



SHAPING THE FUTURE OF JOURNALISM

AGAHI AWARDS 2012

FIRST JOURNALISM AWARDS IN PAKISTAN

SHAPING
the
FUTURE of
JOURNALISM



Why Agahi?

- Media concentration on few issues
- Lack of appreciation for the journalists producing quality content
- Shift in media consumption patterns
- Media diversity and convergence
- Role of Press Clubs in media development



AGAHI - Purpose

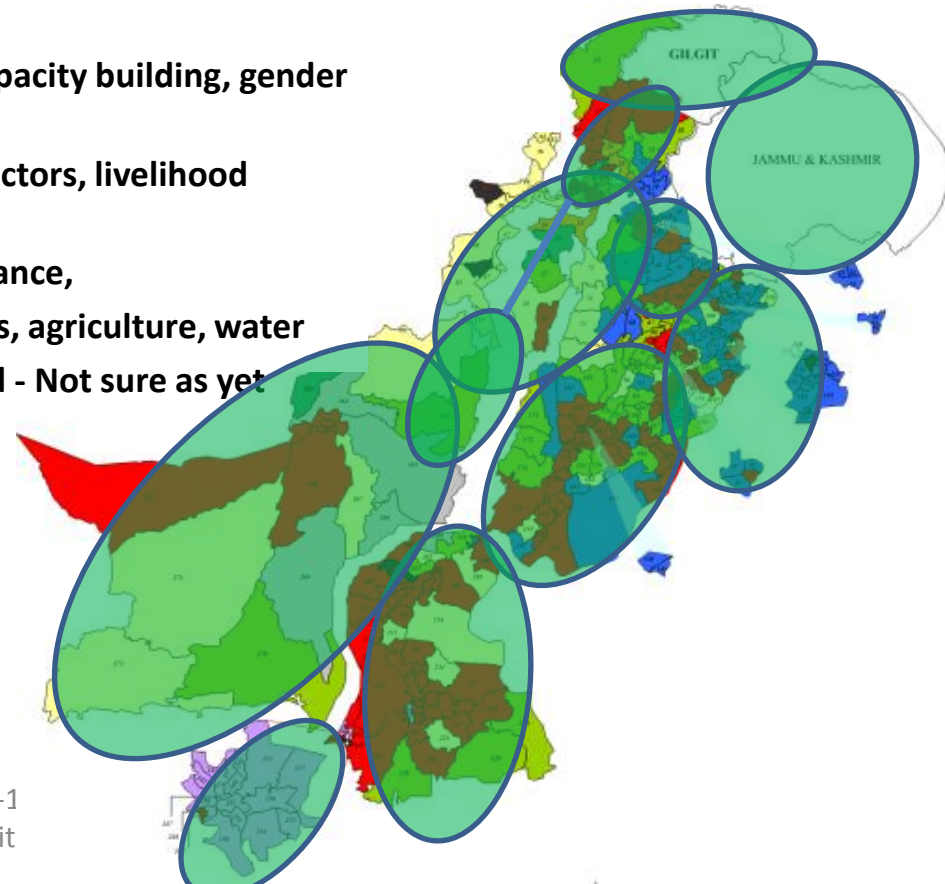
- **Creating Knowledge Clusters Across Pakistan**
- **Issue Mapping**
- **Knowledge Grid of Pakistan**



Improving the State of Media

- **The Knowledge Cluster**

1. Karachi/Hyderabad - Market relevance, impact policy design, economy, competitiveness
2. Interior Sindh – Water, Development of knowledge-base, integration into mainstream media
3. Northern Punjab – SMEs, Food Security, Energy, Water, De-radicalization
4. Southern Punjab – De-radicalization, Development of Knowledge-base
Food Security, Energy, Water
5. Islamabad – Policy Development, public sector capacity building, gender integration
6. KPK & FATA - De-radicalization, Socio-economic sectors, livelihood initiatives
7. PATA – Infrastructure, rehabilitation, access to finance,
8. Balochistan – Internal conflict, mines and minerals, agriculture, water
9. Gilgit Baltistan – Tourism, food security, livelihood - Not sure as yet
10. AJK - De-radicalization, water security



Agahi Process

- Partnership with 40 Press Clubs across Pakistan
- Engaging International and Domestic Partners
- Training and Capacity Building Initiatives



Agahi Awards

- **Criteria**
 - **Developed with the help of the Center for International Media Ethics (CIME)**
 - **Designed on the Pillars of Media Development Indicators of UNESCO**
 - **Included the Millennium Development Goals (MDGs) as the core essence for creating media diversity**



Agahi Awards

- **Methodology**
 - **Press Clubs and Associations engaged journalists to submit their best work**
 - **Direct mail, email, SMS and social media**
 - **Agahi Portal for submission of reports, news articles and multimedia content**



Agahi Awards

- Awards in Categories:

- Business & Economy
- Conflict
- Corruption
- Crime
- Education
- Energy, Water & Food Security Nexus
- Environment
- Gender
- Human Rights
- Health
- Infotainment
- Interfaith
- Media Ethics
- Photo-Journalism
- Investigative Journalist of the Year
- AGAHI Awards 2012



Agahi Awards

- **People's Choice Awards**
 - **Current Affairs Anchor of the Year**
 - **News Channel of the Year**



Agahi Awards

- **People's Choice Awards - Evaluation**



- **Campaigns with Press Clubs**
- **An aggressive campaign on social media – reaching more than approx. 5.5 million Pakistanis**
- **Direct feedback through Short Messaging Service – more than 700,000 Pakistanis across the country**
- **Outdoor campaigns**

Agahi Awards

- Evaluation Committee:

