	105.31
Human Rights	55.76	12.42	21.21	89.39
Social Justice	48.38	2.4	22.04	72.82
Economy	63.63	17.1	21.17	101.9
Politics	792.14	372.79	545.14	1710.1
Religion	8.62	26.36	22.94	57.92
Sports	290.55	212.29	178.29	681.13
Entertainment	80.98	17.91	26.05	124.94
Operation Zarb-e-Azb	1.45	3.85	4.1	9.4
IDPs	1.17	1.2	0	2.37
Others	279.04	226.06	214.32	719.42
Total	2120.85	1182.9	1509.1	4812.8



Analysis (for 3 pm News Bulletin):

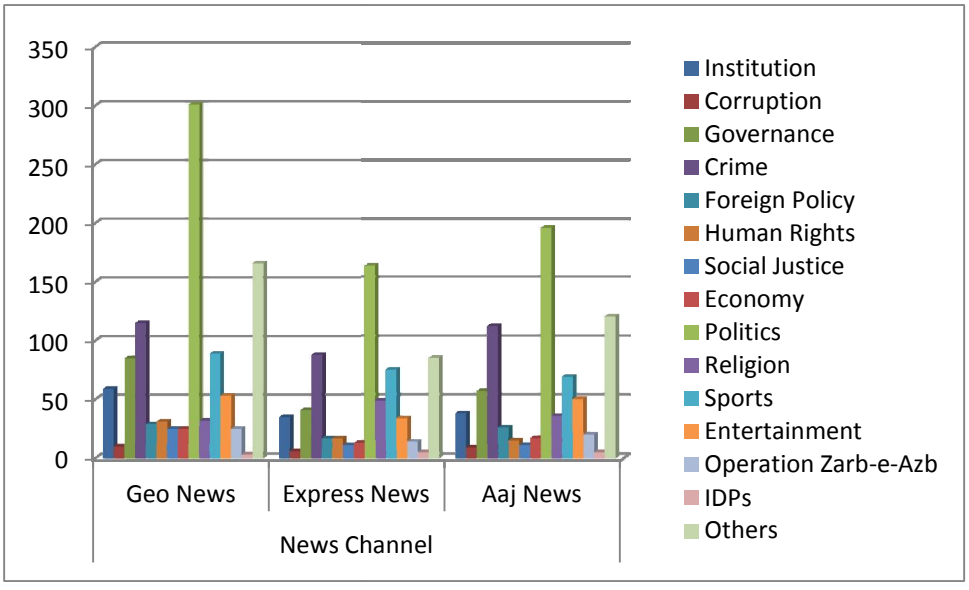
- Above graphs and tables show a marginal variation in the statistics of news item and the time devoted by three media channels from June 22- September 26, 2014 to various news sectors.
- During the time period of monitoring, total 2446 news items were made part of 3 pm bulletins of all the three selected channels (GeoNews, Express News and Aaj News). In this time period there were a lot of hot issues in politics like March of PTI and PAT, and the counted news items (2446) covered them in the 3 pm news bulletins. The break up is: Geo News – 1119, Express News – 545, and Aaj News – 782 news items.
- It is interesting to note that these selected channels gave very little space to 'Social Justice', 'Religion' and Corruption in news sectors. The most neglected area was of the stories about IDPs. In this time period only 14 stories about IDPs were covered, in which 07 news stories by the GeoNews , 03 items by Express News, and 04 by Aaj News.
- Almost same was the fate of 'Operation Zarb-e-Azb' with only 09 news stories each by the GeoNews and Express News, and 14 by Aaj News.
- 'Politics', however, has been favourite for all the channels.
- 'Crime' was given almost equal space (130 & 137 news items, respectively) by the GeoNews and Aaj News despite being different in the total news stories, while Express News had 80 news items on this news sector.

Fortnightly Comparative Analysis of 'News Sectors' for GeoNews, Express News and Aaj News (9 pm News Bulletin)

June 22 - September 26, 2014

(number indicates the news items)

News Sectors	News Channel			Total
	Geo News	Express News	Aaj News	
Institution	59	35	38	132
Corruption	10	6	9	25
Governance	85	41	57	183
Crime	115	88	112	315
Foreign Policy	29	17	26	72
Human Rights	31	17	15	63
Social Justice	25	11	11	47
Economy	25	13	17	55
Politics	301	163	195	659
Religion	32	49	36	117
Sports	89	75	69	233
Entertainment	53	34	50	137
Operation Zarb-e-Azb	25	14	20	59
IDPs	3	5	5	13
Others	166	85	120	371
Total	1084	681	806	2571

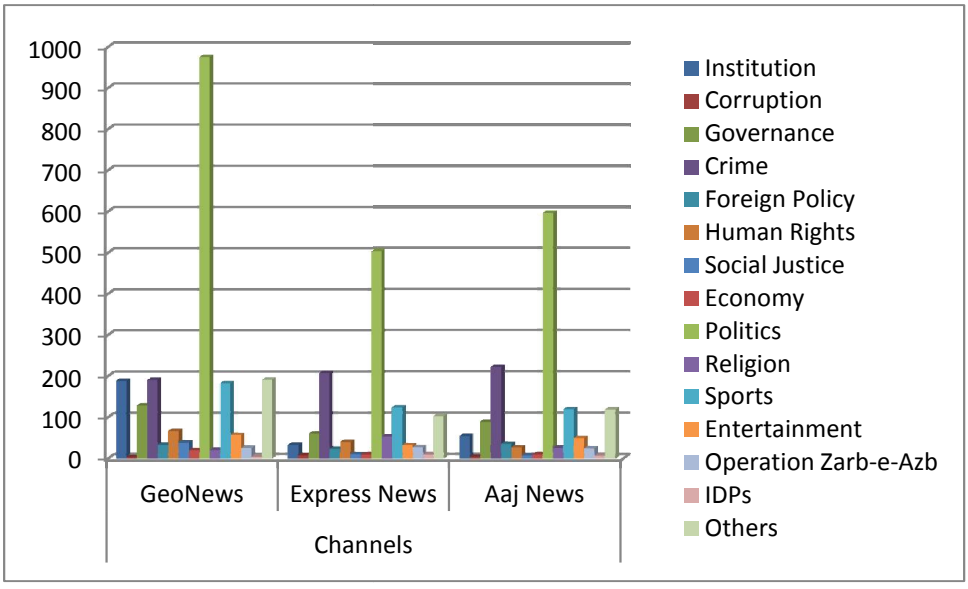


Time Devoted by the Channels to various News Sectors

in their 9 pm Bulletins

(time in minutes)

Sector	Channels			Total
	GeoNews	Express News	Aaj News	
Institution	188.02	33.01	54.21	275.24
Corruption	3.1	8.06	3.71	14.87
Governance	128.31	60.21	88.81	277.33
Crime	190.59	207.1	221.16	618.85
Foreign Policy	32.95	22.87	35.21	91.03
Human Rights	66.23	39.73	26.7	132.66
Social Justice	38.63	10.28	7.3	56.21
Economy	19.76	9.41	9.49	38.66
Politics	974.89	501.71	594.01	2070.6
Religion	20.94	53.13	25.42	99.49
Sports	182.46	122.97	119.37	424.8
Entertainment	56.95	32	49.08	138.03
Operation Zarb-e-Azb	25.01	26.88	24.13	76.02
IDPs	3.9	9.52	6.25	19.67
Others	190.8	102.42	118.43	411.65
Total	2122.54	1239.3	1383.7	4745.5



Analysis (for 9 pm News Bulletins):

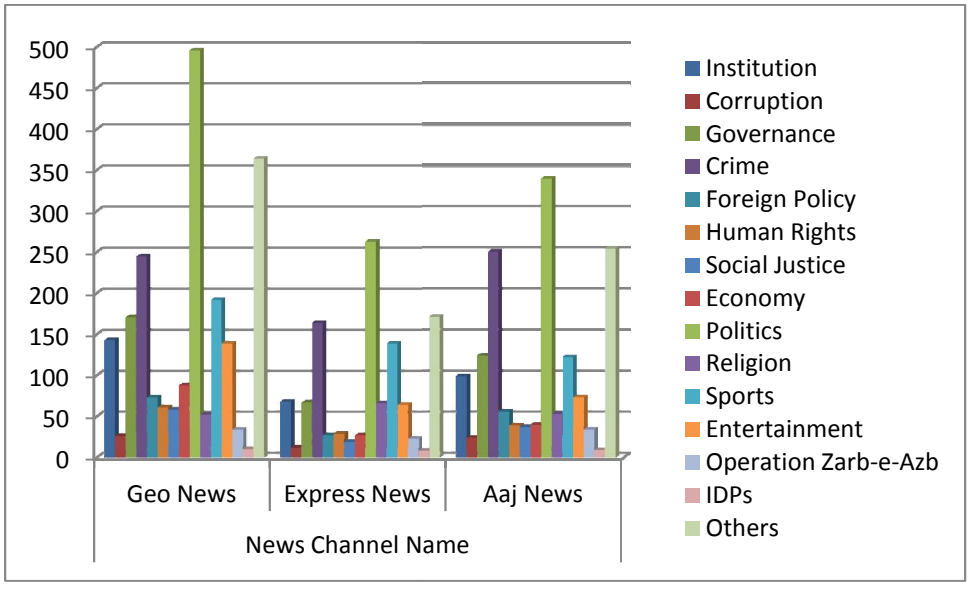
- The case of 9 pm is not much different from 3 pm news bulletins. 2571 news items were covered by the selected channels, of which GeoNews's share was 1084, Express News's share was 681 and Aaj News's share was 806. In respect of time devoted to various news sectors, GeoNews has been on the top of all with 4745 minutes of 9 pm news bulletins during the period of analysis, Express News followed it.
- Seven news sectors: Corruption, Human Rights, Social Justice, Economy, Religion, IDPs, and Operation Zarb-e-Azb have been dismally covered in the 9 pm news bulletins of all the channels. 'IDPs' (from conflict ridden areas) news sector was almost missed by all the channels.
- Politics has been the main news sector that took the maximum time and space of the channels. Among the channels, GeoNews with 301 news items has been on the top while Aaj News could give 195 news items to 'Politics', Express News was with only 163 news items on the news sector.
- 'Crime' and 'Sports' were the second most covered news sectors with a little variation among the channels.
- Issues related to IDPs and 'Operation Zarb-e-Azb' could not get much time and space from the channels. Only 59 news item by all the channels on Operation Zarb-e-Azb and just 13 on IDPs.

Consolidated Fortnightly Analysis of 'News Sectors' for GeoNews, Express News and Aaj News

June 22 - September 26, 2014

(number indicates the news items)

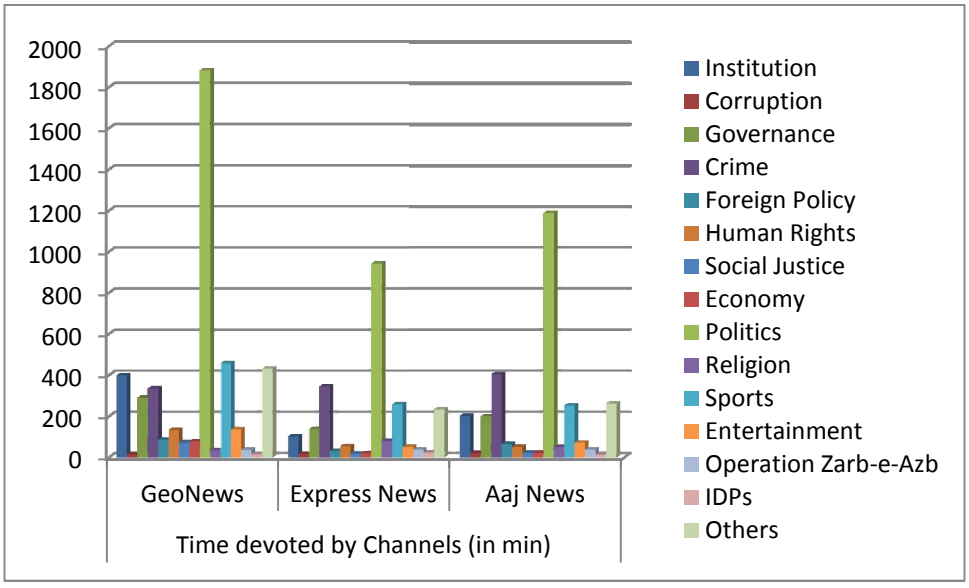
News Sectors	News Channel Name			Total
	Geo News	Express News	Aaj News	
Institution	143	68	99	310
Corruption	26	12	24	62
Governance	171	67	124	362
Crime	245	164	250	659
Foreign Policy	73	27	56	156
Human Rights	61	29	39	129
Social Justice	58	19	37	114
Economy	88	27	40	155
Politics	496	263	339	1098
Religion	52	66	53	171
Sports	192	139	122	453
Entertainment	139	64	73	276
Operation Zarb-e-Azb	34	23	34	91
IDPs	10	8	9	27
Others	364	171	254	789
Total	2203	1209	1596	5008



Consolidated Table Showing Time Devoted by the Channels to various News Sectors

(time in minutes)

Sector	Time devoted by Channels (in min)			Total
	GeoNews	Express News	Aaj News	
Institution	398.25	102.17	202.12	702.54
Corruption	15.17	17.49	21.16	53.82
Governance	290.69	137.92	199.06	627.67
Crime	335	344.85	403.27	1083.1
Foreign Policy	85.34	31.2	65.55	182.09
Human Rights	133.01	54.09	51.04	238.14
Social Justice	72.21	18.17	21.82	112.2
Economy	78.36	20.36	21.86	120.58
Politics	1881.86	943.1	1187.1	4012
Religion	34.59	80.76	49.71	165.06
Sports	458.2	258.41	252.69	969.3
Entertainment	135.49	50.45	70.9	256.84
Operation Zarb-e-Azb	36.52	37.44	37.28	111.24
IDPs	15.25	23.44	12.43	51.12
Others	431.37	232.37	261.18	924.92
Total	4398.91	2350.6	2856.3	9605.9



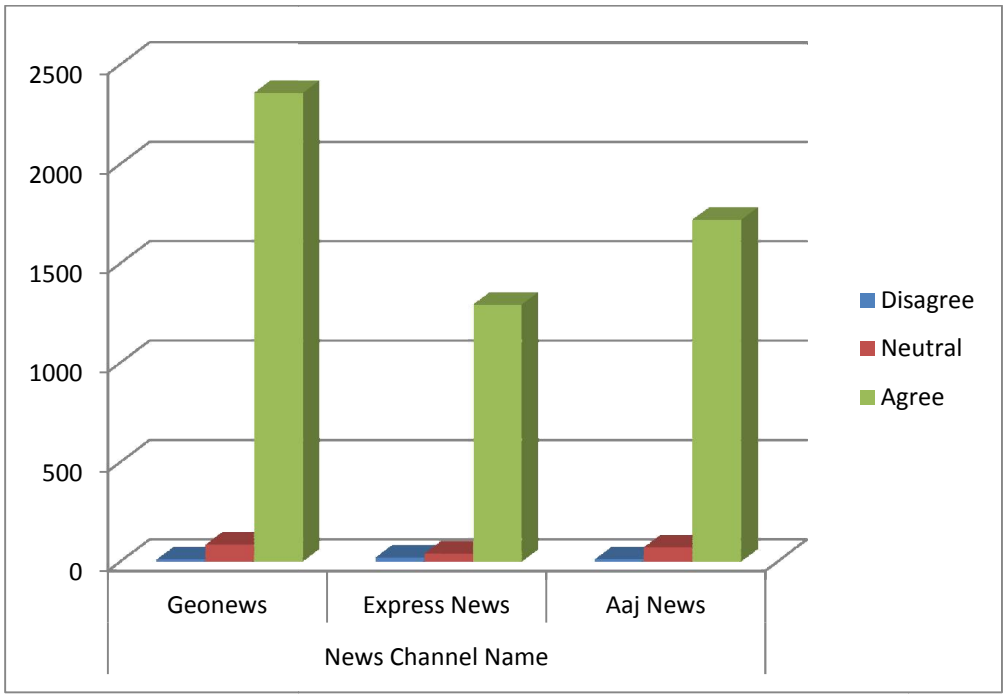
Analysis (for both the news bulletins):

- Consolidated table indicates that ‘Corruption’, ‘Social Justice’ ‘Economy’, ‘Religion’ and IDPs were the most neglected news sectors by all the news channels. The individual analysis of 3 pm and 9 pm bulletins demonstrated almost the same picture.
- ‘Operation Zarb-e-Azb’ is also less covered.
- IDPs are the least covered, if not completely ignored’ news sectors by all the news channels only 27 stories by all these three channels.
- ‘Politics’ and ‘Crimes’ have been the favourite of all news sectors for all the news channels with GeoNews at the top with 496 news items on ‘Politics’, followed by Aaj News with 339 news items. Express News with 263 stories stood at the lowest on the same.

Fortnightly Comparative Analysis of Individual Ethics Pillars of Geo News, Express News and Aaj News
June 22 - September 26, 2014

Ethics Pillar # 1: Accuracy

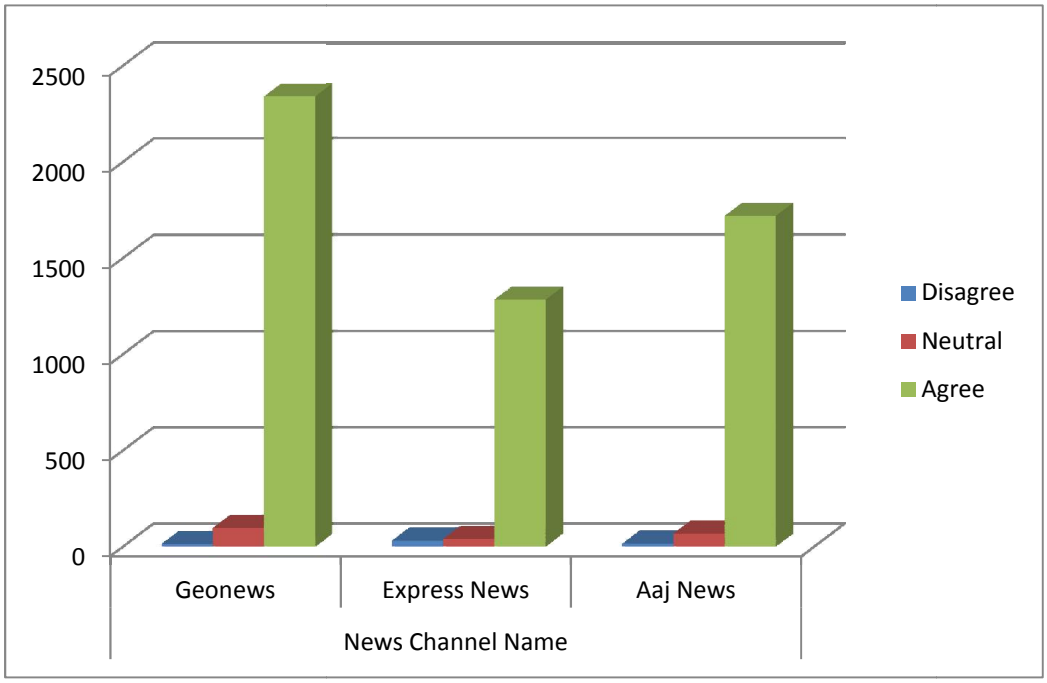
References made were relevant



- During the entire monitoring period spanning three months of the news bulletins of Geo News, Express News and Aaj News, it has been found that Geo News is on the higher side in making relevant references to news stories it covers, followed by Aaj News.

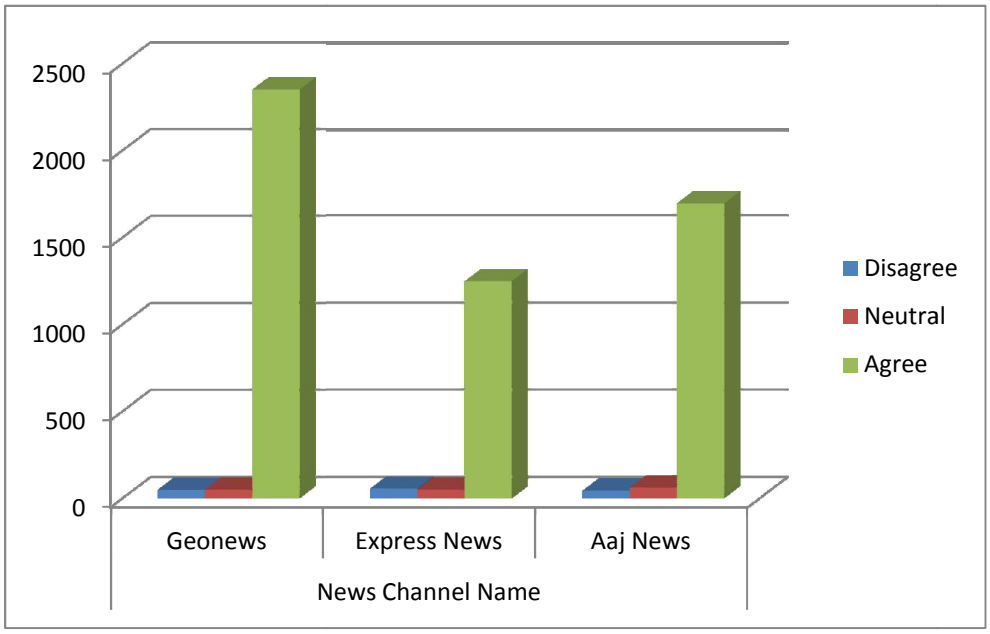
- On the other hand, Express News has been found to be lowest on the count to make relevant references due to giving less coverage to our selected news sectors. However, there have not been much to count on it in terms of making negative references to the news stories it covered by all the channels.

References made were accurate, trustworthy



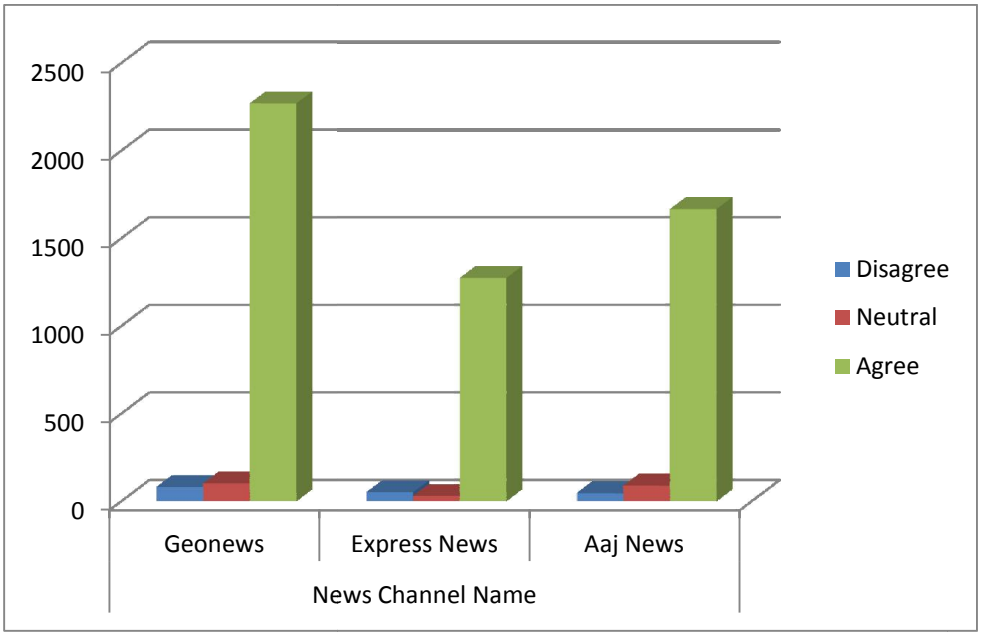
- Regarding the accuracy and trustworthiness of the news sources referred, GeoNews is on the higher side followed by Aaj News.
- Interestingly, there have been quite a few reports wherein references made were not trustworthy and accurate in all the reports and stories for all the selected channels.
- Though, Express News is seen at a weaker end due to lesser number of stories it covered during the time period of our analysis; however, it did not lag behind in terms of not making accurate and trustworthy references.

Selected Channels did not twist the facts, figures, statements etc.



- Not different from previous sub-dimensions of 'Accuracy', GeoNews, though does not stand alone, has been found to be putting the facts, figures and statements without twisting them to make them appear juicy and catchy. Aaj News with some degree of difference has done the same. Reports on Sports and operation zarb-e-azb, though the least covered news sectors, could be taken as examples wherein facts have been delivered with great care by all the channels.

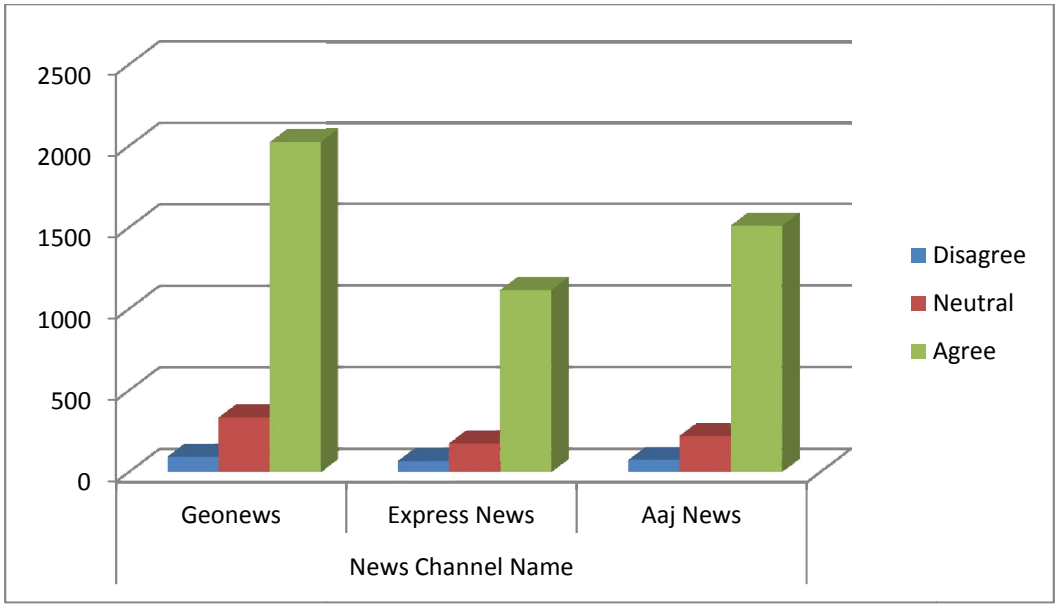
Information collected through first hand sources



- Keeping their pace on accuracy pillar of ethics, Geo News and Aaj News have been found reporting for the events through either their sources or the sources directly connected with the event, with GeoNews slightly on the higher side. Most of the reports on operation Zarb-e-Hazb were collected / received through ISPR, sit-in, and floods had been collected through the first hand sources of the news channels. Similarly, reports on the press conferences by the political leaders were mostly reported by the channels' own sources.
- During the analysis period, there have not been any noticeable instances where the selected channels have not been seen collecting information from the first hand sources. But, overall picture goes in GeoNews favour due to a greater number of news items it covered during the period of analysis with less or equal number of errors as compared to others with lesser news stories.
- There have been hardly any news items found in all the cases, which were not easily identifiable whether the news details have been retrieved from the first hand sources. It might be due to the nature of news – press conference, PRs or sports news etc.

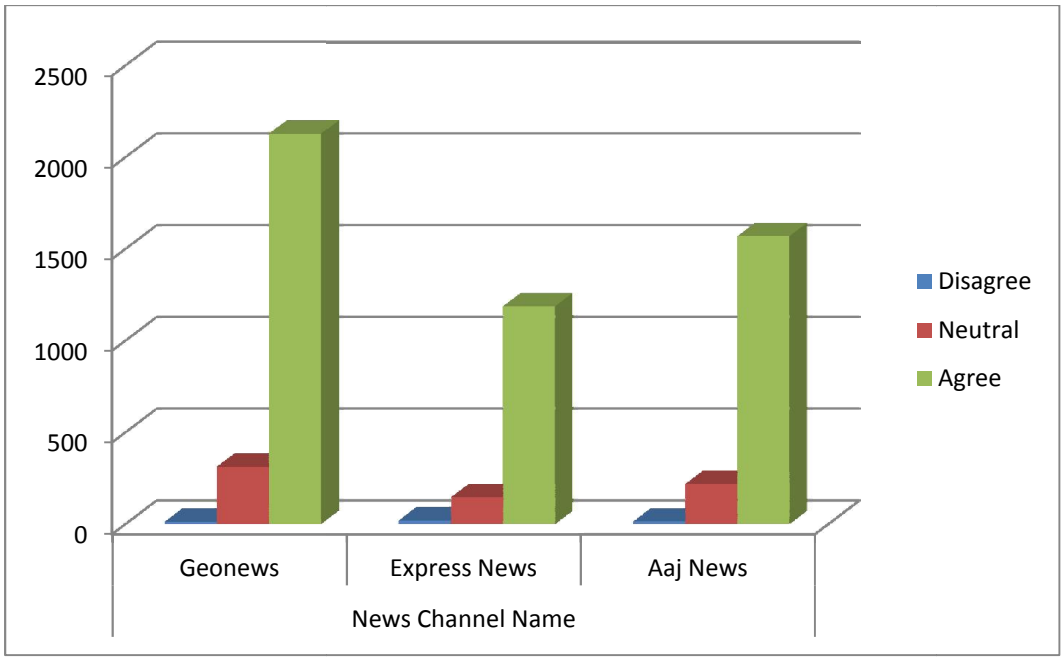
Ethics Pillar # 2: Balance

Balance in selection of news sources



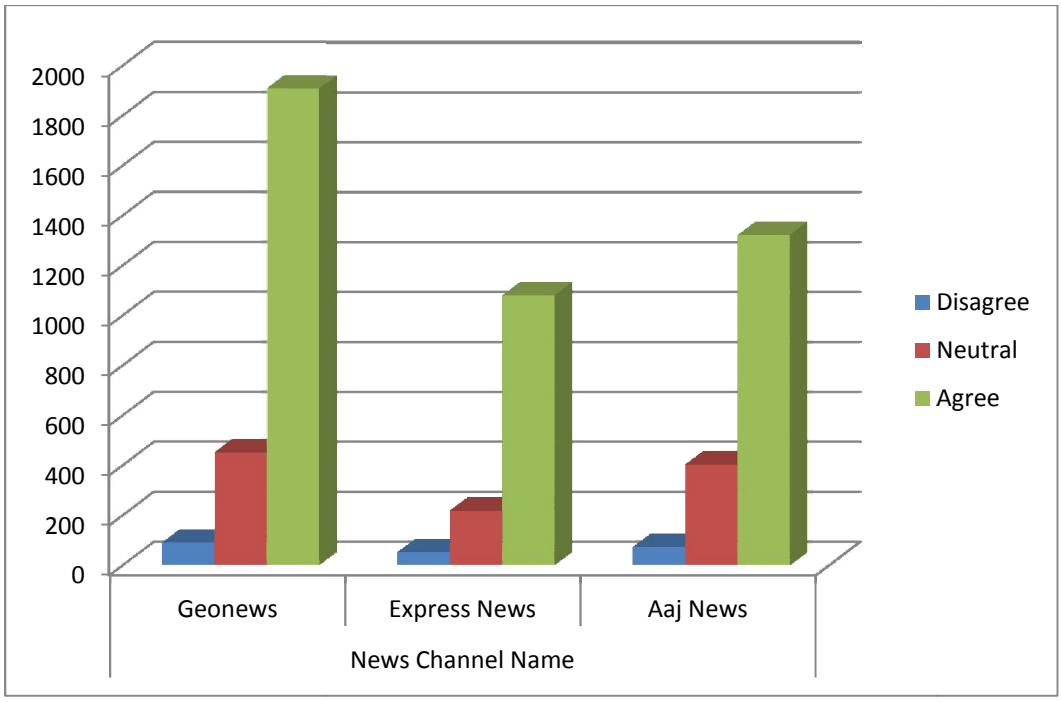
- Here again, GeoNews seems to be leading in creating a balance in the selection of news sources, followed by Aaj News that has a marginal difference from Express News. Moreover, there are some undetermined news items which primarily are the news stories that do not have enough news sources. For instance, details and facts received from ISPR on Zarb-e-Azb and international stories, and sports news relayed on flood situation.

Geographical spread of news content



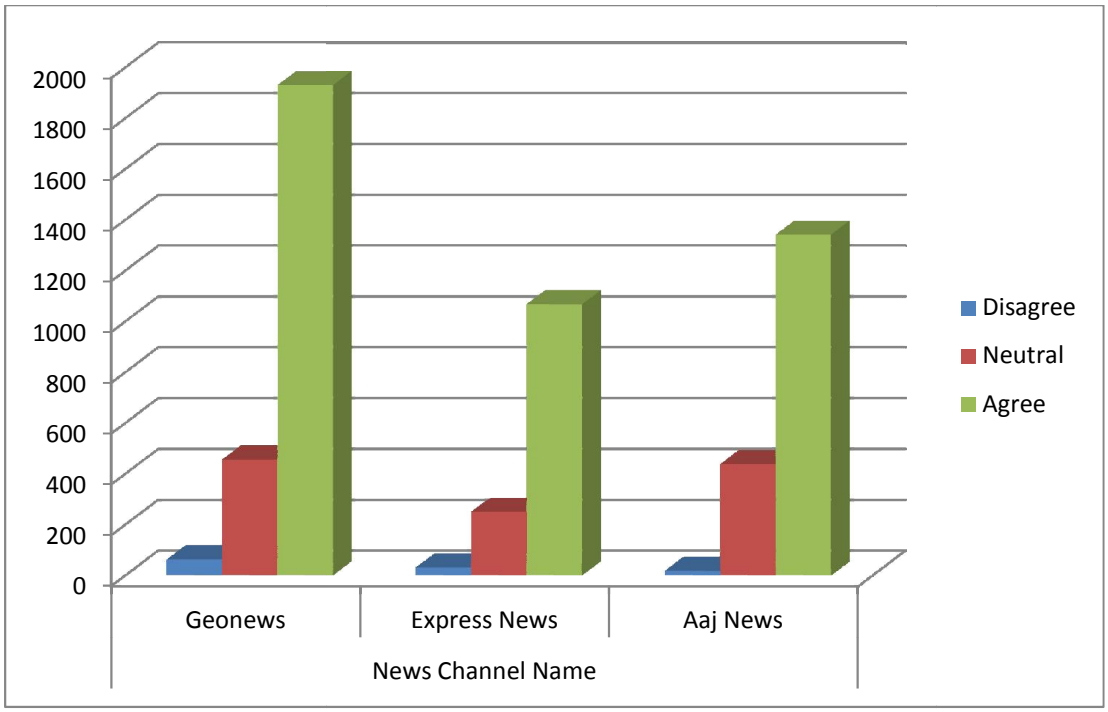
- Balance in covering news stories from various geographic regions is another important dimension to assess whether a news channel is balanced in its approach. Our monitoring results depict that GeoNews is far more balanced than its competitors in the market, followed by the Aaj News. Express News also does not seem to be lagging behind but it had very less number of news stories in the current time period.
- For all the channels, hardly a few stories are tagged as being violative of the aspect or with undetermined status.

Provided equal opportunity to all sources



- GeoNews is found to be observing balance in covering news stories from all news sectors and creating a balance between the available sources to a news story relatively more than its competitors, followed by Aaj News. Nonetheless, a considerable number of news items are listed on undetermined slot as being the press conferences, PRs of ISPR on Zarb-e-Azb etc.
- Some other forms of news were related to showbiz, economy or spot news where we could observe that the selected channels are violating this aspect of ethics. The main reason was no as such second party to an event.

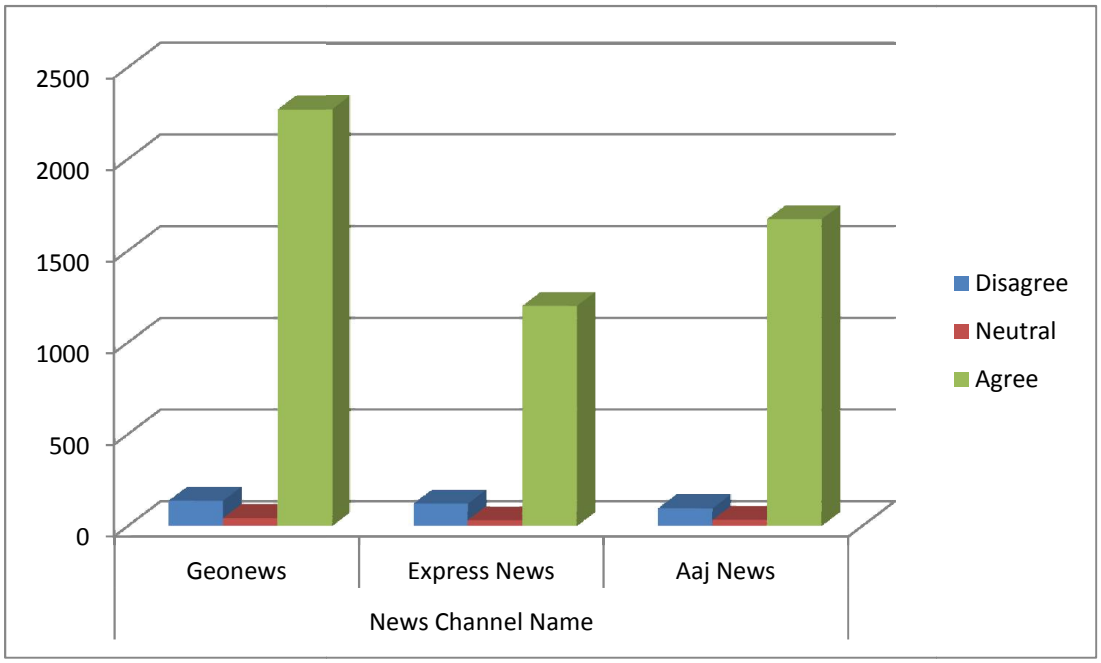
Balance tone/gesture toward each source



- During the monitoring of the news bulletins of Geo News, Express News and Aaj News, it has been found that Geo News is on the higher side in developing a balance tone/gesture towards each source to news stories it covers with a difference from Aaj News and with a considerable difference from Express News.
- A considerable quantum of news are found to be with undetermined status from all the channels.
- There has hardly been any instance wherein this dimension of balance has been violative.

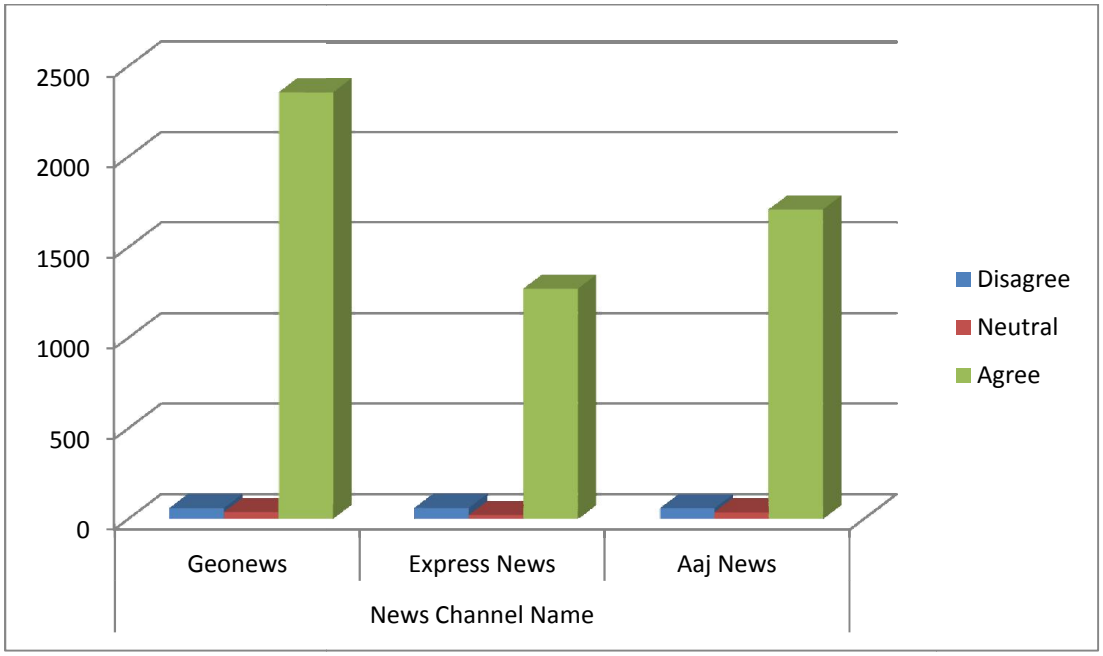
Ethics Pillar # 3: Fairness

Time given to the news is fair



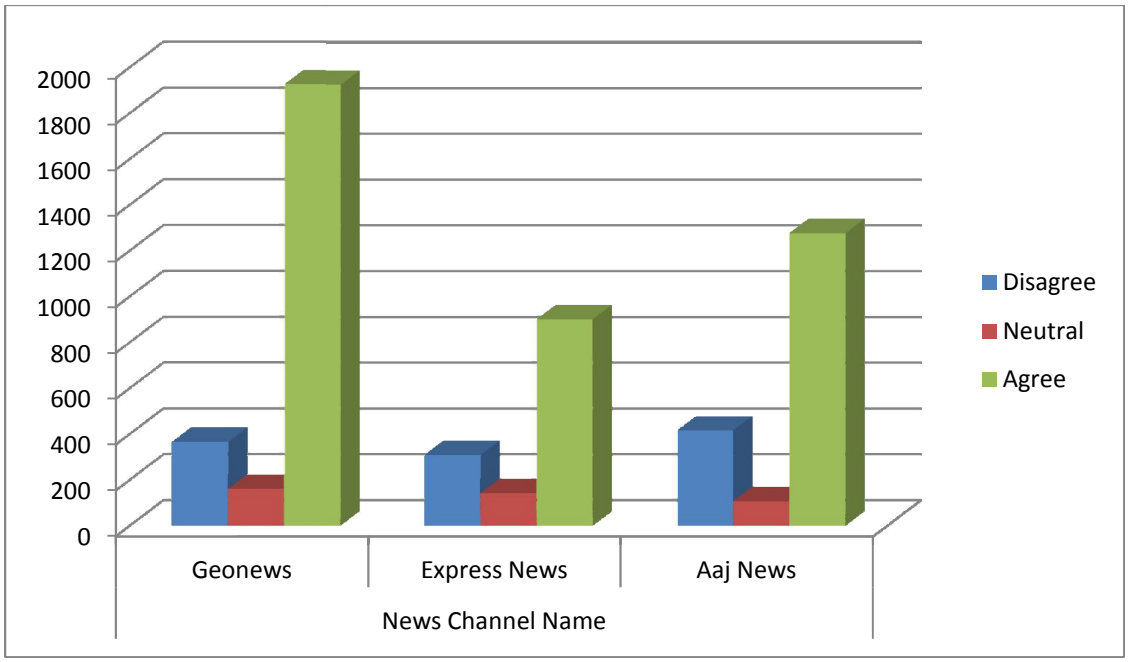
- As electronic media are time bound; hence, time is the essence and its appropriate utilization needs professional judgment. On this count, again GeoNews is on the higher side in giving fair time to news stories it covers, followed by Aaj News. The table indicating consolidated picture of coverage of various news sectors in the initial pages depicts as how time has been distributed among the covered news items. GeoNews being the on the lead in total news items and time devoted seems relatively balanced if seen in terms of total number of news stories, matter available on them and significance of the news items.
- Express News, in his regard, has lagged behind from both the news channels.
- It is interesting to note that negative coverage by all the channels is somehow equal in number regardless of their overall quantum of news stories. This aspect makes GeoNews appear better than others.

Placement of the news is fair



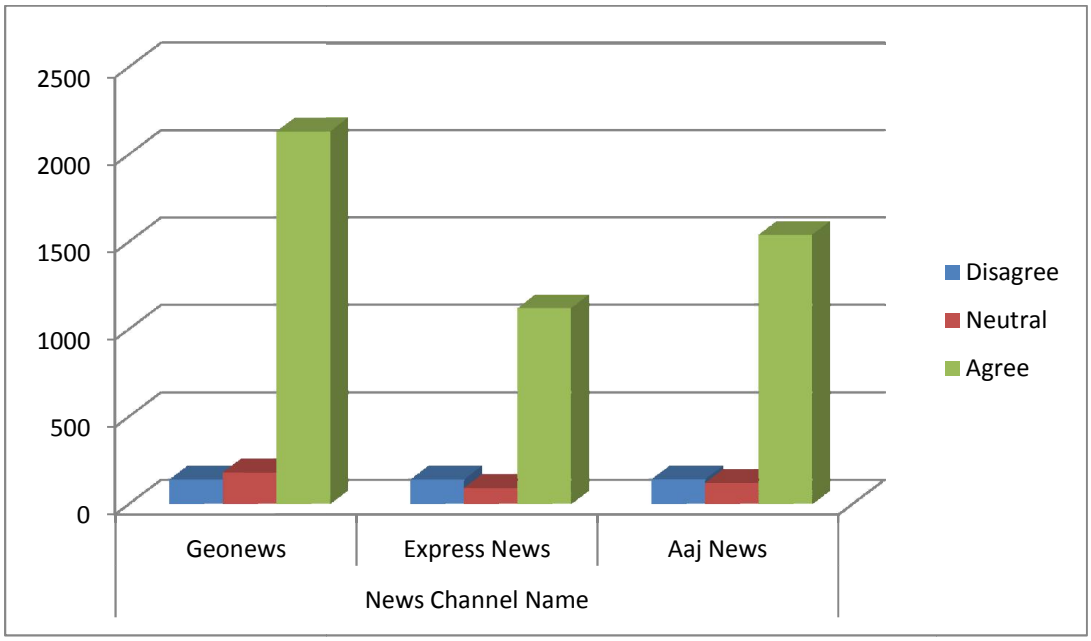
- Placing a news story where it deserves to be placed essentially requires a greater degree of professional judgment. Like other ethic pillars and their sub-dimensions, GeoNews has been found to be doing justice in making fair placement of the news stories it covers, followed by Aaj News. Express News seems to at distance in this regard, but mainly due to the less number of news items it covered during the fortnight.
- Noticeable is the fact that GeoNews seems to be performing better than others in committing lesser errors as compared to others despite high in overall news coverage; and Express News committing more errors despite being lowest in total news items it covered.

News was not pegged with music, caricature and/or images



- Fairness on part of media demands that a news story should not be pegged with music, caricatures or images to signify its prominence. Though a hard task to do in contemporary competitive media environment, but again bulletins of GeoNews have been found to be less pegging stories with music, caricature or images to news stories with a considerable difference from Aaj News and Express News. News stories on most of the significant issues like floods reports and press conferences are some of the examples where no music pegging was found.
- On the other hand, there have been a considerable number of instances where all the channels pegged their stories with music, caricature etc. However, noticeable is the fact this pegging was somehow equal regardless of their overall quantum of news coverage. This makes the GeoNews appear better than others, and Express News seems to be failing on this count.
- It is important to note that negative appearance of all the channels on this count is mainly because of coverage of Azadi march where music is part of the speeches etc.

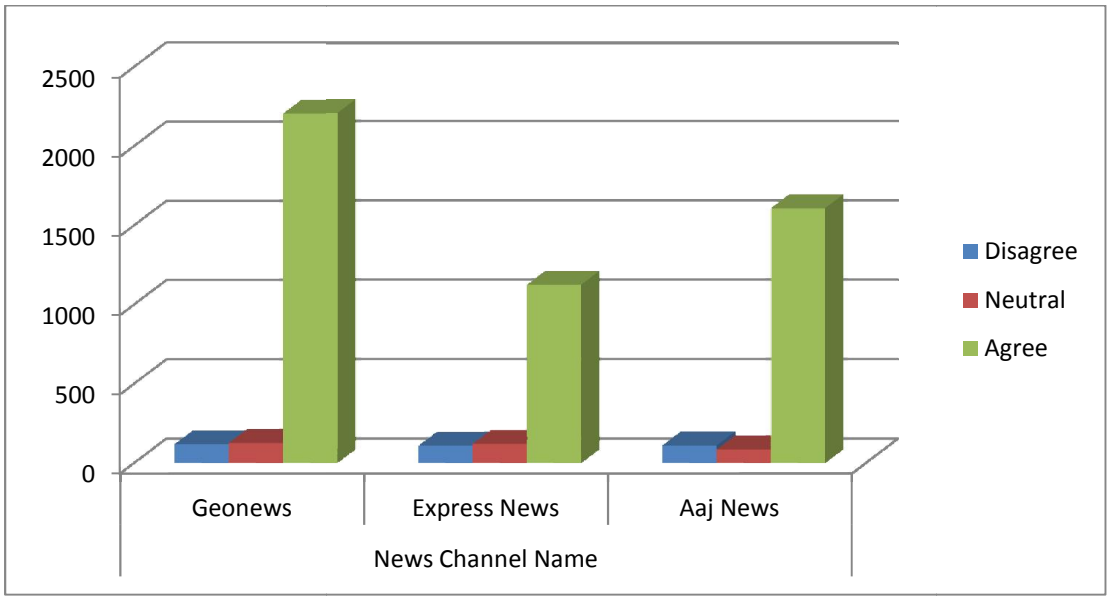
The channel did not try to impose own viewpoint/agenda



- During the monitoring of the news bulletins of Geo News, Express News and Aaj News, it has been found that Geo News is on the higher side in not imposing its own agenda to news stories it covers with a marginal difference from Aaj News and a considerable difference from Express News despite the fact Express News and Aaj News have relatively less number of total news items.
- Some of the reports could be observed on the undetermined slot by the channels.

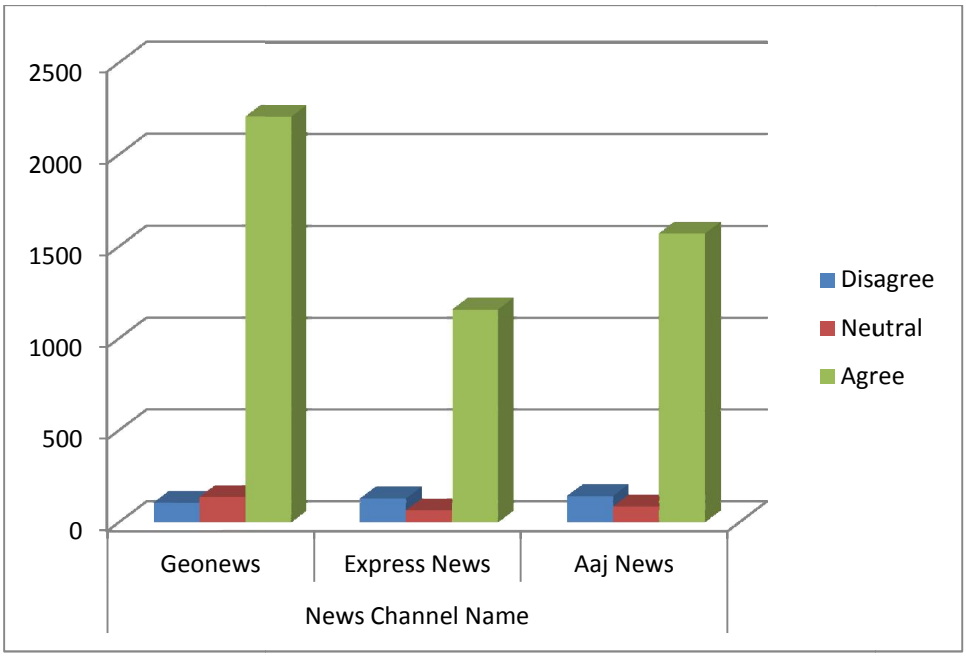
Ethics Pillar # 4: Impartiality

The Channel did not use bias/discriminatory/derogatory expressions



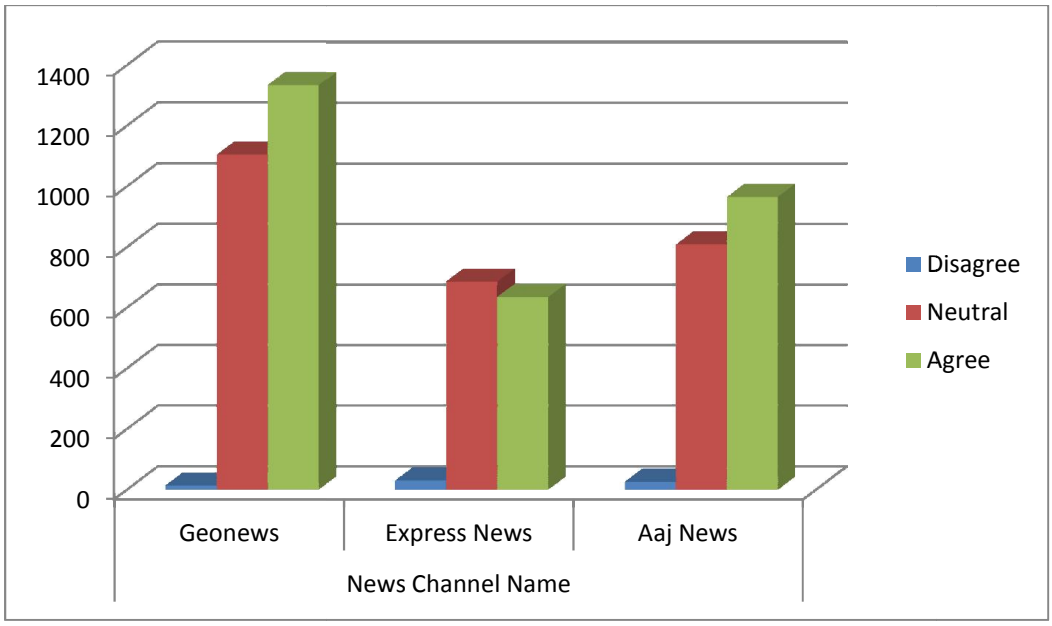
- During the monitoring of the news bulletins of the selected channels, it has been found that GeoNews is on the higher side in not using bias/discriminatory or derogatory expressions to news stories it covers, followed by Aaj News. Express News has been low on this aspect mainly due to less number of news items it covered during the time period, but not high on the use of derogatory remarks in the news. All news stories on politics, sports, human rights and social justice from all channels can be taken as examples to support this inference.
- There are quite a few news stories where this dimension of impartiality has been violated or found to be undetermined.

The Channel remained objective throughout the news



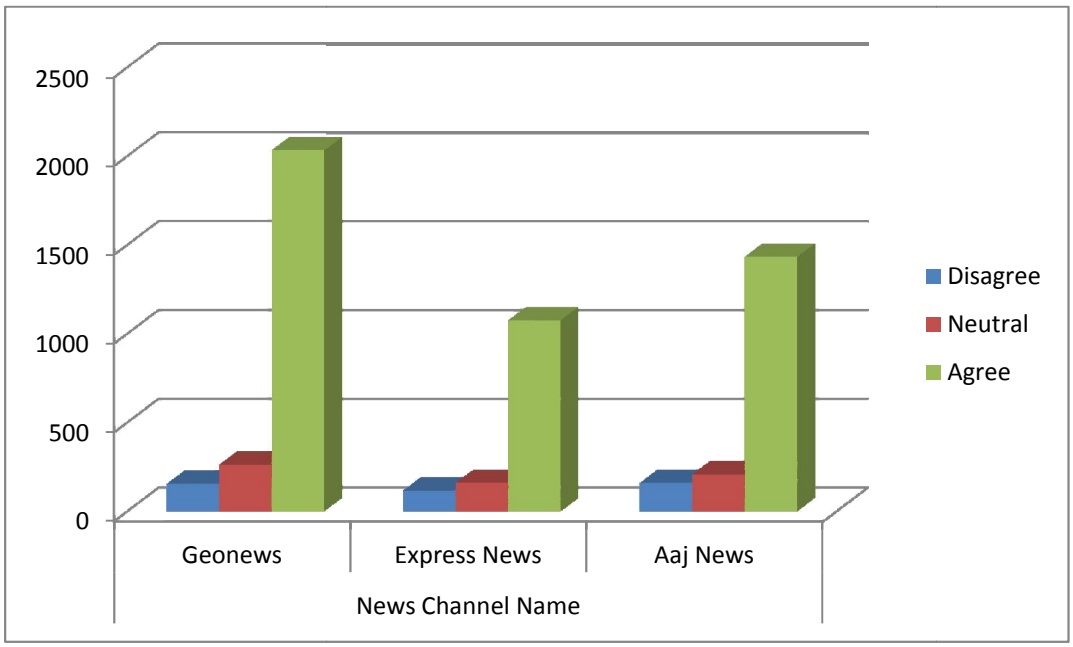
- Objectivity is the essence of professionalism in mass media. This has been achieved by GeoNews in its news bulletins of the period under study, followed by Aaj News.
- Express News did not seem to be lagging behind in achieving this objective, however, it covered less stories as compared to Geo and Aaj News.
- Hardly a few cases of undetermined status or with negative sign could be seen during the monitoring on this aspect of Impartiality.

The Channel did not glorify/glamorize the criminals/terrorists



- As most of the events did not involve criminals and terrorists, hence, there have been a large of instances which did not fall in this category so went undetermined as shown in red.
- Due to significance attached with some events, it has somehow been difficult to evaluate whether media are committing an error by giving more time and space to some of the events of criminal nature and terrorism during the time period under study. A longitudinal analysis of this sort would shed more light and make this difference crystalized.

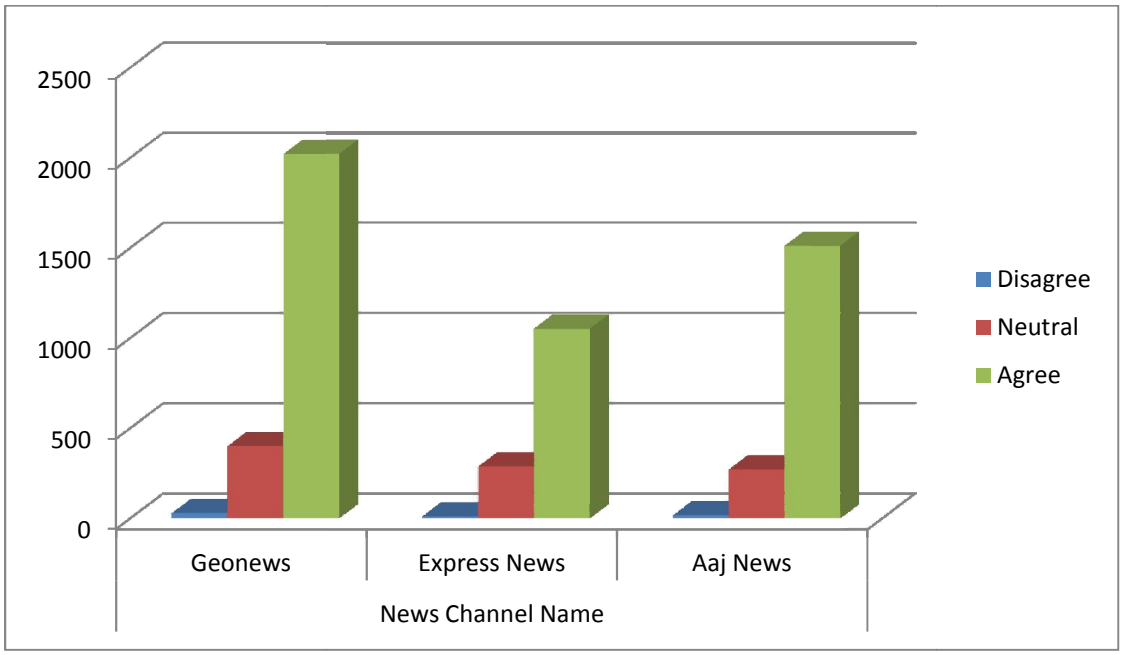
The Channel observed the line between news and analysis



- News, views and analysis are deeply embedded in contemporary media routines. Ideally, a news must be different than a view or analysis. Counting instances on this line, it has been found out that the news bulletins of all channels have taken a great care by not incorporating analysis and views in its bulletins.
- Interestingly, all channels somehow stand equal to each other in violating this precept of journalism despite being unequal in total number of news items they covered in the bulletins.
- There were insignificant number of news items which went undetermined.

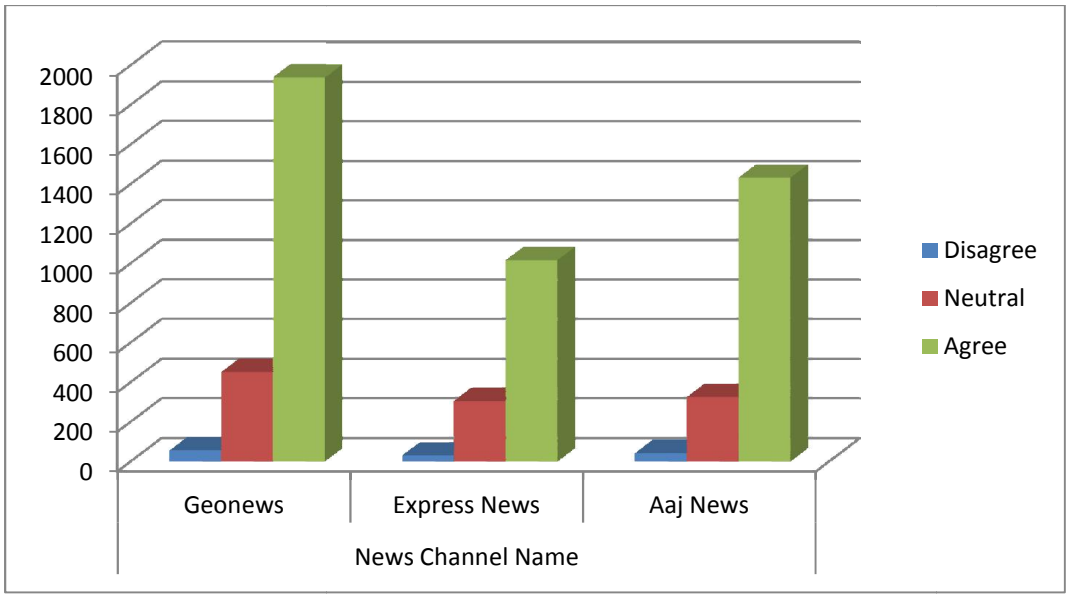
Ethics Pillar # 5: Privacy

Respect embargo by the institutions



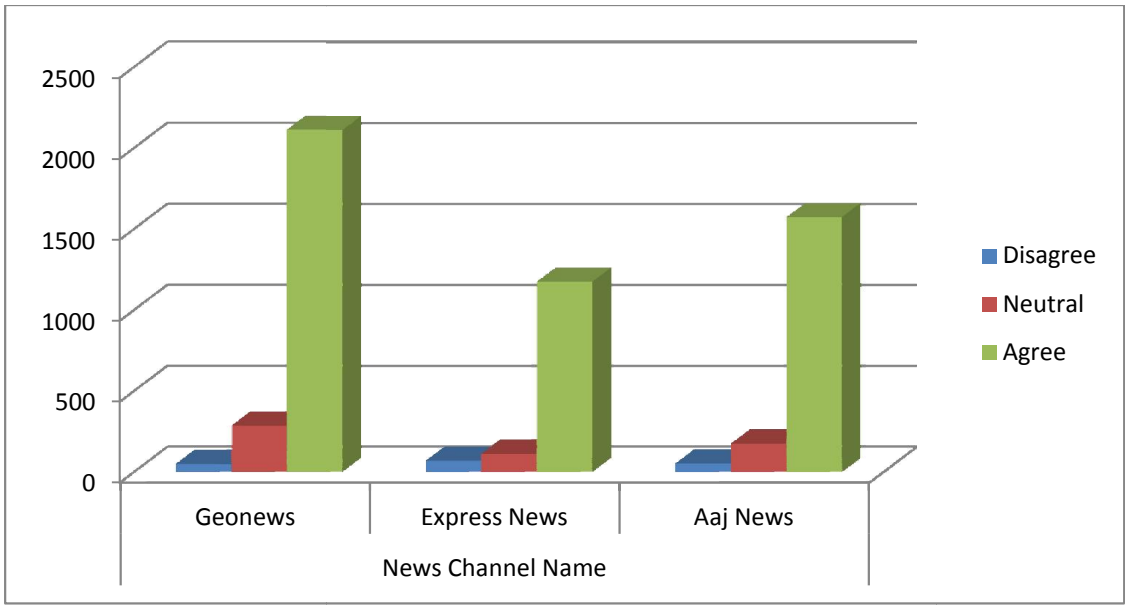
- During the monitoring of the news bulletins of Geo News, Express News and Aaj News, it has been found that almost all channels are seen to be respecting the embargo of institutions in news stories they covered.
- Express News is on the lowest on this count, probably due to less number of news items it covered during the time period of analysis.
- Some news stories were recorded as undetermined as there was no embargo on the media to divulge the story before certain time frame. Same is true with negative side of this aspect of privacy as an ethic pillar.

Respect privacy of affectees



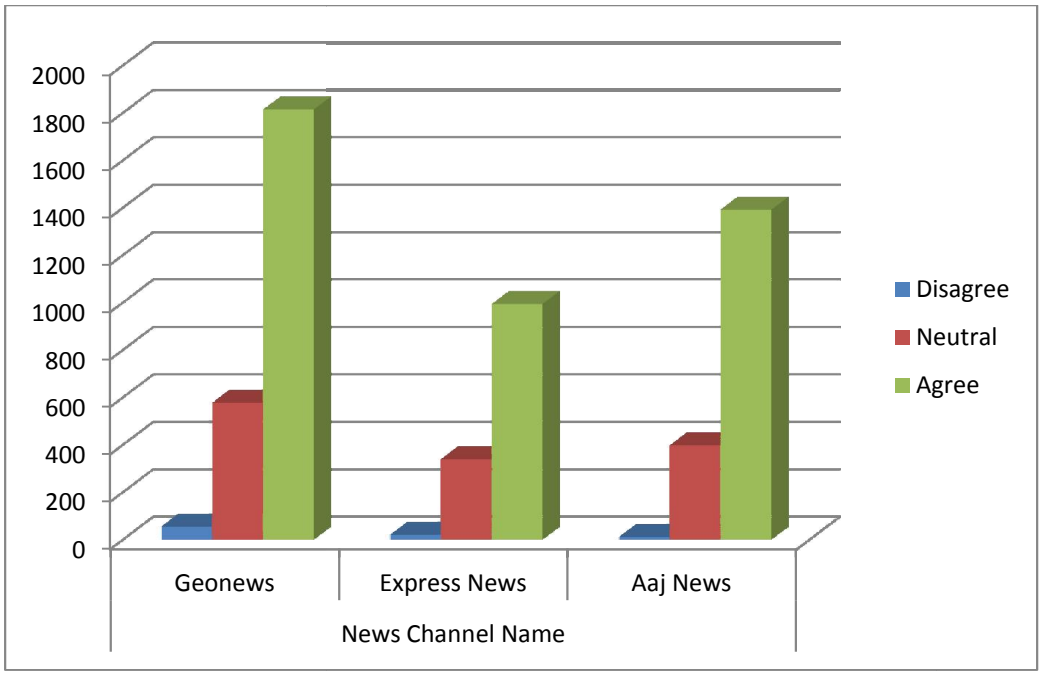
- In the wake of ongoing military operation in North Waziristan and a huge number of IDPS (the least covered area by the channels), this aspect takes precedence over normal day violation of privacy. Usually, individuals' rights in crisis are always vulnerable to infringement, especially by the mass media. Owing to this, our results indicate that the news bulletins of Geo News is relatively on higher side in respecting the privacy of affectees in news stories it covers, followed by Aaj News, though hardly any news stories cover the IDPs; however, this time floods took a major media space of all the channels.
- A significant number of stories are seen wherein this aspect does not relate, we can observe it from the given graph (in red). However, hardly a few instances have been found where the channels violated the privacy of affectees.

The channel did not place the issue/person in false light



- With a visible difference, Geo News and Aaj News have been found to be not placing the issue or person in false light to news stories it covers.
- However, Express news does not seem to be lagging far behind, but it appears so due to less number of news items it covered during the period.
- Violation, though negligible, of this sub-dimension is somewhat equal for all despite the difference between the news items they covered during the time period.

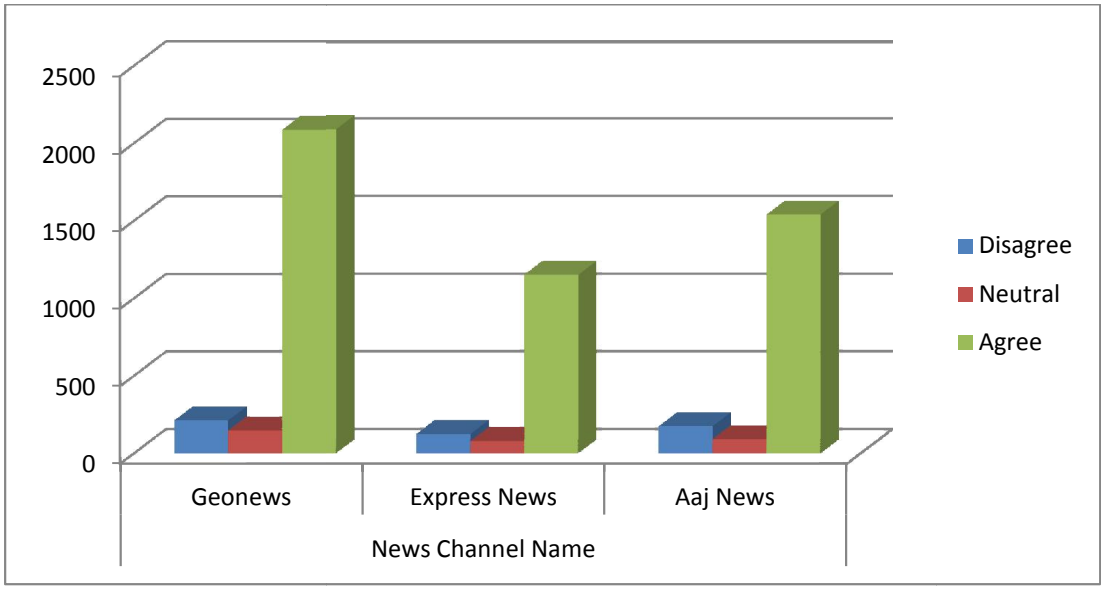
The channel did not intrude in the privacy of public figures



- During the monitoring of the news bulletins, it has been found that Geo News is slightly on higher side in both intruding into and not intruding into the privacy of public figures in its news stories than others, followed by Aaj News.
- Instances of violation of privacy of public figures are quite less as compared to our previous reports of analysis.

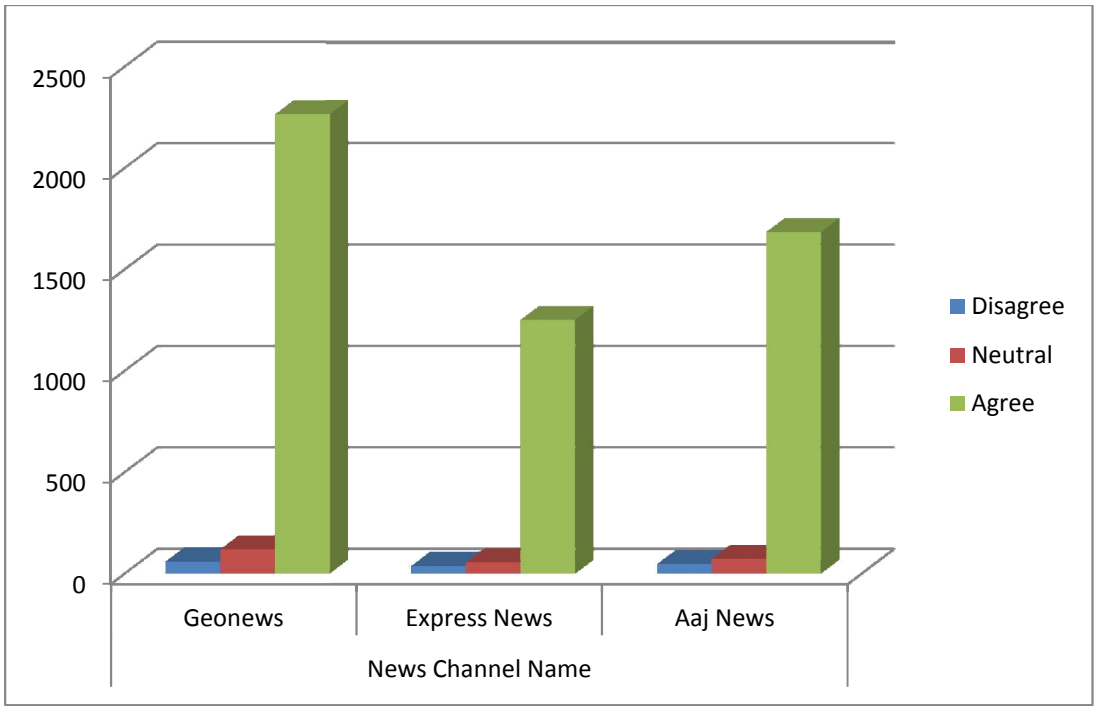
Ethics Pillar # 6: Pluralism

The channel covered all aspects of the Issue



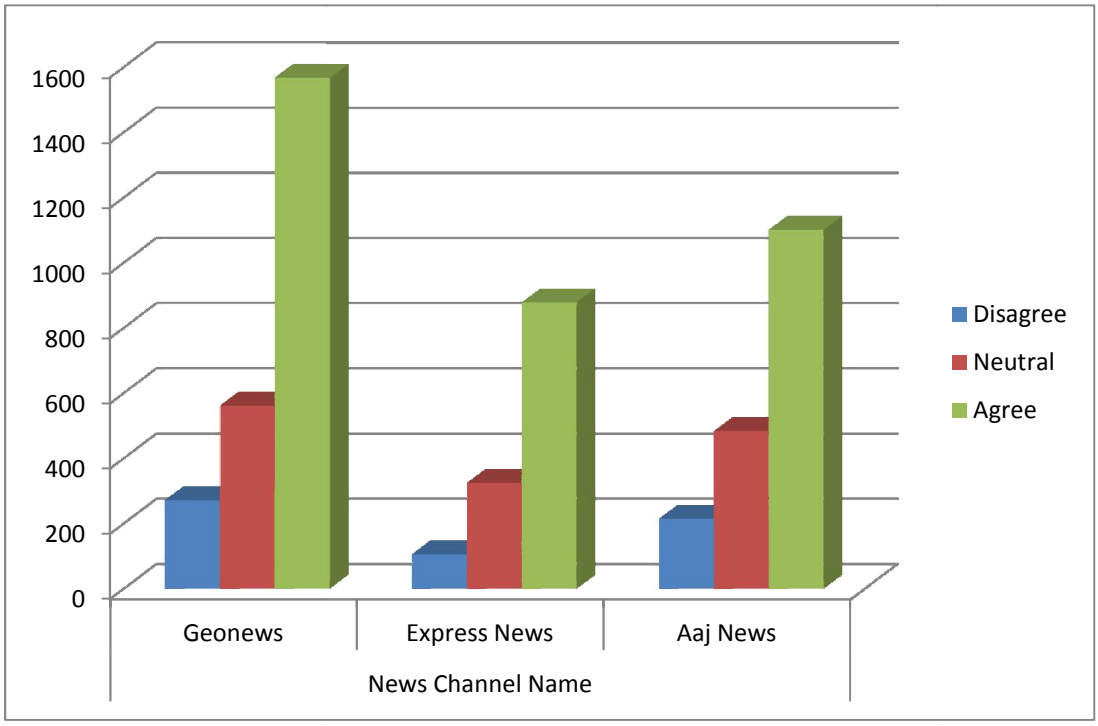
- Quite interestingly, GeoNews held both the positions wherein it seems to be covering almost all aspects of issues it covered, mainly due to relatively greater number of stories it covered, which made it fall prey to errors too. Hence, it has been seen omitting many details to a considerable number of stories. Aaj News followed the same trend.
- If at all any conclusion is to be made in this aspect of pluralism, Geo News with a greater number of stories seems to be committing less mistakes, leaving a little or just nothing in the undetermined section.

Usefulness of the news for public



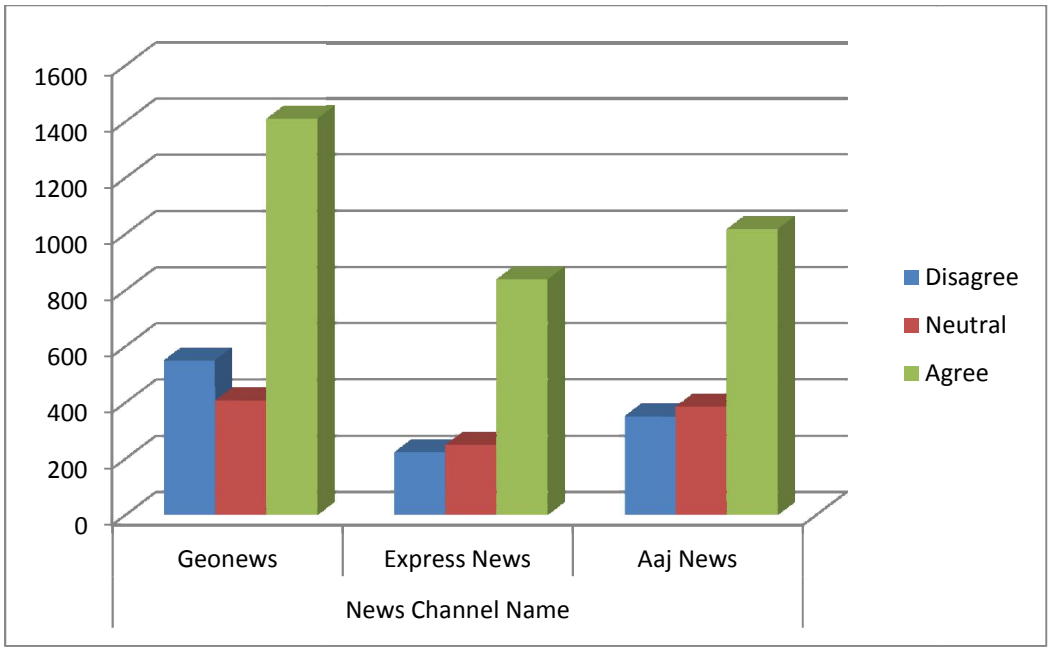
- GeoNews with a little difference with Aaj News has been observed as putting up the news stories that have usefulness for the public. Aaj News followed the GeoNews in this regard.
- All three selected media are seen to be low in committing any mistake in this regard.

Diversity in selection of all viewpoints including marginalized segments of society



- There has been a significant difference between the channels in observing diversity in selection of all viewpoints including marginalized segments of society to their news stories. However, GeoNews has an edge in this regard, and Aaj News followed it.
- It is notable that there have hardly been the stories that did not relate to this aspect of plurality. In case of GeoNews, the instances of undetermined are slightly higher as most of the stories did not relate to events wherein viewpoints of marginalized segments of the society were involved.

The channel focused on solutions as well as problems

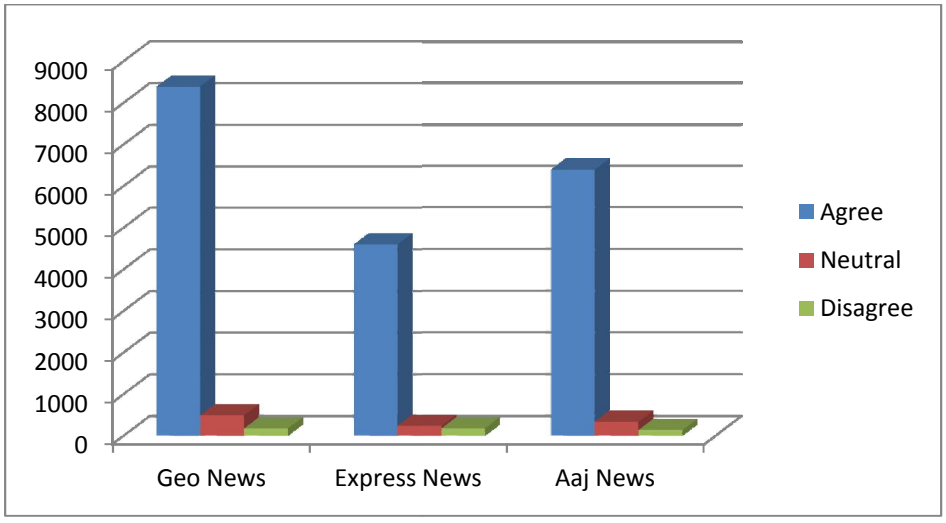


- Here, the GeoNews focused on problems as well as solutions, but at the same time it committed some mistakes too. Same is true for other channels too. If taken in terms of proportion of news stories they covered, all seem to be at the same place.
- Another important aspect is the state of undetermined news stories which may not relate to a problem seeking solution(s) at the same time. Here, the proportion of undetermined news items is somehow considerable for all the channels.

Consolidated Fortnightly Analysis of Ethic Pillars for Geo News, Express News and Aaj News

Ethics Pillar # 1: Accuracy

	Geo News	Express News	Aaj News
Agree	8386	4596	6379
Neutral	492	236	333
Disagree	177	176	134
Total	9055	5008	6846

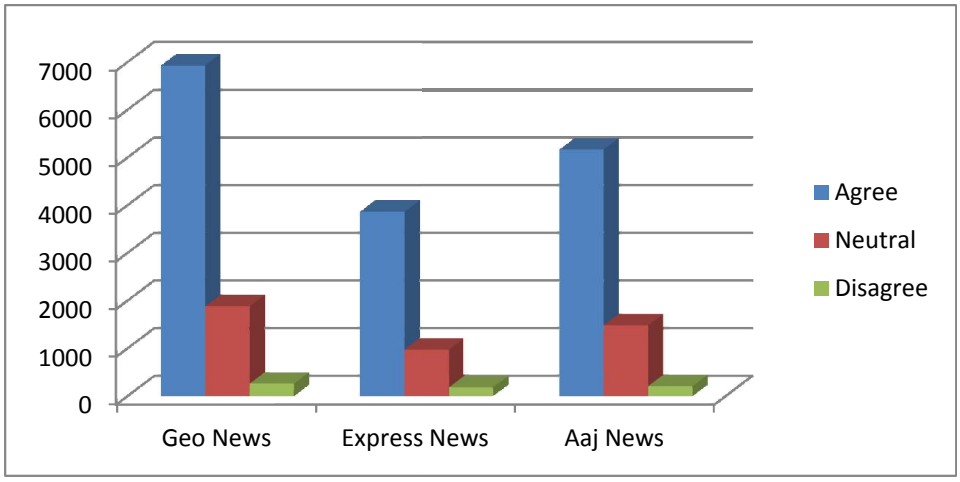


- Please note that the major portion of analysis is being made on the basis of number of news items and not on the percentage proportion of occurrence of an ethic pillar to the total news items.

- GeoNews seems to be visibly on the higher side in observing accuracy for the news it delivered during the time period under analysis. However, seeing the overall news items delivered and the violated and undetermined instances of accuracy by the GeoNews, it can be inferred that if others had the same number of delivered news items as did GeoNews, they might have possessed the picture slightly lower than GeoNews.
- Nonetheless, the surface analysis depicts that all channels have been found to be at par with each other in observing 'Accuracy' as an ethic pillar in their news bulletins during the time period.

Ethic Pillar # 2: Balance

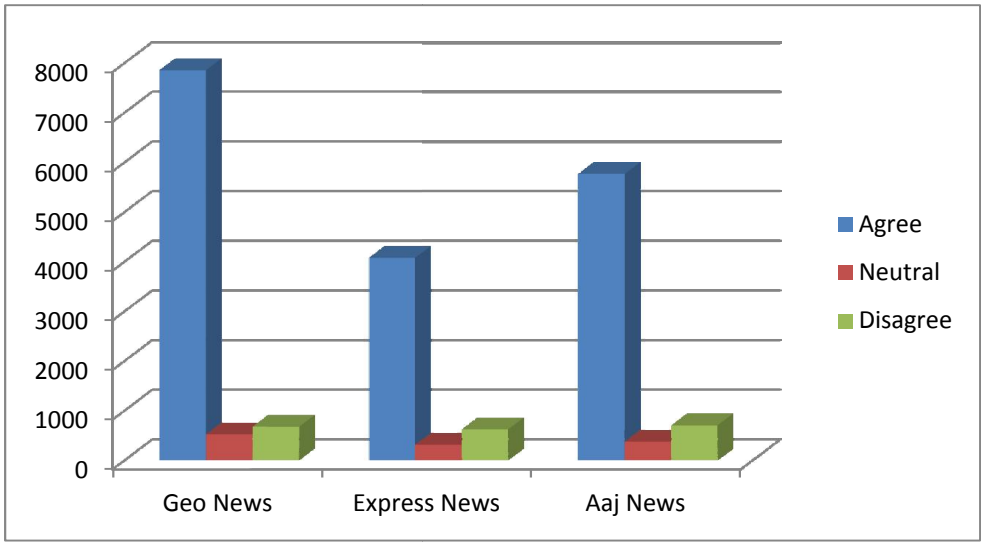
	Geo News	Express News	Aaj News
Agree	6924	3861	5158
Neutral	1876	966	1479
Disagree	254	179	200
Total	9054	5006	6837



- Our analysis reveals that with a little difference all channels maintained 'Balance' in their news (as per proportion of the stories they covered). Nonetheless, it is significant to note that Aaj News has an edge over others to maintain 'Balance', though Aaj News had much lesser number of news items it delivered during the time period of analysis as compared to GeoNews. There were chances of increased number of instances violating 'balance' if both the channels had come somehow closer to GeoNews in terms of total news stories covered.
- Overall conclusion could be drawn in favour of GeoNews as being highest in following 'Balance', with quite a little number of cases of violating it, and some instances wherein it was placed on undetermined status.

Ethics Pillar # 3: Fairness

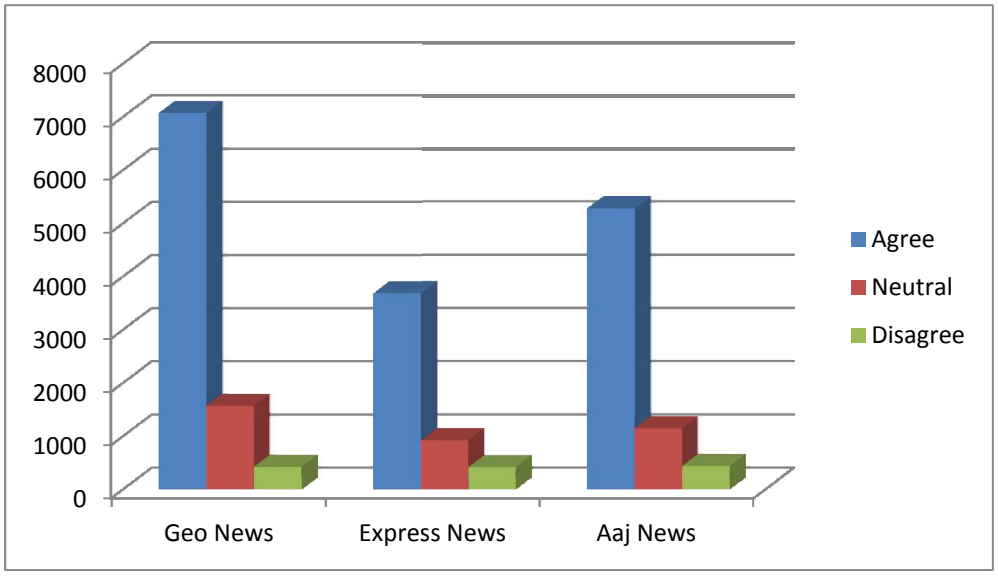
	Geo News	Express News	Aaj News
Agree	7854	4075	5765
Neutral	523	312	373
Disagree	677	621	702
Total	9054	5008	6840



- The picture of 'Fairness' is in favour of GeoNews. This is somewhat true in case of neutral and violation to the ethic pillar for all the channels.
- It is also noticeable that instances where GeoNews has found to be violating 'Fairness' as an ethic pillar are large in number and slightly higher as compared to others, but overall percentage is lower. This indicates a higher degree of professionalism on part of GeoNews.

Ethics Pillar # 4: Impartiality

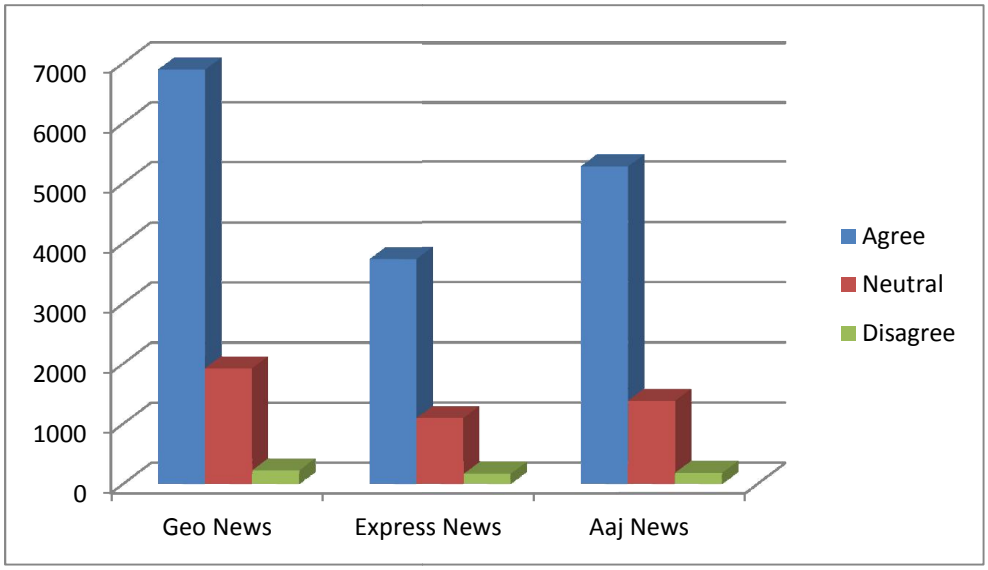
	GeoNews	Express News	Aaj News
Agree	7068	3678	5267
Neutral	1567	916	1140
Disagree	420	413	433
Total	9055	5007	6840



- The picture of 'Impartiality' indicates that all channels are performing closer to each other, with lesser instances of committing errors, if seen in terms of percentage proportion of the news items.

Ethics Pillar # 5: Privacy

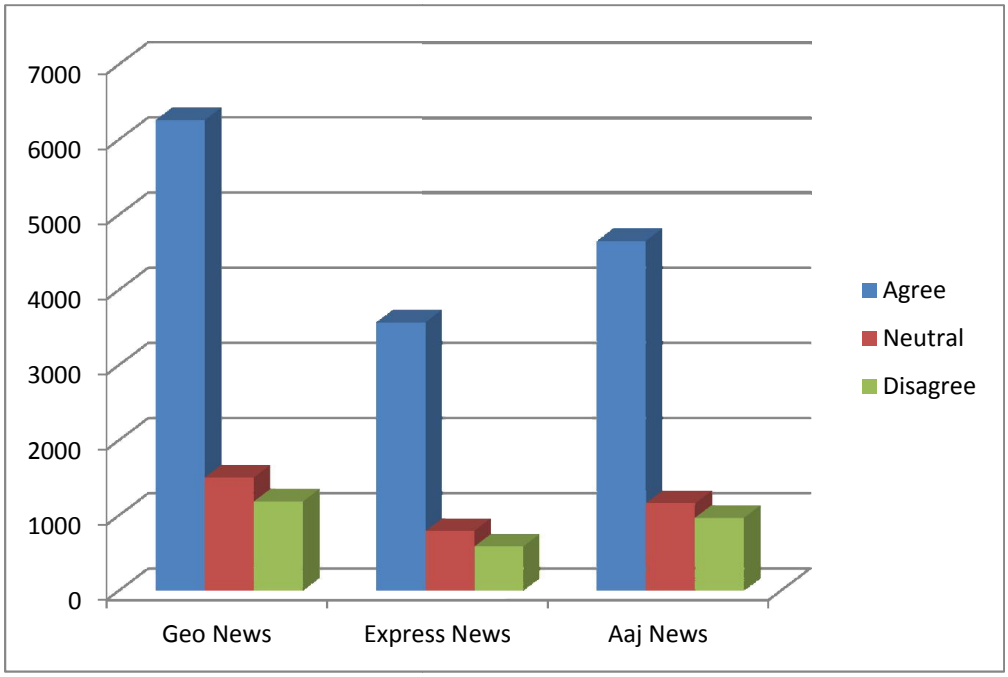
	Geo News	Express News	Aaj News
Agree	6895	3742	5274
Neutral	1923	1095	1380
Disagree	227	170	185
Total	9045	5007	6839



- Here, GeoNews is seen leading others to observing Privacy as one of the media ethics (in percentage proportion). Unlike some of the previous reports, there are very few instances wherein we have been unable to determine as where to place the channels and that is true for all the channels. Usually, it happens due to the nature of news that may not involve some specific parties. For instance, covering accident may not involve any individual as there was no footage available; hence, no question of privacy arise.

Ethics Pillar # 6: Pluralism

	Geo News	Express News	Aaj News
Agree	6257	3567	4650
Neutral	1502	792	1162
Disagree	1183	587	964
Total	8942	4946	6776



- With a little difference, all channels have been found to be covering issues in all news sectors pluralistically (in terms of percentage proportion).
- However, Express News holds relatively better position than others due to more observance of 'plurality', and less violations.
- In a nutshell, the picture is quite balance for the channels in terms of the observance of the ethic pillar and its violation.

Conclusion

In multiple ways, the Geo News has been observed to be the leading channel. In terms of quantum of news items in the selected bulletins, it has been seen covering considerable more news items as compared to Express News and Aaj News. This argument stands valid in almost all news sectors that we have monitored, with a little exception. Regarding quantum of news items in the period under investigation, the Express News has been found to be on the lowest.

Reflective of the above, GeoNews have devoted more time to almost all the news sectors, followed by Aaj News. For 9 pm news bulletins, Aaj News was on the higher side while stood second in overall time devoted to various news sectors.

Unlike previous reports, all channels have been found to be at par with each other in observing and violating 06 ethic pillars with hardly any variation. However, in earlier analyses GeoNews had a distinguished position.

Some more details helpful in developing a conclusion about the selected channels and their tenor towards our chosen news sectors.

Following table elaborating news items for various sectors from the three months report:

News Sectors	News Channel Name					
	Geo News		Express News		Aaj News	
Institution	143	6.49 %	68	5.62 %	99	6.20 %
Corruption	26	1.18 %	12	0.99 %	24	1.50 %
Governance	171	7.76 %	67	5.54 %	124	7.77 %
Crime	245	11.12 %	164	13.56 %	250	15.66 %
Foreign Policy	73	3.31 %	27	2.23 %	56	3.51 %
Human Rights	61	2.77 %	29	2.40 %	39	2.44 %
Social Justice	58	2.63 %	19	1.57 %	37	2.32 %
Economy	88	3.99 %	27	2.23 %	40	2.51 %
Politics	496	22.51 %	263	21.75 %	339	21.24 %
Religion	52	2.36 %	66	5.46 %	53	3.32 %
Sports	192	8.72 %	139	11.50 %	122	7.64 %
Entertainment	139	6.31 %	64	5.29 %	73	4.57 %
Operation Zarb-e-Azb	34	1.54 %	23	1.90 %	34	2.13 %
IDPs	10	0.45 %	8	0.66 %	9	0.56 %

Others	364	16.52 %	171	14.14 %	254	15.91 %
Total	2203		1209		1596	

'Politics' is heavily covered by GeoNews in its bulletins, which is 22.51%; while news items covering 'Institution' (a negative posture) are 6.94% of the total new by the channel. It can be observed from the table that 'Politics' is on the top for GeoNews. 'Others' include multiplicity of news items related to showbiz, news about accidents, human interest and others which do not fit into the definition of our selected news sectors.

For Express News, 'Politics' (21.75%) stands 1st and 'Crime' (16.56%) at 2nd and 'Entertainment' (5.62%) are at 3rd. While, 'Governance' related news items were 5.54%

For Aaj News, 'Politics' (21.24%) stands 1st and 'Crime' (15.66%) at 2nd, while 'Institution' related news stories take 6.20% share of total news items.

Regarding average news items during the time period under investigation, following table may help understand the situation:

For 3 pm:

	GeoNews	Express News	Aaj News
Total news items	1119	545	782
Average per day	12.44	6.05	8.69

For 9 pm:

	GeoNews	Express News	Aaj News
Total news items	1084	681	806
Average per day	12.04	7.57	8.96

It is important to note that almost all the channels devoted most of their time and space to floods related news and Azadi / Inqalaab Marches during this time period. Azadi / Inqalaab March is not new in this segment of analysis, but recent floods in Punjab and other parts of the country grabbed much attention of the media overall. There are separated tables and analysis available in this report shedding some light on these two important news sectors.