



کیا لگاؤں #KIALAGAON

**CHILDREN'S MEDIA NETWORK**  
1<sup>ST</sup> ROUND-TABLE CONFERENCE ON THE NEED FOR  
CHILDREN'S MEDIA

THREE 2-DAY SESSIONS WITH JOURNALISTS,  
PRODUCERS, DIRECTORS, EDITORS & POLICY MAKERS

**15TH - 20TH DECEMBER, 2014**

RESPONDING TO CHILDREN'S EDUCATIONAL, INTELLECTUAL  
AND ENTERTAINMENT NEEDS THROUGH MEDIA

  
thelittleart.org  
@tlaorg

**CHILDREN'S  
MEDIA  
NETWORK**

## **Conference Report**

### **Children's Media Conference 15<sup>th</sup> -20<sup>th</sup> December'2014**

**Conference was organized by;**



**In collaboration with;**



**[www.thelittleart.org](http://www.thelittleart.org)**

## Table of Contents

<b>Introduction .....</b>	<b>3</b>
<b>Conference Objectives .....</b>	<b>4</b>
<b>Session Details.....</b>	<b>5</b>
<b>Implications - Findings/Outcomes of the Networking Conference .....</b>	<b>12</b>
<b>Children’s Media Network.....</b>	<b>13</b>
<b>Strategic Plan.....</b>	<b>16</b>
<b>Strategic Framework.....</b>	<b>18</b>

## Introduction

---

“Children’s Media Conference”–The project is initiated by The Little Art with a vision to promote Children’s Media in Pakistan. Through this project we aimed to carry out the research on the need of children’s programming in Pakistan, to create a network of media professionals who become part of the children’s media network and to conduct a roundtable conference for the purpose of discussing the current media landscape and strategies for implementing creative ideas for children’s programming in Pakistan.

The Little Art is a registered non-profit arts education organization. Each year we organize the “Lahore International Children’s Film Festival”, the first of it’s kind in Pakistan which carries a mission to promote media literacy amongst the youth. We also conduct a number of workshops engaging children in different creative mediums for learning.

Children are one of the major factors of our society; it is a large audience that has little or no access to quality content in media through print, radio and television programs. By this project we aimed to create awareness, policy advocacy and facilitate communities to enhance their resilience and adaptability through linking-up and interchange between relevant Pakistani executives active in children's program productions.

The Little Art in partnership with Deutsche Welle Akademie conducted this conference in Lahore from December 15<sup>th</sup> – December 20<sup>th</sup> 2014. The main purpose of this conference was to promote awareness among the Media Channels the understanding of issues among children and youth from their own perspective. The attendees of the conference belonged to the following three groups:

### **Group A (15<sup>th</sup>- 16<sup>th</sup> Dec)**

Media editors, journalists and experts, research students

### **Group B (17<sup>th</sup> – 18<sup>th</sup> Dec)**

Media advertising sector managers, mid level representatives of advertising agencies, media planners, editors and experts

### **Group 3 (19<sup>th</sup> – 20<sup>th</sup> Dec)**

Media executives, policy makers, executive producers, directors, chief editors.

## Conference Objectives

---

Through the 6-day conference, The Little Art aimed to achieve the following objectives:

1. Linking-up Pakistani media executives and production/editorial staff to support the children media production and broadcast in Pakistan.
2. Encourage the business giving entities and advertisement agencies to support the children programming.
3. Analysis of the current state of work and practices of children programming in Pakistan and exploring possibilities and feasibility of the future in this regard.
4. Provide a platform to experts and activists to give input.
5. Presentation of international Best Practice Examples concerning children's programs.
6. Discussions on media ethics, infantine development stages and age-appropriate visualization options.
7. Develop strategies for the implementation of children's programs in Pakistani media.
8. Realization of a networking platform for the media executives, providing all relevant resources and information on children's programs in Pakistan.
9. Create agreements for future cooperation

## Session Details

---

### Group A- 15<sup>th</sup> - 16<sup>th</sup>December 2014

---

The first two days of the conference were conducted at The Little Art, 81-F. The participants consisted of junior level media executives, reporters, journalists, research students, experts in film and production.

Shoaib Iqbal, Founder of The Little Art explained in detail the purpose and objectives of the Children's Media Conference and presented the work of The Little Art as an organization that has been working for children from 2007. The participants were each given 10 minutes to give an introduction of their work in media (Print, TV, Radio) and share some of their projects related to children's media or any other similar works.

The first sessions were conducted on the reasons for the absence of content for children in Pakistani media, The Little Art conducted **roundtable discussions and group activities** in which participants were to reflect upon the current media landscape and write down the key reasons about why they thought children's media is absent in Pakistan. Some of the reasons that were drafted by the three groups were: Lack of creativity and imagination amongst media professionals; lack of advertisement support; hierarchical structure of media channels; no trained experts on children's media; no sense of social responsibility towards young children and general lack of co-ordination between media and the educational institutions.

The second round table discussion was carried out on the topic of **Media Ethics, Infantine development and age-appropriate content**. The session was conducted by Shoaib Iqbal, Founder The Little Art and roundtable discussions were carried out by Mr. Raja Mehtab Ali, experienced journalist and Professor at the School of Creative Arts at University of Lahore. After discussions around the media ethics with participants from print, radio and television production experience, an activity was carried out in three groups where participants reflected on the current media environment and wrote their observations relating to infantine development. Some of the findings from the presentation session were that currently children are exposed to all kind of content on television which includes violence, strong language and inappropriate behaviour. There are no specific time slots allotted to children's content and there is a lack of awareness amongst parents, teachers and media about what is appropriate for their children to watch. There is almost no local content for children and this creates a cultural identity crisis amongst the youth.

Some **solutions that the three groups suggested** were to create advocacy campaigns around the need for children's media, which also emphasizes the importance of age-appropriation, write letters to newspapers, have research and media students to develop pilot programs, short films for children, write children's stories as part of their final projects, coordination of educational institutes with media houses for exchange of skills and ideas for programs.

The **second day** of the conference, despite the city shutdown saw the attendance of 18 participants, nearly double the amount of confirmed expected participants willing to attend the discussions at the conference. In addition to the participants from the first day, the additional participants consisted of intern reporters from newspapers, students of media and communication sciences students with experience in print, radio and television, creative executives from media houses. Follow up discussion were carried out in which Mr. Shoaib Iqbal, revisited the reasons of absence of content in Pakistani media and the media ethics issues, which were pointed by the participants who were present at the conference on day one.

The **third session with Group A** was conducted by the well known Mr. Asghar Nadeem Syed, a veteran playwright and Head of department, Film and Media at Beaconhouse National University. He spoke about the history of programming for children in Pakistan. Telling about his own childhood, he pointed that there were about 12-13 newspapers available in the market weekly. Hamdard, Phool, Taleem-o-tarbiyat, Khilona were the famous children's magazines in Urdu at that time. Story telling was the important factor in those magazines. Also, every newspaper had a special page for the children. Now a day that section for children is missing in most newspapers. He also spoke about some famous TV writers names, like award winning TV writer Shoaib Hashmi gave many programs like 'Akaar bakar bambey bo'. Muneeza Hashmi, daughter of legendary poet Faiz Ahmad Faiz did many productions and plays for children such as "Meray Bachpan ke din".. He said that people at PTV had always aimed to educate and give information to the audience. Concept of children's morning shows was given by PTV as well where well known travelogue and novel writer Mr. Mustansar Hussain Tarar used to do a story telling show for kids. Almost seven-nine segments were produced for children at PTV.

A Q& A session was carried out with Mr. Asghar Nadeem where participants asked why PTV and other media networks were unable to carry on the previous tradition of programming for children, what his opinion was about children media being revived in Pakistan. Mr. Asghar Nadeem answered that when PTV had started broadcasting they had picked all the best professionals from the creative industry. Top writers, performance and theatre artists, actors, musicians which is why they were the pioneers of creative programming in Pakistan at the time. With the passage of time these professionals brought in their own children

as artists into children's programs and so media for children had flourished for a while. The main reasons for its failure to carry on is that the key people had grown old for the industry, experience was not passed on to new people and the general situational crisis in Pakistan saw the media more towards current affairs and politics. The freedom of media in Pakistan saw more and more news channels opening and due to increased competition between channels, entertainment almost disappeared.

In his opinion, the way children's media may be revived is through encouraging creativity in school and universities where the current focus is merely to teach technicalities required in the field of media. There are no public libraries for children where they might get inspiration. Young people with originality and creativity would be better able to produce new content for the younger generation. Proper curriculums, more exposure to quality media content and awareness of the right kind of knowledge for children will enable professionals to create better and meaningful content through all mediums. He also said that we need modern local example of a TV program in Pakistan now that can also be somehow commercially successful, and be able to bring sponsors on board so media houses can be interested in it.

The last session was conducted by Deutsche Welle trainers Mr. Can Mansuroglu and Ms. Imke Hansen **highlighting age-appropriate programming for children**, some best practice examples from Germany and Syria, that are both educational as well as entertaining for children. Different formats were shared and the importance of presentation of educational content for children according to their age was crucial to help them understand concepts.

An activity session was conducted after lunch. In this particular activity, different ideas and views for the possibilities and feasibility of producing content for Children's media were put forward to discuss amongst the participants.

Some of the points for feasibility of children's programming that came forward were:

- Content development pool
- Creating incentives for students in media
- Children film productions
- Financial pool/children's media fund
- Story development with children
- Collaboration between media houses, schools, universities, TV, radio and print channels
- Archiving old literature for children and using to produce programs for radio and TV



The end of the roundtable conference sessions with Group A, Mr. Shoaib Iqbal asked the participants interested to join the network to be part of the future Children's Media Network for future collaborations and support. 21 participants in total registered with the network from Group A of the conference.

Conference participants were awarded certificates for their attendance by Mr. Shoaib Iqbal, Founder The Little Art and Mr. Can Mansuroglu, Deutsche Welle.

## **Group A- 17th - 18<sup>th</sup> December 2014**

---

Despite the Peshawar attacks the **third day** of the conference, the conference was attended by 11 participants in total. It was very productive and insightful two days of the conference where professionals from print, TV and radio, media house executives and marketing professionals were present.

The session was started by a two-minute silence for the child victims of the Peshawar target killings. Each participant then introduced themselves and their work in the field of media. Participants from Radio Pakistan and Pakistan Television Channel shared their work in the form of presentations and samples with statistics and facts etc. Ms. Shabnam Riaz, producer and TV anchor at Pakistan Television shared her program "Mind your English" a family show to teach English in a fun way. And her new show that is at development stage, "Kidz Club".

The first session revolved around the discussions about the issues **faced by media in producing programs for children**. Adil Faruqi, the General Manager for the Pakistan's first children's TV channel Wikkid discussed how the channel was formed and what issues it faced. Marketing professionals discussed how the content was not creative enough to sponsor them, even previously the kind of sponsors would influence the kind of programming and in the end the programming became more commercial. It was overall found that the real problem lies with the regulations of media. Pakistan Electronic Media Regularity Authority PEMRA needs to revise its regulations and allot proper time slots for children's programming, put commercial limitations on the programs and push media channels to produce and program children's content. This can be one way forward to promote children's media in Pakistan.

Mr. Shoaib Mirza the President, Association of Pakistan Children's Magazine Society mentioned that the lack of children's libraries and usage of school libraries has caused less popularity of children's Urdu magazines. A **long term solution** suggested by the participants was that there was a need for campaigning amongst the audience which are parents, families and educationists to create a market that is ready to recognize the need for educational content.

The second day of the conference focused on three sessions. The first session was by Deutsche Welle trainer Mr. Can Mansuroglu who shared some information regarding the programming of his German science show “Checker Can” and the importance of making the shows for certain target groups and how the formats can be developed from the children’s already existing science curriculums. He also shared some strategies that German television channels adopt in making shows more cost effective and less commercial.

The next two sessions focused on **identifying the resources needed for producing programs**. The last session with Group B was conducted by Mr. Shoaib Iqbal, in which he divided the participants into two groups. They formulated some points for the objectives, mission and vision of the Children’s Media Network. Some of the objectives that were drafted out by the groups are:

- Networking: Linking more people and engaging people more with children’s media by advocacy for the immediate need for it
- Collaboration: Collaboration between international and local organizations is needed for the improvement of children’s media. With organizations already having existing resources that can be tapped
- Age-Appropriate content development: There should be age appropriate contents made for children to get entertained from and get knowledge
- Training/Capacity building: It is important to build training centres or doing capacity building exercises so that more content can be produced through this

After the last session, Shoaib Iqbal, Founder The Little Art explained to the participants about the purpose and objective of forming a Children’s Media Network and the importance of having experienced and willing people to be a part of the network so there could be a support system where quality children’s programming can be developed. They were provided the details about the online web resource manual on The Little Art web platform where producers shall be able to access key information regarding programming specifically for children and some best international and regional practices.

Each participant was given a chance to view The Little Art children’s media campaign and website.

Conference participants were awarded certificates for their attendance by Mr. Shoaib Iqbal.

### **Group C – 19<sup>th</sup> – 20<sup>th</sup> December 2014**

---

The last group of the conference included a total of 19 participants, which included CEO’s of media houses, media guru and President United Producers Association Ms. Samina Ahmad, senior producers from GEO, DUNYA TV, Head of CSR for Express Media Group and representatives of Child Rights Movement (CRM) etc. Many participants gave 10-15 minute presentations of their

organizations and the work related to media. Tasawar-Ul-Karim Baig, senior producer at Geo, showed his presentation about the children's programs, which are produced on Geo such as "Zara Sochiye, a campaign on awareness of education", "Bachey Maan k Sachhay" & "DekhoSunoSamjho".

Mr. Usman Javed a certified Organizational Development professional shared some of his research findings he conducted with the students from Lahore University of Management Sciences (LUMS) and compiled from other global researches on children's content and programming.

- 78% children are attracted to cartoon characters
- 48% like to buy merchandise related to cartoons
- 82% are interested in actions films and cartoon with action
- 63% are interested in comedy
- 57% children fight with classmates and other children (react to action and violence in schools)
- 50% parents have control the viewership of their children's in relation to TV
- 88% teens are involved in social media and internet channels
- The studies they conducted showed that the average viewing time of children on TV is 2 hours each day. Children under thirteen are exposed to violence and strong content every 4 minutes on television.
- Children are more prone to ADHD and it is becoming more common due the kind of programming and advertising that is being done in Pakistan.

The second day of the Group C conference session consisted of mostly activity sessions that **focused on the issues in programming** from the perspectives of the senior management. The participants were divided into two groups. Group 1 and Group 2, Some of the issues that were put forward by Group 1 (White Rice, GEO, The News, Phool Magazine, Power 99) were:

- There are people who are interested in and have quality educational content but there is no space on the current landscape of media aside from news and current affairs
- There needs to be advocacy campaigning and activist approach taken as part of the project to first create the importance of the need for children as an active audience that is exposed to issues
- Taking that approach regulations may be developed with PEMRA to atleast have specific time slots dedicated to show educational and entertaining content to children so they have at least avenues of creative exposure
- Other issues that were brought forward were:
  - Lack of local content
  - Lack of Professional expertise
  - No understanding of children's development psychology

**Some solutions** that Group 1 proposed were:

- Accessing old local content & renewing it.
- Doing lobbying with Pakistan Broadcasting Association.
- Promoting a code of ethics in media.
- Campaigning through petitions to Senate & Parliament to create pressure for implementations of Pakistan Electronic Media Regulations Authority (PEMRA) rules.

Group 2

Some of the issues that Group 2 (United Producers Association, CityFM100, Sy&Co /Media Agency/ Media Times, DunyaTv, SamaaTv) usually face are:

- Lack of skilled teams, work dynamics
- No media literacy in the masses
- No sustainable project development
- No resources for research, no local research
- No government allotted public funds or resources provided.

Some solutions and ideas that were proposed were:

- Lobbying with the lawmakers
- Developing ready made softwares for pool of content
- Developing a fund for pilot productions
- A think tank platform where content and ideas are shared
- Bringing the objectives of children's programming as part of National Agenda through campaigning.

At the end of the sessions, Mr. Shoaib Iqbal, Founder of The Little Art introduced the participants to the idea of a Children's Media Network consisting of media professionals who are willing to work for children's media. He asked each group to give their input regarding what the objectives, mission and vision of the future Children's Media Network should be.

Some of the important points that were proposed as purpose and objectives of the Children's Media Network were:

- Communication and Advocacy for the need for children's media
- Collaborations amongst professionals willing to produce programs for children
- Network to serve as an Advisory council for children's media
- Network to create strategies and plan of action
- Sustainability –evaluate and monitor feasibility of programs
- Fundraising- generate grant, in-kind support for children's programming

At the end of the sessions the participants were introduced to the web resource manual which may be shared with the media house executives to serve as a guideline for producing children's programming content. Conference participants were awarded certificates for their attendance by Mr. Shoaib Iqbal, Founder The Little Art.

## **Implications - Findings/Outcomes of the Networking Conference**

---

1. Some outcomes from the networking conference is that professionals working in individual capacity in their media houses are linked to other professionals who are willing to produce content for children. The Little Art was able to introduce itself as a platform through the developed network which will help professionals share their expertise and skills with other media professionals and realize potential future collaborations for children's media.
2. Participants are able to realize the long term significance of having appropriate children's programming in Pakistan
3. Sharing of international best practices and production techniques has given the chance to professionals to explore more programming techniques and entertaining age-appropriate content.
4. The marketing professionals were able to realize the commercial prospect of having an increase in children's programming
5. Participants also realized the need to further do more advocacy for addressing issues in media ethics and creating campaigns to develop regulations with the authorities for children's programming
6. The conference has enabled The Little Art and participants of the conference understand some of the key reasons of the failure of children's programming in the past and create possible solutions.
7. The conference helped the participants identify potential collaborations with other media network professionals.
8. The roundtable sessions gave a clear picture of the gaps that lie in the current media networks and as an established network that can try to create strategies to fill the gaps with possible solutions.
9. It helped understand the policies and regulations regarding children's programming and thinking of strategies on how to create and push for changes in current media policies especially for children.

## Children's Media Network

---

A total of 48 people registered to be part of the network to support the network in the following:

- Linking up other media network executives, production/editorial staff to support the children media production and programming in Pakistan
- Developing strategies for the implementation of children's programs in Pakistani media.
- Encourage business giving entities and their advertisement agencies to support children's programming

### Registered Members

1. Mr. M Shoab Mirza, Editor Phool Magazine, Columnist, Nawai Waqt, President Pakistan Children's Magazine Society.
2. Mr. Naeem Safi, Executive creative head, SAMUN design agency, lecturer visual communication studies, Beaconhouse National University.
3. Ms. Jannat Rasheed, Marketing manager, Dark mirror production house. Student, Media studies University of Lahore.
4. Mr. Nadeem Khalid, Junior reporter, Education beat. Head of news reporting, University of Central Punjab Media club society.
5. Mr. Raja Mehtab Ali, Journalist, short stories. drama writer for television, radio and theatre. Professor of media studies, School of creative arts, University of Lahore.
6. Mr. Armughan Hassan, director/film maker. Creative executive, Crew film production house.
7. Mr. Azhar Sukhera, Assistant professor Creative village, University of Lahore. Freelance documentary film maker (experienced in projects and film productions for children)
8. Ms. Aisha Abdul Rehman, Content developer at DunyaTv, Asst, producer at Express, Radio jockey at Radio Pakistan (FM 101, FM 94). Visiting Faculty, University of Central Punjab.
9. Ms. Muniba Fatima Zahra, Columnist and Article writer, Directorate General Public Relations (DGPR), Researcher in the field of mass communication, Lecturer University of Sargodha, University of Central Punjab.
10. Mr. Saad Khalid Kazi, Co-founder, Duck production house.
11. Mr. Muhammad Arsalan, Junior reporter/intern at Dawn
12. Mr. Moaz Saqib, Student of Mass communication, Member Media club society, University of Central Punjab.
13. Ms. Narmeen Arshad, Student, Vice president, Media society, University of Lahore. Work experience in reporting, documentary filmmaking, projects with German culture center.
14. Mr. Muhammad Bilal Mansha, Writer/Volunteer, Academy Adbiat e Atfal.

15. Ms. Amna Pervaiz, News Intern Gulf Times, Doha, Intern Geo Tezz, Content writer for Peninsula magazine & Gulf Times.
16. Mr. Shaheryar Ahmad, Media council head, University of Lahore.
17. Ms. Hira Mughal, Freelance reporter, content writer for online channels documentary film maker.
18. Mr. Mohammad Sohail Azad, Owner, Check post production house, activist, documentary film director.
19. Mr. Mahhad Dayyan Alam , student, part time graphics designer Dimentions International Animation & Production house.
20. Ms. Amel Ghani, Reporter, Express Tribune.
21. Ms. Haseeb Arshad, Student and member of Media Society, University of Central Punjab.
22. Ms. Aimon Fatima, Manager Marketing, Highpoint ventures, children's brand HOPSCOTCH
23. Mr. Zubair Bashir, Senior producer, Pakistan Broadcasting Association
24. Mr. Mohammad Usama, Marketing intern, HOPSCOTCH
25. Mr. Omar Farooq, Marketing executive, City FM89 (Dawn Media Group)
26. Ms. Shabnam Riaz, English news anchor PTV, PTV World, Presenter family show "Mind your English", Children's storybook writer,
27. Mr. Tanvir Shahzad, Senior free lance journalist, news correspondent Deutsche Welle Urdu.
28. Ms. Rida Asim,( 14 years old) Child Artist, Actor in children's shows "Ainak Wala Jinn" and others.
29. Ms. Mehwish Akram, Senior Associate producer, Express News.
30. Mr. Adil Iqbal Faruqui, Chief Operations Officer, SY&CO Media house, Karachi. General Manager of previous children's TVchannel Wikkid.
31. Mr. Affan Alam, Founder, Creative Director, Duck design/campaign agency.
32. Mr. Ram Naveed Akbar, Senior Client Service Executive, Lahore Broadcasting Corporation (FM 100)
33. Mr. Omar Farooq, Senior Manager, FM 100, Lahore Broadcasting Corporation.
34. Ms. Samina Ahmad, Senior TV artist, President United Producers Association.
35. Ms. Saadia Salahuddin, Assistant Editor Jang Group. Head, The News, Lahore.
36. Mr. Sajjad Gul, Freelance writer for PTV, ARY, HUM TV, Former producer at PTV, 7 years experience in children's programming.
37. Mr. Tassawur Ul Karim Baig, Senior producer, GEO. Expertise: Directions and Campaign.
38. Mr. Usman Javed, Certified Organizational Development Consultant.
39. Mr. Raheel Waqar, CEO, White Rice Communications
40. Ms. Fatima Azhar, Reporter, The Communicators, Radio journalist Power 99.
41. Mr. Shams ul Haque, Head of Planning, Packaging, Incharge output, Dunya News Karachi.
42. Mr. Asfandyar Alam, Presenter, Producer, Power 99.
43. Mr. Iftikhar Mubarik, Policy, Advocacy Coordinator, Plan International.

44. Ms. Rashida Qureshi, Liason Officer, Children Advocacy Network (CAN Pakistan)
45. Ms. Zaara Basharat, Head Corporate Communications and Social Responsibility CSR, Express Media Group.
46. Ms. Shahneela Farhan, Senior Assignment editor, Dunya News.
47. Ms. Nazakat Shakeela Deputy Channel Controller, FM 101
48. Mr. Javed Akhtar, Station Director, FM 101.



## **Strategic Plan**

---

Some strategic plans on how to promote and produce children's programming were developed during the conference with participants in the form of group activities each day. The Little Art identified the best possible strategies to share them with the developed network for future implementation.

### **Communication & Advocacy**

- Linking people and extending network memberships to professionals and communities.
- Develop campaigns with stakeholders from print, radio, television to advocate the need for children's programming.
- Develop a curriculum for media schools specifically for children's media production
- Petition to revise and develop regulations relating to children's media.
- Build the Children's Media Network and publicize its achievements.

### **Development of Media Professionals**

- Develop programs and provide trainings, workshops to enhance the capacity of media students and professionals for child centered programming.
- Develop monitoring processes for children's age-appropriate educational content.

### **Production of content**

- Develop a pool for age-appropriate content.
- Archive old literature for children in print to develop radio and tv programs
- Produce entertaining and educational children's magazines, radio and tv programs
- Children's film productions

### **Resource Center**

- Provide professionals, researchers and experts resources for guidelines on how to produce children's programs.
- Include latest research related to children's programming

## **Collaborations/Strategic Partnerships**

- Collaborating with local and international media networks to create project partnerships.
- Creating partnerships with universities, media schools.
- Creating strategic partnerships with marketing and advertisement agencies to support and sponsor children's programs
- Developing a Children's Media Fund for supporting production of content for children.

## Strategic Framework

---

### CMN - STRATEGIC FRAMEWORK

