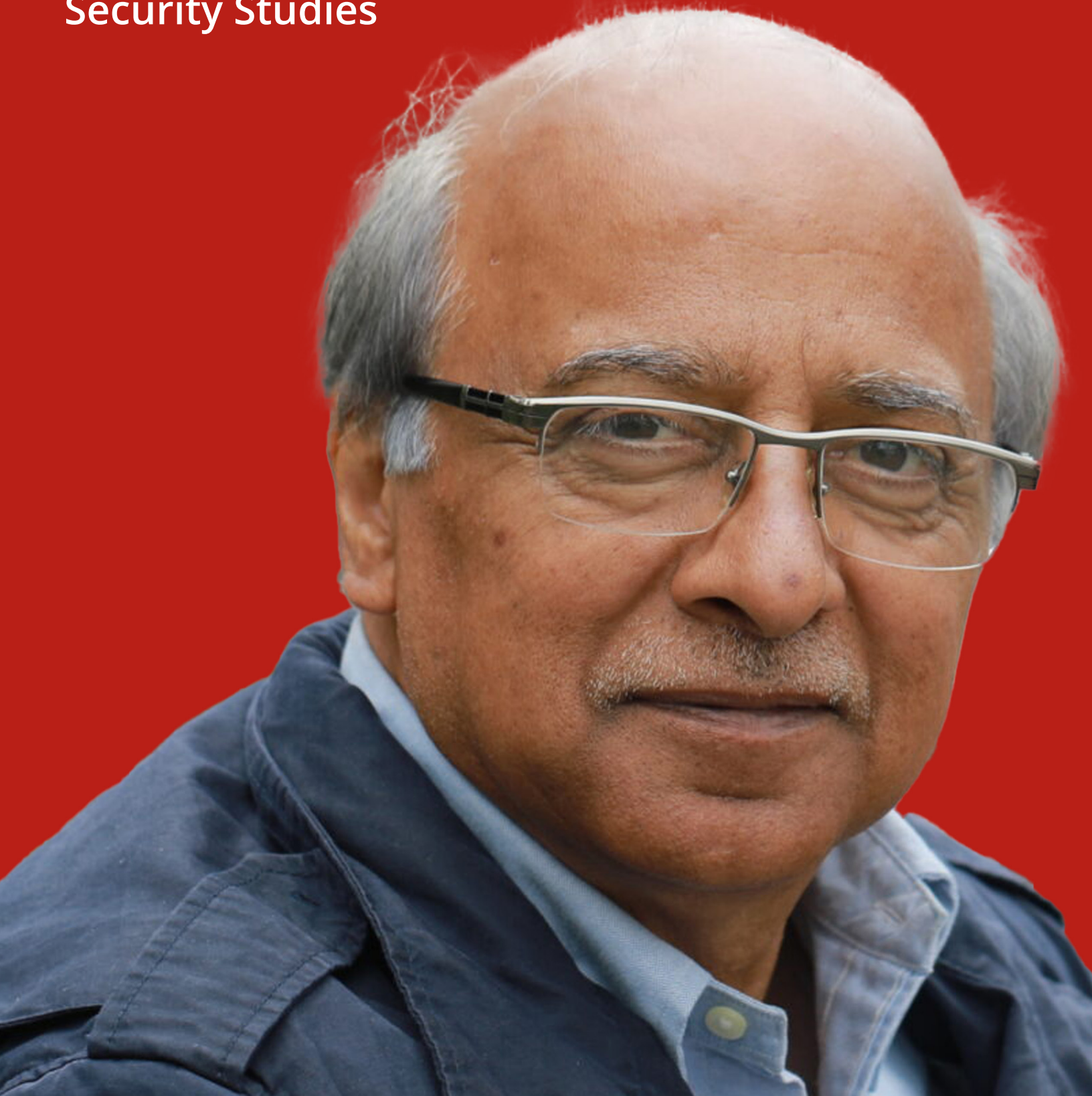


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**You have been associated with PTV and have expertise in that area. You have also worked with international state channels like DW (Deutsche Welle), what do you think are the reasons behind the downfall of PTV as a channel? Is this due to financial constraints or the intense interference of the Government?**

One big reason behind this is that PTV remains mired in the way state broadcasters, national broadcasters, evolved during the cold war. Which was more of a propaganda for the government as it worked as a propaganda agent for the state. So, unlike the voice of America and deutsche welle (DW), who were also propaganda organs, but they did all of the work very professionally. For instance, they focused a lot of cross verification of information before broadcasting anything.

In PTV, the main purpose was national broadcasting, but they did not adhere to the fundamentals of journalism. It became more of a mouthpiece for the government of the day

rather than the state. This was a contravention of the fundamentals of journalism. That is how PTV lost credibility with time. It was always talking about the Government, details regarding the president and prime minister were conveyed daily. The entire objective of the news channel was to please the government. When state broadcasters show an overdose of information regarding the present government, people become irritated by the constant hammering of such information. Up till the early 2000s, people were forced to listen to PTV due to the lack of private news channels but with the advent of private news channels people started shifting towards them. This caused PTV to lose its credibility in the world of news broadcasting.

**Most of the times, the managing Directors that were appointed by the PTV were journalists, having little to no administrative experience. Due to think this has also hampered the growth of PTV in the last two to three decades?**

The cumulative decline in the growth of PTV as a channel was due to the non-adherence to the principles of broadcasting and journalism. Having a journalist an academic or an administrator as the MD, the PTV was hamstrung

by the very fact that it was the mouthpiece of the government. It failed in its function to inform the public regarding everything that was going on, it was majorly focused on the everyday activities of the present government.

**It is generally believed that government funds the PTV, and due to this reason, the news channel is biased towards the government? Is this true?**

The news channel is not funded by the government. It generates revenue from the electricity bills and the government collects its deficit. PTV is also subject to the PEPRAs rules which causes a lot of financial constraints. The second reason behind the financial constraints

is that the revenue generated by PTV has been shrinking with time, because the news channel is not very innovative and has lost attraction. When you raise an organization with the main purpose of pleasing the government, it kills innovation and productivity.

**Any recommendations that you have for PTV in terms of improvement?**

First and foremost, we need to change the governance regime. They have introduced intelligence services act recently. Another recommendation would be to have proper performance reevaluation. The channel should also make sure that the people working there

are enough for the programs that they are making. Staff performance should be rigorously evaluated and audited. Most importantly the rules governing the expenditures, finances, they have to be independent of PEPRAs. PEPRAs binds the hands of the administrators, puts

a lot of limitations. It delays matters that are approved at the decision-making level by months by years. Lastly, PEPRA is responsible for

an extremely expensive procurement, it needs to free the broadcasting channels.

**PTV does not fall under the ambit of PEMRA, what is the reason behind this?**

PEMRA was basically established for private television networks. It was assumed that since PTV is a state news network, it would not indulge

in provocative and violent content. It is a public broadcaster for the benefit of the people so it would not portray any negative news.

**TRP systems are becoming common around the world, is there an alternative for this as it is inherently wrong?**

TRP systems are common in Pakistan only. As far as I remember I do not think these systems are widespread internationally. These systems

are manipulative but then again this is also subjective and depends on how the TRP systems are being used.

