Sharing newsworthiness

Discovering hidden media assets of Pakistan

Pakistan’s silent yet pioneering media figures were paid glowing tributes by students, faculty and media at a seminar organized for my Public Relations and Media Management students in Room No. 211 recently. This turned out to be truly a national occasion with the class creatively and comfortably accommodating about 60 participants, including media.

Among those invited and attributed in person or highlighted through a well-researched and circulated document were from DAWN, JANG, NAWAI-WAQI and HURMAT Groups; from Sindh, Punjab, Baluchistan and KPK, both from print and electronic media covering Pakistan indeed.

Renowned media personalities and branded media organizations need no introduction for their prominence and popularity at large. But behind media glamour are unheard media beings contributing to public appeal and popularity of the media fame and fortune makers.

Like we carried through media and from the IoBM platform message of peace, harmony, discipline and tolerance by revealing special children, kindly do read with feedback about our research effort through the attached document and media coverage on hidden media assets of Pakistan.

Parvez Jamil
A tribute to less heard media assets of Pakistan

KARACHI: Pakistan’s silent yet pioneering media figures were paid glowing tributes by students, faculty and media guests at the Institute of Business Management (IoBM) at a Seminar, a brain child of Mr. Parvez Jamil, Faculty Advisor, Media Management Program and organized by PR and Media students.

Gracing the occasion was Shahida Kazi, quietly yet vitally, the first English language woman reporter at DAWN, followed by silently being in the challenging position as the News Editor at PTV, continued as an illustrious media faculty until at 70, urging students to read newspapers towards knowledge, information and professional growth and grooming.

There are torch bearers in character and in expertise reflecting a silver lining over our debatable media horizon. A harmonious blend of business journalism expertise at DAWN, leading the cause of human rights, especially for the media, busy almost-round-the-clock being the President of the Karachi Press Club, cherishing and practicing to the extent of taking personal pains for simple human values was none other but Late Sabilhuddin Ghausi, says Parvez Jamil in his introductory paper disseminated on this occasion. Also present from DAWN was a model of a daring and sharing Faisal Mujeeb, photojournalist of promise, potential and prominence so quietly yet meticulously groomed by his illustrious and legendary father Mujeeb ur Rehman of DAWN, who is also President of Pakistan Association of Photojournalists (PAPJ).

Late Syed Manzar ul Hasan was introduced by Parvez Jamil as such a quiet model of piety and professionalism as the Editor of The Leader where such corporate heads of publications were groomed as Nusrat Nasrullah, GM, Public Relations, PPL and Zia ul Islam leading Siemens Pakistan’s Corporate Communication from the front with both contributing as journalists of prominence as well. It was revealed how Sultan Ahmed and Nizam Siddiqi, who worked for The Leader amid Manzar Saheb’s warm hearted presence that the former contributed Editorials to The leader even when he was overwhelmingly involved with DAWN and the latter continued to practically cherish The Leader even when he pioneered JANG’S reporting side.

Amid loud applause Zamir Ahmed, unheard what to talk of less-heard media asset was introduced by Parvez Jamil as one shy, silent and subdued media asset, working under pressure amid intimidating bosses for a mere livelihood and supporting a large family, a gem of a lay-out, designing and production prodigy of Weekly MAG, who did not take a single day leave during his three decades of service with the JANG Group and made MAG public fancy and best seller through such bewitching and bewildering designing, angling and placement of color transparencies that made millions for the proprietors only to retire unceremoniously.

Attributed were such pioneers of FM Radio as Akbar Shahbaz, with world class credentials in broadcasting, public-captivating voice and trendy shows, instrumental in being an archite of the popular Mast FM 103 only to be intrigued and reduced to a part-time RJ Tajdar Adil, the celebrity maker of such public sweeping shows as Neelam Ghar and Moin Akhtar show and producing such public pulsating patriotic songs as “hum zinda quam hain” going into the oblivion. Discover Matlab-ur Rauf and Basheer Zaidi Aseer, Controllers Current Affairs, PTV and PBC respectively, models in grace and dignity, symbols of current affairs acumen, experts in time and priorities management, icons in guiding, sharing and helping indeed.

Welcoming students to contribute to his newspaper “The Regional Times, an English daily of promise and potential from Sindh, was Kazi Sajjad Akbar, a patriotic Pakistani, who, upon arrival from vacations abroad says straight from the heart that he cherishes more freshness and freedom in his own country. Gracing the occasion was S. M. Fazal, Editor, Daily News who, when approached with a press release or article for publication, especially when it is positive, associated with a noble cause and written by a student, would accept it with smiles and cheers. This is how a low-profile Editor carries a big positive image in promoting journalism in Pakistan.

Present on this occasion to share how challenges are quietly and positively taken, was Sheher Bano, In-charge of Supplements, The News, President of The News Union, publishing the one-time “Education zine”, from The News wherein highlighting the brains of Pakistan with their little articles in such fields as social, natural, biological, medical, environmental, physical and pure sciences etc. for public information, for research and reference and as assets of Pakistan, abruptly halted with sycophants prevailing over proprietor’s mind with the logic that it was not cost effective and useful to have a page on education with little readership as Sheher Bano, the architect of the then The Muslim, , Tariq Warsi of Nawa-i-Waqt, Hasan Musanna of The Nation and Mufli Saheb of Pakistan Observer.

Remembering Late Syed Fasih Iqbal, Chief Editor, “Baluchistan Times” and “Zamana” Quetta, former President of APNS and CPNE and a former Senator, reflect of a personality not by titles, but by touching humility and sheer simplicity, remarkable contribution to positive thinking, commitment and service to the case of journalism in Pakistan, especially in Baluchistan.
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KARACHI, July 4 (PR): Pakistan’s silent yet pioneering media figures were paid glowing tributes by students, faculty and media guests at the Institute of Business Management (IoBM) at a seminar Saturday last.

Gracing the occasion was Shahida Kazi, quietly, yet vitally, the first English language reporter at Dawn, followed by silently being in the challenging position as the News Editor at PTV, continued as an illustrious media faculty until at 70, urging students to read newspapers towards knowledge, information and professional growth and grooming.

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Attributed also were such pioneers of FM Radio as Akbar Shahbaz, with world class credentials in broadcasting, public captivating voice and trendy shows. He also mentioned the name of Tajdar Adil, the celebrity maker PTV producer of such public sweeping shows as Noor Ghar and Moin Akhtar show, and producing such public pulsating patriotic songs as “Hum Zinda Quam Hain” going into the oblivion. Matloob-ur-Rauf and Basheer Zaidi, Ameer, Controllers Current Affairs, PTV and PBC respectively were also among the quiet icons, he said.

Others who were introduced by Parvez Jamil and who also answered questions at the seminar were Kazi Saajad Akbar, S.M. Fazal, Sheher Bano, Zamir Ahmed and photojournalist Faisal Mujeeb.

Parvez Jamil also shared his heart out for such less heard journalists’ instrumental national role, especially in Islamabad and in the Punjab, by being at the helm of their respective news desks, silently and positively contributing to the news credibility, public appeal and popularity as well as mass scale circulation and business as Khalid Akhtar, Tariq Warsi, Hasan Musanna and Mufti Saheb and late Syed Fasih Iqbal former President of APNS and CPNE and a former Senator.
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The above news item is based on the initiation of the idea by the faculty of discovering and paying tributes to some silent media’s vocal and positive role in Pakistan on which a Seminar was organized by students of Public Relations and Media Management and a paper was prepared and circulated by the Faculty. Glowing tributes were paid to the quiet, humble and revealing role of such media personalities like Late Syed Manzar-ul Hasan (The Leader), Late Syed Fasih Iqbal (Zamana and Baluchistan Times), Mr. Tariq Warsi (Nawa-i-Waqat), Syed Hasan Mausanna (The Nation), Mufti Saheb (Pakistan Observer), Mr. Khalid Akhtar (the then The Muslim), Late Sabihuddin Ghausi (DAWN), Ms. Shahida Kazi (DAWN and PTV), Mr. Faysal Mujeeb (DAWN), Mr. S. M. Fazal, Ms. Sheher Bano and Mr. Zamir Ahmed (JANG Group), Kazi Sajjad Akbar(Regional Times), Mr. Akbar Shahbaz (FM Radio pioneer), Mr. Tajdar Adil, Ms. Nargis Hashmi and Mr. Matloob-ur-Rauf (PTV), Mr. Basheer Zaidi Aseer (PBC), Late Syed Mubarak Ali (Pakistan and Gulf Economist), Rahimullah Yusuf Zai, KPK.
کراپی 2 ان اف ای ایم کے سربراہ شخصیتی کی شرکت سے متعلق پروگرام میں اخبار خیال کا جائزہ ہے

کراپی کا کراپی میں پروگرام شخصیتی کے کیکوڈ پر پروٹین

کراپی کا پروگرام میں میڈیا کے معاونے کی میکر پر شکار ہے، مارکز علی وڈر وہ ایم جی

کراپی (پر) نے اف ایس اپ نیوز کی کراپی 2 ایکشن ورک شو کے کردار کے لئے تاسیس میں شرکت کی اس (اٹھارہ 41 ستمبر 3)

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QUIET MEDIA’S VOCAL ROLE
BY PARVEZ JAMIL

IMAGINE what it takes to be responsible for the news or editorial side, or for that matter, marketing or advertising side of a newspaper! See time-squeezing and tension-reflecting figure of an overtaxed News In-charge or a cowed marketing executive facing scary proprietor with ads backfiring. It needs to deviate from the straight and narrow and discover some simple, subdued and less-heard yet revealing and pioneering media figures of Pakistan.

Identifying our quiet journalists’ vocal role it is speaking volumes of their being able, humble noble and gentle both in person and in professional expertise. They represent all forms and manifestations of print media, including news subbing, editing and reporting, editorial and feature writing, layout and production. What reflect here is selflessness, rising over and above self, overshadowing ego or vanity and being models of class and caliber at work.

Discovering from the oblivion at the busy Bank Road Rawalpindi and climbing stairs of an old building was resident office of Pakistan’s prized newspaper “Nawa-i-Waqt” with Tariq Warsi, a dervish-like maestro of news In charge indeed! Hailing from Lahore and living in Rawalpindi, he would visit his dear family once a fortnight for some hours and the rest devoted almost round-the-clock, most silently, cheerfully and skillfully, to Nawai-Waqt’s pioneering prominence in Pakistan, especially in the Punjab.

At 9 Hameed Chambers, Aabpara, Islamabad there was an aura of pledge with “The Muslim” flourishing as the brainchild of the scholarly and visionary Agha Murtaza Pooya amid such Editors as Maliha Lodhi, Mushahid Husain and others. The man behind “The Muslim” news crediblity was Khalid Akhtar, News Editor, so simple and silent, so calm and composed, so smiling and shining, so helping and hospitable and a thorough genius on the news desk. The level of this newspaper’s news credibility can be gauged from the fact that that it was preferred by diplomatic community, NGOs, business circles, private and public sectors and the public at large.

Sitting quietly but streamlining swiftly loads of news amid public, government, business, political and in-house pressures at “Pakistan Observer”, G-8 Markaz Ali Akbar House, Islamabad until a decade back was an all-positively accommodating Mufti Saheb, a model of emotional maturity, seriousness of purpose and penetrative thinking as regards management of a vibrant news desk. Identifying, subbing and publishing local, national and international news for a well-acclaimed newspaper with such a renowned Editor as Zahid Malik and his principled and patriotic editorial policy was a positive challenge for Mufti who silently yet instrumentally worked his heart out as an example in piety and professionalism.

Contrary to a standard News In-charge feeling about irritating PROs as Public Repellent Officers was Hasan Mausanna welcoming them for human values and yet managing meticulously the news content as the Resident Editor of “The Nation”, Islamabad rocketing in popularity and being one of the most creditable English dailies within a few years with the Nizamis watching with satisfaction from Lahore and such media celebrities of today as Syed Fahad Husain and Nusrat Javed sub-consciously, if not consciously considering Mausanna Saheb as a source of inspiration.

Able, noble, humble and gentle, Syed Manzar ul Hasan, though not prominent like seasoned editors of popular newspapers, was the Editor of a less heard newspaper, “The Leader”, in Karachi, a training ground for young media aspirants, especially students, and a launch pad for corporate writers and editors of professional publications like Nusrat Nasrullah producing the “Progress” magazine from PPL and Zia ul Islam Zuberi, managing PR with specialized publications from Siemens Pakistan, beside these two contributing with vigor and vitality to print media in Pakistan. But it was Manzar Shaheb’s grace and dignity in person and as a journalist that such stalwarts of journalism as Sultan Ahmed and Nizam Siddiqi were associated with “The Leader” for a long time: with Sultan Ahmed sending his editorials to “The Leader” regularly even after he got associated with DAWN and Nizam Siddiqi, all love and care for “The Leader” even when he had joined JANG. This is a tribute to Manzar Saheb, a simple and illustrious Editor of a comparatively less heard newspaper contributing over the JANG and DAWN horizon stars of journalism in Pakistan.

Unbelievable is a revelation about a silent, subdued, scolded and suppressed soul, with big shots bossing around for fashion or as a trend for the weak, unheard what to talk of less heard in the vibrant world of print media in Pakistan. This is Zamir Ahmed, designing, laying-out and producing fantastically with his magical fingers, Weekly MAG, public fancy best seller, doing roaring business for the JANG GROUP. With men of letters generally disapproving and man in the street commonly loving MAG, it is money that makes the world goes round
for the proprietors amid all scantly and suffocating Zamir dragging day long and night half for a mere livelihood. His level of commitment was so unheard that during his 30 years of service he did not take a day off until he retired unceremoniously.

Twisting and turning in the lanes and bi lanes on a motor bike, managing to the high towers of the corporate sector for ads, doing 52 supplements annually for the weekly, surviving under the hanging sword of the business crazy proprietors, enduring amid the fear of failing and losing the job with a large and demanding family to feed was beautifully titled General Manager, Marketing, Pakistan and Gulf Economist (PAGE). This is Late Syed Mubarak Ali, literally thinking and working round-the-clock, to procure ads for this weekly: planning, negotiating and coordinating in-house and with the clients throughout the week to ensure a reasonable supplement and planning the same week for the next week for 52 times a year and helping the dissatisfied proprietors do roaring business. Late Afaq Ahmad fought incapacitation and Chronic Obstructive Pulmonary Disease with sheer will power to lose the battle for life as Sub-Editor, Business Recorder

Imagine a public enlightening page of a newspaper! This was “Education zine” of “The News”, done by Sheher Bano vying to do something “out-of-box” by highlighting the brains of Pakistan with their simple and interesting little articles in such fields as social, natural, biological, medical, environmental, physical and pure sciences for public information, for research and reference and as assets of Pakistan. It was abruptly halted with sycophants prevailing over proprietor’s mind with the logic that it was not cost effective to have a page on education with little readership as Sheher Bano, the architect of The “Education zine” was required to focus more on the business side through supplements, sponsorships and ads.

Barring exceptions and generally speaking a News Editor is considered a tough proposition in interaction with the public, especially PRO’s. Some call PROs as Editor is considered a tough proposition in interaction with the media. Barring exceptions and generally speaking a News supplements, sponsorships and ads. required to focus more on the business side through Business Recorder

Imagine such pioneers of FM Radio as Akbar Shahbaz, with world class credentials in broadcasting, public-captivating voice and trendy shows, instrumental in being an architect of the popular Mast FM 103 only to be intrigued and reduced to a part-time RJ; Think of Tajdar Adil, the celebrity maker PTV Producer of such public sweeping shows as Neelam Ghar and Moin Akhtar show and producing such public pulsating patriotic songs as “hum zinda qaum hain” going into the oblivion. Discover Matloob-ur Rauf and Basheer Zaidi Aseer, Controllers Current Affairs, PTV and PBC respectively, models in grace and dignity, symbols of current affairs acumen, experts in time and priorities management, icons in guiding, sharing and helping indeed. Emanating from a handful of such silent role models of PBC and PTV is light to be searched upon and benefited from.

One quiet example of a think up in print media, first woman reporter of English dailies, especially of DAWN, Pakistan’s largest circulated English daily; a silent model of concentration and commitment in the news department of Pakistan Television, a low key literary figure and an avid reader of life at large, a prodigy of a faculty in media studies and in media management, is none other but legendary Shahida Kazi, known also for human values, caring, sharing and counseling.

Nargis Hashmi was popular with the public for her creative entertainment programs through the PTV World, for producing inspiring and informative interviews for high level foreign dignitaries coming to Islamabad through PTV IR Department and by her personal and professional grace and honor as a pioneering woman producer turned head in the challenging world of PTV.

There are torch bearers in character and in expertise reflecting a silver lining over our debatable media horizon. A harmonious blend of business journalism expertise at DAWN, leading the cause of human rights, especially for the media, busy almost-round-the-clock being the President of the Karachi Press Club, cherishing and practicing to the extent of taking personal pains for simple human values was none other but Late Sabiuddin Ghausi.

Shining over the media horizon is “The Regional Times, an English daily from Sindh with local, regional, national and international overtones, managed by Kazi Sajjad Akbar, a patriotic Pakistani, who, upon arrival from vacations abroad says straight from the heart that cherishes more freshness and freedom in his own country.

Remembering Late Syed Fasih Iqbal, Chief Editor, “Baluchistan Times” and “Zamana” Quetta, former President of APNS and CPNE and a former Senator, reflect of a personality not by titles, but by touching humility and sheer simplicity, remarkable contribution to positive thinking, commitment and service to the case of journalism in Pakistan, especially in Baluchistan. Last but not the least is a quiet and humble but clear and loud role of such journalists as Rahimullah Yusuf Zai from KPK which was a harmonious blend of professionalism and endeavoring for media peace initiatives in the region.

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