Giving voice to the voiceless
How did we begin?
Conceptualized and founded in 1997, Uks – A Research, Resource and Publication Center on Women and Media, was formally inaugurated the same year on 18th December, as a result of a panel discussion *Empowering Women through Media.*
What are we aiming for?
Uks, with its team of highly professional media and research personnel, focuses at various aspects of women-media relationship. Through awareness, monitoring, advocacy and mobilization on various issues we aim to highlight...
- Women’s rights are ALSO human rights
- Media and gender sensitization
- Correct society’s perception of women
- Understanding of gender bias to effectively resolve the social, economic, health and political issues
- Training in gender sensitization
- Balanced attitude towards women in media
- Extent of usage of derogatory/offensive language by media over women related reports/news and investigation of causes
- Development of alternative concepts, approaches and language use while dealing with women
Areas of Focus
Areas where Uks has played a significant role through workshops, trainings, focus group discussions, publications and radio programmes include

• Portrayal of women in the media
• HIV and AIDS - Gender perspective
• Women in disaster situations
• Drug abuse and women
• Violence against women
• Women’s rights as human rights
Uks Radio – Voice of the voiceless
Why Radio?
Reasons are more than one

- One of the most effective means of communication even today
- Perhaps the only form of mass media communication that has reach across the remotest areas of Pakistan
- Rising popularity of FM radio channels
- Cost effective
Agent of change
Uks radio project has been extremely effective in

- Generating awareness over women’s rights, media and gender sensitization, correct society’s perception of women, understanding of gender bias, balanced attitude towards women in media etc.
- Featuring women in leading roles from different walks of life
- Covering issue based stories in the remote areas of Pakistan
- Reporting disasters/calamities in a gender sensitive manner
- Training female producers, anchors, reporters
- Empowering women through media
- Countering gender stereotypes and prejudices
- Supporting and promoting democracy, tolerance and freedom of opinion
Women ARE being heard
Reaching across Pakistan
Women are NOT voiceless anymore
Meri Awaz Suno (Listen to my voice) 2003

• In October 2003, Uks launched its radio project with a 15-minute bi-weekly women’s radio programme in Urdu, becoming the first radio programme in Pakistan for the women, by the women.

A variety of themes were covered bringing forward voices of women affected by hushed-up issues rampant in our society; HIV/AIDS, Human trafficking, Commercial Sex Workers, Camel Jockeys, Drug abuse Reproductive health, Education, Women rights with specific relation to Islamic Laws, Emotional Health.
Launch ceremony of *Meri Awaz Suno*
A series of 10-radio programmes focusing on issues such as democracy, good governance and poverty.

Uks’ team traveled across Pakistan visiting some of the far flung areas as Pishin, Nowshera, Quetta, Mithi etc. covering a number of public forums, and capturing native stories that are truly representative of the issues being faced by the masses.

Topics like poverty, peace and justice were narrowed down into concrete stories and issues like
- Border displacement (Shakargarh)
- Water shortage (Malir)
- Bangle industry (Hyderabad)
- Karo kari (ShikarPur)
- Women in Jails (Islamabad)
- Women’s success stories (Jehlum)
- Attock military farms (Attock)
Mujhay Bolnay Do (Let me speak) 2005

A series of 16 radio programmes on issues related to Violence against Women

Dealing with highly sensitive and tabooed issues in our society, reflecting the plight of the women in the country, Mujhay Bolnay Do brought into focus themes like Burn victims, Acid throwing cases, ‘Honour’ killings, Emotional Violence, Showbiz and sexual violence, Women political representatives, Harassment at work places, Performing Arts, Domestic Workers and Violence in Educational Institutions

The programme challenged myths and preconceived notions that women are not willing to talk about such issues.
Pani ki Kahani – Aurat ki zubani (Women and water issues) 2006

A series of 10 radio programmes of 15 minute duration each.

The producers traveled to different parts of the country for stories and information of the ground realities, meeting the women of rural and urban areas facing problems in livelihood due to water.

The programmes highlighted many facets of this critical issue and tried to explore ways on how to mainstream gender in water issues as well as promote gender equity.
Qudsia Mehmood at Hussainabad, Sindh where women are facing health problems due to polluted water
15 persuasive and powerful radio programmes produced on location in the disaster-hit areas in collaboration with the Asia Foundation to mobilize the public for their continued support for the rehabilitation and rebuilding (physical infrastructure as well as spirits) of recent earthquake survivors.

During field work on this series it was learnt that more women than men had been hit by the Pakistani quake because they were indoors engaged in domestic chores. Another women-specific concern that has unearthed itself in the post quake events, is the harrowing tales of women, young girls and children being kidnapped from relief camps. These were some of the facts that prompted Uks to try and analyze the situation and seek answers to many untold queries.
Saadia Haq, at District Allai, with the local village children who demanded schools to be rebuilt in their area.

Qudsia and Saadia at the Line of Control, Chakoti for radio series on Disaster Management.
In October 2006, British High Commission supported Uks for production of a series of 10-radio programmes Aurat, Ghairat Aur Qatl on ‘honour’ killings in Pakistan; focusing on the plight of survivors, in-depth analysis of such cases and follow-up reports.

The team surveyed cases in Naseerabad and Jaffarabad (Balochistan) and Jacobabad on the border of Sindh and Balochistan, Khyber Agency (NWFP). This project was particularly challenging because no one was willing to speak on the issue of ‘karo kari’ or ‘honour’ killings.

The series included comments of the tribal leaders and ‘jirgas’ of remote areas on the issue of ‘honour’ killings, the political atmosphere, and stance of youth on the issue.
A tribal leader and Jirga Head talking to Qudsia Mehmood on ‘honour’ crimes - Jacobabad

Rukhsana Mussarrat at Naseerabad (Balochistan), talking to Balochi tribal members on ‘honour’ crimes
The project was carried out to facilitate Pakistani media in reflecting women’s initiatives for development and empowerment.

In the Pakistani media, women are either portrayed as victims of violence or sex symbols. The series paid tributes to the talented, brave and intelligent Pakistani women who are working to defy this image. They are stepping into the so-called domains of men, empowering themselves economically and socially and also opening up avenues and paving the ways for the less daring women to follow suit.

Uks team traveled across the country to search for talents and record stories that raise voices and concerns on themes like: women’s political rights, women’s economic rights, access to justice, access to education, health-related concerns, mobility and right to work.
Aisha Amir with a physically disabled woman working for special persons, Islamabad.

Rukhsana Mussarat with Flying Officers at PAF Base, Mianwali
Saadia Haq, with Motorway Police Squad where women have been inducted as Patrolling Officers, N-5 Nooriyabad-Karachi

Saadia Haq with Mukhtaran Mai on her dreams of girl child education – Meerwala, Multan

Rafia Arshad interviews a young, ambitious woman running her own Rent-a-Car service, Islamabad
Hamari Tarraqui – Hamari Awaz
(Our Development – Our Voice) 2008

Supported by National Endowment for Democracy, this project explored the past, present and future of Pakistani women in governance and the importance of having gender equity for democracy. The production also highlighted the problems; social, economic or any other that are faced by women in politics at all tiers.

The series successfully brought forward testimonies of women from urban and rural areas of Bahawalpur, Hassanabdal and Rawalpindi.
A series of 8 radio programmes to advocate women’s empowerment during reconstruction in the Earthquake areas supported by the Global Fund for Women (GFW). This series aimed to bring out the untold stories and unheard voices of women, mostly the marginalized ones and help raise issues of women’s empowerment in the earthquake areas of Pakistan.
Projects in pipeline
• **Aurat, Maeeshat aur Karobbar (Women, Economy and Business)**
  - Bringing forward various Government and non-government initiatives enabling Pakistani women to fulfil their dreams and hopes and transforming the role of women in society for making a poverty free world a reality.

• **“Hum Kissi say kum Nahin (We are no less than others!)**
  - A series of 12 radio programmes on the rights of the disabled and the responsibilities of society towards them.
Eager to learn

Training workshops for the radio journalists
The trainee producers who have received training in radio journalism at Uks. The aim was to educate radio practitioners belonging to different cities so that they use their skills in their own localities to give voice to the suppressed and marginalized communities.
Aurat Ki Tarraqui, Hamari Tarraqui
Women’s Progress, Our Progress

Under this NED project (2008-09), six women from different cities of Pakistan were selected to receive training in radio journalism at Uks. The aim was to educate radio practitioners on how to use their skills in their own localities and be able to produce gender sensitive radio programmes highlighting issues of women’s political participation in Pakistan.
FOR EQUITY AND EQUALITY

A BEST PRACTICES GUIDE ON RAISING WOMEN'S VOICES AND CONCERNS THROUGH RADIO
A step ahead...
On May 16, 2008, Uks’ decade long struggle for fair and sensitive reporting on women’s issues and promotion of neutral, balanced and unbiased approach to women and women's issues within and through the media resulted in the formation of...

Pakistan Women’s Media Network
PWMN: Vision

- Ensure fair and equal representation of women working in the media
- Highlight factors behind the under-representation of women in the media
- Acknowledge the efforts of pioneering women in media
- Encourage and support aspirant young women to enter the field
- Building professional networks of media organizations and educational institutions
PWMN: Structure

With over 200 members from all over the country PWMN consists of

- An informal, non-hierarchical group of women media persons and others working in or on the media

- An autonomous body, committed to raising voices and concerns against gender-based violence, injustices and biases in the media and society
PWMN: Objectives

- Advocate positive portrayal of women in the media
- Ensure and improve representation of women in all tiers on the media
- Reinforce women’s rights as human rights
- Highlight cases of harassment and discrimination against women in the media
- Provide strength and support to women in media
- Initiate open dialogue and critique of media trends that are damaging to women of and in the media
- Promote professionalism, ethics and social responsibility in media
- Bring forward success stories of women in the media
- Share information and resources to create awareness on the glass ceiling effect
- Endorse gender equality and justice within the media and society
- Minimize negative representation of women in advertisements
- Ensure that all these issues are understood by Media Editors and/or Owners
Uks-Internews Partnership
Uks in collaboration with Internews aims at

- Reaching university students through a series of planned interactive educational workshops
- Raising profile of women in Pakistani media
- Requirement of a gender sensitive media
- Analyzing ambitions, identifying issues and exploring opportunities
- Promoting media as career for Women in Pakistan
Academic institutions on our panel

• Fatima Jinnah Women’s University
• Karachi University
• Lahore College for Women
• University of Peshawar
From Classrooms to Newsrooms
Promoting Media as a Career for Women in Pakistan
A Pilot Project for monitoring a selection of mainstream Pakistani media was initiated in collaboration with Woodrow Wilson International Center for Scholars -USA,

Month long task focused on monitoring a selection of mainstream Pakistani media – print, radio and television on the coverage given to women in news reports, editorials, columns and features

The aim was to improve women's representation in Pakistani mainstream media and to lift the status of women as a whole.
More women in news & views: Is mainstream media willing to take up this challenge with gender sensitivity?

A comprehensive report based on the findings of the quantitative and qualitative content analysis
PWMN: Expected Outcomes

• Data on how women are portrayed in the selected print and electronic media for a specific period
• A National level conference on More Women in Mainstream Media
• Commitments from media managers to have more women in their organizations
• Gradual breaking of the glass ceiling - by having more women in decision-making levels
• A media guide on promoting Affirmative Actions in media organizations (why and how to bring in more women in the mainstream media)
• More sensitized media on women and media issues
• Partnership/linkages with media organisations
PWMN: Landmark Achievements

• The study *Global Report on the Status of Women in News Media* sponsored by the International Women’s Media Foundation (IWMF) in Washington; DC.

• Uks has collaborated with World Association for Christian Communication (WACC) for The Global Media Monitoring Project that takes place every five years to collect data on selected indicators of gender in news media worldwide, to determine what changes have ensued since the media monitoring of 2005 including changes in reporting on gender violence. For the year 2009, Uks is conducting the study in Pakistan and representing Pakistan for the first time.

• Data digitalization of Uks media resource material
PWMN: Upcoming Project

Best Journalist Practices Leadership for Women Journalists

Under the banner of PWMN, a two-pronged project is in process through the State Department's Citizen Exchange program with an emphasis on television news production training and preparing female journalists for positions of leadership. The partners for this project are the Bangladesh Centre for Development, Journalism & Communication in Bangladesh; the Nepal chapter of the International Association of Women in Radio and Television; and Uks--Research, Resource and Publication Centre on Women and Media in Pakistan.
Uks’ Firsts
Promoting an unbiased and balanced attitude towards women in media

- *Empowering Women through the Media* – Panel discussion
  December 1997

- *Impact of Newspaper Language and Reporting on Women’s Status and Development*
  September 1998

- *Portrayal of Women in the Media* – one-day workshop
  April 1999

- *Monitoring and Sensitising the Print Media on the Portrayal of Women in the Press* – Consultative Workshops for Media Persons
  June 2001
First ever study on monitoring of print media on the portrayal of women
Uks resource pool – clippings from 12 newspapers scanned daily, on the projection of women in the print media.

The News, 30 Oct, 1997

Widow gang raped
By our crime correspondent

RAWALPINDI: Four persons kidnapped a widow and raped her on Tuesday night, police said. Police claimed on Wednesday that the three of the accused have been arrested and they are looking for the fourth. The unfortunate victim told the Westridge police that she hired a taxi outside the Rawalpindi General Hospital for Dhoke Kashmirian where she lives. On the way, two more people got in the taxi and she was raped.

By our national correspondent

KARACHI: Four persons from Dhoke Kashmirian were arrested by police for raping a 35-year-old woman. The arrest was made after the victim called the Westridge police, who went to the house where she was living and arrested the four persons from Dhoke Kashmirian. The victim told the police that the four persons were in her house and raped her. The police then arrested the four persons and handed them over to the Westridge police.
South Asia’s first NGO to compile and disseminate gender sensitive code of ethics for print media in its country

Challenging Trends

Uks publication on formulating a gender-sensitive code of ethics for the print media
Gender sensitivity awards for journalists

Sheema Kiyani

ABAD—Advisor to Prime Minister on Women Development, Welfare and Special Education, Sheema Kiyani on Wednesday said the media is the mirror image of society and its role cannot be ignored in highlighting the sufferings of womenfolk in the country. She was speaking as chief guest at the distribution of “Gender Sensitivity Awards” to the journalists who contributed towards creating awareness in the masses over issues of women’s rights.

The ceremony was organized by Uks, a non-governmental organization working for women’s rights. Kiyani said the government was fully committed to upholding the status of women at all levels and also believed in the freedom of press. Women in the country are facing discrimination, exploitation and hurdles in their careers. The government is concerned about these problems and is committed to resolving them, however, the media should also feel its responsibility in creating awareness among the masses over such issues.

Kiyani said the Ministry of Women Development had also conferred Gender Award to a senior woman journalist on Women’s Day on March 8.

Khyber Mail (Peshawar) Wednesday, June 20, 2000

Code of ethics underlined for print media

By Ziaul Haq

PESHAWAR: A strong code of ethics and watch-dog group should be formulated to keep check on those newspapers, magazines and periodicals who were projecting women in regressive and commercialized manner and encouraged stereotype notions of femininity.

It was the outcome of a one-day consultative workshop on the code of ethics for print media that was attended by representatives of newspapers, periodicals and women organizations.

About the activities, she said, the organization had conducted a media workshop in many cities of Pakistan adding its members are actively involved in positive information-dissemination on women’s issues. She said they are maintaining a documentation centre on development issue and also open to public and can access our archives and the data compiled by the Pakistan Women’s News Agency.
Sensitizing media on HIV/AIDS reporting in a gender sensitive manner

National conference mobilizing the media on HIV and AIDS coverage
First Civil Society Organisation to own a radio production house in Pakistan

Uks Radio Productions
Airing of issue based stories from the remote areas of Pakistan

Mastung, Balochistan

Khyber agency

Goth Mallah, Sindh

Sibbi, Balochistan

Allai District
Radio journalism training

Two radio producers (one male, one female) each from Rawalpindi, Hasanabdal and Bahawalpur were trained to use latest techniques and ethics of radio productions including gender sensitive and unbiased reporting.

Training of women radio producers by Ms. Manisha Aryal, Internews by updating them on the editorial and technical sides of gender-sensitive radio productions for yet another series on women and development.
Media resource on HIV/AIDS developed by Uks

Uks radio project
‘AIDS and Us’

Uks Resource Book and Media Toolkit on HIV/AIDS
Training & sensitization on disaster reporting with a gender lens after October ’05 earthquake

Workshop on ‘Channeling the voices of earthquake affectees’
Radio Support

Radio project: ‘Chalo Phir se muskorain’ (Let's smile again)

Uks radio producers at work!
A striking collector's item; a new theme every year essentially related to women’s development, represented through press clippings, opinions, poetry, illustrations and a detailed chronology of related events.
Uks in news
Diary launched to highlight violence against women

By Maha Ali

Islamabad: Ukh, a research, resource and publication centre on women and issues, launched Diary 2001 in a ceremony preceded by informal discussion at its office here on Thursday. A select gathering of women rights activists and representatives of the centre attended the ceremony.

The new year's diary is entitled 'Women of Pakistan Struggling Against Violence'. The earlier diaries were entitled 'Women of Pakistan: 50 Years and Beyond', 'Women of Pakistan: Towards New Millennium' and 'Women in Pakistan: Towards New Millennium'.

Dr Fauzia Sultana, Executive Director, Ukh, revealed difficulties of collecting incidents of violence against women in the country, especially regarding cases of 1971. A lot of information was available by recorded stories of violence against women during the East Pakistan war but nothing was there about the other party's victims.

Mr Ahmad said that the gap in the information, she added, was acknowledged in the chronology of events contained in the new diary. That is why she said, there is a lot of detail about Bengalis and the portion dealing with the other party is in the East Pakistan section.

When Mr Ahmad said that the period was also a traumatic one for women of Pakistan when women were raped naked in Nawabpur and the diary includes the excerpts of a bored raped woman, Safia Bibi, who was awarded a gold ring by a court in Faisalabad when she reported to law for the retrieval of her grievances.

Women movement also took a new turn. There were many women rights demonstrations that led to the formation of Women's Action Forum (WAF) and many women's rights poets of Ferehinda Khan, Kishwar Naheed, Zehra Nigah and Attara Huq, co-authors of Hamari Razia and contributors to Urdu and English print media.

Mr Ahmad said Ukh has tried to project the supportive cooperation of press to the diary. She regretted that in the crime on sea, the role of press was somewhat negative. It is in the interest of the press, she said, that those stories that women face deliberately are made part of murder and not at least ensured that they were also provided to the men. There were also about the 'blackmail' and how it was caused.

Mr Ahmad said that another interesting aspect of the question was that percentage of women in Pakistan population is 48 as compared to the world average. She said that the difference is due to violence against women in various forms, direct or indirect. This also includes malnutrition which leads to fewer deaths in women. The girl child is always weaker as the family given her food toboys. Deaths during childbirth also reduce their number.

An official from the Ministry of Women Development said that his Ministry is taking many steps to curb violence against women and has signed the Convention on Elimination of Discrimination Against Women.

Radio telegraphy 'Hamari Tarraqi, Hamari Awaz' launched

By Aik Reporter


The director of the NGO, Mr. Aminah, Ms. Akhtar said that the series of programmes was a part of the project 'Gender Awareness in Media' which was funded by UNFPA and the Islamabad Development Authority (IDA). The aim of the project is to promote media awareness and gender sensitivity in the media. The programmes were designed to increase gender awareness and to make a positive impact on gender roles in Pakistan.

The series of programmes is expected to cover various aspects of gender issues and to promote gender equality. The series of programmes is expected to cover various aspects of gender issues and to promote gender equality. The series of programmes is expected to cover various aspects of gender issues and to promote gender equality. The series of programmes is expected to cover various aspects of gender issues and to promote gender equality.
Conferences at Uks
The journey continues...
In the ten years since its inception, Uks believes that the manner of reporting on women issues which has come to be frequently criticized for its blatant sensationalism has changed.

Most of Uks’ trainings and publications with media have centred around the issue of healthy projection of women issues, and the radio project is in part aimed to rectify the gaps identified therein.

Uks is proud to be one of the catalysts to bring about this positive change and will continue to do so in the years to come!