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PEMRA Newsletter

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HEALTH IS WEALTH

Chairman PEMRA inaugurated GYM at PEMRA Headquarters, Islamabad on January 01, 2015 to provide the basic health fitness facility to all employees of PEMRA.



AUTHORITY MEETINGS

Three Authority Meetings were held at PEMRA Headquarters from January to March 2015. 101st Authority Meeting was held on January 16, 2015, 102nd Authority Meeting was held on February 20, 2015 and 103rd Authority Meeting was held on March 27, 2015. Some salient decisions are as under;

- Award of Consultancy Services for Direct to Home (DTH) to M/s Digital Strategy Consulting & Services (Pvt.) Ltd Switzerland.
- Cancellation of Dormant Cable TV Licences and publication of final public notice in national dailies besides providing opportunity of claim to licensees for 15 days.
- Request of a satellite TV channel for change in Content / Program mix was regretted.
- Change in logo / channel name of M/s Central Media Network (Pvt.) Ltd was approved subject to compliance of programming mix.
- Rs. 200,000/- fine was imposed on a satellite TV channel besides warning for violating License Terms & Conditions.
- Matter of a satellite TV channel regarding payment defaults, unauthorized change of logo/design without approval of Authority was referred to Council of Complaints for its recommendations.
- Rs. 100,000/- fine was imposed on five satellite TV channels for airing excessive foreign content followed by warning.
- Rs. 300,000/- fine was imposed on a satellite TV channel for airing unedited live objectionable remarks.
- Non-Commercial FM radio license was approved for Liaquat University of Medical & Health Sciences, Jamshoro, Sindh.
- Landing rights permission of foreign channel "AXN" was renewed for another five years.
- Revised budget for F.Y. 2014-15 and budget estimates for F.Y. 2015-16 were approved.

MEDIA WORKSHOP AT ISLAMABAD

Executive Member PEMRA Kamal Uddin Tipu attended Media Workshop organized by Friedrich Eberto Stiftung at a local hotel at Islamabad on January 21, 2015. The workshop gathered veteran media professionals, journalists, academicians and parliamentarians

to discuss the growth and future of media in the light of recommendations of the Media Commission headed by former Senator and Information Minister Javed Jabbar. Impediments to growth of media were discussed.



Executive Member PEMRA Kamal Uddin Tipu sharing happy moments with former Senator Javed Jabbar and former MD PTV Arshad Khan.

MAIN HIGHLIGHTS

- Editors, reporters, anchors and members of civil society demanded PEMRA to be an independent institution.
- Present role, importance and need for regulating social media was also deliberated.
- Speakers called for improved self-censorship, feedback, ethics and language, which they opined, are getting weaker while corporate interests are getting stronger.
- Participants lauded the recommendations of Media Commission report and asked for its implementation.

WORKSHOP ON FM RADIO

A one-day workshop was held on FM Radio at PEMRA Headquarters, Islamabad on February 02, 2015. Both, Commercial and Non-commercial FM licensees attended the workshop.

Mr. Kamal Uddin Tipu, Executive Member PEMRA, in his key note, shed light on FM radio broadcasting sector in Pakistan. Wakeel Khan, General Manager (STV) and Junaid Nagi, General Manager (IT/Technical) shared views, experience and knowledge about regulatory issues and challenges of FM radio broadcasting in country, technological advancement in FM broadcasting and future of radio system.

Speakers from the industry; Mirza Muhammad Naeem, CEO FM 105 Gujrat and Mr. Kamran

Khawaja, Director FM 100 Islamabad shared practical experiences and knowledge about issues and challenges to FM radio sector in the light of regulatory impediments. Chairman PEMRA ensured participants to remove their grievances with mutual consent and also emphasized licensees to obey PEMRA laws.



Chairman PEMRA Parvez Rathore presenting souvenir to speakers, Mirza Naeem (FM 105 Gujrat) and Kamran Khawaja (FM 100 Islamabad)

ONE DAY WORKSHOP ON FM RADIO AT KARACHI

One-day workshop on FM Radio was held at Avari Hotel, Karachi on March 12, 2015. This Workshop was in continuation of the workshop conducted at PEMRA Headquarters, Islamabad. Main focus of the workshop was to address issues / queries of FM Radio Licensees and to ensure the proper implementation of PEMRA Laws by the licensees and to build good and healthy relationship between PEMRA and its Licensees.



RGMs CONFERENCE

1st RGMs Conference 2015 was held at PEMRA Headquarters on February 17, 2015. Chairman PEMRA, Mr. Parvez Rathore chaired the meeting. Regional General Managers briefed about progress / performance of their respective regions vis-à-vis targets achieved and enforcement measures taken so far. Chairman PEMRA directed all RGMs to ensure zero tolerance against violation of PEMRA laws and to build positive image of PEMRA in the eyes of public and stakeholders.



Participants of RGM Conference

ONE DAY SEMINAR ON “DIGITALIZATION OF CABLE TV” AT LAHORE

PEMRA held one-day Seminar on “Digitalization of Cable TV” at Regional Office Lahore on March 10, 2015. Seminar was organized and coordinated by Regional Office, Lahore.

Director General (Operations) Sardar Arfan Ashraf Khan delivered the introductory speech and welcomed participants. Mr. Wakeel Khan, General Manager

(STV-Licensing) delivered presentation on “Digitalization and its Benefits” Mr. Tahir, General Manager delivered presentation on “Digitalization in Pakistan’s Perspective”. Mr. Amjad Alvi from M/s Brain Telecom (Pvt.) Ltd and Mr. Furqan Ahmad Mubarak from World Call shared views about impediments in Digitalization of Cable TV in Pakistan.

MEDIA SEMINAR AT PAF AIR WAR COLLEGE

Executive Member PEMRA Kamal Uddin Tipu delivered presentation on “Media Ethics: Perspective of PEMRA” at one day Media Seminar organized by Pakistan Air Force (PAF) Air War College Karachi on March 26, 2015.

The Seminar was aimed at debating the:

- Role and importance of media in shaping and impacting national policies of country
- Issues of ethics in media reporting
- Pakistan’s media policy and its



effectiveness

- Impact of information & media on national security
- Role of Pakistan's media – A broader perspective
- Media ethics – In perspective of media personnel as well as regulator.

Mr. Zuberi (AAJ TV), Naveid Siddiqi (SAMAA TV) and Dr. Hasan Askari Rizvi shed light on the growing challenges with the growth of media in Pakistan. They narrated how media has a powerful and

influential tool and have captured the position as fourth pillar of the state. They were of the view that media is a powerful tool to make and break Governments, influence policy making and impact national security.

Kamal Uddin Tipu informed participants about the link between media and ethics and how the principles that govern a person's behavior, trait, culture, mindset or activity influences mediums of communication in a given environment. Influence of vested interests and

advancements in media ethics were also discussed.



LICENSING ACTIVITIES

PEMRA AWARDS CTV LICENSES IN PUNJAB REGION

Chairman PEMRA awarded 20 new Cable TV Licenses among cable operators of sub-office Faisalabad on March 9, 2015. Cable operators assured PEMRA to abide by PEMRA Laws and quality service to their subscribers.



PEMRA - SWISS COMPANY INKED ACCORD FOR INITIATION OF DTH LICENSING IN PAKISTAN

PEMRA and the representative of M/s Digital Strategy Consulting Services Switzerland, Mr. Marcelo Garcia formally inked contract for initiation of Direct to Home (DTH) licensing in Pakistan, in a brief ceremony held at PEMRA Headquarters Islamabad on March 24, 2015. Director General Licensing Mr. Javed Iqbal signed the contract on behalf of PEMRA.



Chairman PEMRA Mr. Parvez Rathore, Executive Member Mr. Kamal Uddin Tipu, Director General Admin. Dr. Mukhtar Ahmad, Director General

Technical Dr. Abdul Jabbar, General Manager Licensing Mr. Wakeel Khan and other PEMRA officials were also present in the contract signing ceremony. M/s Digital Strategy Consulting Services Switzerland would complete its work within 105 days from the date of agreement.

PEMRA AWARDS CTV LICENSES IN MULTAN REGION

Executive Member PEMRA Kamal Uddin Tipu awarded 35 new Cable TV Licenses among cable operators under the jurisdiction of PEMRA Regional Office Multan on March 27, 2015. The Cable operators were

urged to convert their analogue cable systems to digital by the end of December 2015 and to abide by PEMRA Laws.



TRAININGS / CAPACITY BUILDING

2nd (STI) TRAINING ON OFFICE MANAGEMENT PROCEDURES

2nd Training of PEMRA Officers on Office Management Procedures was organized at PEMRA Headquarters from January 13 – 16, 2015 with the coordination of Secretariat Training Institute (STI). Four days' training programme was designed to give both practical and theoretical insight. Lectures / presentations and practical exercises were conducted by senior



(STI) Trainers and also by Master Trainers from PEMRA. Training was attended by General Managers, Deputy

General Managers and Assistant General Managers. Baseline and final tests were also conducted to gauge the pre and post training understanding of participants. Chairman PEMRA distributed certificates among successful participants at the end of training session. Cash rewards were also given to officers who secured top scores in tests.

LESSONS LEARNT PRESENTATION

An In-house meeting / session was held on Thursday, January 29, 2015 at PEMRA Headquarters, Islamabad to hold an open discussion on Lesson Learnt from five different In-House trainings organized at PEMRA Headquarters from October 2014 to January 2015. Session was attended by the

Chairman, all senior officers, presenters and participants of the training sessions. Executive Member Mr. Kamal Uddin Tipu emphasized that Lesson Learnt was an imperative post training feature which enabled the management, training coordinators, presenters and trainees to identify shortcomings during trainings



and suggest corrective measures for their rectification and improvement.

IN-HOUSE TRAINING AT REGIONAL OFFICE LAHORE

Regional General Manager, Punjab organized four days' In-House Training at Regional Office, Lahore from February 11 - 14, 2015 for capacity building of its staff. Master Trainers (who had attended the In-House Training at PEMRA Headquarters, Islamabad) imparted training to Officers / Officials working in Regional Office Lahore. Four days training also contained practical exercises on regulations and enforcement issues. Baseline and final tests were also conducted to gauge the pre and post training understanding of participants.



Veteran academician and former Chairperson CoC Punjab Dr. Mehdi Hassan giving presentation to participants of In-House Training at Lahore.

LECTURE ON “APPLICATION OF IONIZING RADIATIONS IN EVERYDAY LIFE, RADIATION HAZARDS & MEANS OF PROTECTION & SAFETY OF NUCLEAR POWER PLANTS IN PAKISTAN” BY PNRA

Pakistan Nuclear Regulatory Authority (PNRA) officials, in a presentation to PEMRA employees at PEMRA Headquarters, on February 18, 2015 apprised on “Application of Ionizing Radiations in Everyday Life, Radiation Hazards & Means of Protection & Safety of Nuclear Power Plants in Pakistan”. PEMRA employees were educated about positive

and negative effects of radiation in everyday life and about prevention methods. PNRA also briefed about the Safety of Nuclear Plants in Pakistan and steps taken by PNRA for their security. At the end, Chairman PEMRA presented souvenir to Director General PNRA Muhammad Sadiq and thanked for a very useful presentation.



VISITS

DELEGATION OF (WISH) INSTITUTE VISIT PEMRA HEADQUARTERS

15 members delegation of Mass Communication Department of Women's Institute of Science & Humanities (WISH), Islamabad visited PEMRA Headquarters on January 29, 2015 as

obligation to their academic and professional training. Delegation was briefed about PEMRA's role, mandate and monitoring setup.



PEMRA OFFICERS ATTEND CABSAT EXHIBITION AT DUBAI (MARCH 9–11, 2015)

Mr. Kamal Uddin Tipu, Executive Member and DGM (Media & PR) attended CABSAT (cable & satellite) exhibition at World Trade Centre Dubai from March 9 - 11, 2015.

CABSAT exhibition and conference being held every year for the past 21 years at Dubai, is one of the largest broadcast, satellite & digital event in the Middle East, Africa, and South Asia region for all industry professionals within the Broadcast, Satellite, Content

Delivery and Digital Media sectors.

Visit added practical insight about latest HD cameras, latest LED lights, compact studios, digital audio and video broadcasting, new satellites, real time FM radio monitoring and recording devices etc.

Meeting with local industry stakeholders e.g TV and Cable operators and briefings by OTT/Digital head-end solution providers were also the main attractions.



Executive Members, PEMRA and cable operators being briefed by M/s Gospel, a Chinese vendor for digital cable TV solutions at Cabsat, Dubai.

LEGAL MATTERS

During the first three months i.e. from January to March 2015, 43 cases were disposed off in various Courts of the country in favor of PEMRA. Brief of disposed off cases in different Courts is as follows:

Sr. No.	Court Name	No. of Cases Disposed off	Remarks
1.	Islamabad High Court	05	Disposed off in favor of PEMRA
2.	Lahore High Court	22	Disposed off in favor of PEMRA
3.	Sindh High Court	09	Disposed off in favor of PEMRA
4.	Civil Courts	07	Disposed off in favor of PEMRA

TRANSFERS/POSTINGS

Following transfers & postings have been made in PEMRA;

- Mr. Junaid Nagi, General Manager has been transferred from Regional Office Karachi to PEMRA Headquarters, Islamabad and posted as a General Manager, IT & Technical.
- Mr. Amjad Ali Afridi has been posted as Regional General Manager, Islamabad. In addition, he is also looking after work of General Manager, Operations.
- Mr. Muhammad Tahir, General Manager has been transferred and posted as Head of PEMRA Sub-Office Sargodha.
- Mr. Omer Waqas Qureshi, General Manager has been transferred and posted as Head of PEMRA Sub-office Gujranwala.
- Mr. Tariq Mahmood, General Manager has been transferred and posted as Head of PEMRA Sub-Office Abbottabad.
- Mr. Mazhar Mehmood Dy. Gen. Manager has been transferred and posted as Head of PEMRA Sub-Office Faisalabad.

NEWLY APPOINTED MEMBERS OF COUNCIL OF COMPLAINTS (CoCs) QUETTA & MULTAN BRIEFED

After the notification of Councils of Complaints (CoCs) for Quetta and Multan, briefings for the newly appointed Chairperson and Members of CoCs were held at respective PEMRA Regional Offices on March 15 and 25, 2015 respectively. The Executive Member and Regional General Managers welcomed the CoCs Members at Regional Offices and they were given presentations on Composition, Role, Functions, Rules, Regulations, Licensing and challenges of PEMRA. They were also apprised about the Council of Complaints Rules.



Chairperson & Members of CoC, Balochistan

Prof. Agha Muhammad Nasir	Chairperson
Barrister Muhammad Iqbal Khan	Member
Mr. Ataullah Baluch	Member
Mr. Musa Khan Kakar	Member
Doctor Rashida Panezai	Member
Ms. Fauzia Shaheen	Member



Chairperson & Members of CoC, Multan

Justice Retd. Farrukh Mahmood	Chairperson
Ms. Zahra Sajjad Zaidi	Member
Prof. Retd. Farkhanda Mumtaz	Member
Dr. Shabbir Baloch	Member
Dr. Mujahid Ali	Member
Mr. Atta Mohammad Khan Baloch	Member



Officers and Staff of PEMRA Regional Office Multan with Executive Member PEMRA Kamal Uddin Tipu

EMPLOYEES' WELFARE

CHAIRMAN PEMRA HANDED OVER CHEQUE OF CONTRIBUTORY PROVIDENT FUND TO FAMILY OF DECEASED PEMRA DRIVER MR. AZMAT ALI KHAN

Chairman PEMRA handed over cheque of Contributory Provident Fund (CPF) to the legal heir of Mr. Azmat Ali Khan (late), Ex-Staff Car Driver, PEMRA on March 16, 2015 who died in a road traffic accident last year.

