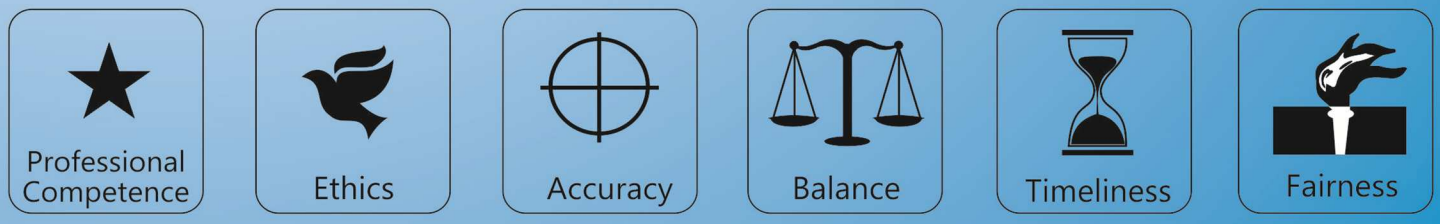
Media Credibility Index

Interim Project Status Report



MISHAL مشعل

An initiative of
Credibility Lab
at **Mishal Pakistan**

OPEN SOCIETY FOUNDATIONS


MEDIA
CREDIBILITY INDEX

Contents:

Foreword 04

Preamble 05

Introduction 06

Development of MCI 07

Credibility Lab at Mishal 12

MCI Indicators and Sub-indices 13

Pre-program perception survey 20

MCI Indicators summarized 22

Selection criteria 23

MCI Online portal 24

Sitemap of MCI online portal 26

MCI Content management system 27

Content monitoring and dissemination of results 29

Sample data covering Elections 2013 31

Stakeholders meeting 35

Institutional relationship 36

MCI Advisory Board 43

Launch event of the program 44

Way forward 44

Disclaimer 46

Foreword:



The launch of the Media Credibility Index is a watershed moment for media accountability in Pakistan. In a country where people are overwhelmed by a torrent of information on all sides, and where corruption lurk s in all areas of public life, the greatest challenge facing journalists and media professionals is to produce information that is reliable, useful and above all truthful.

The MCI provides a way of testing how well one key section of media work -- the high profile journalism of current affairs and public talk shows -- matches up to the ethical demands of the age.

By using benchmarks provided by professionals at national and international level, the MCI provides an opportunity to examine how the news analysis and commentary of high profile news anchors contributes to better understanding of complex issues in Pakistan's robust landscape of journalism and politics.

Journalists at all levels are supposed to deliver the core principles of their profession -- respect for truth, independence, fairness, humanity and accountability -- in all aspects of their work. When they fail to support these values journalists can create an atmosphere of fear, ignorance and hatred.

In recent years there have been many cases where misinformation and bigotry have added to the discrimination faced by many people in Pakistani society, whether on the basis of religion, gender or culture. Many people say journalism adds to the social, political and cultural crisis when it fails the ethical test of its profession.

In order to identify where problems exists -- and also to highlight where there is excellence on the air -- the MCI program will assess and evaluate Pakistan's leading hosts and anchors and make a critical assessment of their shows.

Doing this will open the door to a fresh debate about the need for ethical journalism and what more needs to be done to strengthen the professional base of media work. This initiative is long overdue. It is work in progress and has the potential to develop even further into a more wide-ranging process of media accountability that can strengthen journalism in all areas of media work.

Most importantly, this long overdue initiative will open the door to a fresh debate about how Pakistani media can shake off the ethical shocks of recent years and re-launch journalism as a credible and vital pillar of democracy. When we have journalism we can be proud of all citizens of Pakistan are winners.

Aidan White
Director
Global Ethical Journalism Network

Preamble:



As Pakistan transitions from linear to digital media, its challenges and opportunities are becoming more complex in nature. In an attention economy, the ever-changing dynamics of the media industry creates a new currency for content appreciation.

Pakistan has witnessed information outbursts since the de-regulation of the telecommunication and media sectors in 2002 and 2004 respectively. However the content-intelligence ecosystem has not been able to create or nurture mechanisms, which has been able to synthesize information into knowledge for its consumers. This widening gap is not only increasing but is also diverging the society into segmentation, limiting its understanding on the socio-economic challenges within the realm of public interest.

The news and current affairs programs have attained a unique position for themselves over the years, whereby they have become the custodians of peoples' trust and their interests. The unaccounted affairs of the custodianship have mainly been due to the lack of proper knowledge management systems for the information consumers within Pakistan's media landscape.

The Media Credibility Index utilizes a qualitative empirical evidence-based approach, towards measuring the credibility of these professionals through an extensive analytical observation process across six pillars. These pillars consist of: professionalism, accuracy, balance, timeliness, ethics and fairness; which have derived from examining and comparing more than thirty codes of conducts, ten of which are from the Pakistani institutions and almost twenty more or so from international code of ethics of media entities, regulatory bodies and other research institutions.

We would like to thank all our stakeholders for guiding us in designing and developing the Media Credibility Index, which includes the producers of the programs, anchors and the management of television channels along with the regulatory and journalistic representative bodies. A special thanks to our academic advisors, who have provided their unabated insight for the research and for creating opportunities for the industry-academia collaboration in improving the social consciousness of the society.

Amir Jahangir
Chief Executive Officer
Mishal Pakistan

Introduction:

The Pakistani communications and mass media industry has seen a boom in the recent few years. With the deregulation of the media (2002) and the telecom (2003), the industry has seen growth from a sole public sector television to more than 80 television channels in over the last decade.

Most of the seasoned print journalists ventured into the new electronic media as it offered better remunerations and perks with a significant recognition by screen presence. But despite, the rapid growth the industry has yet to produce a credible training institute.

The credibility of Current Affairs Anchors vs. Journalists is becoming one of the most interesting debates in the country. This recent trend is the onset of the masses questioning sensationalism as one of the leadings factors for the Media Industry both in India and Pakistan, as failing to address the realities relevant to the society. The negative portrayal of societal morality or conversion of an individuals' belief system incites hatred and despondency among different ethno-cultural communities.

Pakistan, like many other countries, is going through a period of what one may call an "Attention Economy". This transition however, lacks the training opportunities required for the stakeholders of the industry to professionally manage their entities, a pre-request to delegate authority to a professional management.

The role of the media regulator has also been very limited in developing media to be the enabler for economic growth in the country, partially due to lack of vision at the regulators level and the Government's poor performance on developing an effective policy framework to improve the competitiveness of the media sector through multiple revenue models for the industry.

The industry is easily manipulated by the Government through the sheer misuse of the cable distribution networks and the corporate sector with large advertising muscle due to a rating game, which focuses on a sample size of not more than 600 households for a population of 180 million people. The ratings are measured as a share of households or persons who watch a given TV program for at least thirty seconds during a given period of time.

With an in-proportionate data sample size and weightage given to city-wise distribution, content and program hosts are forced to sensationalize the content with spicy political gossip, fights within the current affairs programs and at times going to the length of engaging in derogatory behaviors by the news professionals by simple exaggerating or angling facts to suit their own interests and agendas.

The Pakistani media industry needs to come up with innovative methodology which can complement the current trends and establish the authenticity of the content on the basis of credibility, reliability and professional matureness of the people creating news on the daily basis. To improve the State of Media in Pakistan, the Open Society Foundation in collaboration with Mishal Pakistan is developing a new methodology to create a credibility index for the Pakistani current affairs anchors, who can be measured on various verticals of journalistic

professionalism, including understanding of the subject matter, professional integrity, depth of knowledge, viewer engagement, command over content discourse, biases and impartiality on the subject matter and the overall flow of communication with facts and accuracy.

The credibility index would be correlated with already available ratings from the people's meter system established as the current industry standard.

MDT believes that such an effort can create a real-time popularity rating system, which in addition to the popularity of the content would also incorporate the accuracy and factuality of the content as well. This would not only be appealing to the viewership profiling, but also for the potential advertiser for putting their resources behind more credible information resources.

We envision this to be a research-based media initiative, which would require resources and data-mining capability on a daily basis. The project would be developed in a manner that it would disseminate the ranking of the anchors on a weekly basis, which can be enhanced to a daily basis in the later part.

Development of Media Credibility Index (MCI):

Media organizations are owned by corporate sector and professionals. Politicians and media persons are influenced by different stakeholders to mold the public opinion for their own interests, gaming with the ignorance of common man, exploiting their basic right of information. Moreover, the purpose of these media organizations is to give viewers their right to be informed regarding different political, economic, social, religious and international affairs. Sometimes journalistic competition encroaches upon the limits and values defined by the society and anchors found indulge in unethical practices to increase their audience.

In this race of rating, media persons always try to break the news at first, try to conduct catchy programs and enjoy fighting commentaries on the screen to increase their click ratings for more advertisements. In this rating game, media persons always want to be the first one to broadcast news, try to conduct captivating current affair programs and enjoy planned interviews or planted fights to hook the audience, to serve the corporate and political interests of their backers ultimately. Therefore, one has to admit it's more of a channel rating game where majority of anchors conduct their programs without a thorough research, hence misguides their viewers who believe them. They in fact want to advertise and publicize that news which interests them.

Media people prioritize sensational news based on speculations and rumors and try to build public opinions based on them. By using such tactics they are able to grab viewership but lose credibility in the eyes of public. This is the corporate social responsibility of anchorpersons to provide their audience with correct and authentic information as they make their decision on the basis of that information. Many anchors are in reality biased and have their own political agendas; hence they cannot play the role of a neutral person while analyzing the performance of different political parties.

Non-professional and biased hosts have transformed political discussion platforms into entertainment stages where politicians shout over each other on conflicting issues and host enjoy/ignite them to generate entertainment for viewers. Moreover, majority of them have got double standards. One day you will see them labeling one political leader as corrupt and the other day you will see them justifying the same person as correct and honest. One day they take money from one party to criticize the rival party and next day they will take monetary or non-monetary benefits from the rival party to repeat the same game in the opposite direction.

This practice of media houses compels a common man to think, whether the issue portrayed on screen is considered to be fair, trustworthy, and timely and whether the media persons conducting the program are ethically strong emotionally balanced and professionally competent. William G pollard had once said "information is a source of learning but unless it is organized, processed and available to the right people in a format for decision making it is a burden not a benefit". This burden of mediated information puts a question mark on the credibility of media as well as on the credibility of media persons all over the globe. These valued question marks divert the attention of mass media researchers to change the media-monitoring paradigm from click rating and audience perception to media credibility index.

Media credibility paradigm, moving from click rating to audience perception now entered into media development indicator's age. In the click rating and audience perception paradigm research practitioners keep focus on

Media Credibility Index Deconstructed:



the target community where rating parameters are installed or on the selective audience nominated for their specific studies. These paradigms of media studies win the attention of media owners, corporate advertisers, political and economic stakeholders and different agenda setters to sponsors only those channels which have more click ratings and perceived much credible according to the perception of selective audience.

Pakistan, like many other countries, is going through a period of what one may call an "Attention Economy". This transition however, lacks the training opportunities required for the stakeholders of the industry to professionally manage their entities, a pre-request to delegate authority to a professional management. In the post 9/11 world, Pakistan acquires the status of a frontline state to combat terrorism globally and its mass media go hands in hand with mainstream media to cover terrorism incidents and to communicate counter terrorism activities.

Ethical codes of journalism have been revisited and code of conducts for journalists has been reframed nationally and internationally. To strengthen the content of media and its delivery mechanism, to fulfill the requirements of changing landscape of mass media research globally and to shape the future of journalism in Pakistan, it is necessary to explore the credibility of mass media in Pakistan with valued media credibility as well as development indicators, while keeping in view the norms and values of the Pakistani society.

Media credibility focuses on the relative credibility or believability of various media channels through which a message is sent. First time in Pakistan Mishal is framing a media credibility index after deeply examining media laws ethics rules and regulations drafted by different media groups, regulatory bodies and journalistic organizations nationally and internationally to explore state of media in Pakistan against 7 seven media credibility indicators and 24 sub-indices. While framing the evaluation sheet all the significant sections of media laws and relevant clauses of journalistic code of ethics/conduct and principles are incorporated to conduct a media discourse analysis in local and global perspectives.

Mishal has examined the following international codes of ethics/principles:

- Media Development Indicators of UNESCO
- Principles of Journalism by Pew Research Center
- European Code of Journalism Ethics
- Asian Media Barometers by Friedrich-Ebert-Stiftung
- UNESCO (United Nations Educational Scientific and Cultural Organization)
- PEW Research Center
- European Code of Journalism Ethics
- Asian Media Barometer
- BBC Editorial Guidelines
- Sky News
- Australian Broadcasting Corporation ABC
- South African Broadcasting
- Corporation SABC
- News Broadcasters Association INDIA
- Radio Television News Director Association USA

- The Ofcom Broadcasting Code UK
- International Principles of journalistic Ethics
- National Code of Conduct Denmark
- Belgium Code of Journalistic Principles
- Sweden Co-operation Council of the Press
- United Arab Emirates Journalists Association
- Radio Television News Director Association Canada
- National Federation of Brazilian Journalists
- Ethical Code of Professional Conduct Argentina
- Status of Journalists and journalism ethics IFJ
- Code of ethics Society of Professional Journalists (SPJ)

Also the following National Codes of Ethics were also incorporated:

- Pakistan Electronic Media Regulatory Authority (PEMRA)
- Pakistan Broadcasting Association (PBA),
- Pakistan Federal Union of Journalists (PFUJ)
- Press Council of Pakistan (PCP)
- Council of Pakistan Newspapers Editors(CPNE)
- AGAHI 'shaping the future of journalism',
- Coalition for Ethical Journalism
- Election Commission of Pakistan's Code of Conduct for Media
- Intermedia Pakistan's Code of Ethics

Code of Ethics framed by Pakistani media groups have also being included i.e.:

- Geo Asool
- Dunya TV
- Express Tribune
- Dawn News

After reviewing the above-mentioned principles of journalism and codes of ethic for journalists; six media credibility indicators with 24 sub-indices have been developed in order to measure the credibility of current affair programs and anchorpersons in Pakistan. This study entails thirty-one current affair programs of leading Pakistani news channels.

National Organizations	International Organizations
• Pakistan Broadcasting Association – PBA Code of Conduct • Pakistan Federal Union of Journalists – PFUJ Code of Conduct • Code of Ethics for Journalists of the Council for Pakistan Newspaper Editors (CPNE) • Code of Ethics for Media by Intermedia	• European Code of Journalism Ethics, European Journalism Center • Asian Media Barometer, Friedrich-Ebert-Stifung • Principles of Journalism by Pew Research Center's Project for Excellence in Journalism • Media Development Indicators of the United Nation's Education, Scientific and Cultural Organization (UNESCO) • Radio and Television News Directors

• Coalition for Ethical Journalism – Code of Conduct for Ethical Reporting • Framework for Ethical Journalism, AGAHI	Association, USA • Consultative Club of International and Regional Organizations of Journalists, France • Publishers' Club, Swedish Journalists' Association, Sweden's Television • Journalists Association and editors in Chief of Newspapers, UAE • Radio-Television News Directors Association, Canada • National Federation of Brazilian Journalists • La Nación, Argentina • General Association of Professional Journalists
Regulatory Bodies • Pakistan Electronic Media Regulatory Authority – PEMRA Content Regulation 2012 • Election Commission of Pakistan's Code of Conduct for Media • Ofcom Office of Communications, UK • Danish Parliament and National Union of Journalists • Press Council of Pakistan – PCP Code of Conduct	**Media Entities** • GEO TV Network • Express Group • Dunya News • DAWN Group • BBC British Broadcasting Corporation • ABC Australian Broadcasting Corporation • South African Broadcasting Corporation • NBA News Broadcasters Association • Sky News

The aim and objective of this study is to explore:

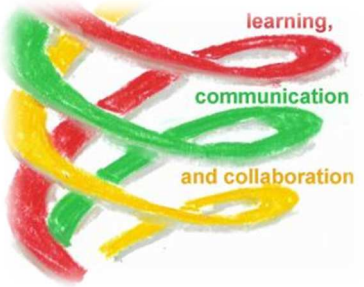
- The content and standard of top Pakistani current affairs programs on Media Credibility Index and Global Competitiveness Indicators.
- The content and its delivery mechanism according to the internationally valid and valued ethical codes and journalistic standards for development journalism.
- The issue discussed on screen is beneficial for public and society
- To compare following indicators of Media Credibility Index among thirty plus current affair programs.
    - o Professional Competence
    - o Ethics
    - o Accuracy
    - o Balance
    - o Timeliness
    - o Fairness
    - o Complaints

In order to initiate the program appropriate workforce was recruited and a daylong orientation session held at Mishal office.

Credibility Lab at Mishal:

A fully equipped Credibility Lab has been formed at Mishal; an initiative to create new frameworks and methodologies to measure current trends and indices on Media Ethics, Journalism Standards, Media Credibility and Rankings to be measured on international benchmarks.

The Credibility Lab among other areas will be working on models to improve more creative interactions between the Triple Helix players.



The Credibility Lab will also be working to explore the potential for innovation and economic development in a Knowledge-based Society, which lies in a more prominent role for the university and the hybridization of elements from University, industry and Government to generate new institutional and social formats for the production, transfer and application of knowledge.

Mishal Pakistan's Credibility Lab, in association with Open Source Institute, will work as a knowledge sharing for the experts from the industry, academia and policy makers. The Credibility lab will be working with more than 10 research-academic institutions, specializing in journalism studies and media sciences across Pakistan, a similar number of international universities and media development institutions will be partnering with Mishal Pakistan on this initiative.

The Credibility Lab at Mishal will be undertaking new initiatives in this year i.e. the Media Credibility Index (MCI), an initiative started in January 2013 in collaboration with leading research institutions across Pakistan and international journalism and media academics and practitioners. The Media Credibility Index focuses on the relative credibility and believability of various media channels through which content is created.

First time in Pakistan a media credibility index will be developed after an extensive examination of media laws, ethics, rules and regulations drafted by different media groups, regulatory bodies and journalistic organizations both at national as well as international arena. The MCI will explore the state of media in Pakistan against six media credibility indicators and 21 sub-indices.

Mishal has incorporated more than thirty code of conducts, ethical code and journalism principles, which include currently prevalent seven national code of conducts and twenty four international codes of ethics from international regulatory bodies, country code of conducts and agreed journalistic codes of ethics across the globe.

Codes of Ethics framed by Pakistani media groups have also being included such as Jang group's Geo Asool, Dunya's code of ethics, Express group's journalism code of conduct and Dawn Group's principles and code of conduct.

After reviewing the principles of journalism and codes of ethics for journalists; six media credibility indicators with 20 sub-indices have been developed in order to measure the media discourse and credibility of current affair content in Pakistan. This extensive study

entails thirty-five current affair programs of the mainstream Pakistani news channels.

The Credibility Lab, through its activities will further strengthen the Triple Helix concept, which relies on three main ideas:

1) a more prominent role for the University in creating new though and research processes, on a par with Industry and Government in the Knowledge Society;

2) a movement toward collaborative relationships among the three major institutional spheres, in which information and knowledge policy is increasingly an outcome of interaction rather than a prescription from Government;

3) in addition to fulfilling their traditional functions, each institutional sphere also "takes the role of the other" performing new roles as well as their traditional function.

The Credibility Lab will be publishing its research in collaboration with OSI on periodic basis on the state of media and competitiveness in Pakistan.

Credibility Lab is led by two experienced and competent professionals, both holding doctoral degrees in media and communications studies. The brief introduction of team leads is given below:

Team Lead;
Amir Jahangir:
A dynamic communications professional, with dignified experience of man aging mainstream media organizations and framing communication frameworks for government, public and private sector organizations. He is Young Global Leader and a vital force behind the concept of Media Credibility Index.

Research Lead:
Puruesh Chaudhary:
She is seasoned communications and research professional, with commendable track record of inventing and implementing development initiatives for the media sector at large. She has been associated with main stream media organizations and is an alumnus of National Defense University. She is also Global Shaper and plays a vital role in developing communication strategies for Credibility Lab at Mishal.

Research Fellow:
Muhammad Haseeb Sarwar:
A young committed media researcher associated with media studies and having teaching experience from last seven years. He is graduated in journalism, master in Mass Communication and M. Phil Media and Communication studies from International Islamic University Islamabad. He has also experience of public relations in government sector and reporting for newspaper.

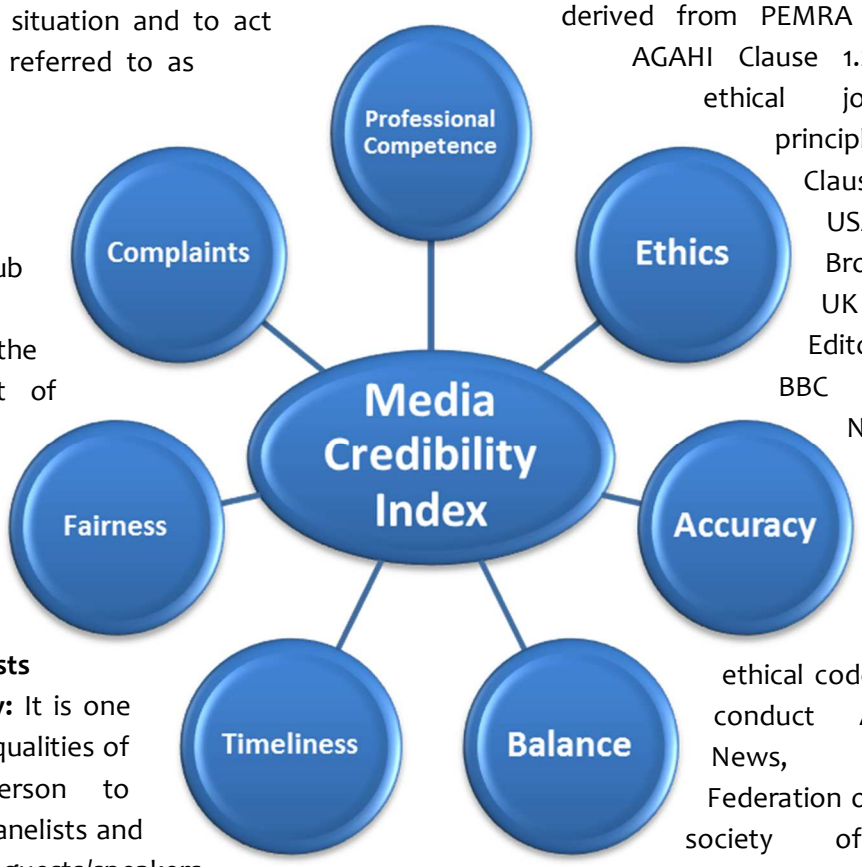
Research Fellow:
Qaisar Shehzad Farooq
Qaisar is a creative writer, dedicated researcher and contemporary blogger in the perspectives of Global Information Management Systems. His M. Phil research thesis "Framing War against terrorism" is considered an excellent and model study by academician, historians and renowned supervisors. He had already coordinated research studies in media, literature and development campaigns. His bilingual (English & Urdu) analytic articles about social national and international issues published in newspapers & blogs.

Media Credibility Index, indicators and sub-indices:

1. Professional competence:



Professional Competence is the quality of being competent; possession of a required skill; knowledge; qualification, or capacity. A cluster of related abilities, commitments, knowledge, and skills that enable a person (or an organization) to act effectively in a job or a situation. Moreover, the capacity of a person to understand a situation and to act reasonably is referred to as professional competence. Professional Competence can be sub categorized into the following set of code principles,



1.01 Mange the panelists/guests professionally: It is one of the many qualities of an anchorperson to control the panelists and manage the guests/speakers professionally while keeping the focus on delivery mechanism, so that any unpleasant situation can be avoided. This subcategory has been examined under Asian Media Barometer sector 4.1; PEMRA Clause10 (2); AGAHI Clause 1.1; Coalition for ethical journalism and principle of journalism Clause 3, RTNDA USA, The Ofcom Broadcasting UK chapter 7.1, Australian Broadcasting corporation article 5.1, International Federation of Journalists and society of professional journalists.

1.02 Command over the subject matter: The anchorperson should have command over the subject/topic under discussion and should be fully equipped with prior research and background knowledge from all aspects in order to make sure the content is rich in information and has to be relevant in context. Command over the subject matter has been derived from PEMRA Clause 10(11.b); AGAHI Clause 1.2; Coalition for ethical journalism and principle of journalism Clause 8, RTNDA USA, The Ofcom Broadcasting Code UK chapter 2.2, Editorial Guideline BBC clause 1.2.2, National Code of conduct Denmark A,1. This category is also discussed in ethical code of professional conduct Argentina, Sky News, International Federation of Journalists and society of professional Journalists.

1.03 Diversity of topic and content enriching public information: The media person has to

deep vision about the changing scenarios of the current affairs and cover variety of social, economic and political issues to enrich the public information and knowledge. This category has been studied under Asian Media Barometer sector 4.3; PEMRA Clause 7(2); PBA Pakistan Broadcasting Association (preamble); Press Council of Pakistan Clause 1; AGAHI Clause 1.1; 2.3; 4.1; coalition for ethical journalism, and principles of journalism Clause 6; 7; 8, RTNDA USA, The Ofcom Broadcasting Code UK chapter 2.1, Editorial Guideline BBC clause 1.2.6; 1.2.5; 1.3.1, Australian Broadcasting Corporation article 4.2, International Principles of journalism ethics article.1, Belgian code of journalistic principles article 4, UAE journalists association article 1, South African Broadcasting Corporation, National federation of Brazilian Journalists article 1, Ethical code of professional conduct Argentina, International Federation of Journalists and society of professional journalists.

2. Ethics:



Journalistic ethics is the subdivision of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet. The field covers many varied and highly controversial topics, ranging from war journalism to advertising. A major area of conflict is between the public's "rights to know", or freedom of the press and individual's right to privacy. Sub categories include,

2.01 Did not use biased abusive/derogatory expressions: Biases, prejudices, abusive remarks, or derogatory expressions on the basis of gender ethnicity racism and minorities are never allowed in any organization or society because it fades the objectivity and accuracy and ultimately the reality which causes disharmony and hatred in the society. This category has been discussed under PEMRA clause 4,5(a, b, d, g, h, I) ,9(1)10(11d),11(c)(d); PBA Pakistan Broadcasting Association Clause 3.1 (B)(D); Press Council of Pakistan Clause 3,7,9 and 17; AGAHI Clause 3.1,3.2,7.1 coalition for ethical journalism and principles of journalism Clause 3, RTNDA USA, The Ofcom Broadcasting Code chapter 2.3, 1.15, International A-3, Belgian code of journalistic principle aticle2 , 4, Sweden cooperation council of Press article 10, UAE journalists association article 12 , 19, South African Broadcasting corporation SABC, RTNDA Canada article 2, National federation of Brazilian journalists article 10.4, Ethical code of professional conduct Argentina, Sky News, International Federation of Journalists and society of professional Journalists.

2.02 Did not sensationalize the issue/presentation of images: Sensationalism with the help of tone/pitch of voice or with presentation of images is always condemned in rules, regulations and ethical codes. This category is mentioned in PEMRA Clause 6(10), 10(7), PBA Pakistan Broadcasting Association Clause 3.1(i), 3.4,4 Press Council of Pakistan Clause 7,12,13,14 and coalition for ethical journalism, RTNDA USA, The Ofcom Broadcasting code chapter 2.5, Australian Broadcasting corporation ABC article 4.4, International Principles of Journalists ethics article 4, National code of conduct Denmark article A-1;2, Belgian code of journalistic principle article 5,UAE journalist association article 5;24, South African broadcasting

corporation SABC, News Broadcasters association INDIA article 5, Sky News, and International Federation of Journalists.

2.03 Respect the privacy and confidentiality: Right to privacy and confidentiality is the universal right of every human being. Intrusion into one's personal affairs and activities without his/her consent in presence or absence is considered to be against the code of conduct. This category has been discussed under PEMRA Clause 6(4) (6), 7(2) (3) (4) (5), 11(m); PBA Pakistan Broadcasting Association 1, Clause 4.5, 2 Clause 7; PFUJ Pakistan Federal Union of Journalists Clause11, 12; PCP Press Council of Pakistan Clause 4, 15 and principles of journalism Clause 9, Radio Television News Director Association USA, The Ofcom Broadcasting Code UK chapter 8.1; 8.2; 8.5, Editorial Guideline BBC clause 1.2.8, Australian Broadcasting Corporation ABC clause 5.7; 6.1, National Code of Conduct Denmark article B-1, Belgian Code of Journalistic Principles article 5, Sweden Co-operation Council of the Press article 7, United Arab Emirates Journalists Association article 8, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 6, (RTNDA) Canada article 4, National Federation of Brazilian Journalists article 9.7, Ethical Code of Professional Conduct Argentina, Sky News and Society of Professional Journalists

2.04 Did not glamorize violence, tragedy, criminals /terrorists: Throughout the history criminals outlaws and terrorists have been condemned. It is also the responsibility of media persons not to glorify or glamorize them for the benefit of society at large. This category has been explained in PEMRA Clause 5(a) (b) (e), 6(1) (7), 10(10); PBA Pakistan Broadcasting Association 1. Clause 3.1(g) (h), 4.4,2 Clause 1,2,3;PCP Press Council of Pakistan Clause 8,13,14 and coalition for ethical journalism, Radio Television News Director Association USA, The Ofcom Broadcasting Code UK chapter 1.11; 1.12; 2.3; 2.4, Editorial Guideline BBC clause 5.4.27, Australian Broadcasting Corporation ABC article 7.1; 7.2; 7.3, National Code of Conduct Denmark article B-2, Belgian Code of Journalistic Principles article 6, Sweden Co-operation Council of the Press article 8, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 3, (RTNDA) Canada article 10, Sky News and International Federation of Journalists.

2.05 Did not use visuals that caused distress to the viewers: Optimism is the driving force of life but today such visuals are used by media houses which cause uncertainty, fear and pessimism in the masses which cannot be justified. This category has elaborated in PEMRA Clause 6(3), Radio Television News Director Association USA, The Ofcom Broadcasting Code UK chapter 2.3, Editorial Guideline BBC clause 1.3.1, Sweden Co-operation Council of the Press article 4.2, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 3.9, Sky News and Society of Professional Journalists.

3. Accuracy:



Accuracy is the state of being correct; exact and freedom from all mistakes. This may result from being more careful and specific. In similar terms, it can be the exact conformity to the truth; precision; exactness; correctness; as, the

value of testimony depends on its accuracy. Accuracy is sub categorized according to clauses of ethical code as under.

3.01 References made were relevant, accurate and trustworthy: It should be the prime objective of an anchorperson to use relevant, accurate and trustworthy references to strengthen the credibility of his program. This category has been mentioned in Asian Media Barometer sector 4.2,PEMRA Clause 10(10),(11);PFUJ Pakistan Federal Union of Journalists Clause 12; PCP Press Council of Pakistan Clause 2,6; coalition for ethical journalism and principles of journalism Clause 1,3,4,7, Radio Television News Director Association USA, The Ofcom Broadcasting Code UK chapter 2.2; 5.1, Editorial Guideline BBC clause 1.2.1; 1.2.4, Australian Broadcasting Corporation ABC article 4.5, International Principles of journalistic Ethics article 3, National Code of Conduct Denmark article A-5, Belgian Code of Journalistic Principles article 2, Sweden Co-operation Council of the Press article 1, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 1, (RTNDA) Canada article 1, National Federation of Brazilian Journalists article 2,3,7, Ethical Code of Professional Conduct Argentina Sky News, International Federation of Journalists and Society of Professional Journalists.

3.02 Did not twist the facts and figures quoted by participants: Anchorperson should never twist/distort the facts and figures quoted by the participants. This category has been studied under PEMRA Clause 5(i), 10(5) (11) (b); PBA Pakistan Broadcasting Association 1 Clause 3.1 (k) (I), 3.5 and PCP Press Council of Pakistan Clause 5, Radio Television News Director Association USA, Editorial Guideline BBC clause 1.2.2, Australian Broadcasting Corporation ABC article 4.2, International Principles of journalistic Ethics article 3, United Arab Emirates Journalists Association article 4, (RTNDA) Canada article 3, National Federation of Brazilian Journalists article 9.6, Ethical Code of Professional Conduct Argentina, International Federation of Journalists and Society of Professional Journalists.

3.03 Did not try to impose own viewpoint: Sometime media persons while conducting the programs try to impose their own views and beliefs on the participants and use suggestive language for the proceedings or trials running in the courts which is against the journalistic ethics/code of conducts. This category has been derived from PEMRA Clause 10(6) (11, b); PBA Pakistan Broadcasting Association 1 Clause 3.1(n); PCP Press Council of Pakistan Clause 17 and principles of journalism clause 2, National Code of Conduct Denmark A-2, Sky News and International Federation of Journalists.

4. Balance:



There are generally two sides to a story. For the public, the media has an obligation to provide an evenhanded approach to reporting. It is the duty of anchorperson to be aware of this function and must present all sides of a story. In doing so, a sufficient amount background on the subject must be given for the reader to have the context in which to draw his or her own conclusions about the story. Balance is further sub categorized, as followed.

4.01 Balance in selection of participants/guests: While selecting the participants/guests, the anchorperson has to keep balance in all the relevant parties and to keep focus on all the sponsors and beneficiaries of the topic under discussion in broader perspective. This category has been extracted from Asian Media Barometer sector 4.4;PEMRA Clause 10(2); PBA Pakistan Broadcasting Association preamble (D)1 clause 4.3; PFUJ Pakistan Federal Union of Journalists Clause 13; AGAHI Clause 2.1; coalition for ethical journalism and principles of journalism Clause 7, The Ofcom Broadcasting Code UK chapter 5.9, Editorial Guideline BBC clause 1.2.5, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 1 and International Federation of Journalists.

4.02 Provided equal opportunity to all participants: Anchorperson should provide equal chance to all the participants to have their say on the topic of discussion, thus all the participants will have an equal opportunity to share their viewpoint across the table. This category has been studied under PBA Pakistan Broadcasting Association preamble (D); PFUJ Pakistan Federal Union of Journalists Clause 13; PCP Press Council of Pakistan Clause 10 and coalition for ethical journalism, The Ofcom Broadcasting Code UK chapter 5.9; 6.2;6.3, Belgian Code of Journalistic Principles article 4, Sweden Co-operation Council of the Press article 12, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 2, (RTNDA) Canada article 1, Sky News and International Federation of Journalists.

4.03 Balanced tone/gesture towards each participant: Anchors should neither demonstrate political bias nor openly voice support for a particular political party. Use of offensive tone or tilting towards one party can easily divert the public opinion and tags a negative question mark on the objectivity of the anchorperson. This category has been derived from PEMRA clause 10(1)(13); PBA Pakistan Broadcasting Association clause 4.5; PFUJ Pakistan Federal Union of Journalists clause 13; PCP Press Council of Pakistan clause 3;coalition for ethical journalism and principles of journalism clause 6, The Ofcom Broadcasting Code UK chapter 5.7, Editorial Guideline BBC clause 1.2.5, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 1, National Federation of Brazilian Journalists article 14.2 and International Federation of Journalists.

5. Timeliness:



Timeliness refers to harder hitting stories and important developments in a story that would lose their newsworthiness if not reported as soon as possible. If the event or topic is old, not up-to-date, then it won't gather much attention and people mainly wants to know the current issues of the time. Timeliness is sub categorized as given below.

5.01 Issues discussed were timely and current: Timeliness and relevance to a set period of time is the prime principle of the journalism. This category has been derived from Principles of Journalism clause 1, Radio Television News Director Association USA, The Ofcom Broadcasting Code UK clause 2.3 and Sky News.

5.02 Advertisements were limited to prescribed limits: Excessive advertising for the sake of large consumerism should not be allowed. This category has been examined under PEMRA clause 15(17) and Principles of Journalism clause 2, Radio Television News Director Association USA, National Code of Conduct Denmark article B-4, Belgian Code of Journalistic Principles article 12, South African Broadcasting Corporation SABC, Ethical Code of Professional Conduct Argentina, Sky News and International Federation of Journalists.

5.03 Content duration was according to the limit: The basic public right to know should not be sacrificed for breaking news or an advertisement. The content of the program should always remain within its set time duration. This category has been extracted from PEMRA clause 15(12) and principles of journalism clause 2, Radio Television News Director Association USA, National Code of Conduct Denmark article B-4, South African Broadcasting Corporation SABC and Sky News.

6. Fairness:



Fairness means exploring and conveying all sides of a story as accurately as possible. There are usually two sides to a picture and often those sides constitute different viewpoints. Both viewpoints should be given equal space in the news. Journalists should not exaggerate the importance of a story. Fairness implies that the journalist is being fair to the facts and to a citizen's understanding of them. Fairness has been placed into following sub categories.

6.01 Covers all aspects of an issue: It should be the prime responsibility of an anchorperson to cover all the aspects of the issue discussed in the best interest of populace. This category has been examined under PEMRA clause 10(9)(13); PCP Press Council of Pakistan clause 2; AGAHI clause 4.2; coalition for ethical journalism and principles of journalism clause 1, 4, 8, Radio Television News Director Association USA, Editorial Guideline BBC clause 1.2.7, International Principles of journalistic Ethics article 5, Belgian Code of Journalistic Principles article 4, Sweden Co-operation Council of the Press article 12, United Arab Emirates Journalists Association article 2, South African Broadcasting Corporation SABC, News Broadcasters Association INDIA article 6, (RTNDA) Canada article 1, National Federation of Brazilian Journalists article 14.1, Sky News, International Federation of Journalists and Society of Professional Journalists.

6.02 Remains objective throughout the program: The anchorperson should remain objective throughout the program and should not bring subjectivity in forming a conclusion or imbalance his/her emotions. This category has been elaborated in Asian Media Barometer clause 4.2; PEMRA clause 10(2)(11.b); PBA Pakistan Broadcasting Association 1 clauses 3.1(n),3.3,3.5; PFUJ Pakistan Federal Union of Journalists clause 4; PCP Press Council of Pakistan clause 2,12; coalition for ethical journalism and principles of journalism clause 3, Radio Television News Director Association USA, The Ofcom Broadcasting Code UK chapter 2.6; 5.1; 6.8; Editorial Guideline BBC clause 1.2.1; 1.2.3, Australian Broadcasting Corporation ABC article 4.1, Sweden Co-operation Council of the Press article 1, United Arab Emirates

Journalists Association article 2 and Ethical Code of Professional Conduct Argentina.

6.03 Focus on solution more than problem: Problems remain until the right solution is sought. While conducting a program, media person has to keep the focus on the solution while discussing the causes to that problem. This is to avoid such problems in future again. Problems remain until the correct solution is sought. While conducting a program, the anchor/host must concentrate on the solution to the problem along with the causes. This category has been derived from Asian Media Barometer sector 4.7 and principles of journalism clause 6, Radio Television News Director Association USA, United Arab Emirates Journalists Association article 2 and Society of Professional Journalists.

7. Complaints:

Information has its significant role in socialization of the society and mass media play the role of educator in behavioral change of the society. So mass media and journalists have to work in the limits prescribed in different code of ethics and code of conducts. To examine the content and delivery mechanism of mass media regularity bodies have been framed and assigned them the task to invigilate the mass media and journalists and take action against any misconduct or violation of the media laws and ethics.

7.01 Content: Complaints received about the content of the program will be examined under this category.

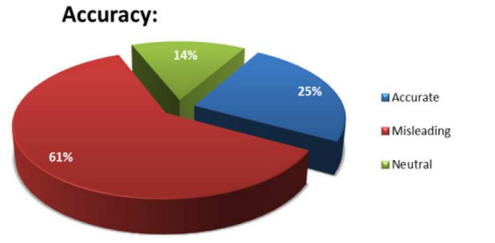
7.02 Guests: Regulatory bodies have a right to take action against the guest about any complaint.

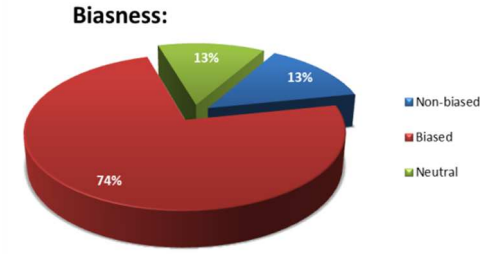
7.03 Anchors Conduct: Sometimes regulatory bodies received complaints about the attitude/conduct of the anchorperson.

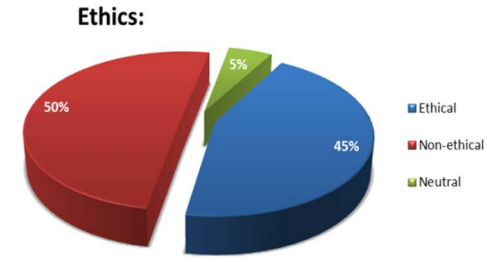
7.04 Channel Complaints: Overall channel complaints will be considered in this category.

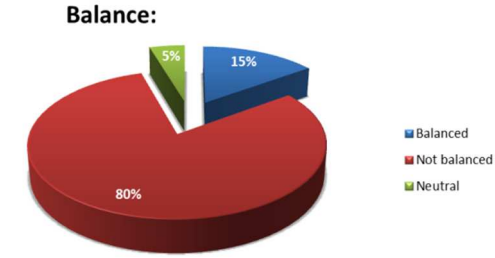
Pre-program Perception Survey:

A comprehensive survey has been initiated to gauge the current perceptions of public with







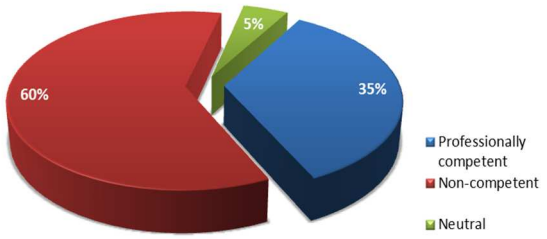


regard to current affairs program and the anchorpersons. The survey consisted telephonic queries and online questionnaire. Mishal has a stronghold of conducting perception surveys and opinion polls and there is a huge database available in form of valid telephone numbers, spanned over a large population of Pakistan and covering all major cities of the country.

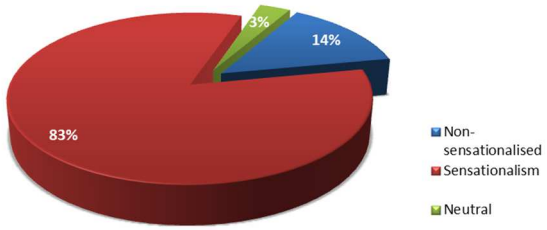
Pre-program perception survey greatly helped us in formulating the Media Credibility Index allowing deep insight of public perceptions.

Following are the results of pre-program perception surveys:

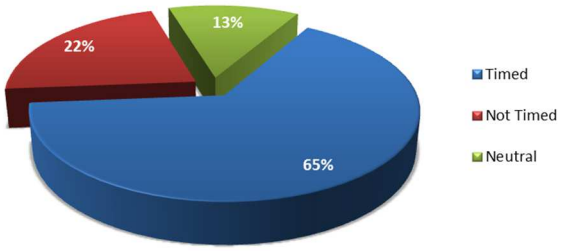
Competence:



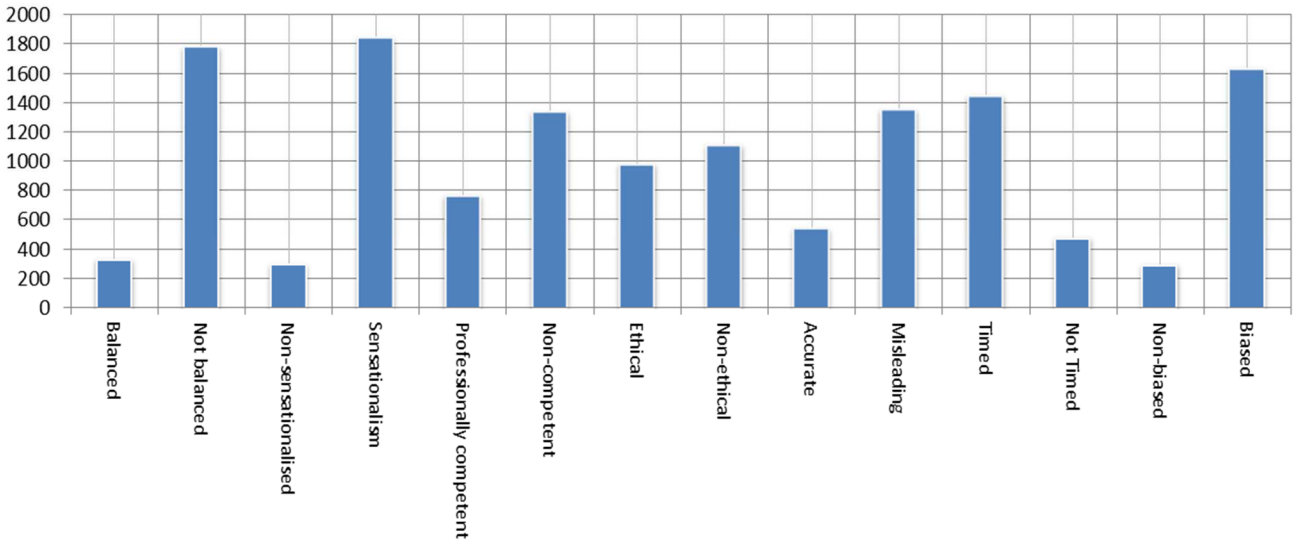
Sensationalism:



Timeliness:



Perceptions revealed: (Population size = 5,161)



MCI Indicators summarized:

1. Professional Competence

1. 01: Manage the panelists/guests professionally

1.02: Command over the Subject Matter

1.03: Diversity of Topic and content enriching public information

2. Ethics

2.01: Did not use biased , abusive/derogatory expressions

2.02: Did not sensationalize the issues/presentations of images

2.03: Respects the privacy and confidentiality

2.04: Did not glorify/glamorize the criminals/terrorists

2.05: Did not use the visuals that cause distress to the viewers

3. Accuracy

3.01: References made were relevant accurate/trustworthy

3.02: Did not twist the facts/figures quoted by participants

3.03: Did not try to impose own viewpoint

4. Balance

4.01: Balance in selection of participants/guests

4.02: Provided equal opportunity to all participants

4.03: Balance d tone/gesture toward each participant

5. Timeliness

5.01: Issues discussed were timely and current

5.02: Advertisements were limited to prescribed limit

5.03: Content duration was according to the limit

6. Fairness

6.01: Covers all aspects of Issue

6.02: Remains objective throughout the program

6.03: Focused on solution more than problem

7. Complaints

7.01: Content

7.02: Guests

7.03: Anchors Conduct

7.04: Channel Complaints



Selection Criteria:

The programs selected for the monitoring were identified on a matrix mechanism consisting of the leading 14 current affairs television channels and their top 3 or 2 most watched prime time current affairs shows.

Program Definition: The programs were selected on the basis of their genre of broadcast journalism where the emphasis is on detailed analysis and discussion of news and current affairs stories that have recently occurred or are ongoing at the time of broadcast. This differs from regular news broadcasts that emphasizes on news reports presented for simple presentation as soon as possible, often with a minimum of analysis. It is also different from the news magazine show format in that the events are discussed immediately.

Identification of News Channels: The Pakistan Electronic Media Regulatory Authority has issued more than eighty satellite television channel licenses. Almost 35 television channels in the country are beaming news and current affairs content on a daily basis; out of these some are mainstream news channels while others cater for a regional or a city-based community i.e. KTN News caters for

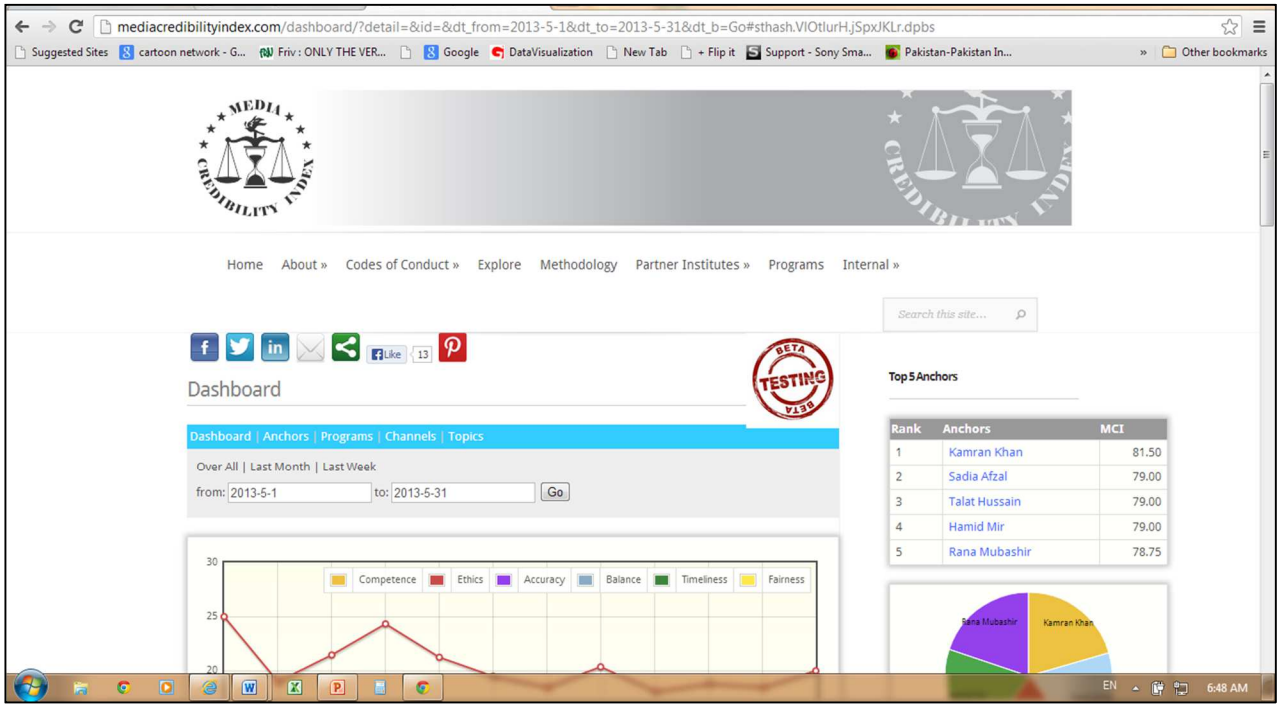
Ch#	S. No.	Channel	Programs	Anchor Name	Airing City
1	1	Geo News	Aaj Kamran Khan Kay Saath	Kamran Khan	Karachi
	2	Geo News	Capital Talk	Hamid Mir	Islamabad
	3	GEO News	Apas ki Baat	Najum Sethi	Lahore
2	4	Ary News	Off The Record	Kashif Abbasi	Islamabad
	5	Ary News	11th Hour	Waseem Badami	Karachi
	6	Ary News	Khara Sach	Mubashar Luqman	Lahore
3	7	Dunya	On The Front	Kamran Shahid	Lahore
	8	Dunya	Top Story	Sami Ibrahim	Islamabad
	9	Dunya	Dunya @ 8	M Malick	Islamabad
4	10	Express News	To The Point	Shahzeb Khanzada	Karachi
	11	Express News	Live With Talat	Talat Hussain	Islamabad
	12	Express News	Kal Tak	Javed Chaudhry	Islamabad
5	13	Aaj News	Bottom Line	Absar Alam	Islamabad
	14	Aaj News	Islamabad Tonight	Nadeem Malik	Islamabad
	15	Aaj News	Bolta Pakistan	Mushtaq Minhas & Nusrat Javed	Islamabad
6	16	SAMAA TV	News Beat	Paras Khursheed	Karachi
	17	SAMAA TV	Tonight with Jasmeen	Jasmeen Manzoor	Karachi
	18	SAMAA TV	60 Mniute	Gharida Farooqui	Karachi
7	19	CNBC	Islamabad Sey	Moiz Jaffery	Islamabad
	20	CNBC	Agenda 360	Haider Waheed	
8	21	Waqt TV	Tonight with Moeed Pirzada	Moeed Pirzada	Islamabad
	22	Waqt TV	8 PM	Fareeha Idris	Islamabad
9	23	News One	Rana Mubashir at Prime Time	Rana Mubashir	Karachi
	24	News One	Capital Circuit	Farrukh Pattafi	Islamabad
10	25	Dawn News	Newseye	Meher Abbasi	Islamabad
	26	Dawn News	Faisala Awam Ka	Asma Sherazi	Islamabad
11	27	Capital TV	Capital Special	Fahad Hussain	Islamabad
	28	Capital TV	Belaag	Ijaz Haider	Islamabad
	29	Capital TV	Ham Sab	Nasim Zehra	Islamabad
12	30	Abb Tak	NBC on Air	Nasir Baig Chughtai	Islamabad

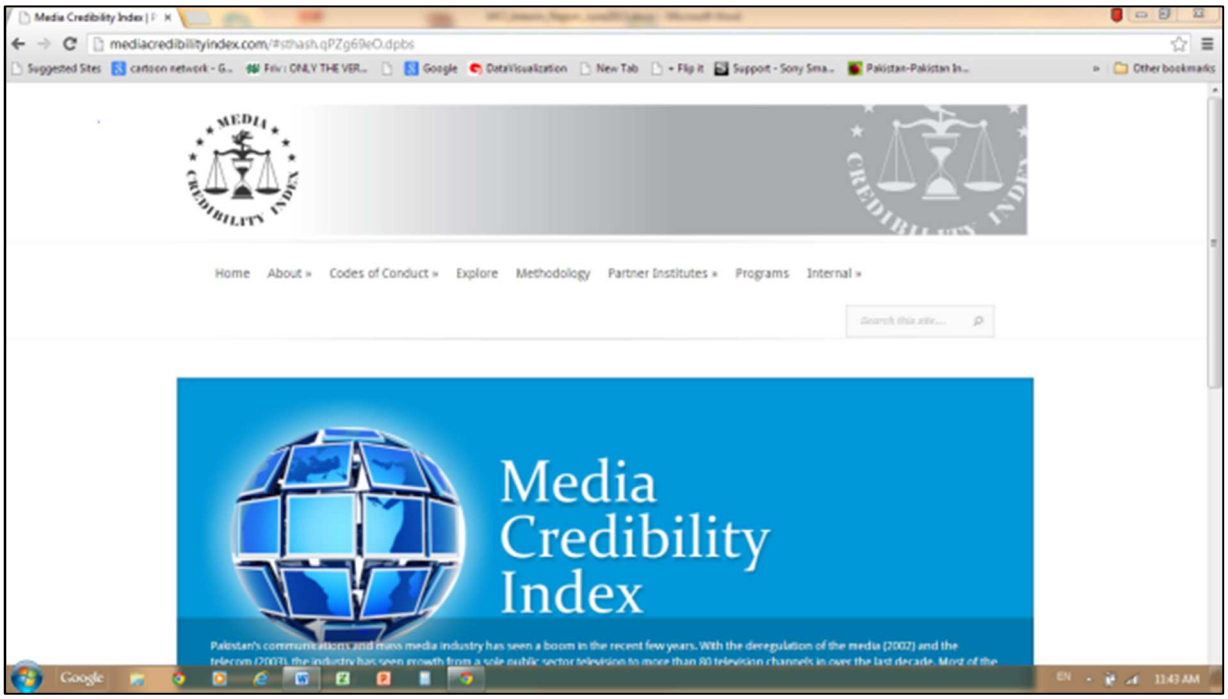
Sindhi speaking communities, while City42 and Metro Channel caters for communities in Lahore and Karachi respectively.

The Media Credibility Index selected the leading mainstream news and current affairs channels in Pakistan, including the national broadcaster Pakistan Television Corporation, with both its Urdu as well as English programming.

MCI Online Portal:

An online portal of Media Credibility Index has been developed, designed and hosted by Mishal Credibillity Lab. Its a vertical





information portal which provides realtime Media Credibility Indices, information about the program, codes of conduct, methodology employed, introduction of partner institutions, details of programs and anchors being monitored, summaries of different results on periodic basis, MCI latest news, editorial content, digital content etc. It also provides dynamic multimedia applications including social networking, video posting, blogging and sharing to facebook links, twitter, linkedin, email, Adfty, Allvoices, Amazon, Wishlist, Arto, Baidu, Bebo, Blinklist, Blip, Blogmarks, Blogger, Brainify, Buddy Marks, Buffer, Add to BX, Care2chiq, CiteULike, ConnoteacoRank, Corkboard, Current Dealspl.us, Delicious, Digg, Diigo.net, Shoutout, DZone, Edmodo, Evernote and a lot other applications.

The dashboard allows users and visitors to view the latest trends and ranking in realtime as the data is updated through backend content management system. The evaluations are done online and their effect appears on the graphs and tables in dashboard sooner the same is uploaded.

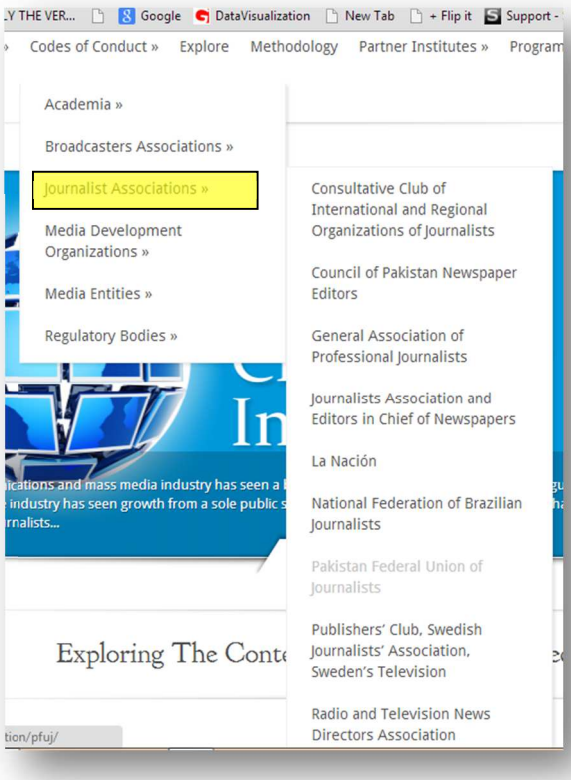


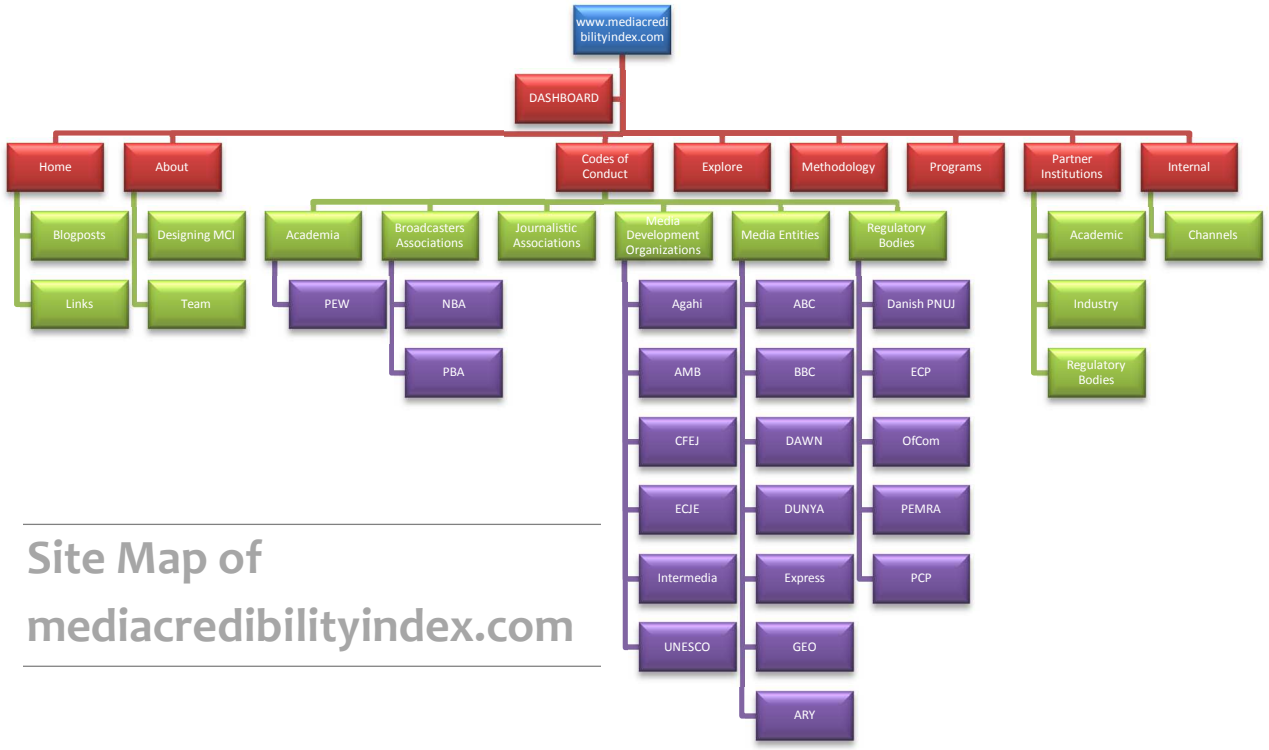
Webportal is a genuine measure of performance on the orogram and it gives insight to all the stakeholders on different aspects of the program. At many instance the results appearing on webportal dashboard are widely shared and circulated by channels or anchors appearing on top five lists.

The dedicated email services of mediacredibity.org (MCI-ORG) are being used for external communications of the program.

MCI-COM contains a blogging infrastructure to host the media related news.

A web based application, Media Credibility Index (MCI), is being hosted on MCI-COM, which can compare different matrices of the journalists, anchor persons, TV programs and TV channels through the input received from the common public and/or the specially assigned judges.





Site Map of mediacredibilityindex.com

User interface for both submitting and editing the information is available.

Major sections/tabs of the portal include:

Explore: The section "Explore" consists of an index containing the collected information from the judges. This section helps find the trends and/or comparison parameters of different entities. The information is available selecting TV Channels, Anchors, Programs, Types of Programs, Credibility Index etc.

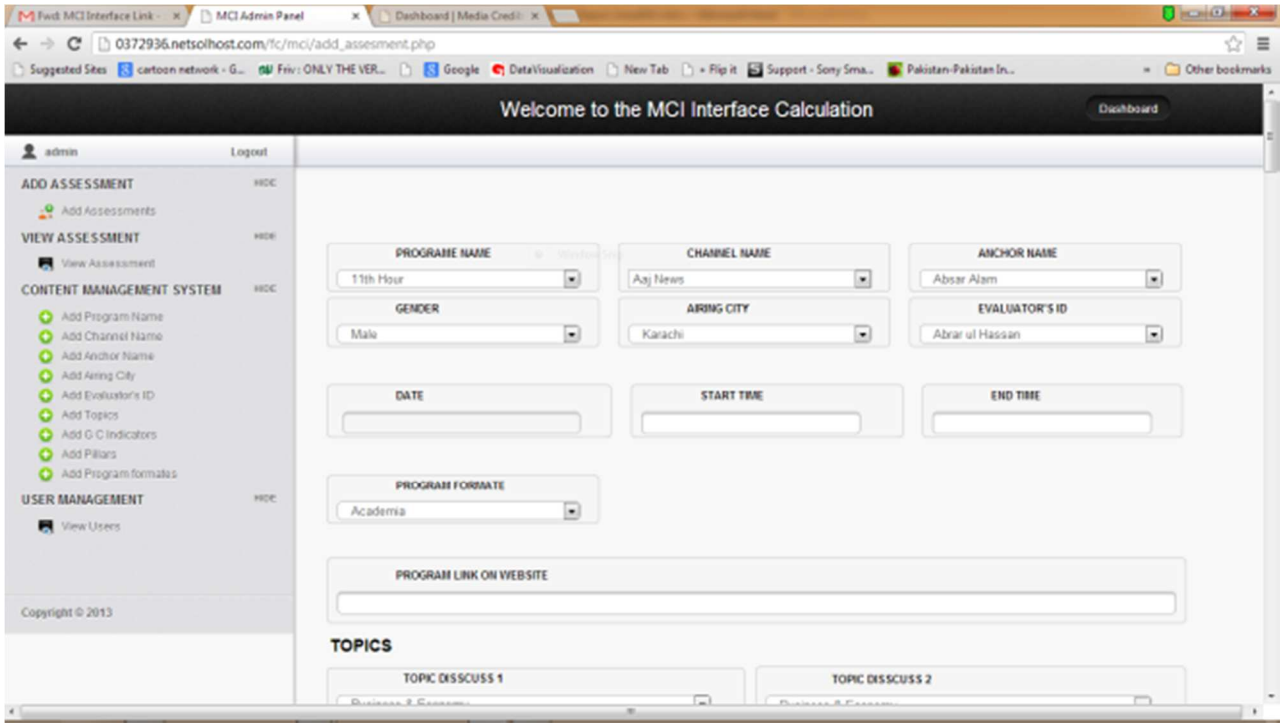
Methodology: This section explains the credibility metrics, procedures and processes used to evaluate the different TV programs. The content is provided by MCI team, and it is used as a basis for developing the dashboard, the detailed information and the widgets etc.

Partner Institutes: This section includes the information of the Partner Institutes sponsoring this on-going process of indexing the media credibility.

Dashboard: an information panel indicating the results of last weeks TV programs, showing a summary of programs and anchors against these parameters. Further details of anchors or programs can be displayed by clicking on the different elements in the displayed metrics.

Widgets/plug-ins has been developed for displaying the information not only on the

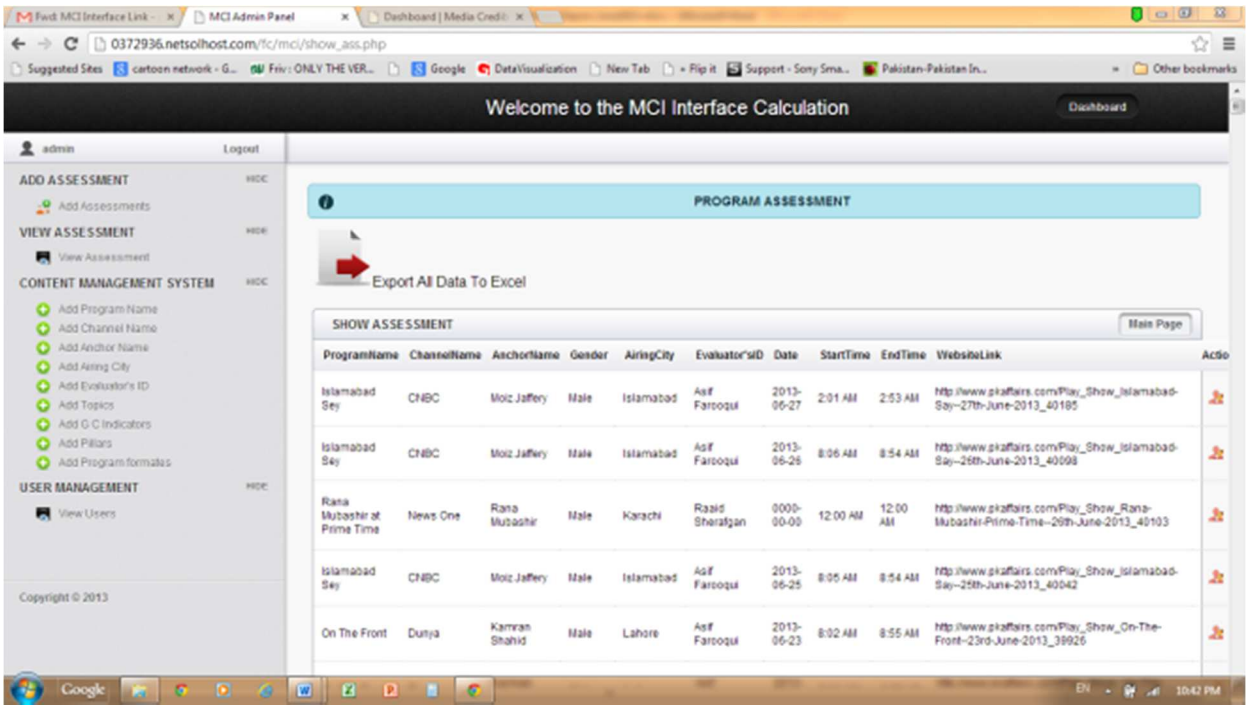
blog of MCI but is available for others to put in on their websites and display information according to the level of service contract. Examples of widgets could be "Top Anchors of the Week" or "Top Channels of the Week" etc.

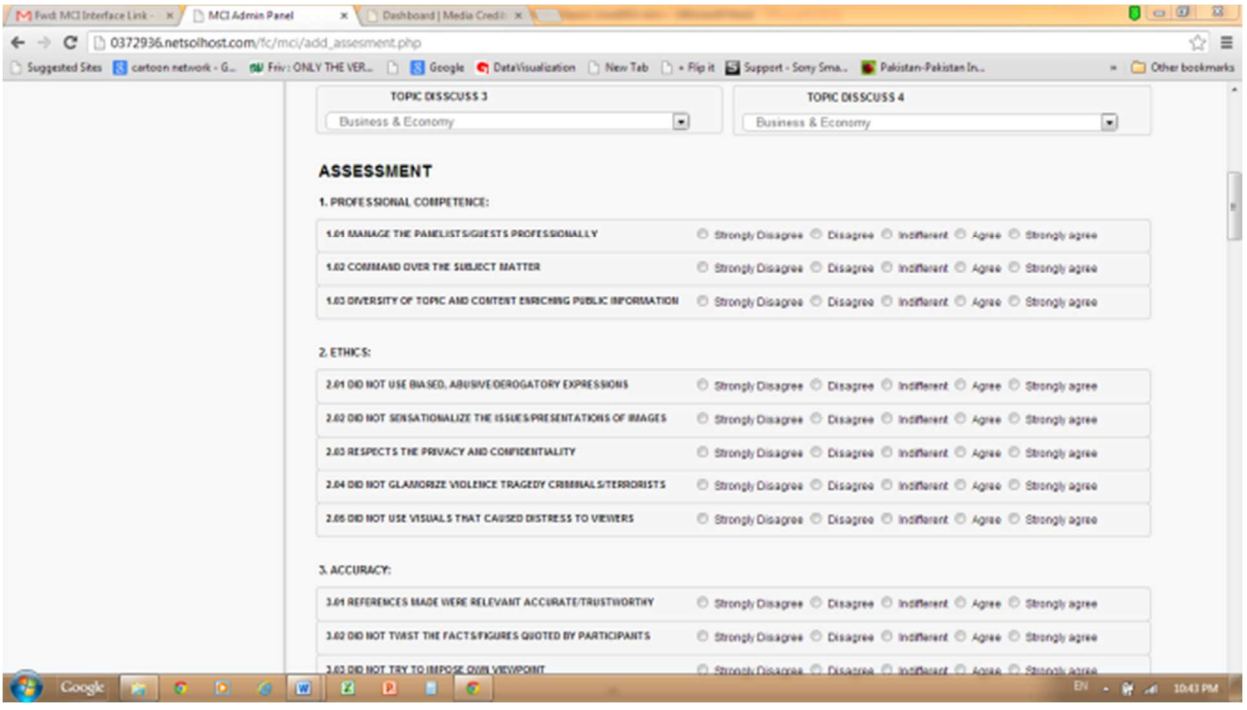


Content Management System:

A Content Management System (CMS) allows publishing, editing and modifying content as well as maintenance from a central interface. It provide procedures to manage workflow in a collaborative environment.

The core function and use of MCI content management systems is to present information on websites. MCI CMS include Web-based publishing, format management, revision control (version control), indexing, search, and retrieval facilities. It increments the version number when new updates are added to an already-existing file. It also serves as a central repository containing all the data of evaluations.

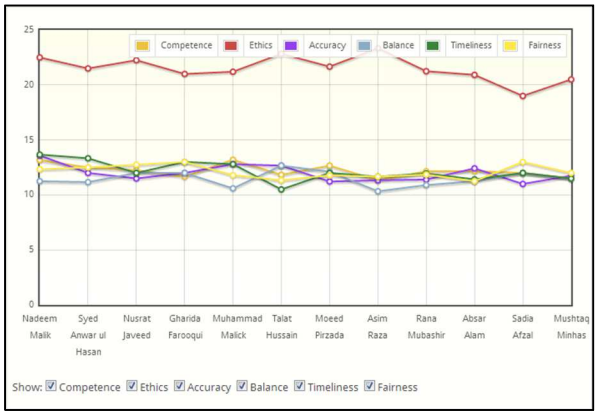

Welcome to the MCI Interface Calculation
Dashboard
admin
Logout
ADD ASSESSMENT
Add Assessments
VIEW ASSESSMENT
View Assessment
CONTENT MANAGEMENT SYSTEM
Add Program Name
Add Channel Name
Add Anchor Name
Add Airing City
Add Evaluator's ID
Add Topics
Add G C Indicators
Add Pillars
Add Program formats
USER MANAGEMENT
View Users
Copyright © 2013
PROGRAM ASSESSMENT
Export All Data To Excel
SHOW ASSESSMENT
Main Page
ProgramName ChannelName AnchorName Gender AiringCity EvaluatorsID Date StartTime EndTime WebsiteLink Actio
Islamabad Sey CNBC Moiz Jaffery Male Islamabad Asif Farooqui 2013-06-27 2:01 AM 2:53 AM http://www.pkaffairs.com/Play_Show_Islamabad-Sey--27th-June-2013_40185
Islamabad Sey CNBC Moiz Jaffery Male Islamabad Asif Farooqui 2013-06-26 8:06 AM 8:54 AM http://www.pkaffairs.com/Play_Show_Islamabad-Sey--26th-June-2013_40098
Rana Mubashir at Prime Time News One Rana Mubashir Male Karachi Raaid Sheraigan 0000-00-00 12:00 AM 12:00 AM http://www.pkaffairs.com/Play_Show_Rana-Mubashir-Prime-Time--26th-June-2013_40103
Islamabad Sey CNBC Moiz Jaffery Male Islamabad Asif Farooqui 2013-06-25 8:05 AM 8:54 AM http://www.pkaffairs.com/Play_Show_Islamabad-Sey--25th-June-2013_40042
On The Front Dunya Kamran Shahid Male Lahore Asif Farooqui 2013-06-23 8:02 AM 8:55 AM http://www.pkaffairs.com/Play_Show_On-The-Front--23rd-June-2013_39926

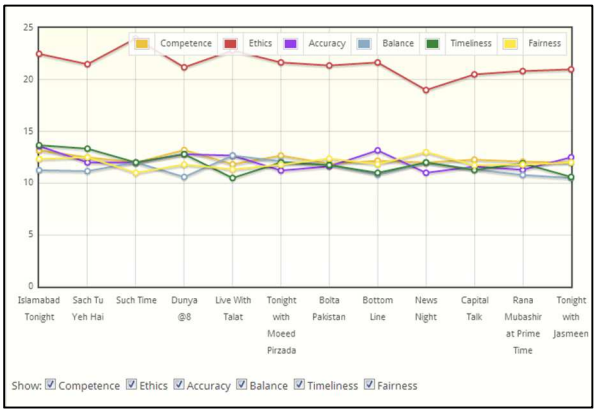

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TOPIC DISSCUSS 3
Business & Economy
TOPIC DISSCUSS 4
Business & Economy
ASSESSMENT
1. PROFESSIONAL COMPETENCE:
1.01 MANAGE THE PANELISTS/GUESTS PROFESSIONALLY
1.02 COMMAND OVER THE SUBJECT MATTER
1.03 DIVERSITY OF TOPIC AND CONTENT ENRICHING PUBLIC INFORMATION
2. ETHICS:
2.01 DID NOT USE BIASED, ABUSIVE/DEROGATORY EXPRESSIONS
2.02 DID NOT SENSATIONALIZE THE ISSUES/PRESENTATIONS OF IMAGES
2.03 RESPECTS THE PRIVACY AND CONFIDENTIALITY
2.04 DID NOT GLAMORIZE VIOLENCE TRAGEDY CRIMINALS/TERRORISTS
2.05 DID NOT USE VISUALS THAT CAUSED DISTRESS TO VIEWERS
3. ACCURACY:
3.01 REFERENCES MADE WERE RELEVANT ACCURATE/TRUSTWORTHY
3.02 DID NOT TWIST THE FACTS/FIGURES QUOTED BY PARTICIPANTS
Strongly Disagree Disagree Indifferent Agree Strongly agree

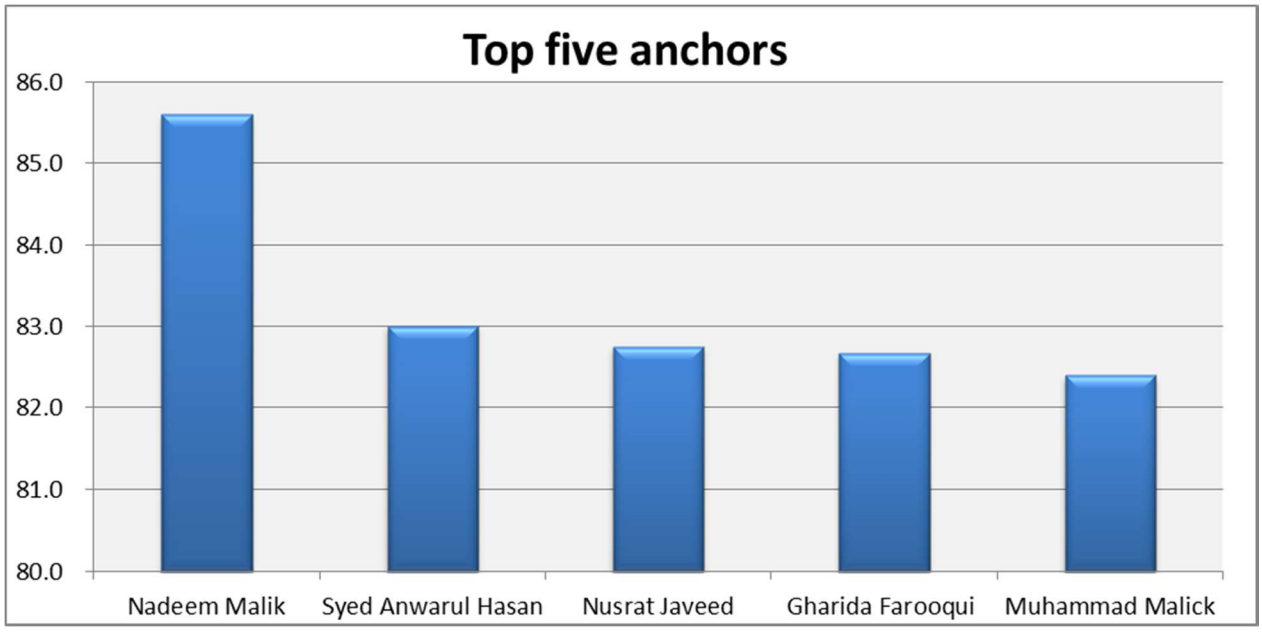
Content Monitoring and Dissemination of Results:

Mishal Credibility Lab has established a content assessment framework to assess the credibility of current affairs programs and anchors of different news channels in Pakistan. The framework is a result of comprehensive consultation with different stakeholders, think tanks and professionals.

Once an assessment framework was in place the content evaluators have been selected and assigned monitoring of different programs on regular basis. The results data of monitoring by professionals is then fed into a dynamic database through MCI Interface assigning a unique ID to every evaluator. The evaluations are carried out on rotation basis and every week MCI roster is revised and a different set of programs is assigned to them. This eliminates the chances of personal liking or biases of evaluators affecting the results.







Overall Top Anchor

Over All Top Anchor

1. Nadeem Malik

MCI: 86.50



Rank	Anchors	MCI
2	Syed Anwar ul Hasan	83.00
3	Nusrat Javeed	82.75
4	Gharida Farooqui	82.67
5	Muhammad Malick	82.40

Top Anchors by Index

Competence

1. Muhammad Malick

MCI: 88.00



Rank	Anchors	MCI
2	Nadeem Malik	87.78
3	Moeed Pirzada	84.44
4	Syed Anwar ul Hasan	83.33
5	Waseem Badami	82.56

Ethics

1. Kamran Shahid

MCI: 97.50



Rank	Anchors	MCI
2	Asim Raza	93.33
3	Talat Hussain	91.33
4	Nadeem Malik	90.00
5	Nusrat Javeed	89.00

Sample Data:

Mishal Credibility Lab developed a set of sample data specifically for elections 2013 in Pakistan. In this study all the current affairs program during election 2013 and on the topic of elections 2013 were assessed and monitored on Credibility Lab Content Assessment Framework (CLCAF). Interesting results were revealed which are being shared here:

Election monitoring report starts

MCI Thematic Coverage Election 2013:

Media Credibility Index evaluation scores prepared on the thematic areas during the months of March, April and May which bench marks the state of Media in Pakistan. The detail is as under:

5.2 Qualitative Data:

MCI Comparison March April and May 13, 2013 on thematic coverage of election 2013.

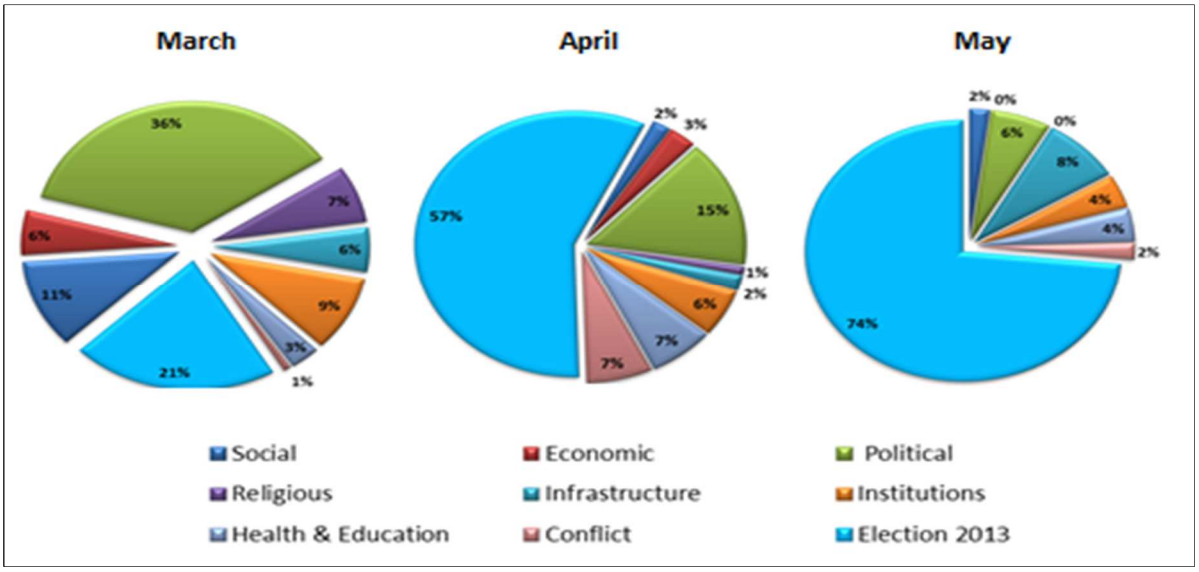
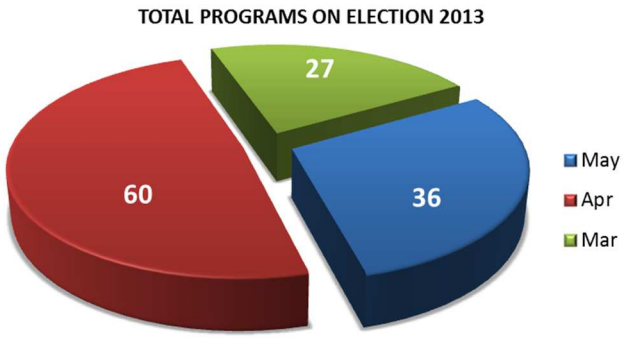


Figure 1: MCI Comparison March April and May 13, 2013 on thematic coverage of election 2013.

Table 1: explains the comparative thematic coverage of current affairs programs on leading news channels of Pakistan.

% Age Thematic Coverage	March	April	May
Social	07%	02%	02%
Economic	06%	03%	00%
Political	36%	15%	06%
Religious	07%	01%	00%
Infrastructure	06%	02%	08%
Institution	09%	06%	04%
Heath & Education	03%	07%	04%
Conflict	01%	07%	02%
Election 2013	21%	57%	74%

Table shows that in the month of March: 7% coverage given to social themes, 6% to economic, 36% to political, 7% to religious, 6% to infrastructure, 9% to institution, 3% to health and education, 1% to conflict issues, and 21% to election 2013 issues while in April: 25% coverage given to social themes, 3% to economic, 15% to political, 1% to religious, 2% to infrastructure, 6% to institution, 7% to health and education, 7% to conflict issues and 57% to election 2013 issues. In May 2% coverage given to social themes, 0% to economic, 06% to political, 0% to religious, 8% to infrastructure, 4% to institution, 4% to health and education, 2% to conflict issues, and 74% to election 2013 issues.



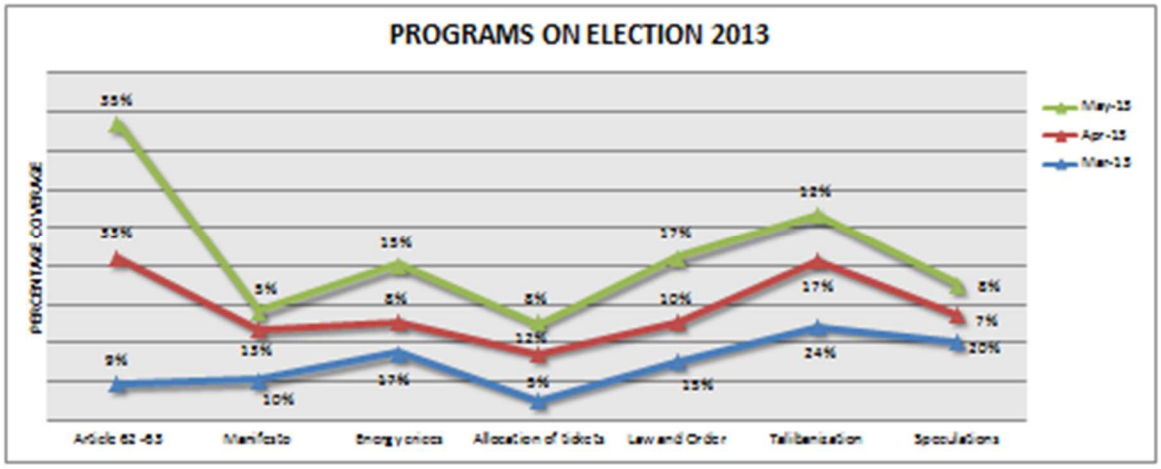


Figure 2: explains the comparative %age coverage of election 2013 during the months March, April and May 13.2013.

Table 2: explains the comparative %age coverage of election 2013 during the months March, April and May 13.2013.

% Age Election 2013 Coverage	March	April	May
Article 62,63	35%	33%	09%
Manifestos	05%	13%	10%
Energy Crises	15%	08%	17%
Allocation of tickets	08%	12%	05%
Law and Order	17%	10%	15%
Talibanization	12%	17%	24%
Speculations	08%	07%	20%

Table explains the comparative %age coverage of election 2013 during the months March, April and May 2013 as in March 35% coverage given to Article 62;63; 5% to manifestos, 15% to energy crises, 8% to allocation of tickets, 17% to law and order situation, 12% to talibanization and 8% to speculations about the results of election 2013 while in April 33% coverage given to Article 62;63, 13% to manifestos, 8% to energy crises, 12% to allocation of tickets, 10% to law and order situation, 17% to talibanization and 7% to speculations about the results of election 2013. In the month of

May up to elections 9% coverage given to Article 62;63, 10% to manifestos, 17% to energy crises, 5% to allocation of tickets, 15% to law and order situation, 24% to talibanization and 20% to speculations about the results of election 2013.

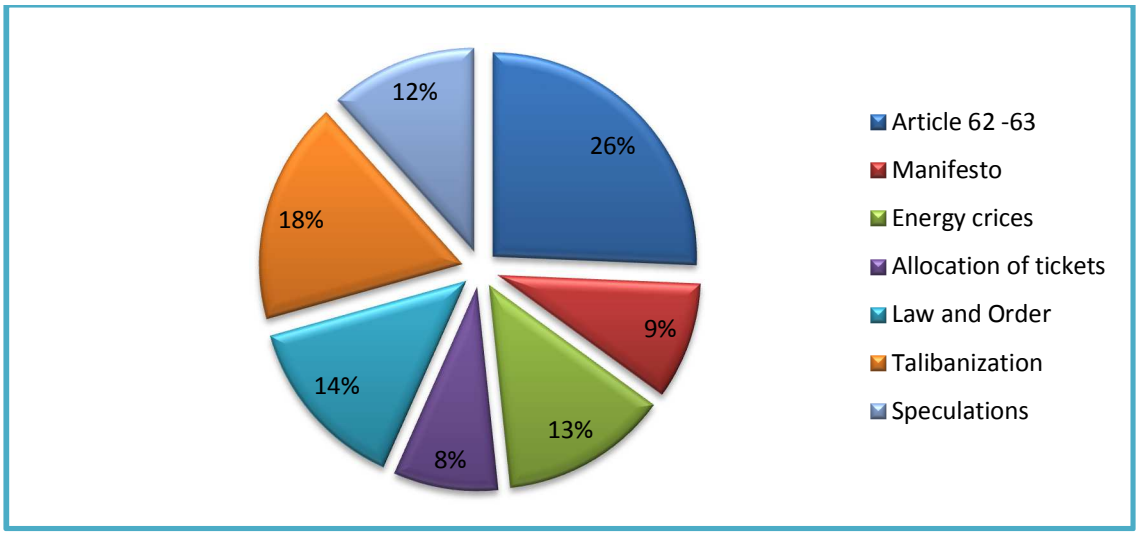
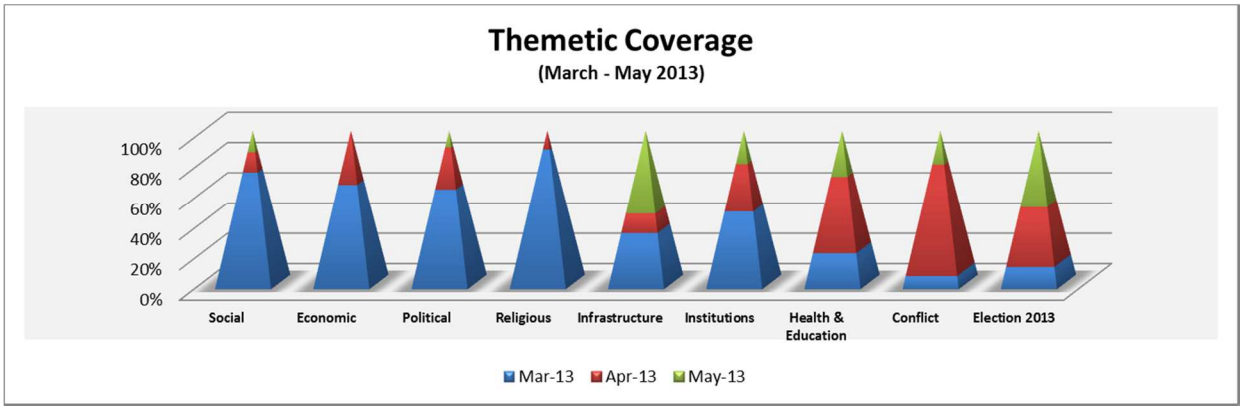


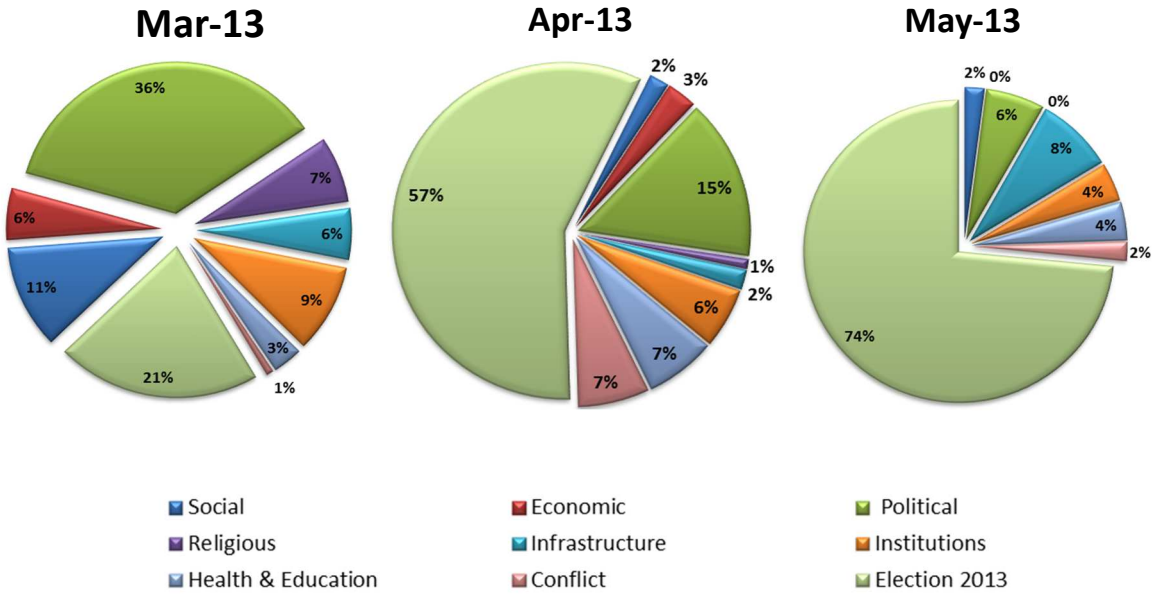
Table 3 explains overall three months coverage pattern on election 2013:

% Age Election 2013 Coverage	Overall coverage Pattern on Election 2013
Article 62,63	26%
Manifestos	9%
Energy Crises	13%
Allocation of tickets	08%
Law and Order	14%
Talbanization	18%
Speculations	12%

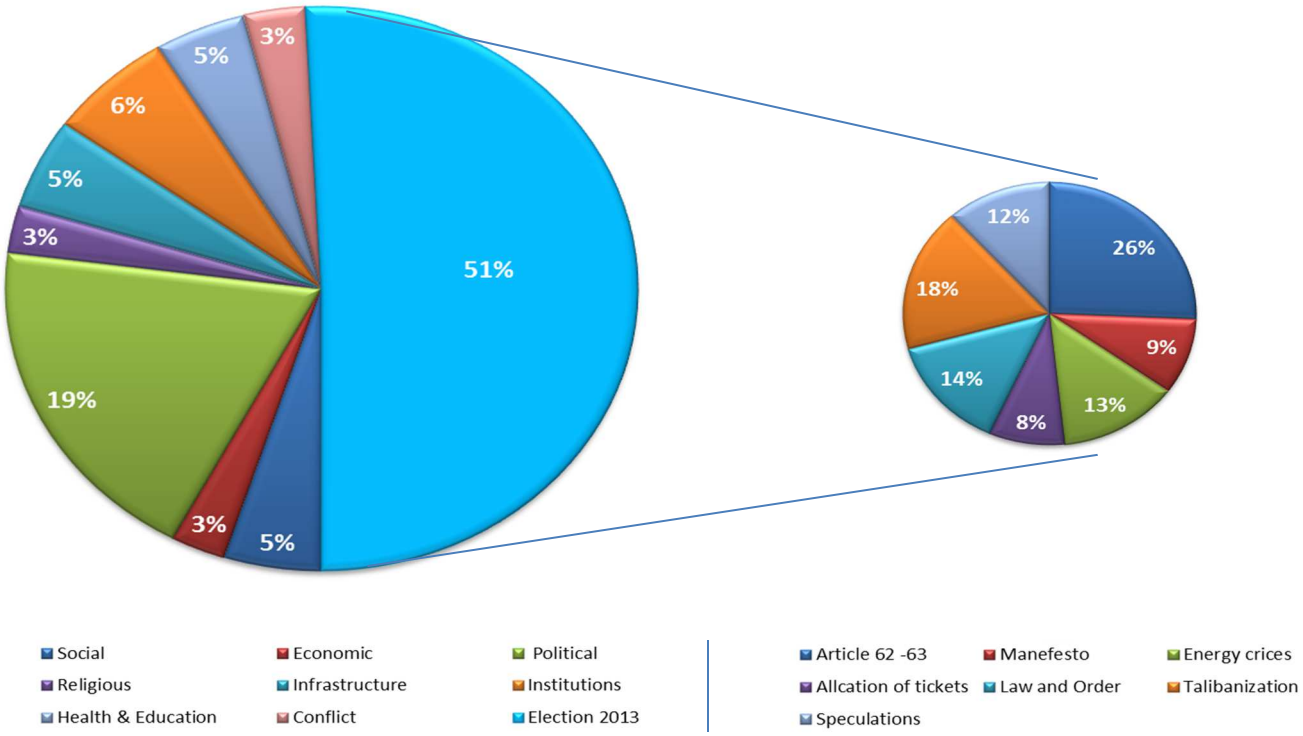
Table 3 explains the overall comparative coverage pattern on election 2013 as 26% coverage given to Article 62; 63, 9% to manifestos, 13% to energy crises, 8% to allocation of tickets, 14% to law and order situation, 18% to talbanization and 12% to speculations about the results of election 2013.



Month-wise thematic coverage



Month-wise thematic coverage (Election topics in sub-set)



End of election report

Stakeholders Meeting:

A meeting was held at Zawer Hall Pearl Continental Hotel, Lahore, to present Media Credibility Index to Lahore based media persons, journalists and members of civil society.

All the participants were introduced and served Media Credibility Index brief and presentation for detailed introduction of the research project.



Amir Jahangir Chief Executive Officer Mishal highlighted the ethical issues & current state of broadcast media in Pakistan, importance of

credible journalism and role of media regulatory bodies all over the globe.

Puruesh Chaudhary President AGAHI stressed that it is the time to explore media content and delivery mechanism on the lines and limits drawn by media organization regulatory bodies and media research centers for creating a knowledge base society.

Haseeb Sarwar research fellow Mishal delivered a power point presentation to participants covering all the areas of Media Credibility Index with the detail of 34 global principles, code of ethics/conduct for journalists.

In question answer series with Rizwan Tarral Producer Express News and Naeem Dareth Din News TV, Qaisar Shehzad research fellow Mishal explained that media research paradigm has shifted from click rating and audience perception to ethical, credible and quality journalism.

Amir Jahangir Chief Executive Officer Mishal in an answer to S. Jawad Shah anchorperson remarked that time and space of medium is basically the right and property of the public which never be sacrificed for profiteering or vested interests of the media owners.

The meeting concluded in high spirits from the stakeholders and the idea of assessing the content on scientifically, socially and ethically

set standards was much appreciated by all the participants.

It was jointly decided by the participants to strengthen the linkage with MCI program by providing continuous support and patronage.







Institutional Relationship:

The role of the public and private sector along with the regulatory bodies has been under debate for evolving an efficient information ecosystem for a more knowledge-based society.

Mishal Pakistan in collaboration with the leading academic research institutions in the country worked on creating a new benchmark and methodology on content appreciation for the industry. The research has also been developed in consultation with international journalism and communication schools.

For above purpose Mishal established partnerships with various national and international institutions that are in any way related to media industry for establishing Media Credibility Index. This will help in establishing broad consensus and credibility on the methodology and results achieved thereafter.

National and International Partners of Mishal on MCI:

Asian Media Barometer (ANMB)	fesmedia International	International Fedeartion of Journalist (IFJ)	IFJ
Australian Broadcasting Corporation;	ABC Australian Broadcasting Corporation	News Broadcasters Association	NBA
British Broadcasting Corporation BBC	BBC	OFCOM	Ofcom
British Sky Broadcasting Ltd	sky NEWS	Pakistan Broadcasting Association	PBA
Coalition of Ethical Journalism	Ethical Journalism in Pakistani Media	Pakistan Federal Union of Journalists	PFUJ
Council of Pakistan Newspaper Editors	CPNE	PEMRA	PEMRA
Donald W. Reynolds Journalism Institute	rji	PEW Research Center for Excellence in Journalism	The Pew Research Center
Election Commision of Pakistan		Press Council of Pakistan	PCP
EthicNet	EthicNet	Radio-Television News Directors Association RTNDA	RTNDA
European Journalism Centre	European Journalism Centre	Redio Television Digital News Association	RTNA Radio Television Digital News Association
FRIEDRICH-EBERT-STIFTUNG	Friedrich Ebert Stiftung	Society of Professional Journalists	SPJ Society of Professional Journalists
iMediaEthics	iMediaEthics	South African Broadcasting Corporation	SABC
Intermedia Pakistan	INTERMEDIA Pakistan	UNESCO	UNESCO

As these organizations have been contributing in the development of the media ecosystem in Pakistan, we offered them to share the outcome of this yearlong research activity with them. It will not only provide them scientific scorecards on the current affairs programs but would also give them a media discourse analysis across the electronic media industry in the country. All the participants were quite enthusiastic about the study and showed great interest therein alongside extending their full cooperation.

Anchors reached for MCI:

Absar Alam Nadeem Malik Mushtaq Minhas Nusrat Javed Wajahat S. Khan	Aaj News	
Kashif Abbasi Waseem Badami Mubashar Luqman	Ary News	
Asma Chaudhry Nasim Zehra Ijaz Haider	Capital Tv	
Moiz Jaffery Mujahid Brailvi	CNBC	
Meher Abbasi Asma Sherazi	Dawn News	
Kamran Shahid Sana Bucha Osama Ghazi	Dunya TV	
Shahzeb Khanzada Talat Hussain	Express News	
Kamran Khan Hamid Mir Najam Sethi	Geo News	
Rana Mubashir Farrukh Khan Pitafi Saifan Khan	News One	
Syed Anwar ul Hassan	PTV News	
Sultan Mehmood Haali	PTV World	
Paras Khursheed Jasmeen Manzoor Gharida Farooqui Arif Nizami	SAMAA TV	
Asim Raza	SUCH TV	
Moeed Pirzada Fareeha Idris	Waqt TV	

All the partners were informed that after a careful review of the national and international principles of journalism and codes of ethics for journalists, the research team has developed six media credibility indicators with twenty sub-indices in order to scientifically evaluate the gaps within the content and its delivery.

They were further informed that this study entails almost thirty current affair programs from the mainstream Pakistani news channels. In developed countries a student graduating from a university without the industrial knowledge is unthinkable while in developing countries like Pakistan there is a wide difference between student's theoretical knowledge and practice demands of the industry. Due to which students face a lot of problems in the job market and industry also face many problems

while recruiting because degree holders have no practical knowledge and experience of the industry.

This gulf of gap between industry and academia is widening with passage of time due to which universities are engaged in producing theoretical degree holders and heightening their stock of research studies and on the other hand political and bureaucrat policy makers impose their own interests on the masses in the name of public welfare and social development. This gulf of gap between industry and academia is increasing passivism and pessimistic approach in academic institutions because they do not see their role in policy making or shaping the future due to which industry is lacking innovate ideas and research oriented products.

Academic institutions are generating vision and devotion free products of glamour oriented youth and industry is producing ethics and quality free

Producers reached for MCI:

Name	Organization	Programe
Adil Ali	Dunya	On The Front
Adeel Shoukat	PTV News	Sach Tu Yeh Hai
Ali Muneer	Geo TV	Apas Ki Baat
Umer Atiq	AAJ news	Iktilaf
Zanobia Ilyas	CNBC	Live With Mujahid
Zeeshan Malik	CNBC	Islamabad Sey
Adnan Naqvi	SAMAA TV	News Beat
Tafseer Hussain	Geo TV	Capital talk
Asmat Mallick	Geo TV	Aj Kamran Khan Kay Sath
Yasir Qureshi	Geo TV	Capital talk
Abdul Rauf	Geo TV	Apas Ki Baat
Khuram Saeed	Dunya TV	Yaqeen
Mohammad Amanullah	Express News TV	Kal Tak
Mohammad Arsalan	AAJ News TV	Bottom Line
Aijaz Basheer	Aaj News	Islamabad Tonight
Mohammad Arsalan	AAJ NEWS TV	Bolta Pakistan
Abdullah Ad Malik	Waqt TV	Tonight with Moeed Pirzada
Ishtiq Ch ,	PTV News	Sach Tu Yeh Hai
Rashid Ronaq	PTV News	Sach Tu Yeh Hai
Bilal Hafeez	SUCH TV	SUCH Time
Ahmed Abu Bakar	Dunya	On The Front
Najia Nazir	Dunya	Yaqeen
Nasir Tufail	Dunya	Yaqeen
Intsar	Capital Tv	Hum Sab
Tahir	Capital Tv	The Road of Capital

Media Owners reached for MCI:

Name	Organization	Designation
Tahir A Khan	News One	Chairman
Mian Aamir Mehmood	Dunya News	Chief Executive Officer
Zafar Siddiqi	CNBC Pakistan	President
Zafar Siddiqi	SAMAA TV	Chief Executive Officer
M. Asif Zubairi	AAJ News TV	Chief Executive Officer
Rameeza Nizami	Waqat TV	Chief Executive Officer
Qazi Mustafa Kamal	PTV	Managing Director
Sultan Ali Lakhani	Express News TV	Chief Executive Officer
Salman Iqbal	ARY News	Chief Executive Officer
Mir Ibrahim Rahman	Geo Tv	Chief Executive Officer
Brigadier (Rtd.) S. Abbas	SUCH TV	Chief Executive Officer
Mir Shakeel Ur Rehman	Geo Tv	Chairman
Azhar Abbas	Geo Tv	Managing Director
Salman Iqbal	ARY News	Managing Director
Omer Ahmad	Waqat TV	Chief Operating Officer
Shakeel Masud	DAWN News	Chief Executive Officer
Fahad Hussain	Capital TV	COO/ Director News & Programing
Basit Riaz Sheikh	Capital TV	Managing Director

Director News reached for MCI:

Name	Organization	Designation
Owais Tohid	ARY News	Director Current Affairs
Mazhar Abbas	Express News TV	Director Current Affairs
Arshad Shrif	Dunya News	Director News
Habib Akram	Dunya News	Senior Journalist/Anchor
Rashid Mehmood	AAJ News TV	Director Current Affairs
Zahid Hussain Siddiqui	SAMAA TV	Director Current Affairs
Farhan Mallick	CNBC Pakistan	Director Current Affairs
Hafiz Tariq Mehmood	Waqat TV	Director Current Affairs
Rana Mubashir	News One	Director Current Affairs
Rashid Ahmed	Dawn News	Director Current Affairs
Nasir Baig Chughtai	Abbtakk News	Director News/ Current Affairs

products violating their corporate social responsibility. Due to the policies which imposed on the masses without their active participation no change has been noticed in the miseries of common man and no development has been seen in the institutions and infrastructure of the society. So it is the need of time to design a momentum in industry and academia to keep students and faculty in an entrepreneurship with the changing landscape of industry and to keep industry in close collaboration with research institutions for welfare of humanity and development of the society. Because innovative ideas, skilled professionals, revisited curriculum and need based products are only possible when there is an active collaboration between industry, academia and policy makers has been developed.

Following partner institutions are now onboard with Media Credibility Index:

Academia Partnerships:

Mishal Pakistan believes in the mission statement of Higher Education Funding Council of England: "To promote and support productive interaction between higher education and industry & commerce in order to encourage the transfer of knowledge & expertise, and enhance the relevance of programs of teaching and research to the needs of employers and the economy". Mishal Pakistan is striving to bridge the gap between industry and academia and Media Credibility Index is the prime project of this collaborative momentum. In which more than thirty prime time current affairs programs of near fourteen news channels are selected for evaluation on the most watched criteria.

The content of these programs will be evaluated with rotation by independent research fellows with different social back grounds from different fields of life. Evaluation reports will be examined by senior research fellows and sent to academic advisor of different universities with link of the program randomly to eliminate biasness and to minimize errors. In the next step evaluation reports will be sent to advisors from media industry for their considerations and Media Development Trust a partner organization of Mishal in Media Credibility Index will finally publish the report.

For generating industry academia collaboration in Media Credibility Index Mishal (Pvt.) was in close and consistent contact with evaluators, research fellows, advisors from industry & academia and with all stakeholders.

Fatima Jinnah Women University, Rawalpindi: Mishal representatives visited Department of Communication and Media Studies, Fatima Jinnah Women University Rawalpindi to share Media Credibility Index with chairperson, faculty and students. All the participants (chairperson, faculty, senior students) were pleased to know the aims and objectives of Mishal's initiative to generate industry-academia linkage in context of global ethical standards and principles for credible journalism in future. After detailed discussion and question answer series with faculty and students of Communication and Media Studies Department, The Department was pleased to become the part of Media Credibility Index under the headship of Chairperson Dr. Shamim Mahmood Zaidi and finally Mishal signed a memorandum of understanding with Department of Communication and Media Studies Fatima Jinnah Women University Rawalpindi in first quarter of April 2013.

Islamia University Bahawalpur: Dr Ghulam Shabir Chairman, Department of Media Studies the Islamia University of Bahawalpur was pleased to read Media Credibility Index introductory letter and invite team Mishal for a detailed meeting in his office. In the second quarter of April, Mishal representatives visited Dr Ghulam Shabir Chairman and Dr Sajjad Ahmad Paracha Department of Media Studies to deliver MCI presentation to faculty and

KNOWLEDGE PARTNERS

Allama Iqbal Open University
Islamabad

Bahauddin Zakriya University
Multan

Fatima Jinnah Women University
Rawalpindi

Government College University
Faisalabad

International Islamic University
Islamabad

Islamia University
Bahawalpur

Lahore College for Women University
Lahore

University of the Punjab
Lahore

University of Baluchistan
Quetta

University of Gujrat
Gujrat

University of Sargodha
Sargodha

students. All the participants devotedly agreed to collaborate in MCI research project and Mr. Shabir deputed one of his faculty members Mr. Nouman Iqbal for well in time correspondence with Mishal (Pvt.) Islamabad. Mr. Ghulam Shabir stated that this soil has some debit on us and we all have to try to retire the soil debits at individual level.

Bahauddin Zakariya University, Multan: In the third quarter of April, team Mishal visited Bahauddin Zakariya University, Multan to share Media Credibility Index ppt. with Chairman Dr. Muhammad Ashraf Khan, faculty and students; Department of Mass Communication Bahauddin Zakariya University, Multan. All the participants appreciated Mishal initiatives to generate media academia and industry linkage for promoting ethical journalism in Pakistan after examining thirty four code of ethics/conduct round the globe. Dr. Muhammad Ashraf Khan agreed to become the part of Media Credibility Index for the capacity building of their faculty and students. Dr. Muhammad Ashraf Khan told while visiting the department that we started this department in a tent campus and today our Department is fully equipped with all the modern technology i.e. FM radio and TV. Studio and an active OB van for recording outstation and coverage at the spot.

International Islamic University, Islamabad: Mishal arranged a meeting with Mr. Inam Ur Rehamn, Chairman Media and Communication Department International Islamic University Islamabad in the last quarter of April to deliver Media Credibility Index ppt. with faculty and students of the department. Mr. Rehman appreciate the project designed in global perspectives after consulting more than thirty four ethical codes, journalistic principles and editorial guidelines and agreed to work long term with Mishal for designing a industry oriented research and curriculum for mass media departments keeping in view the ethical issues and demands of main stream media.

Allama Iqbal Open University: Dr. Syed Abdul Siraj appreciated Mishal's efforts to introduce Media Credibility Index first time in Pakistan in the perspectives of global ethical standards in collaboration with industry and academia. In the first quarter of May team Mishal visited Allama Iqbal Open University Islamabad to share Media Credibility Index project with Chairman Dr. Syed Abdul Siraj, faculty and students. After detailed discussion about current state of Pakistani media industry and academia and their ethical issues Dr siraj stated that it's a grave need of time to generate industry academia linkage for credible and ethical journalism in future. Chairman Dr. Syed Abdul Siraj deputed one of his senior professors Dr. Bakht Rawan for academic collaboration in Media Credibility Index.

University of Gujrat: In the second quarter of May Mishal arranged a meeting with Dr. Farish Ullah Yousifzai Director (Dean) Faculty of Social Sciences to share Media Credibility Index with Director (Dean), faculty and students of Centre for Media and

Communication Studies. All the faculty and senior stud ents were participated in this presentation, question answer series and give their feedback to make Media Credibility Index more objective and credible. Director (Dean) Dr. Farish Ullah Yousifzai sign a letter of collaboration with Mishal for research collaboration and deputed Mr. Zahid Bilal a senior professor to coordinate with Mishal for academic research and capacity building activities for students and faculty as well. Dr. Yousifzai appreciated the Mishal initiative to generate industry academia linkage for ethical future of journalism in Pakistan.

University of the Punjab, Lahore: On 23rd May, 2013 team Mishal visited Lahore to share Media Credibility Index with Ms. Noshina Saleem Incharge, faculty and students, Institute of Communication Studies University of Punjab, Lahore. All the faculty and senior students were cordially participated in question answer series and appreciated the efforts of Mishal to launch Media Credibility Index and designing credible scoring system for broadcast media in Pakistan. Ms. Noshina Saleem Incharge, Institute of Communication Studies pleased to sign a letter of collaboration with Mishal soon for research activities to bridging the gap between industry and academia in Pakistan.

University of Balochistan, Quetta: In the last quarter of May, Mishal team visited Quetta to share Media Credibility Index initiative with Chairman, Faculty and students Media and Journalism Department University of Balochistan Quetta. After detailed discussion about the ethical issues of media locally and globally about the coverage of conflict areas, all the participants appreciated the Mishal initiative to launch Media Credibility Index first time to benchmark the state of Pakistani media. Mr. Yousaf Masih incharge Media and Journalism Department pleased to sign a memorandum of understanding with Mishal exploring content and delivery mechanism of current affairs programs of broadcast media in Pakistan.

Lahore College for Women University, Lahore: Mishal team visited Lahore College for Women University Lahore; introduce Media Credibility Index to Chairperson, faculty and students department of Mass Communication. All the participants appreciated Mishal initiative to launch Media Credibility Index first time in Pakistan on the lines of global ethical and credible journalism in future. In the first quarter of June a meeting was held at Lahore College for Women University, Lahore to sign Memorandum of Understanding between Lahore College for Women University and Media Development Trust and it was agreed that mass communication department at LCWU will provide the premises for workshops, seminar and other capacity building initiatives. Chairperson, mass communication appreciated MDT's commitment for capacity building of students and also stressed to engage the faculty members in future initiatives.

Collaboration arrangements with few other universities are also in process and are pending signing of MoU with some of the key institutions like University of Sargodha and Government College University Faisalabad.

Advisory Board:

Mishal has developed an advisory board which comprises leading personalities from the domain of media and journalism.

The advisory board helps in formulating strategies for better media linkages, monitoring and support for the initiative.

Following are the members of Advisory Board on MCI:



Pervez Ehsan
A seasoned media professi onal, who has to his credit the success of setting up CNBC Arabia, Middle East Business News, Television Business Production Limited "TELEBIZ".



Samar Minallah Khan
Having graduated from the University of Cambridge with an M.Phil. in Anthropology, Samar is one of the first Pakistani filmmakers who used video to give voices to the marginalized by making socially relevant documentaries.



Dr. Huma Baqai
She is an Associate Professor, Chairperson, Department of Social Scie nces, IBA Karachi. Has remained associated with the media f or the past several years both as an analyst and anchorperson. She has anchored current affairs shows on NewsOne and PTV.



Imran Siddiqui (Voice of America)
Building alternative brands in television, web and documentary films on cross platforms, with a niche in live news and breaking events and a focus on human-interest stories.

First meeting of advisory board took place in Islamabad on April 27, 2013 at Mishal Office. Content Assessment Framework was the main agenda and with a thorough dialogue it was concluded that the instrument serves the purpose well.

Forthcoming meeting of advisory board is scheduled in July 2013.

Launch event of the program:

It was planned to launch the MCI program formally by holding a launch event at Islamabad. The purpose of the activity was to get the attention of media and broadcasters towards the program.

However on account of elections in Pakistan the activity was postponed as it was likely to miss the attention from stakeholders, civil society and media.

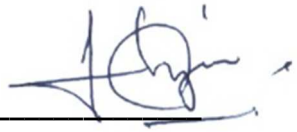
Way forward:

The evaluations of programs and anchorperson is on go and the same is being uploaded to MCI Interface for public and general viewing.

Dissemination of results on weekly basis is being carried on while linkages with academia and other institutions for prospective partnerships will be kept on.

Mishal is also working to establish a scholarship sponsor program where students of media and communication studies will be given a chance to get scholarships from different sponsors on board. The concept is in teething phase and we are quite hopeful that a notable pool of potential scholarship sponsors will be available to support the initiative.

The successful conclusion of first year of the program will enable media, media owners, anchors, journalists, regulators, policy makers and civil society organization along with general public to understand and compliment the program. This will help in stepping towards phase two of the program where the scope of initiative could be widened and print media and online media be also included in the study.



Amir Jahangir
Chief Executive Officer
Mishal Pakistan

Cell: +92 300 8555161
Email: aj@mishal.com.pk

Islamabad, June 30, 2013

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Zahid H. Jafri
Monitoring & Evaluations Specialist
Mishal Pakistan

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