

WHAT THE PROJECT HOPES TO ACCOMPLISH

Result 1: Enhanced awareness and definite information available on the state of women in Pakistani media

There is no definite information, qualitative or quantitative, available on the state of women in the Pakistani media. This dearth of data becomes an impediment when it comes to discussing the future of women in the media. Hence there is a great need to conduct research to produce a situation analysis and gender portrayal of women in the media, including the new media and covering all types of media (including vernacular press and local channels, as well as entertainment media). Such a situation analysis can form the basis of solid recommendations for action. The report, along with presenting the findings of the situation analysis, will also highlight the significance of the role of Pakistani women in the media, identify and analyse issues and explore opportunities for promoting media as a career for women in Pakistan.

Result 2: Formulation of a gender-sensitive code of ethics for the media in Pakistan

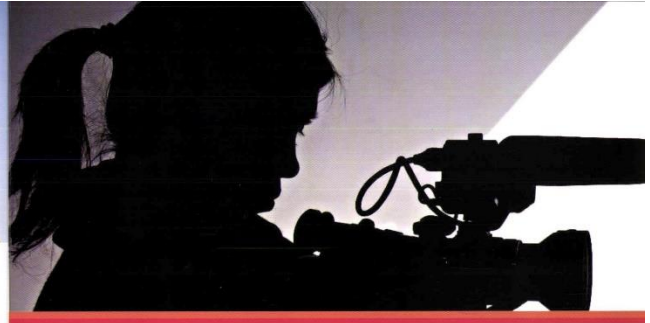
In 2005, Uks finalised and presented the first ever gender sensitive Code of Ethics for the print media in Pakistan. Its basic aim was to facilitate the media with a document that would be useful while reporting and writing on women. To date, it is the only document available to consult on gender sensitive content and it has been widely circulated and acclaimed. However, it deals only with the print media and lacks guidelines and clauses for television, radio and the internet. Thus, there is an overriding need to create a new updated Code of Ethics. In consultation with all the stakeholders, which is applicable to various media formats.

MOVING FORWARD – TOGETHER!

Uks has always looked forward to the support of its friends and partners, both in the media and civil society, as it learns and grows with each new project. As we begin this project, it is no different. We look forward to your advice, support, suggestions, encouragement and feedback and hope that this effort will take us closer to our goal of creating a responsible, responsive and gender-equal media in Pakistan.

For further information or feedback, please contact:

Uks - A Research, Resource & Publication Centre on Women and Media
Uks Research Centre
House 51-A, Street 63, F-8/4, Islamabad.
Tel: (92-51) 285 0906 Fax: (92-51) 295 0906



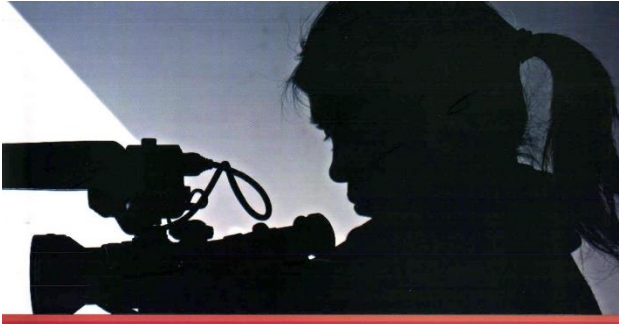
www.ukresearch.com

MORE WOMEN IN MEDIA

A Two-year Project Based on Media Monitoring, Advocacy for Gender Sensitivity and Lobbying for Affirmative Actions

Uks - A Research, Resource & Publication Centre on Women and Media

EMBASSY OF DENMARK
DANIDA INTERNATIONAL DEVELOPMENT COOPERATION



www.ukresearch.com

ذرائع ابلاغ میں خواتین کی زیادہ سے زیادہ شمولیت

صنعتی حساسیت کی آگہی اور اس سلسلے میں موثر اقدامات کی ترقیب کے لئے میڈیا کے چارے سے پرہیزی دوسالہ منصوبہ

EMBASSY OF DENMARK
DANIDA INTERNATIONAL DEVELOPMENT COOPERATION

Uks - A Research, Resource & Publication Centre on Women and Media



آواز کو قدم بلا سائیں

تعمیراتی کاموں کی پیش رفت کی بے کمر ترقی اور اس کے ذریعے خواتین کی آواز کو قدم بلا سائیں اور ان کے مسائل کا حل تلاش کرنے کے لئے کام کرنا ضروری ہے۔ پاکستان میں خواتین کی آواز کو قدم بلا سائیں اور ان کے مسائل کا حل تلاش کرنے کے لئے کام کرنا ضروری ہے۔ پاکستان میں خواتین کی آواز کو قدم بلا سائیں اور ان کے مسائل کا حل تلاش کرنے کے لئے کام کرنا ضروری ہے۔

اس منصوبے کی ترقی کے حصول کی توقع ہے

پروجیکٹ کے ذریعے خواتین کی آواز کو قدم بلا سائیں اور ان کے مسائل کا حل تلاش کرنے کے لئے کام کرنا ضروری ہے۔ پاکستان میں خواتین کی آواز کو قدم بلا سائیں اور ان کے مسائل کا حل تلاش کرنے کے لئے کام کرنا ضروری ہے۔ پاکستان میں خواتین کی آواز کو قدم بلا سائیں اور ان کے مسائل کا حل تلاش کرنے کے لئے کام کرنا ضروری ہے۔

For further information or feedback, please contact:

Uks - A Research, Resource & Publication Centre on Women and Media
Uks Research Centre
House 51-A, Street 63, F-8/4, Islamabad.
Tel: (92-51) 285 0906 Fax: (92-51) 295 0906