



BEST PRACTICES THROUGH MEDIA INTERVENTIONS

**UKS RESEARCH, RESOURCE AND
PUBLICATION CENTER
ON
WOMEN AND MEDIA**



WHAT IS UKS

- **The word 'Uks' is an Urdu term meaning 'reflection'. Uks is a research, resource and publication centre. It is an advocacy and rights-based group seeking to raise awareness and assist implementation of our goals and ideas. The Centre focuses on the women issues – media relationship; a concern that has to hitherto remain poorly represented by organizations working on women's rights. Uks is working since 1997.**



Aims and objectives

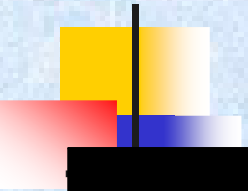
- **To work towards a more widely accepted understanding of a gender perspective in media.**
- **Providing training in gender sensitization and awareness to media persons while incorporating their suggestions and feedback to help in our own understanding, awareness and evolution.**
- **To develop a media related documentation and database covering issues that impact women.**
- **Promoting a neutral, unbiased and balanced attitude towards women in media.**



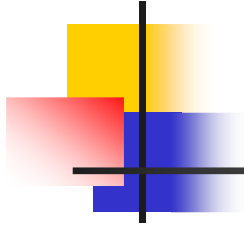
WHY HIV/AIDS

- Pakistan is country where HIV/AIDS is a taboo issue and people relate it to only one mode of transmission that's sex. The messages portrayed on media regarding HIV are not clear enough . Media messages are vague and unclear, due to censorship and Government policies, specially in the print media which is large in number. There are 18 leading English and Urdu daily news papers .If you go in to the content analysis there is hardly some gender sensitive news coverage regarding this issue.

Content Analysis of Urdu Newspapers



Categories	JANG	Khabrain	Nawa-I- waqt	Pakistan	AUSAF
News Item	1	2	3	6	5
International News	0	0	0	0	0
Editorials	0	0	0	0	0
Article/Column	0	2	1	1	1
Feature/ Photo Feature	0	0	0	0	0
Photos	0	0	0	0	0
Letters	0	0	0	0	0
Publis Service Messages	0	1	0	0	0
Cartoons	0	0	0	0	0
Total	1	5	4	7	6

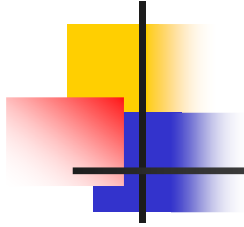


- **After analyzing these facts Uks felt that there is a need to sensitize media on a sensitive issue like HIV/AIDS Specifically in reference to gender sensitivity.**

Code of Ethics for the Print Media in Pakistan



- **Uks is the first NGO which has developed a code of ethics for the print Media in Pakistan. This is a bilingual code of ethics, which specifies guidelines that ensure a positive and fair portrayal of gender issues in the print media, addresses different aspects of gender sensitivity in the print media including right to privacy, pictorial depiction of women, rectifying under representation of women and projection of gender roles in advertisements amongst others. This code was compiled after a country wide networking in which print media journalists were engaged in dialogue, on desk training and advocacy sessions by the Uks team. In addition strong linkages were built with mass communication departments of different universities .A South Asian Conference was also held in this regard with dignitaries from Bangladesh, India, Nepal, Sirilanka and Afghanistan reaching consensus on concrete clauses for the code.**



- **With this code of ethics we hope to rectify the current stereotypical and derogatory image of women being projected in the media while providing viable gender sensitive alternatives.**



BEST PRACTICES THROUGH MEDIA INTERVENTIONS

- **When ten years back Uks started working on HIV/AIDS at that time, Media was unaware about this issue. Uks had conducted many training workshops for journalists. When in 2001 in one workshop Nazir Masih was invited who is HIV +ve. Then at that time Media was unaware that he is +ve .After lunch break Uks revealed the reality and Media was shocked about the fact that they had good conversation and lunch with Nazir Masih. Their perception about people living with HIV/AIDS was totally changed and they expressed their feelings.**
- **Working on HIV /AIDS is on going process for Uks. After realizing the fact that there is a need for proper training mechanism for Journalists Uks initiated a three year long project with the help of CIDA. During this period Uks initiated many things like Focus group discussions in the project areas, Manual development on HIV/AIDS for Journalists, etc**



PROJECT AREAS

- **Kohat, Bannu, Karak and Peshawar in NWFP (North West Frontier Province).**
- **Federal Capital Islamabad**
- **Skardu, Gilgit in FANA(Federally Administered Northern Areas)**



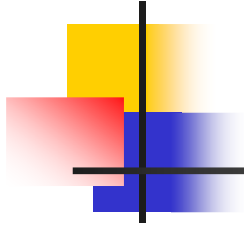
Networking and Advocating for HIV/AIDS Awareness amongst the Indigenous Media in Pakistan

- **Uks believes that Local Media can play a major role in public awareness about this issue. That's why we have chosen these areas and another thing is that FANA region is a hilly area and journalists have little excess to information and trainings. Therefore, we have done trainings in their regions so that they can easily involve in these trainings.**
- **Different activities such as media trainings, focus Group discussions, resource book, newsletters, and media watch committee meetings are done with the media.**



Focus Group Discussions

- **These are conducted in the project areas, mostly in press clubs where all journalists are available. In these focus groups we have discussed the issues related to reporting of HIV/AIDS. Journalists shared their views, and Editorial dilemmas for reporting on HIV/AIDS. Here are some common concerns of Journalists.**
- **AIDS is donor driven agenda, not our issue.**
- **We are Islamic state and we cannot have AIDS.**



- **There are no concrete figures about HIV and AIDS that how many people are affected because for the last Five years Government is stuck on 3,000 reported cases. While other agencies are providing different data.**
- **HIV/AIDS is not a burning issue for Editors and Honours of Newspapers and Magazines. They don't encourage Journalists for writing on this issue.**
- **Then there is a lack of excess to information about HIV /AIDS in regions like FANA and Kohat.**
- **Local journalists are not full time employees, they work part timely .Even they are not paid staff. Therefore, they are not as serious as the full time journalist can be.**
- **There is no female journalist in these areas and due to cultural constraints male are not allowed to interview female. Therefore, issues related to women are not seen in local news papers.**



Networking and Advocacy

- **Uks has developed a mechanism of networking among these journalists through our Media Watch committee and quarterly Newsletter on HIV/AIDS. Media Watch Committee consisted on Journalists from all the project areas. This committee monitor its local Media and then we discuss these issues in our Media Watch Committee meetings.**
- **Quarterly newsletter is another activity in which Journalists from our project areas contribute in form of articles on HIV/AIDS.**

Journalists in Skardu



Media in Gilgit



Media in Karak and Bannu





RADIO PROGRAMMES

- **Uks is the first ever NGO in Pakistan who has its own radio production house. We are making commissioned radio programmes for National and International organizations on Social issues. Uks radio has interviewed many PALWAS (people living with HIV/AIDS). These programmes were then broadcasted by different FM Radio Channels across the Country. Here is one programme and its name is "AIDS, HUM AUR AAP" means " AIDS U AND ME"**





WAY FORWARD

- **This project is at the end. Now Uks is in a process of making a working manual for journalists both in Urdu and English. This manual deals with the words and language used for HIV/AIDS issues. Sensitive and Insensitive reporting and there is a chapter for Editors that how they can handle this issue.**
- **Still it's not the end .Up till now Uks has trained more than 1,000 journalists and we will continue our effort in the future.**