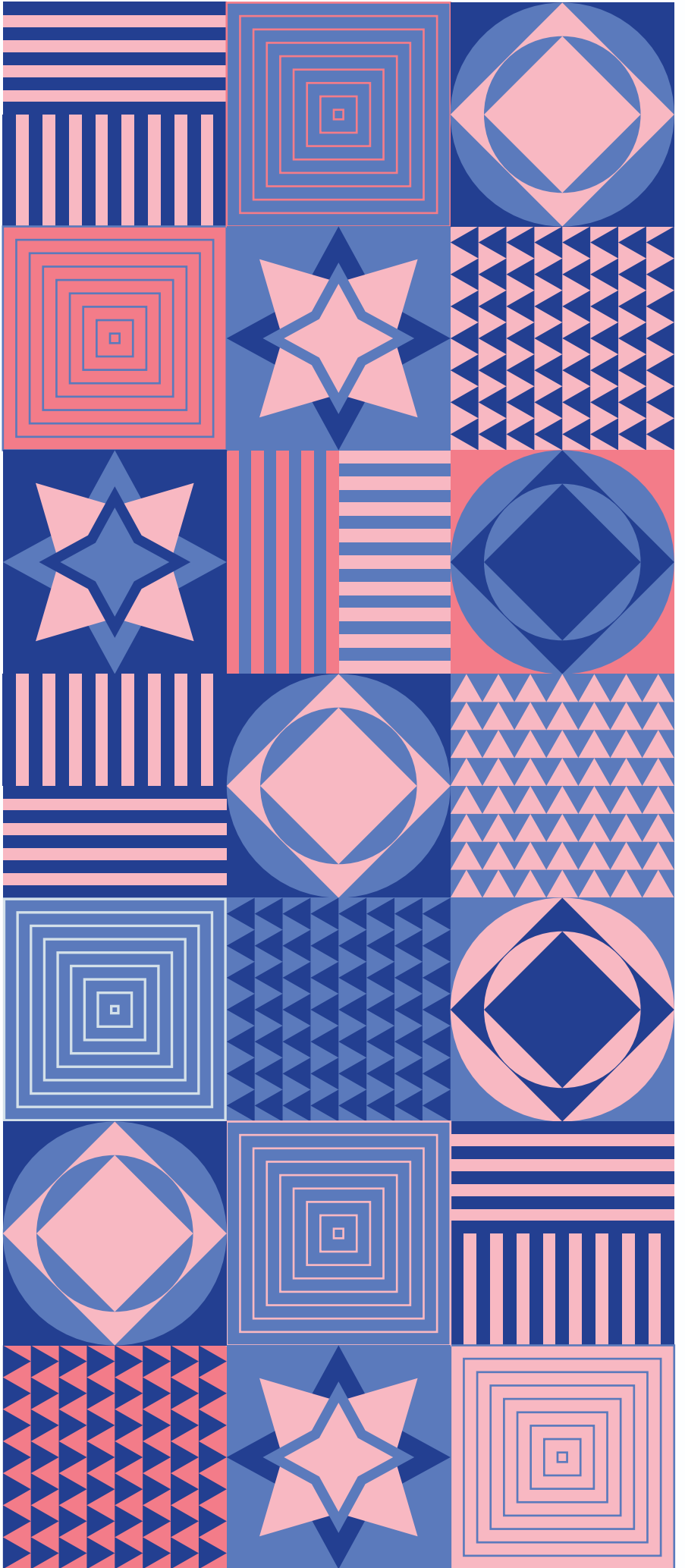


# YEAR REVIEW 2022

**MediaMatters**  
*for Democracy*  
Policy Research & Advocacy Initiative

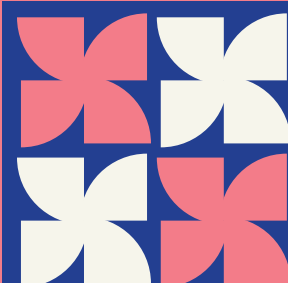


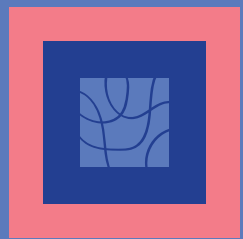
# Introduction to MMfD

Media Matters for Democracy is an organisation of journalists geared towards media development, progressive media, digital democracy and rights, Media and Information Literacy (MIL), and internet governance.

Our activities include policy research, advocacy, and capacity interventions. The organisation was founded by a group of journalists who believe in the importance of public interest media, and are working to ensure that the media and public alike have the tools and an enabling environment to exercise their fundamental rights.

MMfD also works for innovation in media and journalism through the use of technology, research, and advocacy. As the media industry steps into the digital age, we are striving to introduce new media concepts, business models, and debates within the industry in Pakistan, with an aim to enable budding journalists to effectively use digital tools for their trade.





# Foreword

As we reflect on the work we were able to accomplish in 2022, we are filled with gratitude for the opportunity to continue our mission of promoting media and digital freedoms and supporting independent journalism in Pakistan. It was a year filled with challenges, including a humanitarian crisis caused by floods and political instability, which affected our operations and support. Despite these obstacles, we remained committed to our work and persevered to achieve our goals. The year 2022 marked the eighth year of Media Matters for Democracy, and it was a pivotal one. We were proud to continue our tradition of innovation and experimentation, and we focused on emerging issues in addition to long-standing ones. We expanded our portfolio to include media sustainability, a crucial area for the future of journalism in Pakistan. We conducted insightful research work that helped us better understand the media economy and hosted hackathons and fellowships that empowered new and emerging digital journalists to create or improve their digital media outlets. Our media acceleration event, #MediaHack, was one of the highlights of the year, bringing together 27 entrepreneurial journalists who were seeking to develop sustainable business models for their outlets or startup ideas. We were thrilled to see some of these participants receive financial and technical support that helped them take their ideas to the next level and create sustainable media outlets. Through all of our work, we remained true to our approach of staying experimental and open to responding to new challenges. We are proud to have been able to continue our pioneering work in media sustainability in Pakistan, and we are deeply grateful to our supporters, partners, and team members for making this work possible.

We also worked tirelessly to train journalists and information consumers in Pakistan, reaching over 600 individuals through more than 30 training sessions across 10 different cities. We also created over 30 websites for women journalists and helped them launch 22 YouTube channels, helping add the voices of women to a platform that has long been male dominated.

Our work with women journalists remained a key priority in 2022. We believe that the media industry can only be truly diverse and inclusive if the voices of women are equally represented. The highlight in 2022 was the creation of WIMA resource Hub that operated in Karachi and Islamabad and through which we supported many young women journalists by creating digital platforms for them to showcase their work and by providing them with training and mentorship opportunities. We understand the challenges that women journalists face in a male-dominated industry and we are committed to supporting them in their careers. We believe that our work in promoting the rights of women in the media industry is crucial and we will continue to prioritize it in the years to come.

Research and publications have been at the heart of MMfD's work in 2022, with a focus on generating insights and knowledge for the benefit of media professionals, civil society, and policymakers in Pakistan. The research themes covered by MMfD in 2022 have been broad and diverse, ranging from digital access and connectivity to the quality of news coverage during the COVID-19 pandemic, the criminalization of speech, and the state of Pakistan's media economy. The organization's efforts in creating this knowledge base have been crucial in informing and guiding its work towards creating a sustainable and inclusive media ecosystem in Pakistan.

**ASAD BAIG**

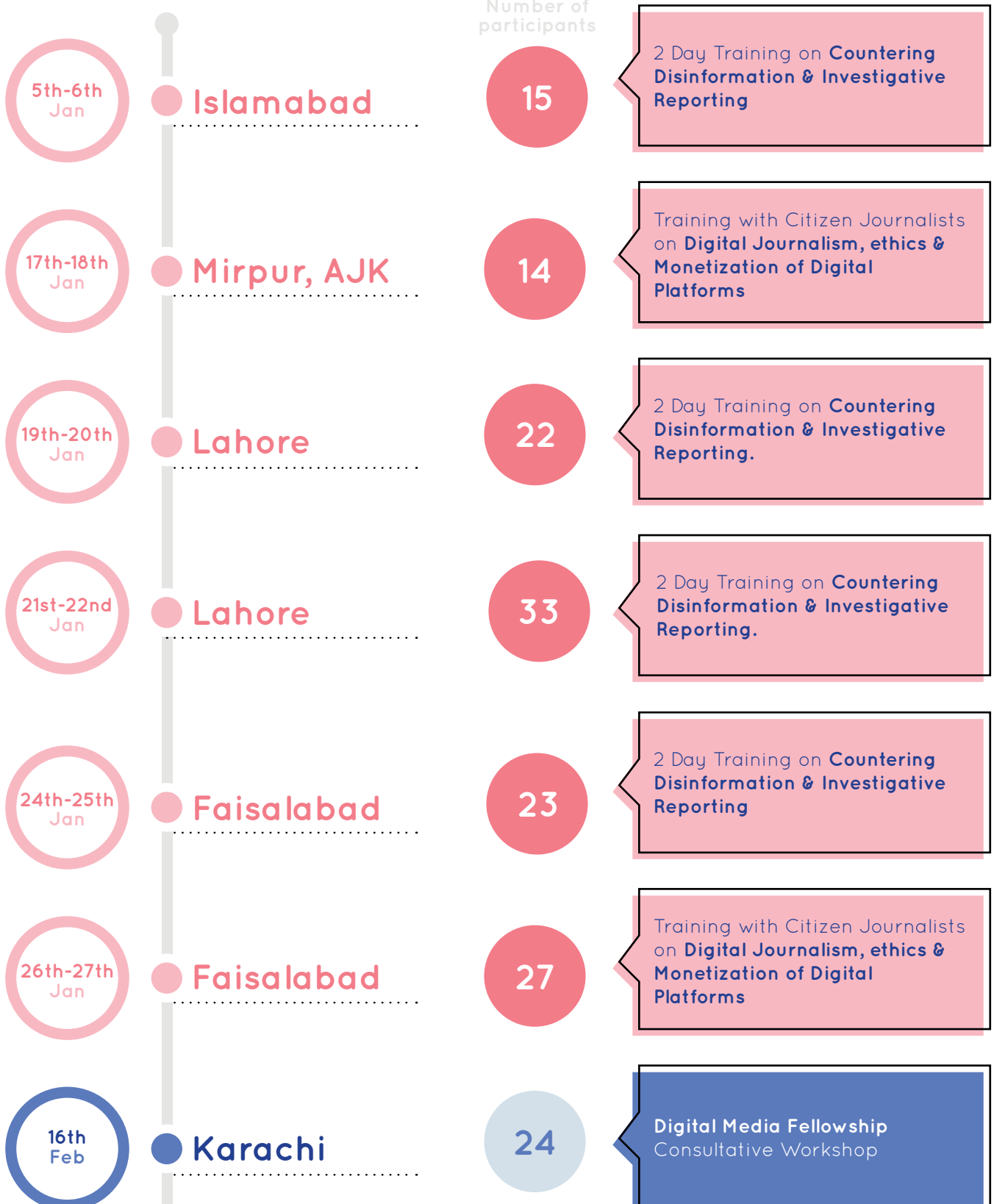
Founder / Executive Director

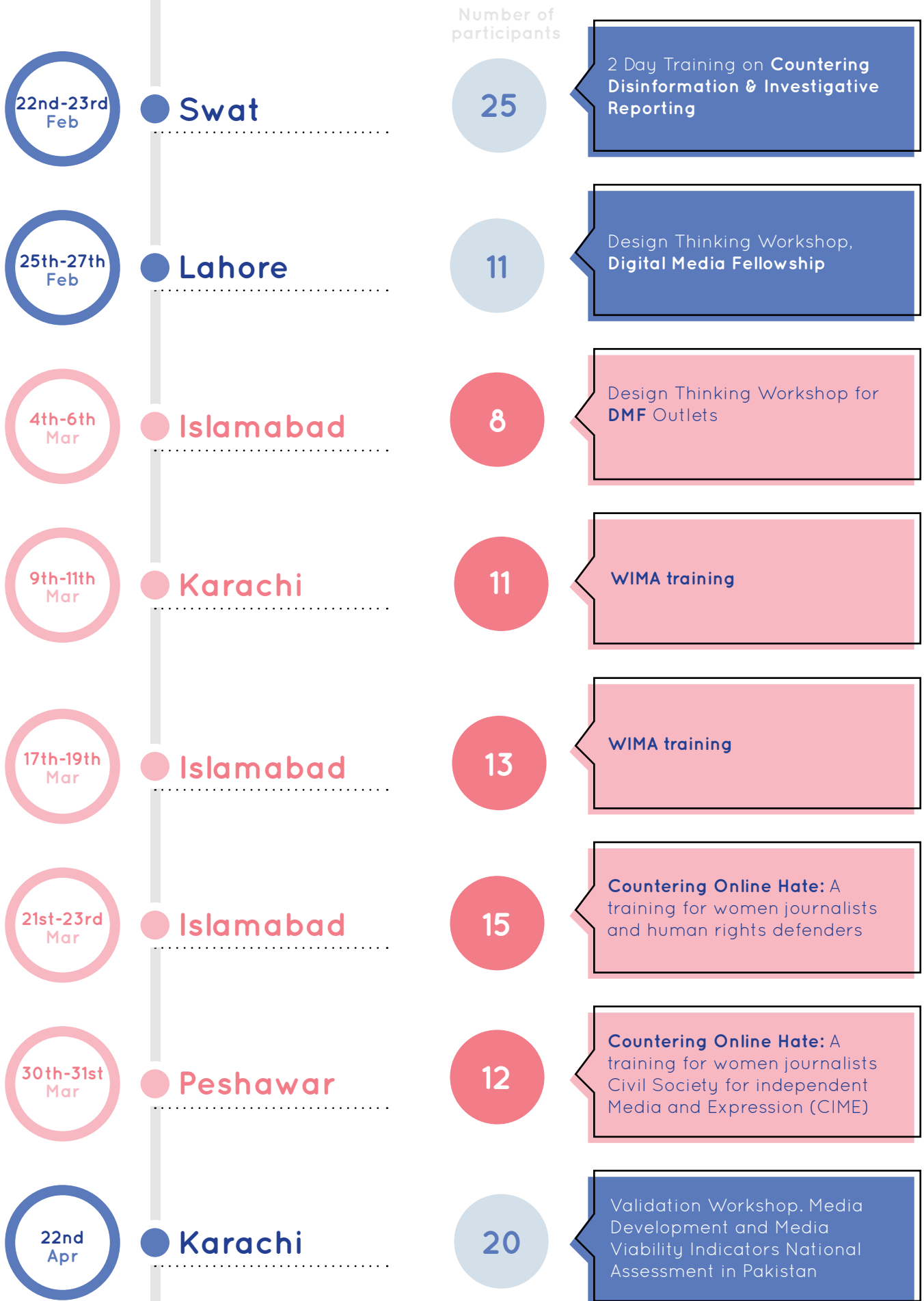
# Summary of work

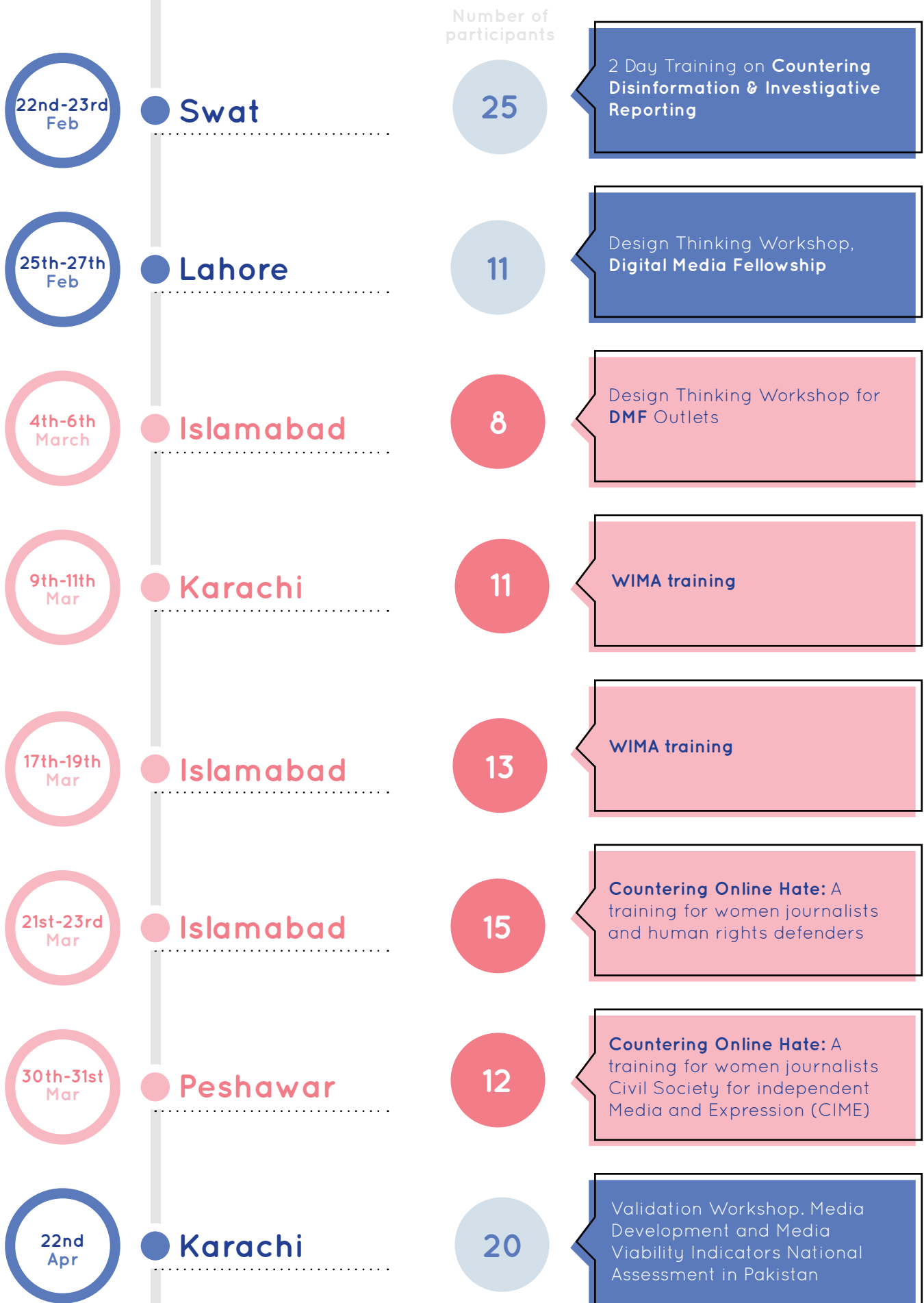
600+	Journalists and information consumers trained
30+	Training sessions held
10	Cities covered
30+	Websites built
11	Researches published
22	YouTube channels created
4	Podcasts
16	Collaborations with international journalists
14	Support provided to digital media outlets
4	Number of fellowships



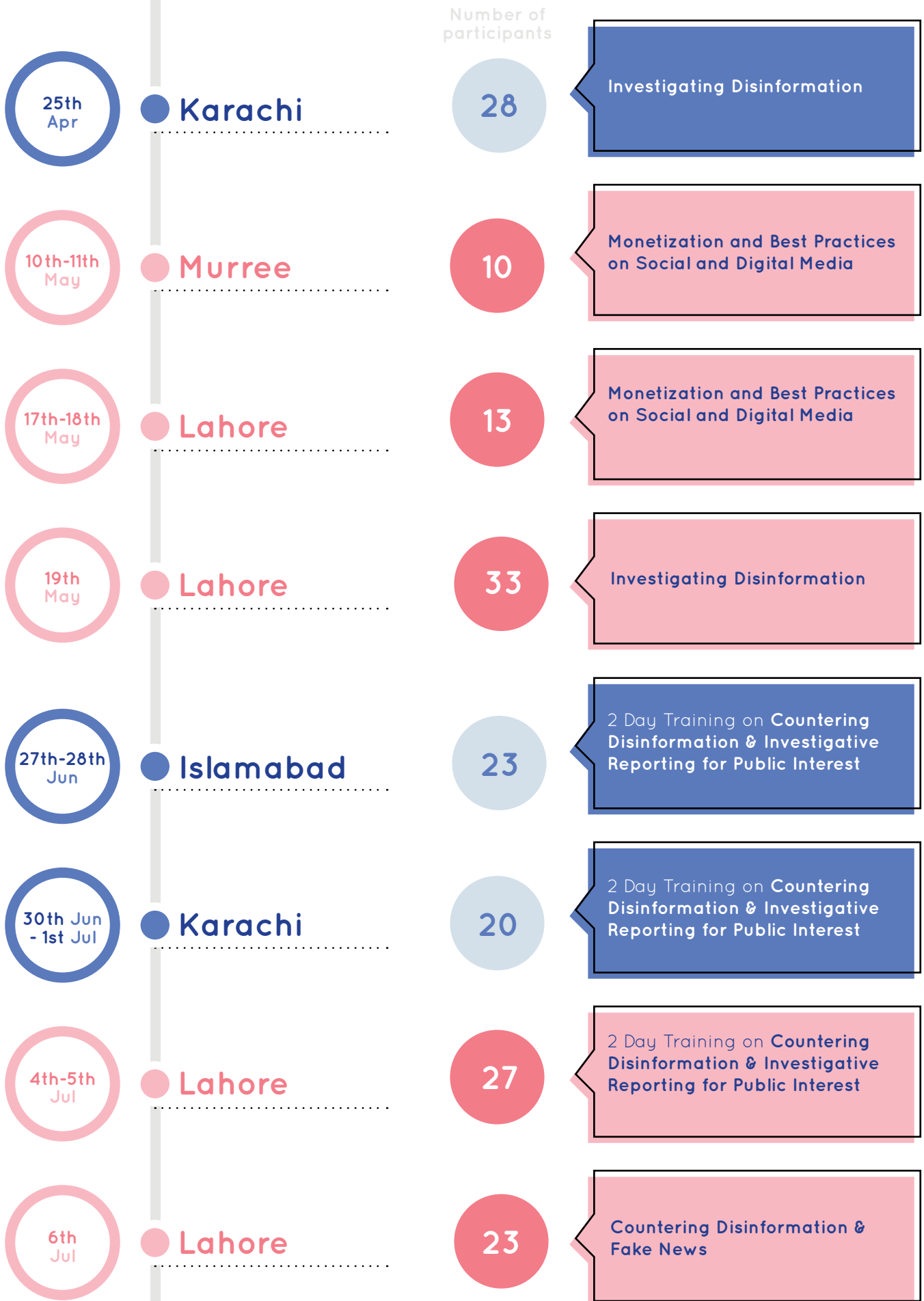














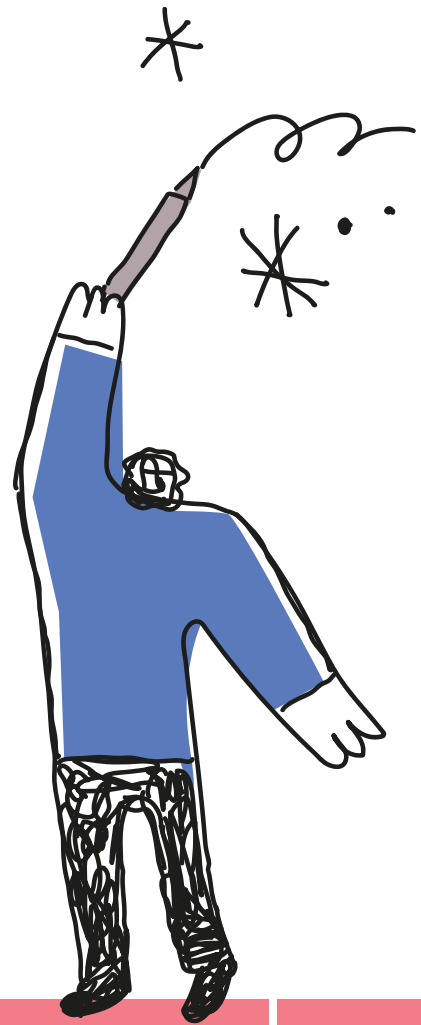
7th-8th  
Dec

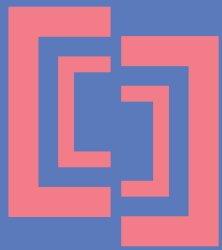
● Islamabad

Number of  
participants

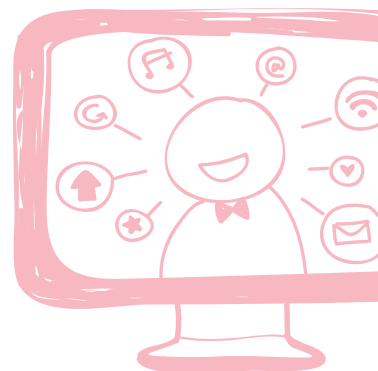
11

Health Journalism and the Role  
of Media





# Hackathons



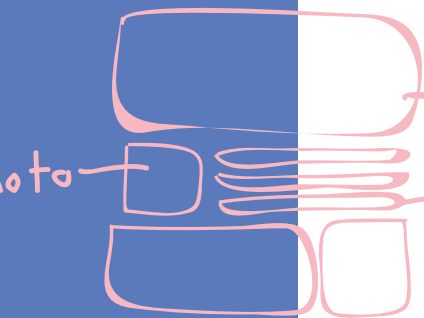
## social media

social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and network.



so.cial me.di.a  
noun [treated as sign. or pl.]  
websites and applications used for so

## SEARCH



Website

Text

## Web.site

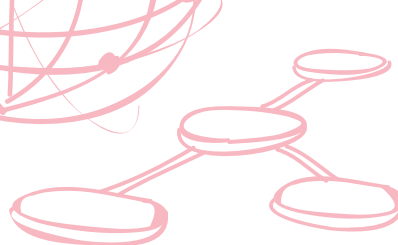
a location connected to the Internet that maintains one or more pages on the World Wide Web



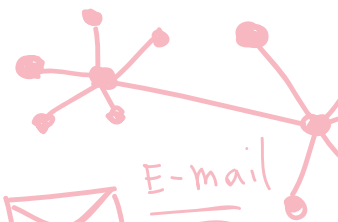
ADD FRIENDS



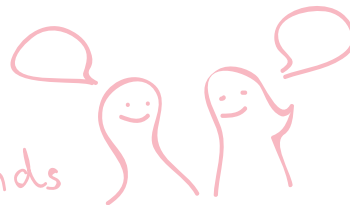
COMMUNIT



Connect



E-mail



Friends

Internet

SOCI-

M



CLOUD COMPUTING



Computer

share



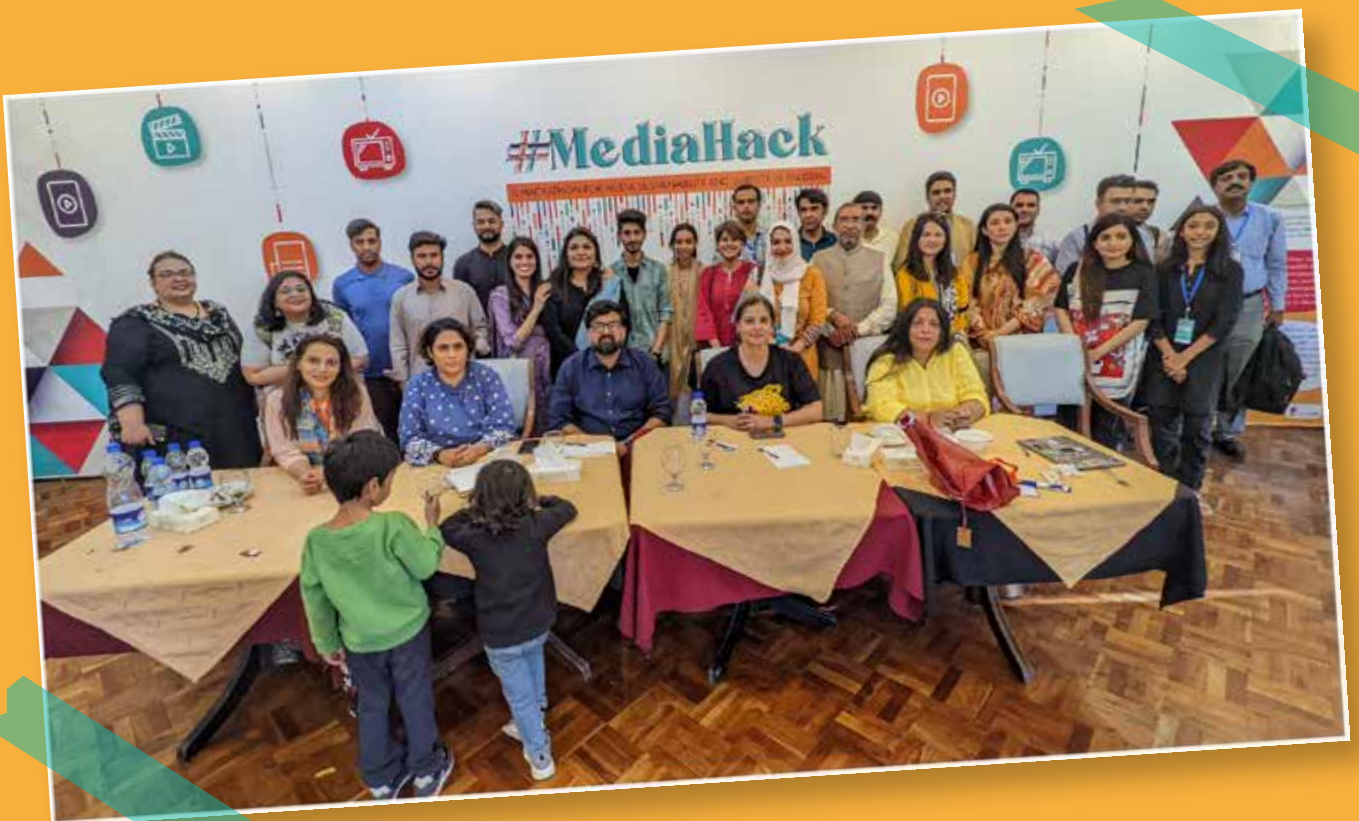
# #MediaHack

A HACKATHON FOR MEDIA SUSTAINABILITY AND VIABILITY IN PAKISTAN



Media Matters for Democracy hosted a first-of-its-kind media acceleration event for 29 journalists running their own independent media outlets or seeking sustainable business development models for their outlets or startup ideas, or even those who have a great media startup idea and want to pursue it.

**Murree**  
**31st May to 3rd June 2022**





# #CHALLENGINGHATE

A HACKATHON FOR SOLUTIONS  
COUNTERING ONLINE HATE

MMfD hosted a four-day hackathon with 19 participants, including 10 women journalists and nine tech experts, aimed at offering technological solutions for combatting online hate and digital violence. The purpose was to make young people and professionals aware of the negative effects of online hate, recognise hate speech in all its forms, and learn of productive ways to respond to it. The hackathon was held to empower participants to disrupt online hate and come up with creative and unique solutions.

Islamabad  
21st to 24th June, 2022





7th March  
Lahore

**Consultative Session on Journalist Safety  
SOPs**

26th April  
Karachi

**Consultation on Media and Internet  
Governance in Pakistan inputs and policy  
recommendations for Pakistan's  
Universal Periodic Review (UPR)**



14th June  
Islamabad

**Collection of multi-stakeholder inputs  
and policy recommendations for  
Pakistan's Universal Periodic Review  
(UPR)**





15th March  
Islamabad

**Collection of multi- stakeholder inputs  
and policy recommendations for  
Pakistan's Universal Periodic Review**

4th February  
Islamabad

**Journalist Safety & Safer Work  
Environment for Media Workers**

10th February  
Peshawar

**Journalist Safety & Safer Work  
Environment for Media Workers**

14th March  
Karachi

**Journalist Safety & Work environment  
for Media Workers**



30th September  
Islamabad

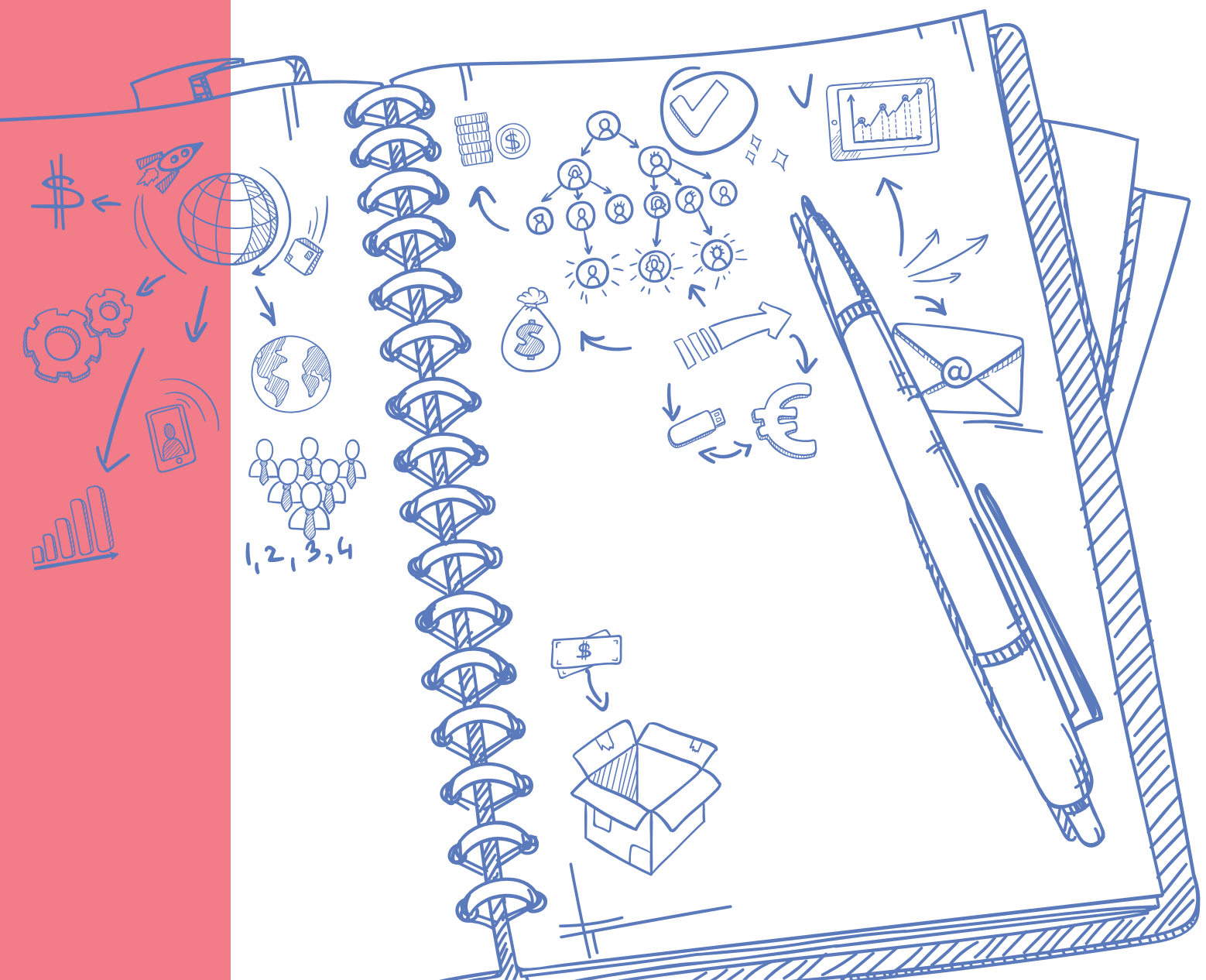
### Media Economy Research Launch Event

30th September  
Islamabad

### Second National Assessment Launch event



# Research and Publications



## CONNECTING THE DISCONNECTED

Mapping Gaps in  
Digital Access in Pakistan

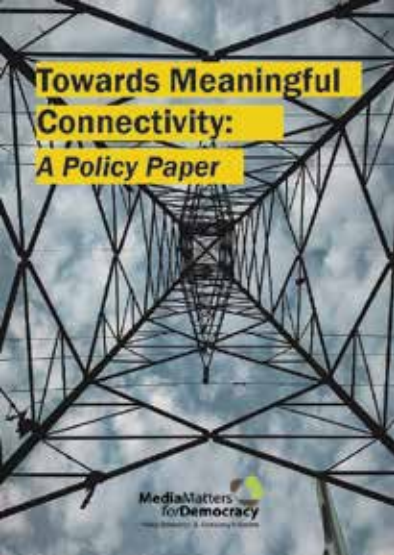


MediaMatters  
for Democracy  
Media Research & Advocacy Institute

## Connecting the Disconnected: Mapping Gaps in Digital Access in Pakistan

The study explores the situation for open and equitable access to the internet and digital resources in Pakistan.

[https://mediamatters.pk/wp-content/uploads/2022/05/Connecting-the-Disconnected\\_MMfD\\_May-2022-c.pdf](https://mediamatters.pk/wp-content/uploads/2022/05/Connecting-the-Disconnected_MMfD_May-2022-c.pdf)



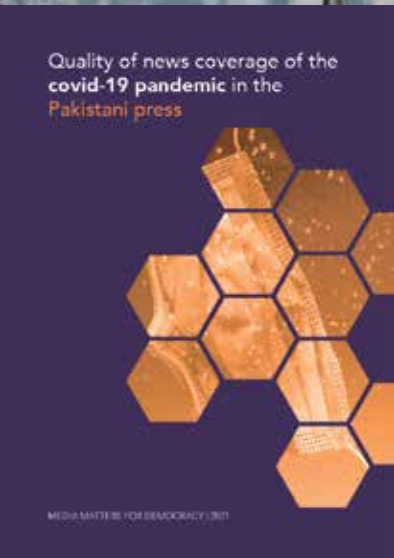
**Towards Meaningful  
Connectivity:**  
**A Policy Paper**

MediaMatters  
for Democracy  
Media Research & Advocacy Institute

## Towards Meaningful Connectivity: A Policy Paper

This policy paper is a comparative analysis of Pakistan's internet access and related policies.

[https://mediamatters.pk/wp-content/uploads/2022/05/Towards-Meaningful-Access\\_Policy-Paper\\_MMfD.pdf](https://mediamatters.pk/wp-content/uploads/2022/05/Towards-Meaningful-Access_Policy-Paper_MMfD.pdf)



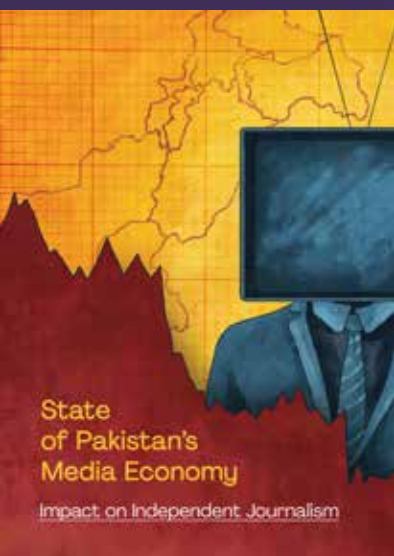
Quality of news coverage of the  
covid-19 pandemic in the  
Pakistani press

MEDIA MATTERS FOR DEMOCRACY | 301

## Quality of News Coverage of the Covid-19 Pandemic in the Pakistani Press

The study explores the situation for open and equitable access to the internet and digital resources in Pakistan.

<https://mediamatters.pk/wp-content/uploads/2022/10/Quality-of-News-Coverage-of-the-Covid-19-Pandemic.pdf>



State  
of Pakistan's  
Media Economy

Impact on Independent Journalism

## State of Pakistan's Media Economy: Impact on Independent Journalism

The publication is a step towards mapping and analysing the media's economic landscape of the country, and its role in ensuring media and digital freedoms.

<https://mediamatters.pk/wp-content/uploads/2022/12/Media-Econ-Research-Full-1.pdf>

## Social Media in a Mental Health Dismissive Society



## Social Media in a Mental Health Dismissive Society

The study examines the 2021 Facebook Papers revelations in Pakistani context and explores Big Tech's negligence towards young users.

<https://mediamatters.pk/wp-content/uploads/2022/09/Social-Media-in-a-Mental-Health-Dismissive-Society.pdf>

## CRIMINALISING SPEECH

A Comparative Analysis of Pakistan's Criminal Defamation Laws



## Criminalising Speech: A Comparative Analysis of Pakistan's Criminal Defamation Laws

The study explores how criminal defamation undermines the right to freedom of expression in Pakistan.

<https://mediamatters.pk/wp-content/uploads/2022/10/Criminalising-Defamation.pdf>

## Comparative Analysis

Digital Media Regulatory Landscape In Pakistan



## Comparative Analysis: Digital Media Regulatory Landscape in Pakistan

The study compares Pakistan's digital media laws with regulatory frameworks in India and Bangladesh and suggests a set of regulations that do not infringe on the fundamental rights of citizens.

<https://mediamatters.pk/wp-content/uploads/2022/10/Digital-Media-Regulatory-Landscape-in-Pakistan.pdf>

## Misinformation On YouTube

Use Of Misleading Titles To Promote Hateful Narrative Against Aurat March In Pakistan



## Misinformation on YouTube: Use of Misleading Titles to Promote Hateful Narratives against Aurat March in Pakistan

This study examines the extent of misinformation spread through videos on YouTube against the annual Women's March in Pakistan.

<https://mediamatters.pk/wp-content/uploads/2022/08/2-Misinformation-on-YouTube.pdf>

صنعتی بنیاد پر تشدد کی رپورٹنگ کے مسائل اور ان کا حل



## Gender Positive Style Guide

A compilation of all gender positive guidelines for Pakistani newsrooms in Urdu.

## SARA KI HOSHIYAARI



STORY BY:  
SAFA URKAN  
AEMAN MALIK PARTY

MediaMatters  
for Democracy

## Sara Ki Hoshiyaari

<https://fehem.org/wp-content/uploads/2022/04/Sarah-ki-Hoshiyaari.pdf>

## بادشاہ کا راز



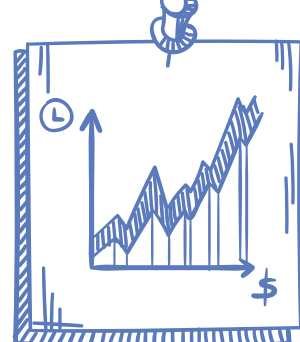
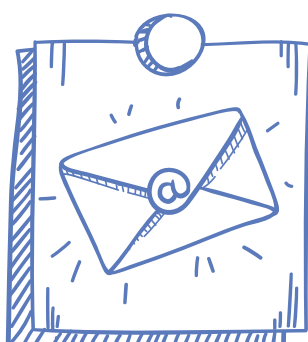
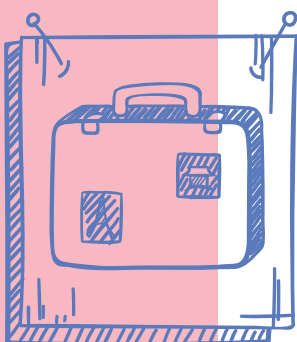
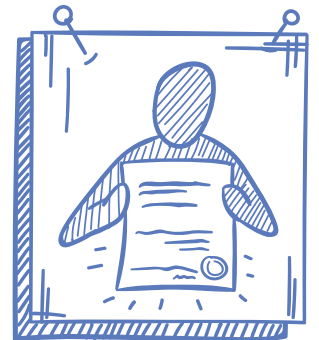
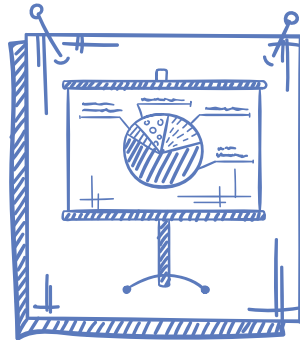
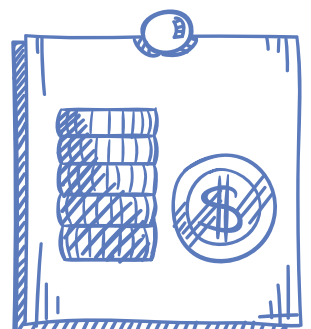
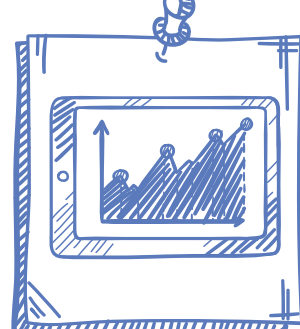
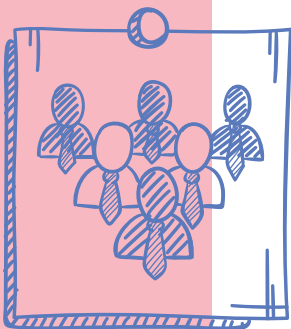
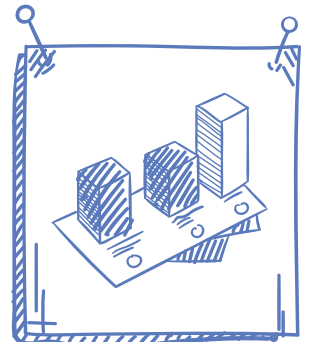
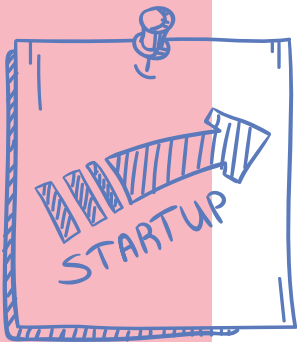
STORY BY:  
AEMAN MALIK

MediaMatters  
for Democracy

## Badshah Ka Raaz

[https://fehem.org/wp-content/uploads/2022/04/BadshahKaRaaz\\_MMfD.pdf](https://fehem.org/wp-content/uploads/2022/04/BadshahKaRaaz_MMfD.pdf)

# Support for Women Journalists



In 2022, MMFD trained **55** plus women journalists and human rights defenders.



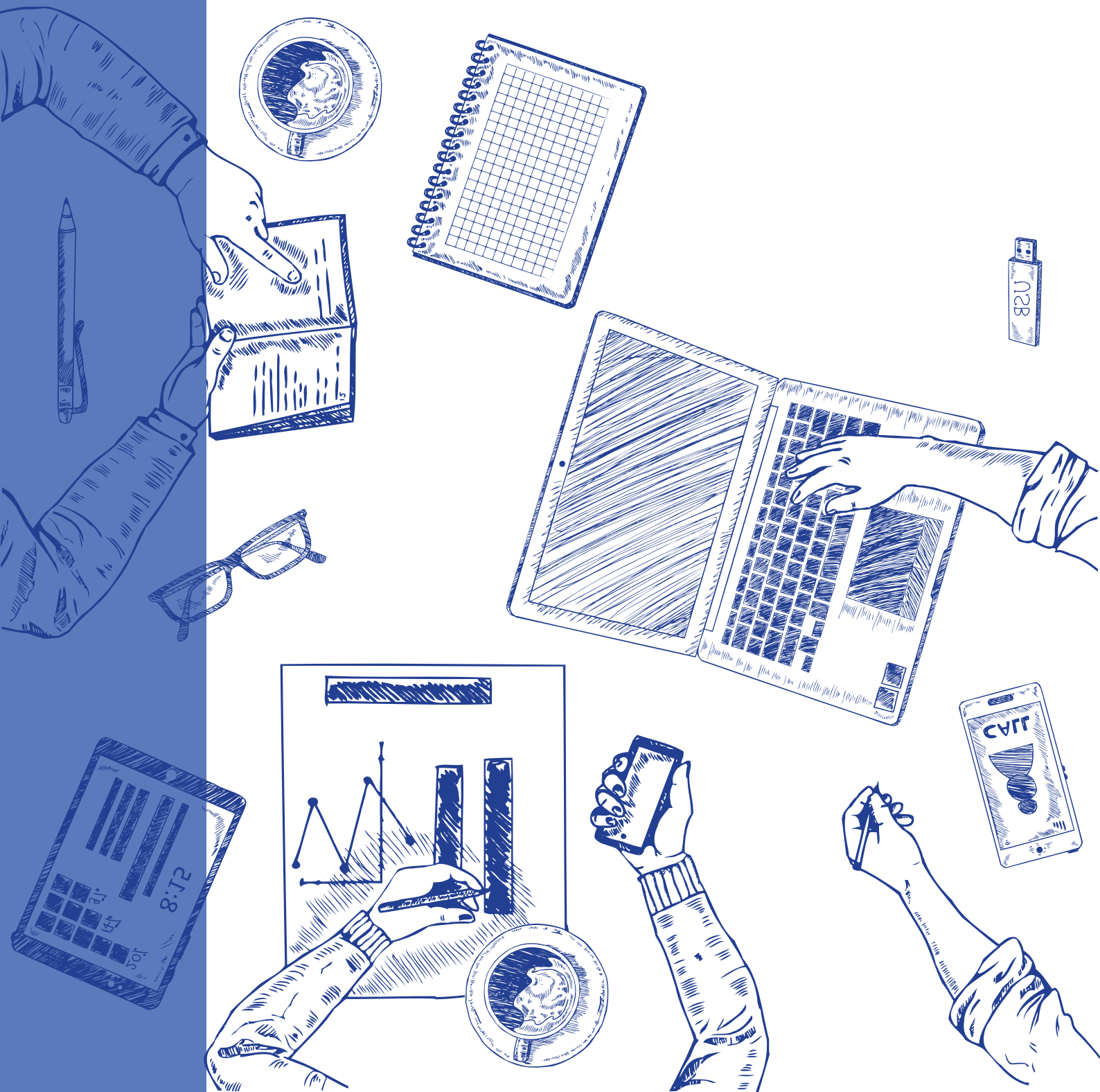


# #ChallengingHate

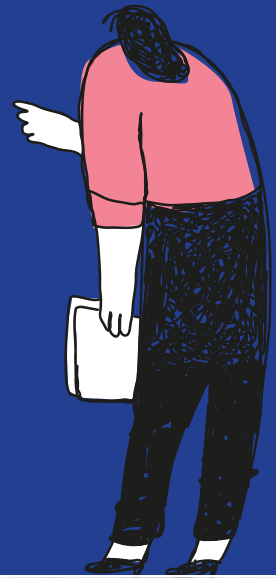
workshop

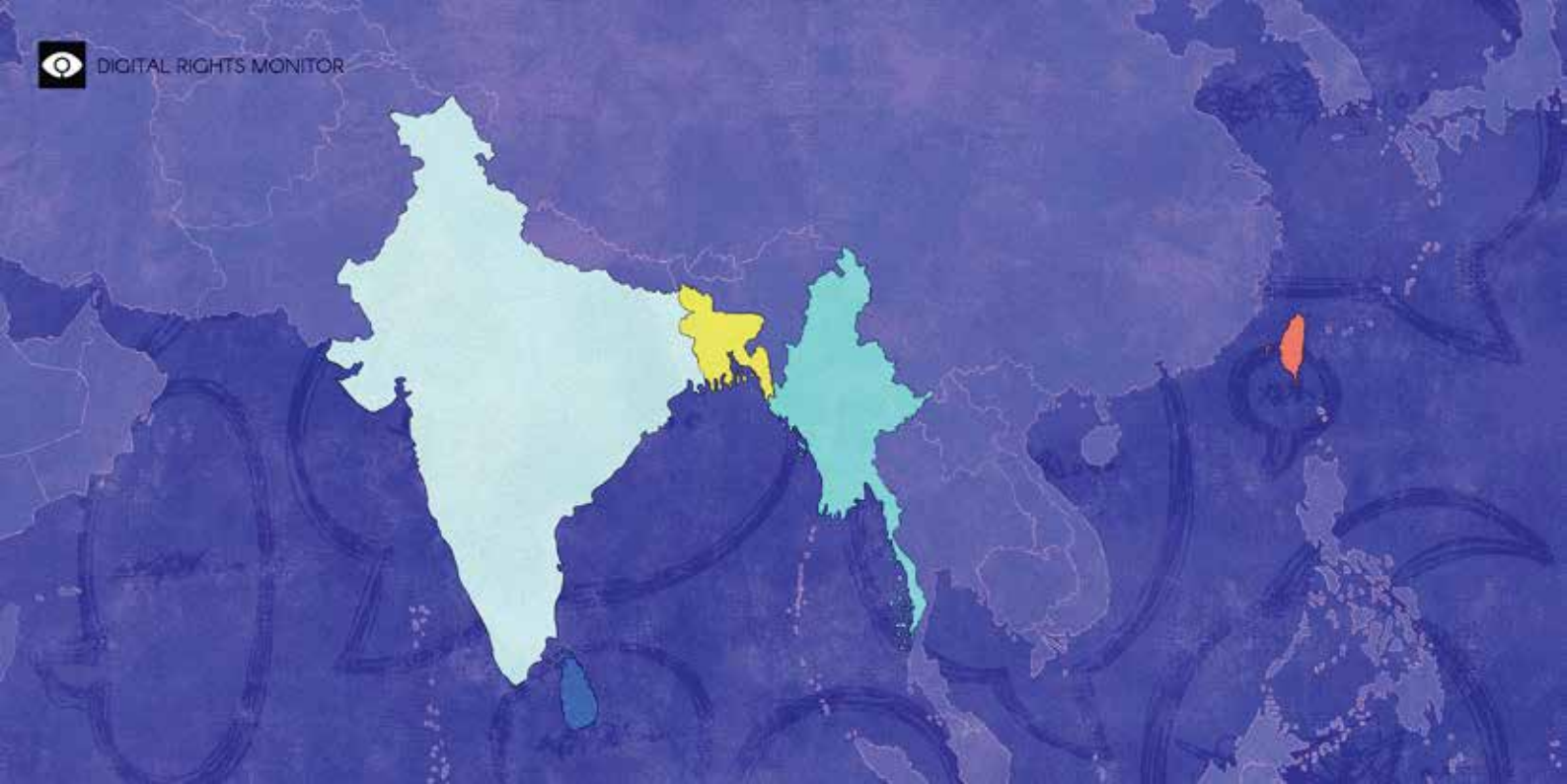


# Collaborations with Foreign Journalists



# Countering Disinformation & Investigative Reporting for Public Interest





## India

<https://digitalrightsmonitor.pk/india-moderating-hate-in-a-polarized-society/>

## Taiwan

<https://digitalrightsmonitor.pk/taiwan-the-freedom-and-tolerance-challenge/>

## Sri Lanka

<https://digitalrightsmonitor.pk/sri-lanka-looking-beyond-an-apology/>

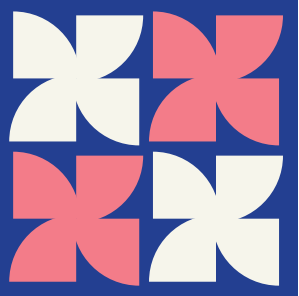
## Myanmar

<https://digitalrightsmonitor.pk/myanmar-military-and-hate-speech/>

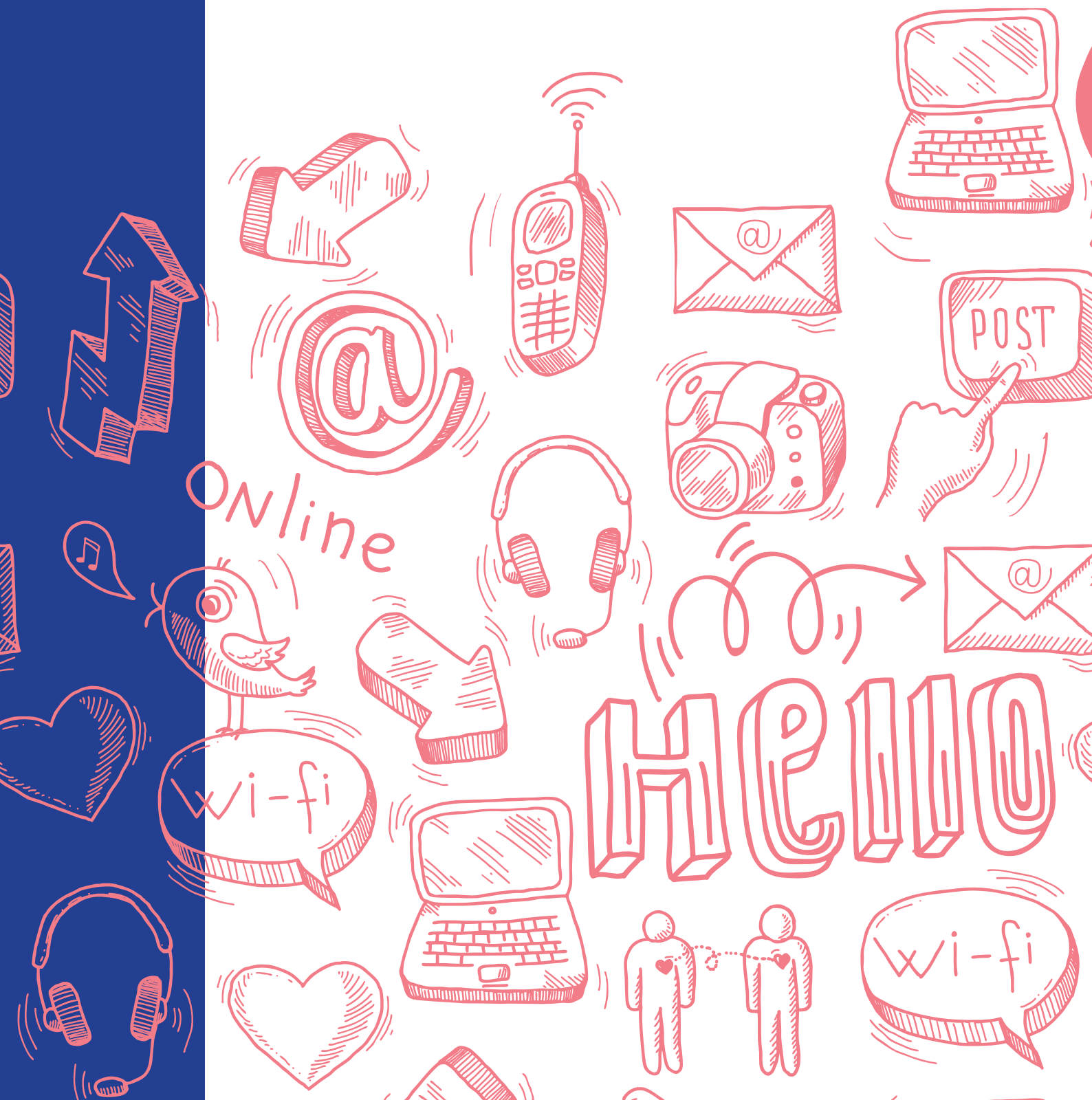
## Bangladesh

<https://digitalrightsmonitor.pk/bangladesh-facebook-hatred-and-bloodshed/>





# Vodcasts



## Mental Health Support Tips for Journalists

### Mental Health Support- Tips for Journalists

A video series for journalists for them to understand the importance of mental health.



### Take the Lead

A video series aimed at highlighting the journey and struggles of women journalists.



### Digital Rights 101

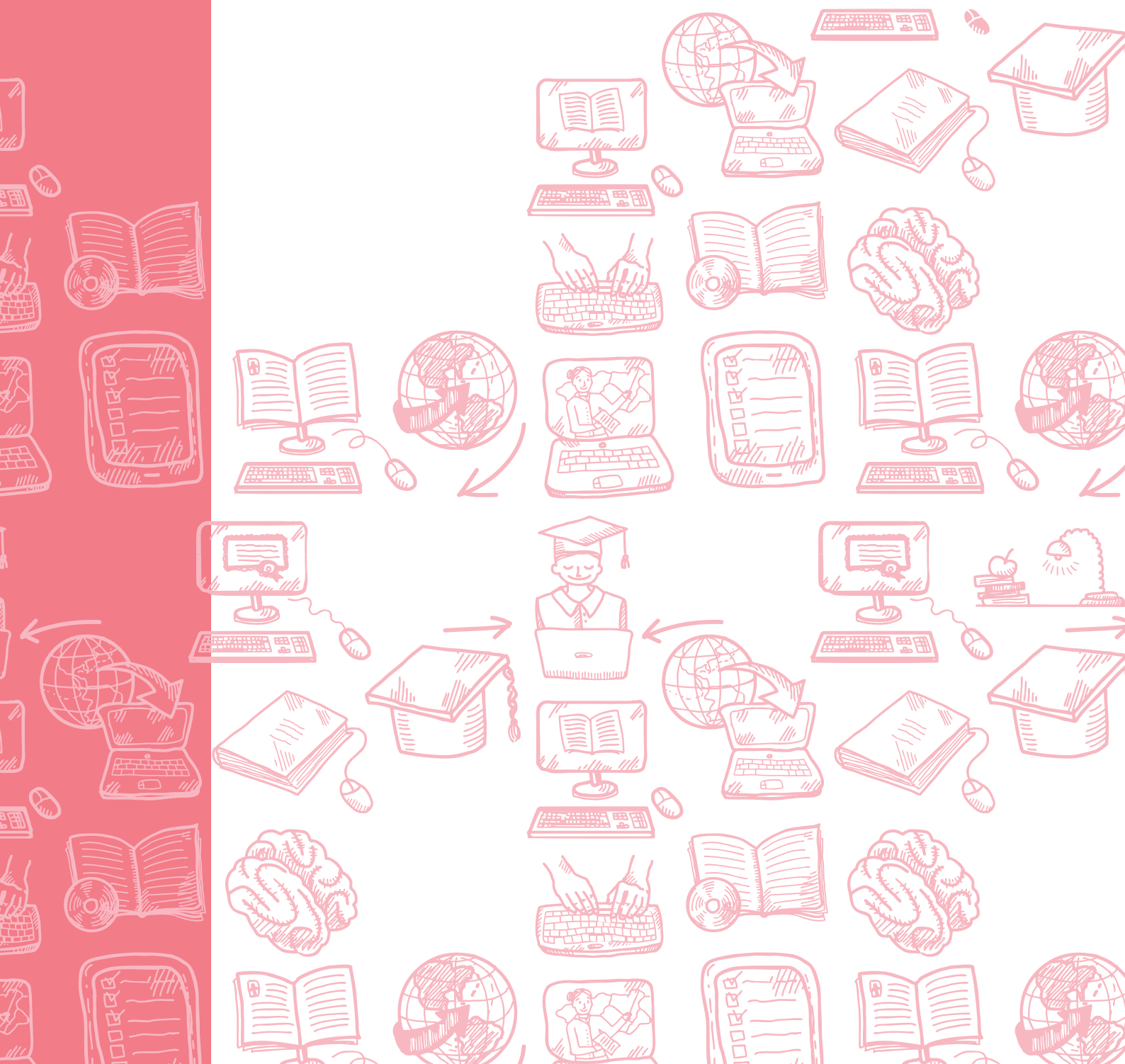
A vodcast which aims to help people understand their digital rights in Pakistan with the guidance of experts.



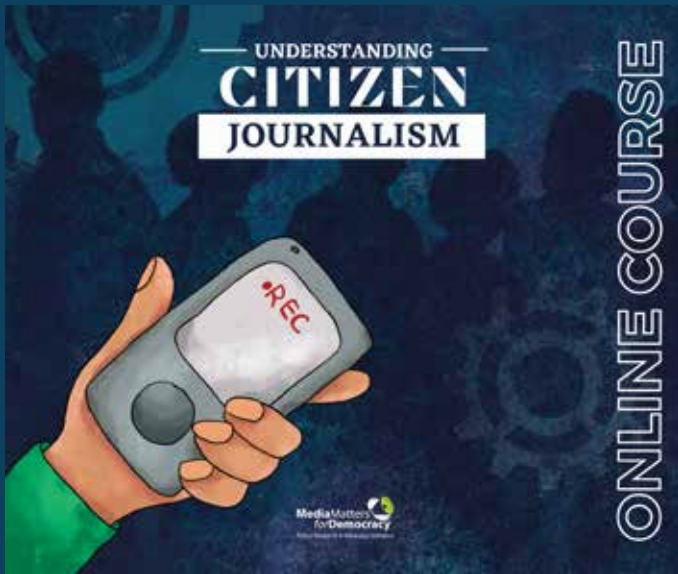
### Digital Cauldron

A vodcast which highlights the challenges of human rights, laws, and policies in Pakistan.

# Online Courses



## Understanding Citizen Journalism



**Instructor: Muhammad Arslan**

The course has been designed for Citizen Journalists with the aim to teach them about the basics of reporting, writing quality stories, and the importance of including sources in stories. At least 133 people have completed the course.

<https://mediamatters.pk/course/understanding-citizen-journalism/>

## Essentials of Health Journalism

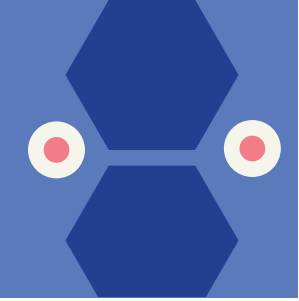


**Instructor: Yasal Munim**

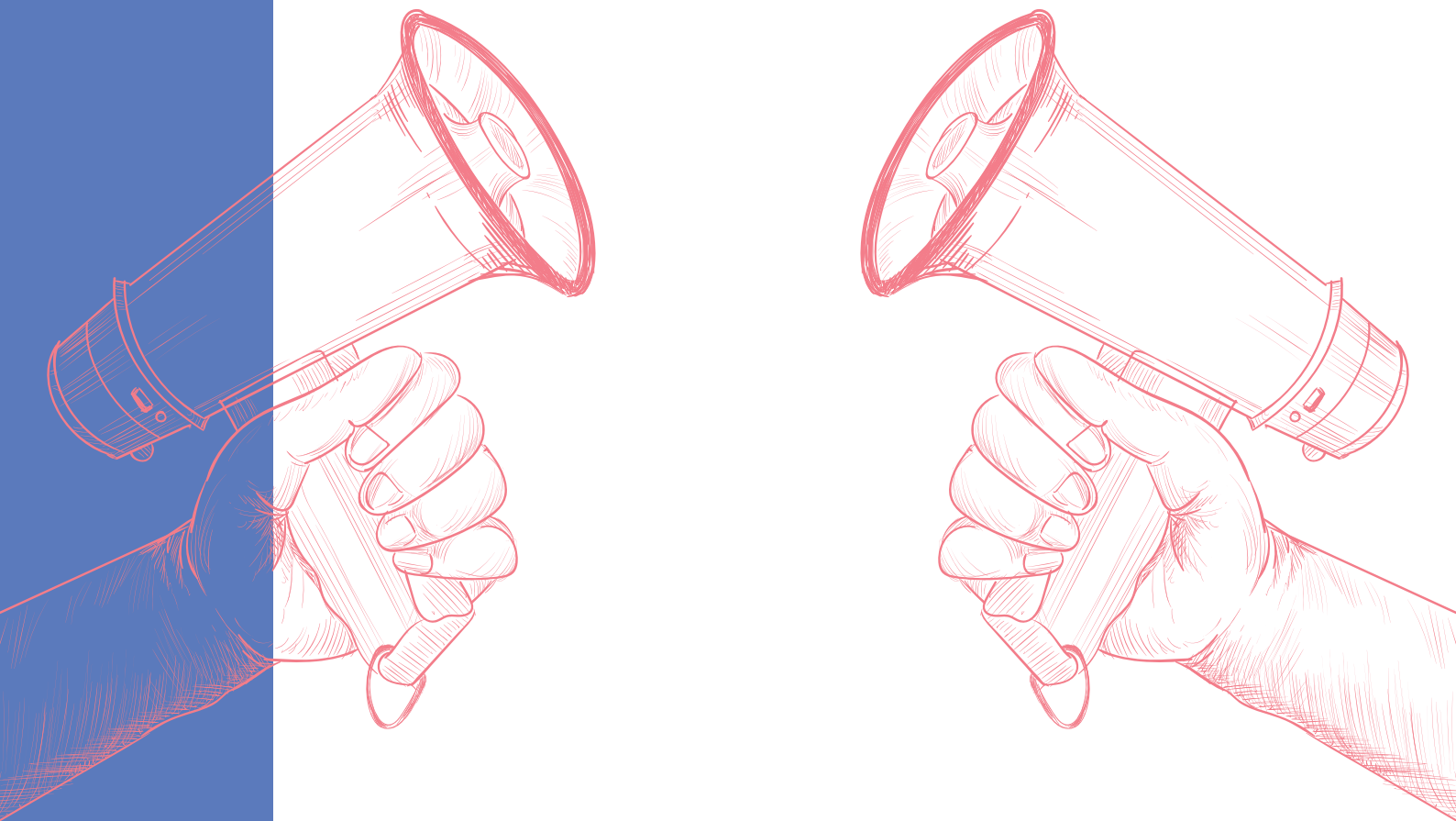
The course has been designed to acquaint Pakistani journalists with different aspects of the health beat and teach them ways to ensure quality reporting while covering health-related topics.

<https://mediamatters.pk/course/essentials-of-health-reporting/>





# Campaigns



# Snooze On The Hate



**#CHALLENGINGHATE**





# #KinderInternet

## #KinderInternet

Snooze On The Hate



#KinderInternet



I PLEDGE TO CREATE A SAFE SPACE FOR PEOPLE ONLINE AND TO NOT JUDGE, RIDICULE, BE HARSH OR GIVE UNSOLICITED ADVICE TO ANYONE.

#KinderInternet

I PLEDGE TO NOT ACT IMPULSIVELY WHEN I GET ANGRY ONLINE AND TO THINK BEFORE I TYPE.

## #KinderInternet

Snooze On The Hate



Hold That Thought



#KinderInternet

## #KinderInternet

Snooze On The Hate



#KinderInternet



I PLEDGE TO BE TOLERANT OF OTHER PEOPLE'S OPINIONS ON THE INTERNET, AND TO REACT TO NEGATIVITY WITH KINDNESS

#KinderInternet

I PLEDGE TO ALWAYS SHOW KINDNESS TOWARDS ETHNIC AND GENDER MINORITIES AND IDENTITIES



#KinderInternet

# Fellowships



# INCLUSIVE REPORTING FELLOWSHIP

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MediaMatters  
forDemocracy  
Policy Research & Advocacy Initiative



The **Inclusive Reporting Fellowship** was offered to 20 journalists across Pakistan for three months. The fellows attended skill building sessions on understanding and reporting issues related to gender and other kinds of marginalisation. The reporters received mentorship from senior journalists and support to produce stories on maginalisation.

# Digital Media Fellowship



**Digital Media Fellowship Program** was offered to 10 digital news startups for three months with the aim to assist content production and help them sustain their outlets to help them grow and develop.



## Empowering Citizen Journalists Fellowship



a fellowship on independent  
digital journalism & viability



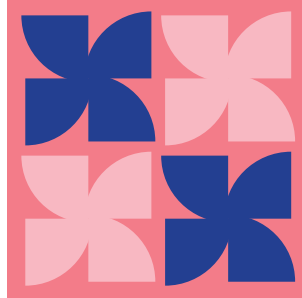
The fellowship was offered to five journalists from Gilgit-Baltistan and Azad Kashmir to teach them about independent digital journalism and viability.

# Essentials of Health Journalism Fellowship

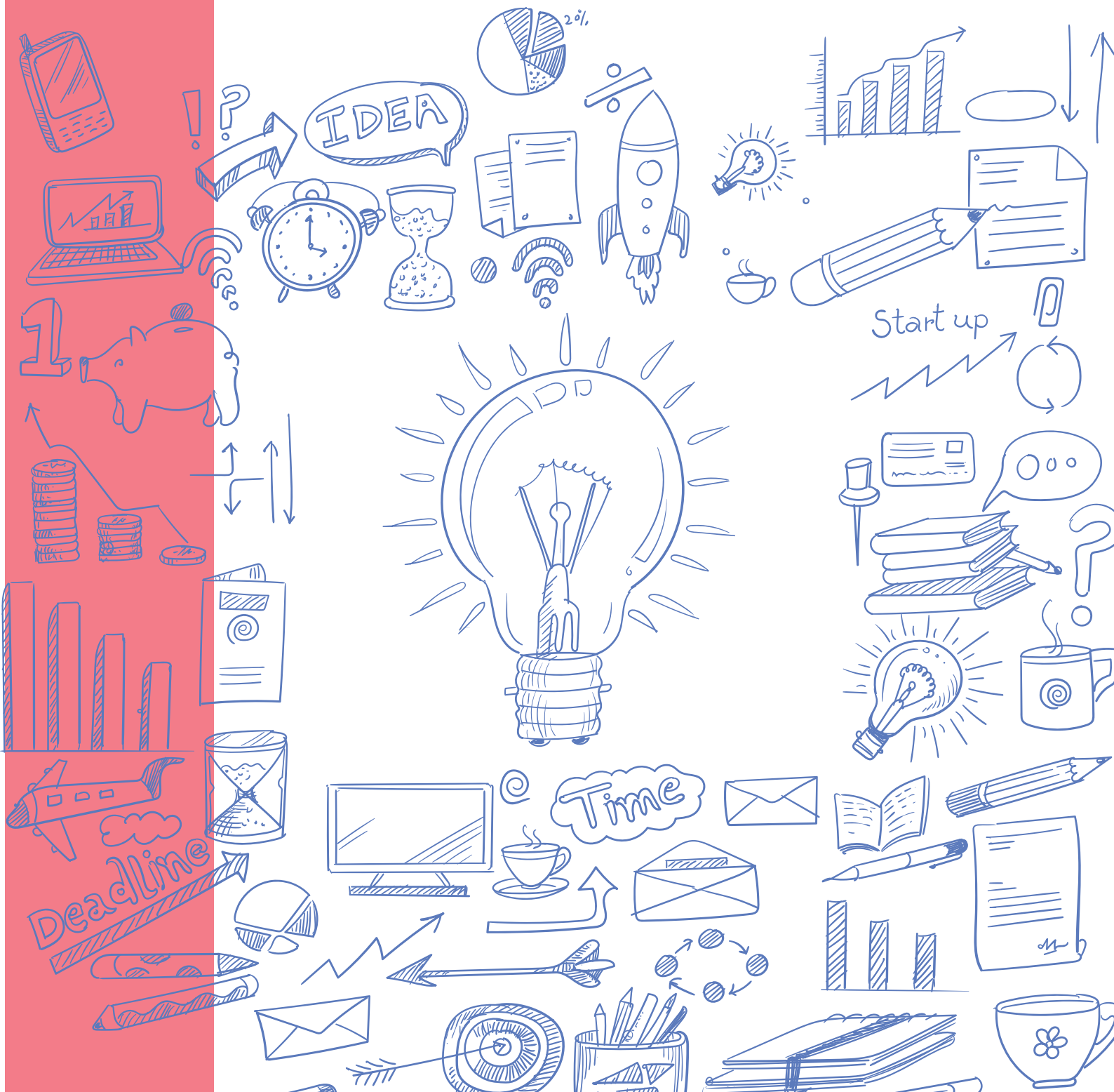


**Reporting Fellowship for Health Journalists** was offered to 10 Punjab-based journalists who produced two stories, one individual and one collaborative. The month-long fellowship focused on teaching fellows about ethics of health reporting, producing data stories and source verification.





# Initiatives





**Women in Media Alliance** is a support centre which seeks to promote fair and inclusive representation of women in media organisations across Pakistan. We believe in highlighting the work of women affiliated with different mediums and providing them a platform to get their voices heard. Women journalists deserve equal rights and representation, and we demand equal pay, opportunities, and exposure for them. Media houses must implement policies and guidelines to rid workplaces of all forms of harassment. At WIMA, our prime responsibility is to ensure a fair and transparent support network for women journalists in Pakistan. Through WIMA Resource Hub, our team is committed to provide sustainable support to women journalists and content creators.

<https://wimapakistan.org/>





**Fehem** is a Media and Information Literacy (MIL) program launched by Media Matters for Democracy, with the aim to strengthen MIL competencies among both the consumers and producers of information in Pakistan, produce research to improve the understanding of the information disorder, and produce knowledge to address the key gaps to push-back against misinformation.

<https://fehem.org/>





# DIGITAL RIGHTS MONITOR

**Digital Rights Monitor** is a part of Media Matters for Democracy's Report Digital Rights initiative that aims to improve reporting on digital rights issues through engagement with media outlets and journalists.

<https://digitalrightsmonitor.pk/>



# DASTGIR

A Mental Health Counselling Service



**Free-of-charge mental healthcare**



**Access to qualified doctors**



**Private confidential consultations**



# CITIZEN JOURNALISM AWARDS 2022

for citizen journalists from Gilgit Baltistan and AJK

