

# DIGITAL MEDIA AND DIVERSITY: HOW PAKISTAN'S MEDIA REPORTS MINORITIES



Waqas Naeem  
Muhammad Aftab Alam  
Adnan Rehmat



# Digital Media and Diversity: How Pakistan's Media Reports Minorities

Waqas Naeem

Muhammad Aftab Alam

Adnan Rehmat



# Table of Contents

<b>Acknowledgement .....</b>	<b>6</b>
<b>Acronyms .....</b>	<b>7</b>
<b>List of Tables.....</b>	<b>8</b>
<b>List of Figures .....</b>	<b>8</b>
<b>Executive Summary .....</b>	<b>9</b>
<b>Background and Introduction .....</b>	<b>12</b>
<b>Framework of Analysis .....</b>	<b>15</b>
<b>Section 1: Content Analysis.....</b>	<b>19</b>
<b>Chapter 1: Public Interest Journalism Content – Ranking against the Quality Indicators .</b>	<b>19</b>
<b>Chapter 2: Indicator-wise Assessment of the Content Produced by DigiMAP .....</b>	<b>21</b>
<b>Chapter 3: Indicator-wise Assessment of the Legacy Digital Media Content .....</b>	<b>27</b>
<b>Chapter 4: Comparative Analysis of DigiMAP and Legacy Media Coverage .....</b>	<b>33</b>
<b>Section 2: Survey of DigiMAP Journalists .....</b>	<b>39</b>
<b>Chapter 5: Survey Findings .....</b>	<b>39</b>
<b>Discussion and Recommendations.....</b>	<b>45</b>
<b>Annexure I: Template for DigiMAP story ideas .....</b>	<b>47</b>
<b>Annexure II: Scoring sheet used for content assessment.....</b>	<b>49</b>
<b>Annexure III: Survey questionnaire .....</b>	<b>51</b>

## ■ Acknowledgement

---

This report is the result of pooled expertise of the **Institute for Research, Advocacy and Development (IRADA)**, **Freedom Network (FN)** and **Digital Media Alliance of Pakistan (DigiMAP)** in mentoring a pilot project on public interest journalism focusing on religious minorities in Pakistan and assessing challenges to professional journalism in digital media, respectively. Several people, besides lead analysts **Waqas Naeem** and **Adnan Rehmat**, were involved in strategizing the research (**Muhammad Aftab Alam**), mentoring non-legacy journalists (**Muhammad Badar Alam**), data collection, monitoring and processing (**Amir Mustafa, Varsha Arora, Faizah Hassan**) and coordinating (**Muhammad Zia Ullah Khan**) the report. **International Media Support** aided the production of this report. However, the content, including the findings, of the report remain the ownership of IRADA and Freedom Network alone.

## ■ Acronyms

---

<b>ADPM</b>	Alliance for Diversity and Pluralism in Media
<b>DigiMAP</b>	Digital Media Alliance of Pakistan
<b>FN</b>	Freedom Network
<b>IBC</b>	Indus Broadcasting Corporation
<b>IRADA</b>	Institute for Research, Advocacy and Development (IRADA)
<b>PIC</b>	Pakistan Information Commission
<b>RM</b>	Religious Minority
<b>RMs</b>	Religious Minorities
<b>RTI</b>	Right to Information
<b>TNN</b>	Tribal News Network

## ■ List of Tables

Table 1: Number of stories monitored .....16  
 Table 2: Stories portraying RMs as threat or with a negative connotation .....26

## List of Figures

Figure 1 Comparative ranking of DigiMAP and legacy digital media stories .....20  
 Figure 2 DigiMAP: Number of stories featuring actual persons .....21  
 Figure 3 DigiMAP: Stories having opinion of experts.....22  
 Figure 4 DigiMAP: Stories using existing research on sub-theme .....22  
 Figure 5 DigiMAP: Stories explicitly emphasizing a public interest angle.....23  
 Figure 6 DigiMAP: Number of stories featuring women.....24  
 Figure 7 DigiMAP: Number of stories identifying and quoting women.....24  
 Figure 8 DigiMAP: Stories having opinion of expert with religious minority background .....25  
 Figure 9 DigiMAP: Stories having three or more human sources of information .....25  
 Figure 10 DigiMAP: Stories covering Justice Jillani Judgment.....26  
 Figure 11 Legacy digital media: Number of stories featuring actual person.....27  
 Figure 12 Legacy digital media: Stories having opinion of expert person .....28  
 Figure 13 Legacy digital media: Stories having reference of existing research .....28  
 Figure 14 Legacy digital media: Number of stories having public interest angle .....29  
 Figure 15 Legacy digital media: Number of stories featuring women.....29  
 Figure 16 Legacy digital media: Stories quoting or identifying women.....30  
 Figure 17 Legacy digital media: Stories quoting experts with religious minority backgrounds.....30  
 Figure 18 Legacy digital media: Stories with three or more human sources of information .....31  
 Figure 19 Legacy digital media: Stories portraying RMs as a threat or with negative connotation.....31  
 Figure 20 Comparing DigiMAP and legacy media coverage: Public interest journalism dimensions.....34  
 Figure 21 Comparing DigiMAP and legacy media coverage: Context.....35  
 Figure 22 Comparing DigiMAP and legacy media coverage: Inclusivity and diversity .....36  
 Figure 23 Comparing DigiMAP and legacy media coverage: Negative stereotypes.....37  
 Figure 24 Comparing DigiMAP and legacy media coverage: The Jillani judgment.....38  
 Figure 25 Survey: Story idea development .....40  
 Figure 26 Survey: Identified issues for story ideas.....40  
 Figure 27 Survey: Social pressures on reporting.....41  
 Figure 28 Survey: Religious pressures on reporting.....42  
 Figure 29 Survey: Logistical challenges for reporting .....43  
 Figure 30 Survey: Journalism support.....44

## ■ Executive Summary

---

This research report aims to provide an in-depth examination of public interest news and information on the rights and lives of religious minorities (RMs) published by independent non-legacy digital publications and legacy media websites in Pakistan.

The report is based on a comparative analysis of news stories related to religious minorities produced by non-legacy digital media outlets represented by the 13 member organizations of the Digital Media Alliance of Pakistan (DigiMAP) and legacy media websites represented by five major media groups over a period of three and a half months in 2021. The research also encompassed documentation of journalistic experiences of non-legacy media practitioners in reporting about RMs.

The research sample consisted of 52 stories from non-legacy digital publications and 48 stories from legacy media websites monitored and analyzed in the same period. The stories were evaluated against 11 indicators for quality journalism and diversity. A survey was also conducted of non-legacy digital journalists to identify the challenges they faced in reporting about RMs.

The research report is jointly published by the Institute for Research, Advocacy and development (IRADA), an independent research-based civil liberties advocacy group, Freedom Network, a media rights watchdog and DigiMAP, a representative association of independent digital public interest news and current affairs platforms. DigiMAP, however, were not involved in the monitoring or analysis of their own or any other content. The main findings of the study are:

**Public interest dimensions – Non-legacy digital media performs slightly better than legacy media:** A majority of the news stories from both non-legacy and legacy digital media sources fulfilled the criteria of quality public interest journalism in terms of establishing a thematic focus for the stories, featuring human sources connected to the themes, and directly specifying the public interest angle of the issues being reported. However, non-legacy digital news outlets produced slightly more stories that upheld the public interest than their legacy counterparts.

**Contextualizing the coverage – Non-legacy digital media shows up where legacy media struggles:** Non-legacy digital media platforms published more stories that contextualized the issues of RMs through the use of expert opinions, data or research evidence compared to legacy media websites which were especially poor in these regards. Around 54% of the non-legacy digital media stories used data or research reports to inform the public about the background of RM issues compared to only 6% of legacy media stories.

**Inclusivity and diversity – Legacy media coverage fail the test:** Legacy media websites struggled to include the voices of women and experts from religious minority groups in their coverage. Non-legacy digital media stories on the rights of RMs quoted three times as many women sources and five times as many experts from minority communities than the legacy media stories.

**Avoiding negative stereotypes – Coverage of RMs largely neutral:** Most stories published by both non-legacy and legacy digital media sources did not portray minorities as threats or in a negative manner, thereby avoiding negative stereotyping of the RMs in news coverage.

**The Jillani Judgment – Legacy media forgets Supreme Court ruling:** The 2014 Supreme Court judgment on the rights of religious minorities, authored by Justice Tassaduq Jilani, provides a human rights framework for the reporting and discussion of the issues of RMs in Pakistan. While a majority of the non-legacy digital media stories (54%) referred to the implementation of the Jilani judgment in their news coverage of RM issues, none of the legacy digital media stories ever mentioned the landmark ruling.

**Journalists unsure of story ideas due to “sensitivity”:** Two-thirds of the digital journalists who participated in the survey for this research said they faced issues with developing a story idea to provide coverage on the rights of RMs. The most commonly identified issue by the respondents was sensitivity of topics associated with minorities.

**Social and religious pressures affect reporting on RMs:** Half of the survey respondents said they faced pressure from various social groups during their reporting on RMs. Around a quarter of the respondents were worried about either receiving threats from extremist groups or pressure from majority religious groups. Roughly another quarter of the respondents said they were either mindful of the overall sensitivity surrounding religious issues or had experienced direct threats in the past that informed their understanding of risks of reporting on religious minority issues.

**Restrictions on access a form of government pressure:** While half of the respondents said they did not face any direct government pressure during their reporting on RM issues, nearly 45% of the digital journalist respondents said they found restrictions on access to official sources and information a challenge to their news reporting and therefore a form of government pressure.

**Finances, sourcing seen as major logistical challenges:** Around 70% of the respondents felt limited financial resources affected their reporting of the rights of RMs. A majority of the respondents (56% each) also felt difficulty in accessing experts with religious minority backgrounds and difficulty in accessing relevant research material was a challenge.

**Awareness of minority rights improved:** All survey respondents said the process of news production on RM issues with the support of a journalism mentor improved their level

of awareness about the rights of religious minorities, with a majority of the respondents suggesting their awareness level was “greatly improved”.

**Based on the findings, the research offers the following recommendations:**

**Ensure sustainability of mentorship for public interest digital journalism:** Journalism support organizations should continue to provide journalism fellowships and mentorship support to independent public interest digital journalism platforms, especially DigiMAP members. This will help increase the exposure of more digital journalists to the principles of quality and diversity for news coverage. Mentorship sustainability can be developed by conducting training of trainers for editors and managers at non-legacy digital media outlets.

**Enhance the capacity of digital journalists to report on marginalized communities:** Since thematic reporting on the issues of marginalized communities might require investigative reporting skills and multimedia storytelling techniques, training workshops can be conducted for digital journalists on these topics to improve the quality and presentation of their news content.

**Provide safety training to digital journalists:** Digital journalists who worked on stories related to RMs also admitted to facing different kinds of pressures and challenges during and after reporting. They are likely to face more pressures if the reach and engagement of their stories on sensitive topics increases online. Therefore, it is important to equip the digital journalists with holistic safety skills, including digital safety tips.

**Increase awareness about the Justice Jilani judgment:** The 2014 Supreme Court ruling on the rights of religious minorities, popularly known as the Justice Jilani judgment, serves as a human rights framework for discussion of minority issues. Awareness among journalists about the judgment and its implementation can help them to treat the issues of RMs as rights-based issues rather than religious matters and initiate a public conversation through their public interest journalism on the effective delivery of these citizen rights.

**Draft a code of ethics to guide responsible reporting about marginalized groups:** A code of ethics on sensitive and professional reporting about marginalized groups, especially religious minorities, will help guide the sensitivities around portrayal of minorities in media. Such a code should also guide Newsrooms to normalize coverage of RMs as part of the news cycles.

**Encourage engagement between media and minorities around content:** To address challenges of reporters in accessing and getting adequate responses from RMs, engagement between digital platforms committed to public interest journalism and RMs needs to move beyond news needs towards a Newsroom-audience relationship. This will engender greater trust in Newsrooms that allow voices and perspectives of marginalized groups and allow RMs to engage with media as a community rather than individuals.

## ■ Background and Introduction

---

IRADA published a study titled “Narratives of Marginalization”<sup>1</sup> in 2018 to examine the way Pakistan’s media covered the diverse array of Religious Minorities (RMs) in the country. The study analyzed the following two questions:

1. What characterizes the coverage of religious minorities in Pakistan?
2. How are religious minorities represented in the media in Pakistan?

The answer to the first research question was determined by reviewing the extent of media coverage given to RMs by selected news publications. This review included indicators such as the number of news stories and the number of images about religious minorities published by the media. The study’s findings were:

*“The overall media coverage of RMs in quantum terms is generally low and the most widely available media – TV and radio – carry very little or no coverage of them at all.... Most coverage of RMs has a principal focus on them but nearly a third don’t.”*

The answer to the second question was determined through a review of the most dominant themes, news sources, gender diversity, stereotypes and news frames in the media coverage of RMs. The study found that:

*“The overall media coverage of RMs in qualitative terms is generally stereotypical linked to sensitive themes such as blasphemy. The minorities are generally painted in a victimhood framework. Most coverage about them does not even include their views, opinions or perspectives, rendering them voiceless to their own cause.”*

The 2018 study had offered the following conclusions:

- There is generally very low interest within the media on coverage of RMs-specific issues, keeping RMs generally off the news radar.
- There is little or no interest in perspectives of RMs even in news stories and images related to them, keeping RMs generally voiceless and silent to their own cause.
- Most media coverage of RMs portrays them in a victimhood framework or as a neutral subject requiring no action or follow-up reducing their ability to influence media narratives.

---

<sup>1</sup> <https://irada.org.pk/wp-content/uploads/2020/06/Narratives-of-Marginalization-1.pdf>

- Most media coverage of RMs-specific issues is reactionary or event-based reporting with little or no analysis, limiting a rights-based approach to their interests.
- Whatever little coverage is available about RMs is mostly on print media, which is only a fraction of the media landscape in Pakistan with TV and radio, constituting three-fifths of media, mostly ignoring them.

The 2018 study had recommended that digital news media should be sensitized on religious pluralisms to deliver nuanced coverage of RMs, linkages between religious minorities and media should be promoted to reduce negative stereotypes in media portrayals and digital journalists with religious minority backgrounds should be trained on professional approaches to rights-based civic activism.

Based on the findings of the 2018 research, IRADA formed the Alliance for Diversity and Pluralism in Media (ADPM) in 2020 with IRADA as its secretariat. The ADPM was established as an independent platform of senior journalists and rights activists that could strategize and advise a more sensitive, inclusive and pluralistic portrayal of religious minorities in Pakistani media.

On behalf of the ADPM and to implement its strategy, IRADA reached out to the Digital Media Alliance of Pakistan (DigiMAP), an association that represents the emerging ecosystem of independent online public interest journalism in Pakistan, for a news collaboration.

Through this collaboration with DigiMAP, IRADA provided technical and mentoring support to DigiMAP members to produce news stories with a particular focus on the implementation of the 2014 Justice Jilani judgment for the realization of rights of religious minorities in Pakistan.

As a result of this support, DigiMAP members produced 52 news items between June and September 2021 to tell the unheard stories and share the voices of Pakistani citizens with religious minority backgrounds.

## **Production of public interest journalism content**

Under the guidance of the ADPM Steering Committee, IRADA developed a specialized template for digital journalists to pitch story ideas that could address issues related to the rights of minorities sensitively and inclusively.

The emphasis was on providing an opportunity to the minorities to tell their own stories themselves rather than be talked about as is the norm in legacy media where the minorities generally remain under-reported and silent to their own causes.

To encourage greater media professionalisms, each of the story ideas was required to focus on one or more religious minorities. Moreover, each of the ideas was supposed to provide a

principal theme of the story (e.g., health, education, livelihood, etc.). The template for story ideas is given as Annexure I.

To ensure compliance with principles of public interest journalism, the template required the journalists to incorporate the following quality indicators:

- Establish a clear thematic focus of the story
- Incorporate case studies of actual affected people from the RM communities with identities and voices
- Incorporate expert opinions including preferably those from minority communities
- Include relevant research references and reliable sources, including data
- Clearly identify the public interest angle of the story
- Refer to the landmark Justice Jilani judgment, issued in 2014, which outlines a roadmap for the state to implement the rights of religious minorities in Pakistan

A reputed and experienced journalist was engaged as mentor to provide support to the DigiMAP journalists in developing and refining their story ideas and producing the news content.

To further enhance the technical skills and build capacity of DigiMAP member platforms, IRADA also organized two workshops for journalists on the use of Right to Information (RTI) laws in partnership with the Pakistan Information Commission (PIC). Senior journalists and PIC members delivered talks on the use of RTI laws for public interest journalism.

## The 2021 Report

This research report aims to provide in-depth analysis of public interest journalism content on the rights of RMs produced by both independent non-legacy digital publications and legacy digital media in Pakistan. This was done as a means of understanding whether an intervention supporting a professional approach plus mentorship influenced the quality of coverage of RMs in Pakistan and promoted diversity and pluralism in media or not.

The study explores differences between legacy and non-legacy digital media news coverage of issues of RMs. It examines the impact of the technical and mentoring support provided to non-legacy digital media outlets on the quality of their news coverage of RMs.

The research also includes analysis and discussion on the challenges faced by journalists working for non-legacy digital media while reporting on the rights of RMs to understand what needs to be done for further improvement in quality coverage of RM communities.

## ■ Framework of Analysis

---

For the purpose of this research, the non-legacy and legacy digital media are defined as follows:

**Non-legacy digital media:** The 13 independent online public interest journalism platforms that were in 2021 members of the DigiMAP represent “non-legacy” digital media for this research. These news platforms are: Hum Sub; Naya Daur; Reporters.pk; Balochistan24; Balochistan Voices; Tribal News Network (TNN); Voicepk.net; Journalism Pakistan; Native Media; Indus Broadcasting Corporation (IBC) Urdu / English, Sabat.net; Sujag; and Tajziat.

For the remainder of the report, the term ‘DigiMAP’ will be used interchangeably with the phrase ‘non-legacy digital media’ to present the research findings.

DigiMAP members serve as the experimental group for this research study since they were provided mentorship and support for the production of news stories on the rights of RMs.

**Legacy digital media:** The websites of five Pakistani mainstream news publications were selected as legacy digital media for the research. These are: Dawn.com; Dunya.com.pk; Geo.tv; Nawaiwaqt.com.pk; and Tribune.com.pk.

These publications are considered legacy media because they had significant print or broadcast news operations in English or Urdu prior to establishing their digital presence. Their selection is also warranted because the news websites of these legacy media outlets are among some of the most visited websites in the country.<sup>2</sup>

The legacy digital media serve as the control group for this research as they were reporting on the rights of RMs according to business-as-usual and with no special support. Therefore, the evaluation of their news coverage of RMs in comparison to the experimental group is likely to demonstrate the impact of mentorship and journalism support provided to the experimental group.

The research methodology is divided into the two following sections.

### Section 1: Content Analysis

The first section presents a content analysis of the news coverage of RMs provided by legacy and non-legacy digital media outlets identified above.

---

<sup>2</sup> <https://www.alexa.com/topsites/countries/PK>

The monitoring time period for the content analysis was from 1 June to 15 September 2021. This 3.5-month timeframe was selected because it was the period during which the DigiMAP members produced and published news stories related to the rights of RMs. Therefore, legacy media news coverage of RMs was also monitored during the same period.

In total, the members of DigiMAP produced 52 stories on the rights of RMs through the technical support of IRADA and ADPM during the monitoring time period while 48 stories related to the issues of religious minorities were identified from legacy digital media publications during the same period. The following table provides platform-wise details of stories in the research sample:

**Table 1: Number of stories monitored**

Type of media	Platform	Number of stories monitored
DigiMAP	Native Media	14
	The Reporters	10
	Naya Daur	10
	Sujag	05
	Balochistan Voices	05
	Indus Broadcasting Corporation (IBC) Urdu	04
	Indus Broadcasting Corporation (IBC) English	02
	Tribal News Network (TNN)	01
	<i>Bunjaran</i> <sup>3</sup>	01
	Total	52
Legacy Digital Media	Dawn.com	18
	Tribune.com.pk	16
	Nawaiwaqt.com.pk	06
	Dunya.com.pk	04
	Geo.tv	04
	Total	48

Based on the research methodology used for the 2018 Narratives of Marginalization report<sup>4</sup>, IRADA chose a mixed method approach (qualitative and quantitative) for content analysis for the current research. The following indicators were designed and used to assess the quality of the news content.

<sup>3</sup> Bunjaran is an independent, non-legacy YouTube channel run by a female journalist who participated in the IRADA training workshop on RTI and contributes to other DigiMAP journalism platforms. Therefore, the channel was included in the non-legacy digital media research sample.

<sup>4</sup> <https://irada.org.pk/wp-content/uploads/2020/06/Narratives-of-Marginalization-1.pdf>

### Quality journalism Indicators:

1. Does the story clearly / explicitly include a sub-theme to the main theme?
2. Does the story feature a named actual person linked to the sub-theme?
3. Does the story include the opinion of an expert person relevant to the sub-theme?
4. Does the story use existing research / data on the sub-theme establishing a broader context?
5. Does the story explicitly emphasize a public interest angle explaining its significance to media consumer?

### Cross-cutting indicators:

1. Are women featured in the story?
2. If women are featured in the story, are they identified and quoted in the story?
3. Does the story include opinions of identified experts with religious minority background?
4. Does the story include three or more identified human sources of information?
5. Are the minorities portrayed in the story as a threat or with negative connotations?
6. Does the story cite the Justice Tasadduq Jilani verdict on the protection and promotion of minority rights issued in 2014?

The study analyzed each story against the above-mentioned indicators. Each indicator was assigned a value of 1 if the story fulfilled the indicator question and a 0 value if the story failed to fulfil the indicator question. For example, for the third quality journalism indicator, a story would get a value of 1 if it included the opinion of an expert and a value of 0 if it did not include any expert opinion. The only exception to this rule is the fifth cross-cutting indicator about portrayal of minorities as a threat, for which stories were assigned a 0 value for presence of the indicator in the story and a value of 1 for the absence of the indicator. The scoring sheet used for the assessment of the content is given as *Annexure II*.

Based on the scoring, the report provides three types of analysis:

**Story-wise ranking of content:** Since each story in the sample could get a maximum of 11 points based on the set of indicators, Chapter 1 provides a ranking of stories by the number of points they scored in the assessment. The analysis shows, for example, the number of stories in the sample that achieved the maximum 11 points available in the assessment and therefore demonstrated high quality of public interest journalism in relation to the rights of RMs.

**Indicator-wise performance of stories:** Since each indicator was measured against 52 non-legacy and 48 legacy digital media stories, Chapters 2 and 3 provide indicator-wise analysis of the number of stories against the assessment criteria. For example, these chapters share information such as how many legacy and non-legacy digital media stories specified a public interest angle while reporting on issues related to RMs.

**Comparative analysis:** Chapter 4 provides a comparative analysis of the indicator-wise performance of the legacy and non-legacy digital media content to examine which media

type might have covered the rights of RMs more inclusively and sensitively.

## Section 2: Survey of DigiMAP journalists

The second section is based on a survey of journalists who produced stories on the rights of RMs for DigiMAP journalism platforms. A total of 26 journalists were sent the survey questionnaire, which is provided as *Annexure III*. Out of the 26 journalists, 18 responded to the survey giving a nearly 70% response rate. The responses were analyzed to identify patterns in the experiences reported by the journalists. Chapter 5 shares the findings of the survey, including information about the challenges the digital journalists faced while reporting on the rights of RMs.

### Limitations of the research

The research study has the following limitations:

- While the content analysis done for the study considers DigiMAP and legacy media as experimental group and control group respectively in terms of the variable of technical support provided for content production, this is not a purely scientific system as the control group was operating outside the influence of the study and its performance could have been affected by various other factors, such as the pressure of the daily news cycle or organizational policies.
- The findings are based on a limited selection of news items and a specific set of indicators. Therefore, the findings are indicative of the characteristics found in the sample but may not be generalizable to coverage of RMs outside these criteria.
- Journalists who produced stories on RM issues for legacy media websites were not included in the survey of practitioners. Therefore, the research does not claim to comment on the challenges legacy media journalists might have faced in reporting on the rights of RMs.
- The research provides an analysis of news quality from a purely journalistic perspective. Whether or not the RM groups for whom the stories were written agree with the quality assessment provided by this report is unknown. Future research can look into this question.

# Section 1: Content Analysis

The chapters in this section provide the findings of the content analysis of coverage given to rights of RMs by legacy and non-legacy digital media during the monitoring period.

## Chapter 1:

# ■ Public Interest Journalism Content – Ranking against the Quality Indicators

---

As described in the previous chapter, each story in the sample was assigned a 0 or 1 value against five quality journalism indicators and six cross-cutting indicators based on fulfillment of the indicator question. Each story could therefore get a maximum of 11 points in the evaluation.

As a result, the study was able to determine an overall ranking of the stories, which shows the total number of stories that performed well on the 11-indicator list. This chapter shares the major findings of the story-wise ranking.

### **Ranking of DigiMAP stories**

Out of the 52 stories produced by DigiMAP, 40 stories secured over 50% of the total 11 points. This means that three in every four DigiMAP stories about RMs met at least half of the indicators specified for journalism quality and inclusive coverage.

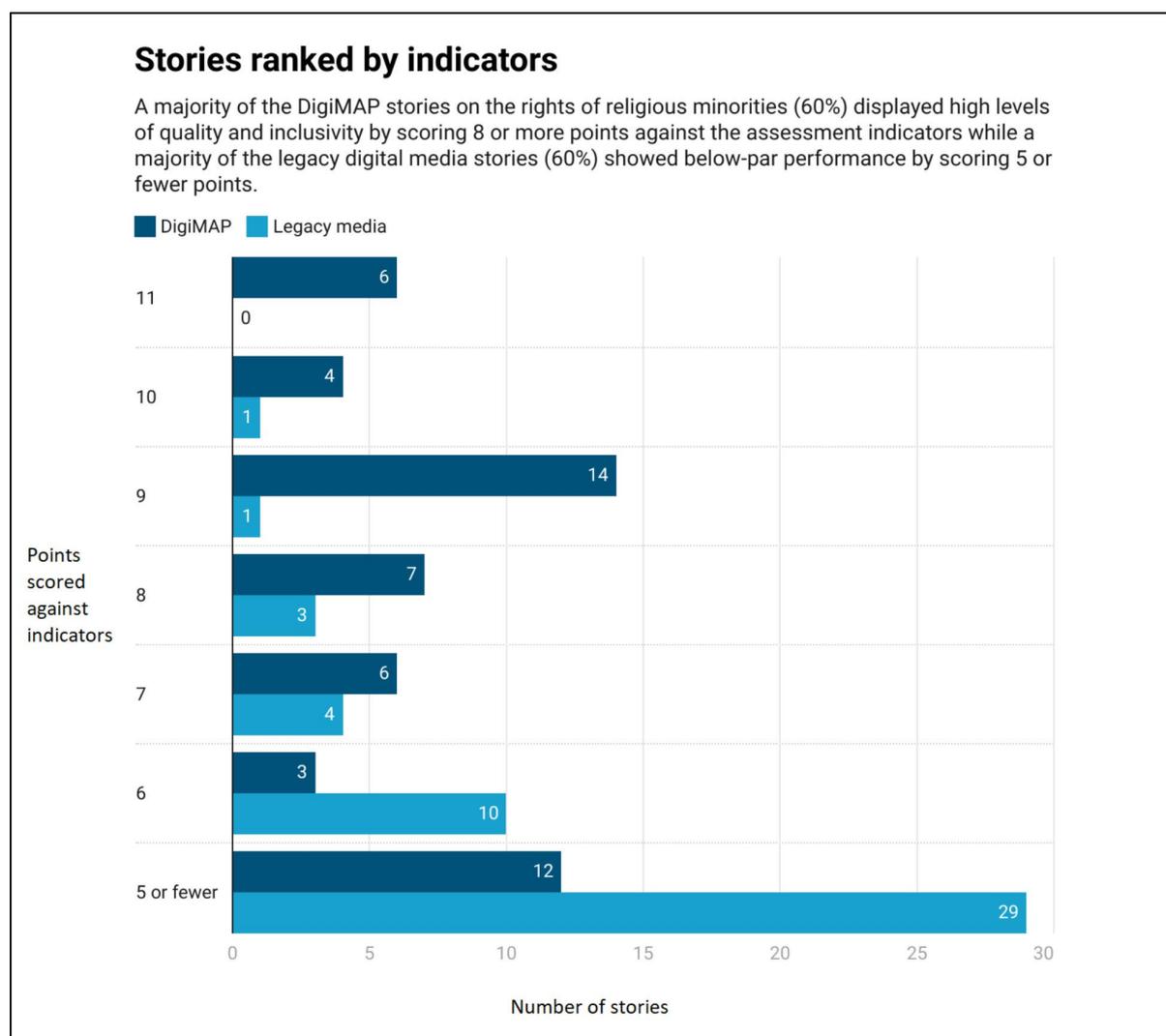
These DigiMAP stories included six stories that received the full 11 points. Only 12 stories produced by DigiMAP (or around 23% of the total 52 stories) showed below par performance because they got fewer than 50% of the maximum 11 points.

### **Ranking of legacy media stories**

Of the 48 stories monitored from selected legacy digital media, only 19 stories achieved 50% or more points out of the total 11 points available. This means that only 40% of the legacy digital media stories met at least half of the indicators specified for journalism quality and inclusive coverage.

None of the 48 legacy media stories on RMs received the full 11 points. A total of 29 stories (or 60%) showed below par performance for journalism quality and inclusivity by securing fewer than 50% of the maximum 11 points.

**Figure 1 Comparative ranking of DigiMAP and legacy digital media stories**



## Chapter 2:

# Indicator-wise Assessment of the Content Produced by DigiMAP

This chapter provides indicator-wise assessment of the news content produced by members of DigiMAP on the rights of RMs.

### ***Quality journalism indicator 1: Does the story clearly / explicitly include a sub-theme to the main theme?***

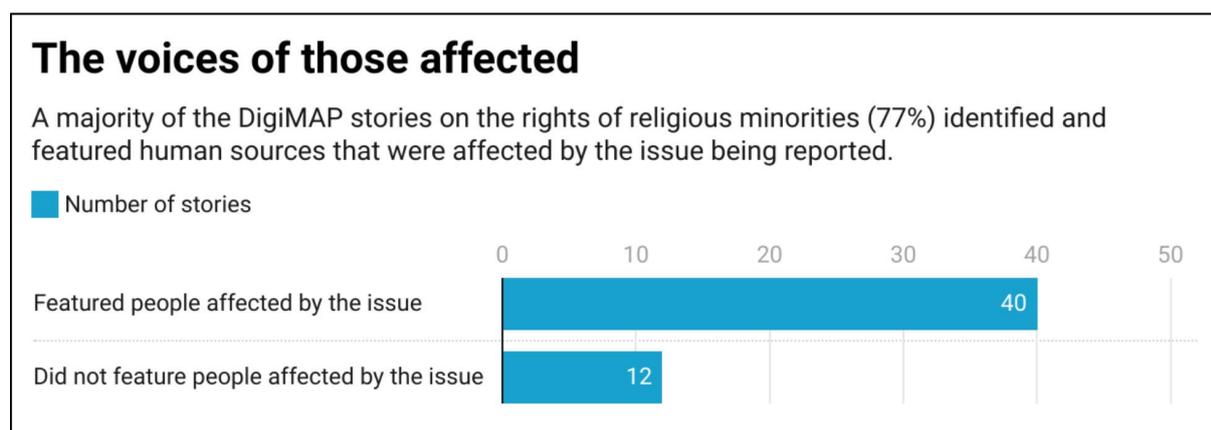
The public interest journalism content produced by members of DigiMAP was required to examine one principal theme, for example health, education or livelihood, with respect to one or more religious minorities. The first quality journalism indicator checked whether or not the stories clearly specified a sub-theme to establish a thematic focus for the story. For example, if the story theme was education with regards to religious minorities, then the sub-theme would specify the particular focus of the story within the education theme, such as curriculum development or higher education etc.

The data shows that all 52 DigiMAP stories clearly and explicitly included a sub-theme in connection with the main theme of the story. Therefore, this indicator was covered by 100% of the content produced by DigiMAP.

### ***Quality journalism indicator 2: Does the story feature a named actual person linked to the sub-theme?***

The purpose of this indicator was to ensure that the stories included case studies of actual people affected by the issue and were not based on any hypothetical assumption. Data shows that 40 out of 52 DigiMAP stories (or 77%) featured human sources related to the issue being reported.

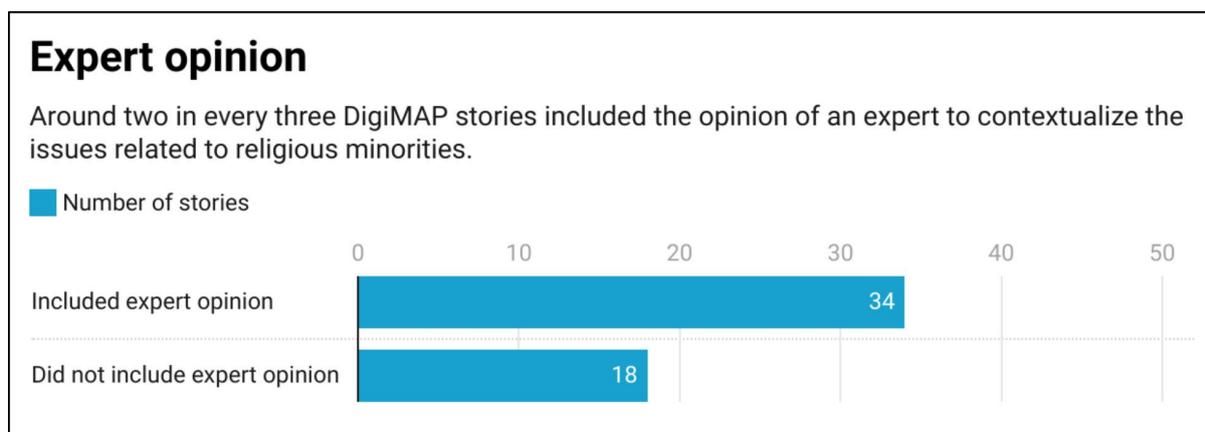
**Figure 2 DigiMAP: Number of stories featuring actual persons**



**Quality journalism indicator 3: Does the story include the opinion of an expert person relevant to the sub-theme?**

Expert opinions typically improve the quality of public interest journalism by contextualizing information and providing important explanations. According to the assessment, a majority of the DigiMAP stories (34 out of 52, or 65%) quoted opinions of relevant experts in connection with the focus of the story.

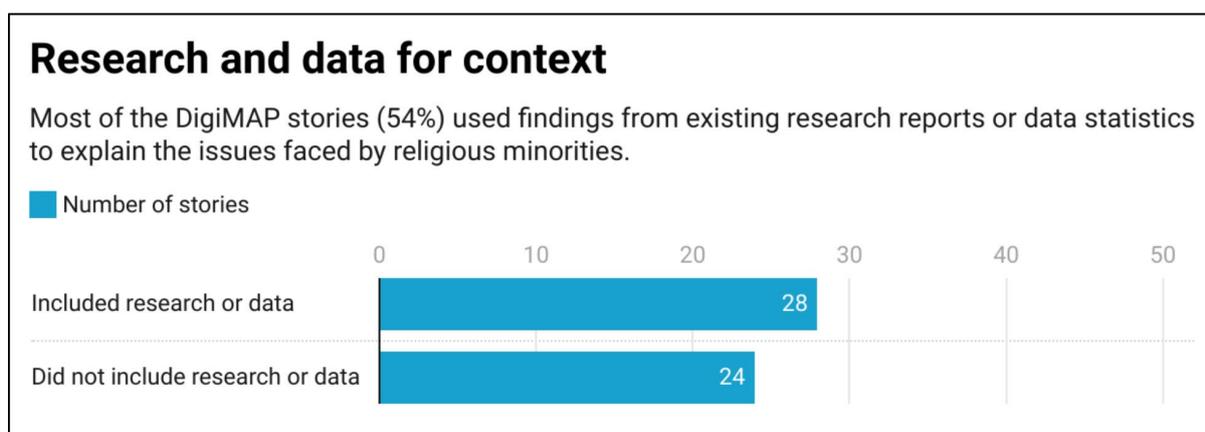
**Figure 3 DigiMAP: Stories having opinion of experts**



**Quality journalism indicator 4: Does the story use existing research / data on the sub-theme establishing a broader context?**

This indicator checked whether or not the stories used reliable data and research material to: (i) broadly contextualize the story; (ii) establish authenticity of the content; and (iii) link the report with existing body of research evidence. Assessment of the stories indicates that most of the DigiMAP stories (28 out of 52, or 54%) used existing research or data to establish a broader context for the issues faced by RMs.

**Figure 4 DigiMAP: Stories using existing research on sub-theme**

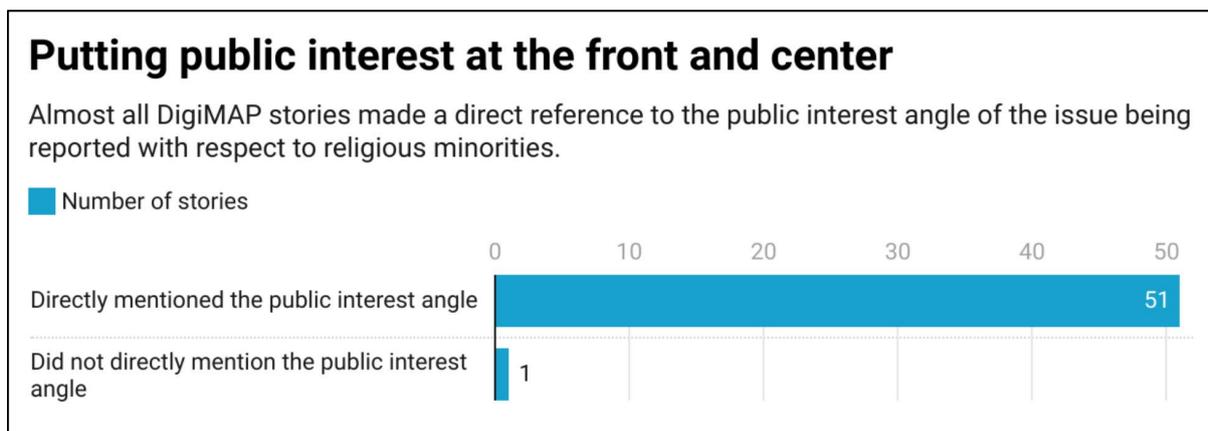


**Quality journalism indicator 5: Does the story explicitly emphasize a public interest angle explaining its significance to media consumer?**

While it is important for quality journalism to tell the stories of people affected by an issue, it is also necessary that the stories convince the news audience about how the issue affects the larger public interest. The articulation of the public interest dimension in a story increases its impact.

As per the data, almost all the DigiMAP stories on the rights of RMs (98%) directly emphasized the public interest angle to explain the significance of the issue being discussed for the audience.

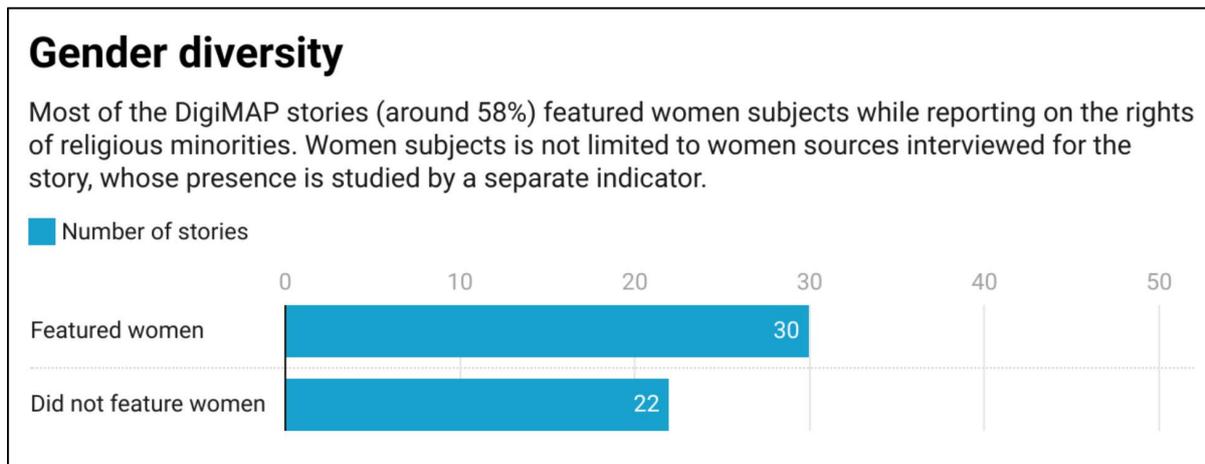
**Figure 5 DigiMAP: Stories explicitly emphasizing a public interest angle**



**Cross-cutting indicator 1: Are women featured in the story?**

The diversity of perspectives in a news story is a key feature of the overall diversity of public interest journalism content. This indicator looked at diversity in content by identifying if women subjects were featured in the stories being reported on the issues of RMs. According to assessment data, a majority of the DigiMAP stories (30 out of 52, or 58%) featured women.

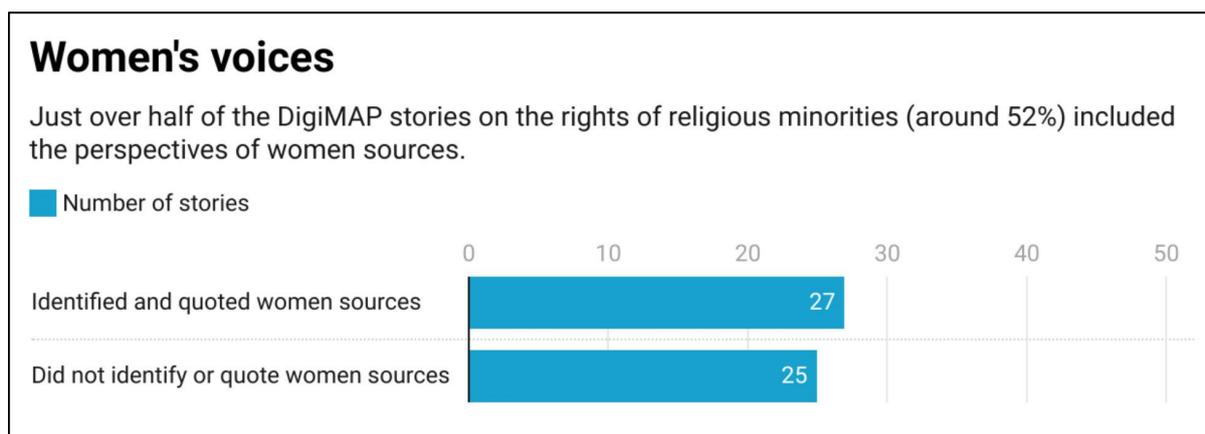
Figure 6 DigiMAP: Number of stories featuring women



**Cross-cutting indicator 2: Are the women featured in the story identified and quoted?**

News stories may be about women subjects without quoting or identifying them. Therefore, this cross-cutting indicator measured if the stories had actually quoted a woman source. The assessment of the stories shows that 27 out of 52 DigiMAP stories (or 52%) identified and quoted women sources in connection with the rights of RMs.

Figure 7 DigiMAP: Number of stories identifying and quoting women

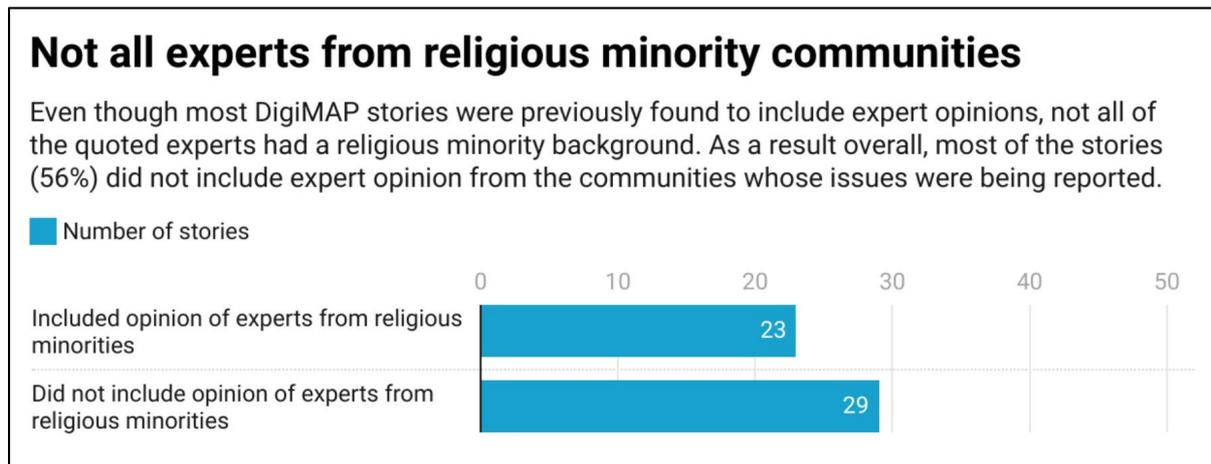


**Cross-cutting indicator 3: Does the story include opinions of identified experts with religious minority background?**

For stories on the rights of RMs, it is important that the coverage provides the opportunity for minorities to tell their own stories themselves rather than be talked about. One way to ensure this is through the inclusion of the opinion of experts with religious minority backgrounds. It is noteworthy here that, according to the data, only 44% (or 23 out of 52)

of the DigiMAP stories included opinions or quotes from experts with a religious minority background.

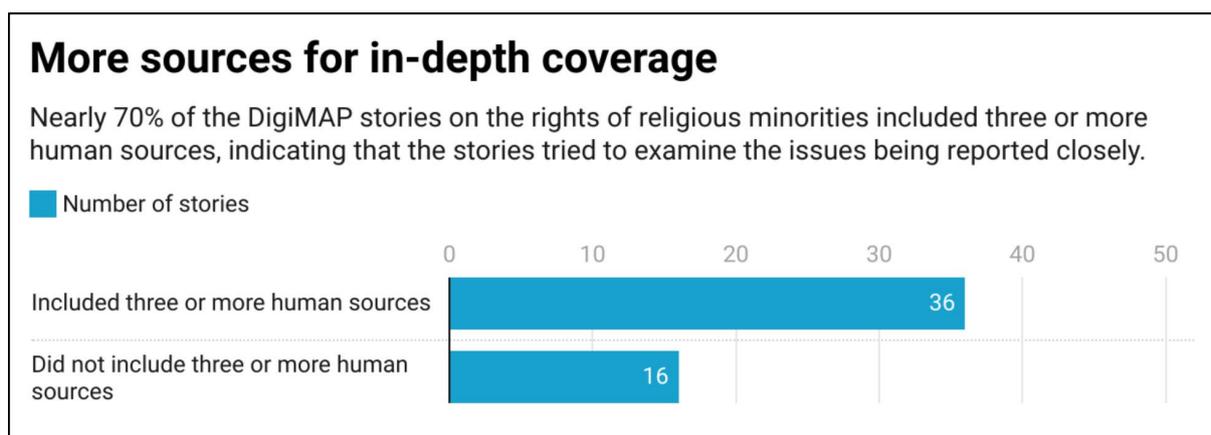
**Figure 8 DigiMAP: Stories having opinion of expert with religious minority background**



***Cross-cutting indicator 4: Does the story include three or more identified human sources of information?***

Having three or more relevant human sources of information in a story was another cross-cutting indicator for quality journalism content. According to the assessment, at least two in every three DigiMAP stories (36 out of 52) included three or more human sources.

**Figure 9 DigiMAP: Stories having three or more human sources of information**



***Cross-cutting indicator 5: Are the minorities portrayed in the story as a threat or with negative connotations?***

Previous research showed that religious minorities are mostly framed as victims of discrimination or as controversial groups in mainstream media coverage. Therefore, this

indicator checked if the minorities were portrayed negatively in the stories. The assessment of the content produced by DigiMAP shows that almost all the stories (around 96%) DID NOT portray RMs as a threat or with a negative connotation.

**Table 2: Stories portraying RMs as threat or with a negative connotation**

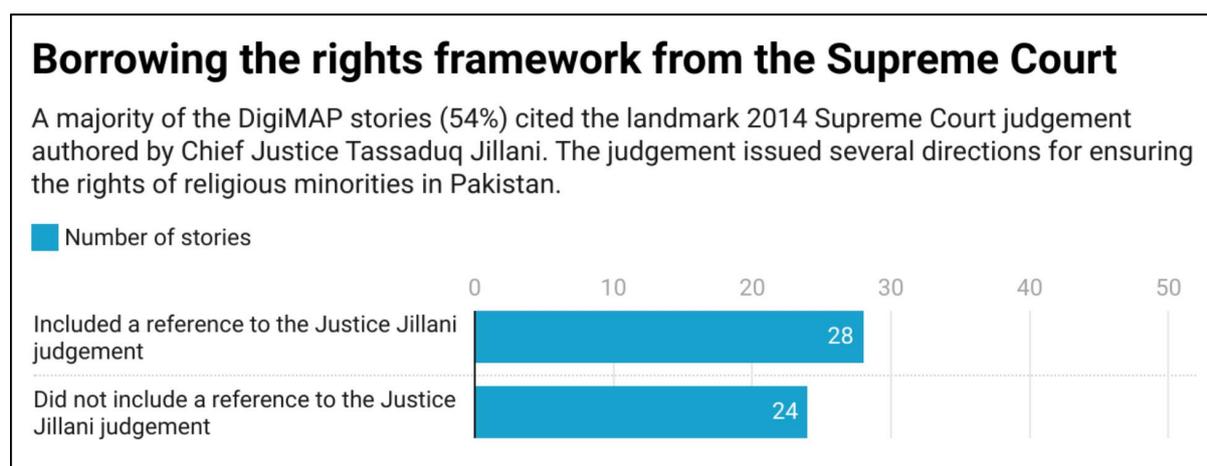
Minorities portrayed in the story as a threat or with negative connotations	
Yes	2
No	50

***Cross-cutting indicator 6: Does the story cite the Justice Tasadduq Jillani verdict on the protection and promotion of minority rights issued in 2014?***

The 2014 Supreme Court judgment authored by former Chief Justice Tasadduq Jillani issued several directions to ensure the rights of religious minorities in Pakistan. The landmark judgment provides a human rights framework for news reporting on the issues faced by RMs.

This indicator checked whether or not the news coverage of RMs was alert to the significance of the Jillani judgment. The data shows that most of the DigiMAP stories (28 out of 52, or 54%) covered one or more than one aspects of Justice Jillani judgment.

**Figure 10 DigiMAP: Stories covering Justice Jillani Judgment**



## Chapter 3:

# Indicator-wise Assessment of the Legacy Digital Media Content

This chapter presents the indicator-wise assessment of the news reports related to RMs published by the selected legacy news websites. As mentioned earlier, a total of 48 stories were found related to the issues of religious minorities on these websites during the time period for content analysis. Following are the findings of the assessment.

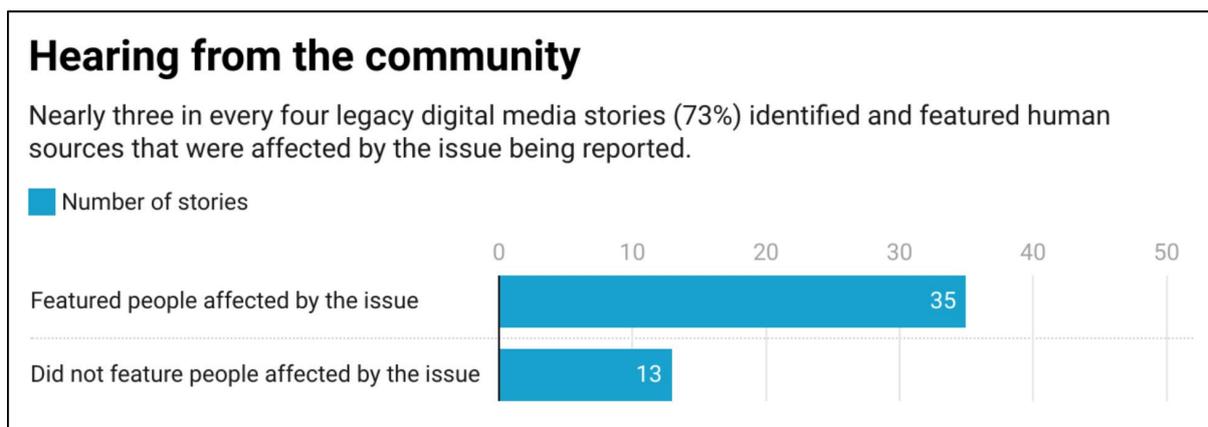
### ***Quality journalism indicator 1: Does the story clearly / explicitly include a sub-theme to the main theme?***

The data shows that a majority of the stories published by the legacy media websites (42 out of 48, or 87%) clearly mentioned a sub-theme to establish the thematic focus. Only around one in every 10 legacy media stories on the issues of RMs did not mention a sub-theme.

### ***Quality journalism indicator 2: Does the story feature a named actual person linked to the sub-theme?***

According to the information collected and assessed, 35 of the 48 (or 73%) of the stories published by legacy media websites featured a human source linked to the RM issue being discussed.

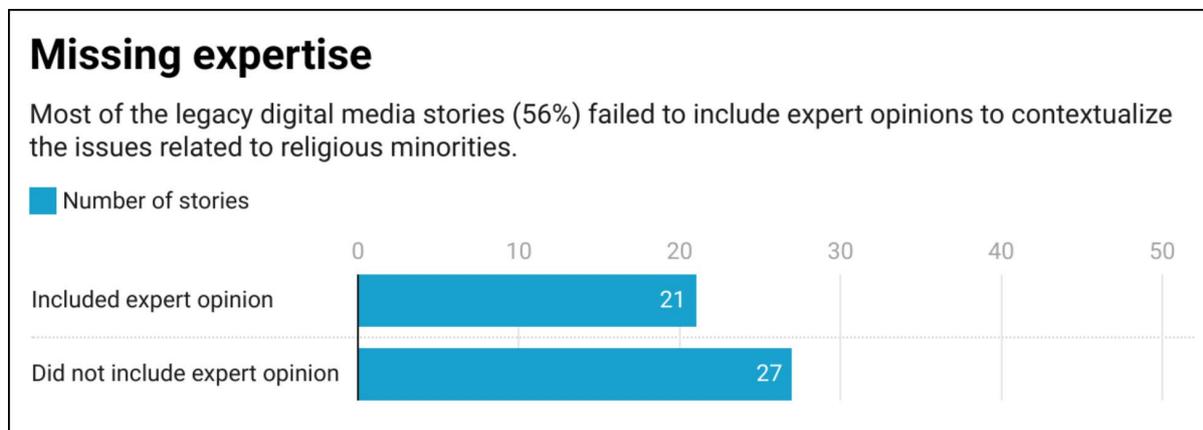
**Figure 11 Legacy digital media: Number of stories featuring actual person**



### ***Quality journalism indicator 3: Does the story include the opinion of an expert person relevant to the sub-theme?***

The stories on RMs by legacy digital media appeared to be lacking in terms of expert opinion. As per the assessment, a majority of the legacy media stories (27 out of 48, or 56%) did not include the opinion of an expert in connection with the issue being reported.

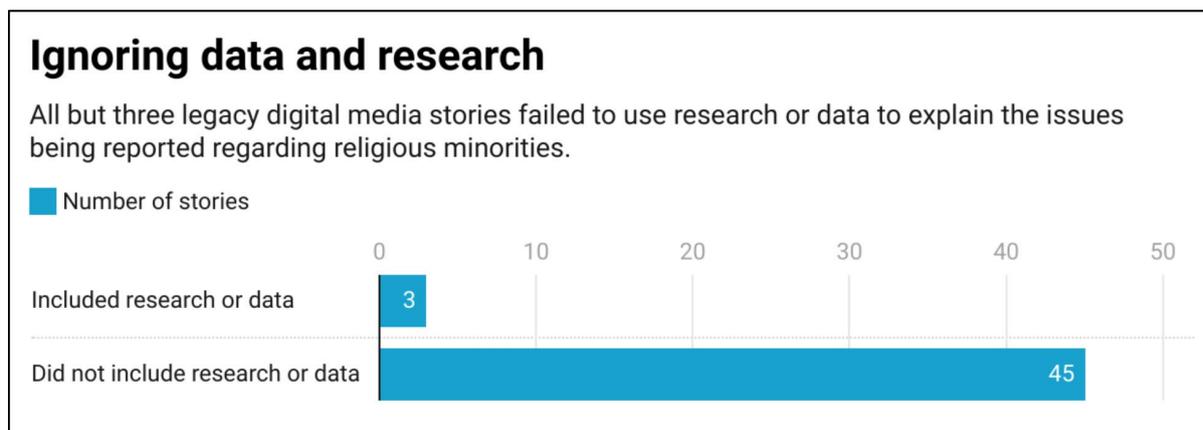
**Figure 12 Legacy digital media: Stories having opinion of expert person**



**Quality journalism indicator 4: Does the story use existing research / data on the sub-theme establishing a broader context?**

Legacy media coverage of RMs also did not rely on research or data mostly. A vast majority of the stories (45 out of 48, or 94%) did not cite any data or research to discuss the issue being reported. According to the data, only 3 out of the 48 stories (a paltry 6%) used research or data to contextualize the issue.

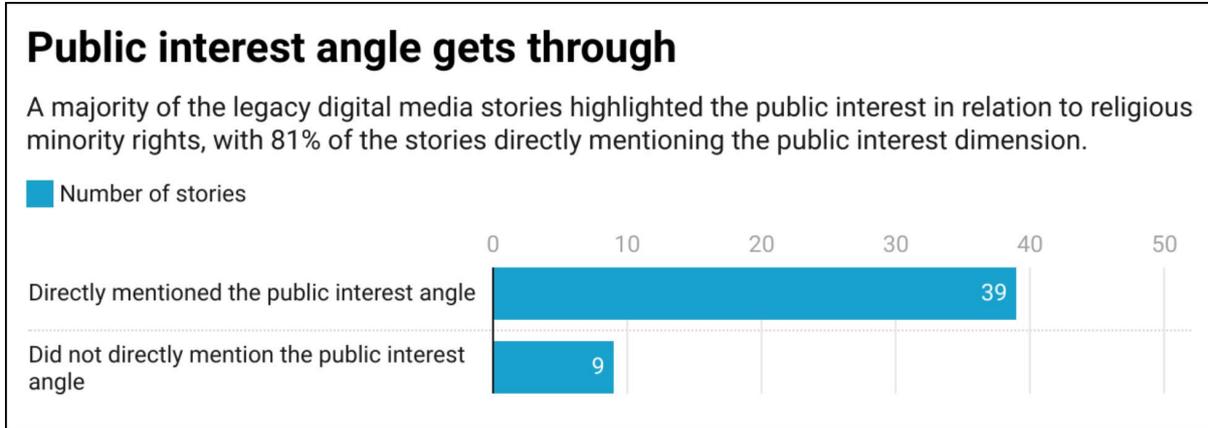
**Figure 13 Legacy digital media: Stories having reference of existing research**



**Quality journalism indicator 5: Does the story explicitly emphasize a public interest angle explaining its significance to media consumer?**

A direct reference to the public interest dimension can help the larger news audience understand the significance of the issues faced by RMs. A majority of the stories published by legacy media websites succeeded in doing this. Just over 80% of the news stories specified the public interest angle.

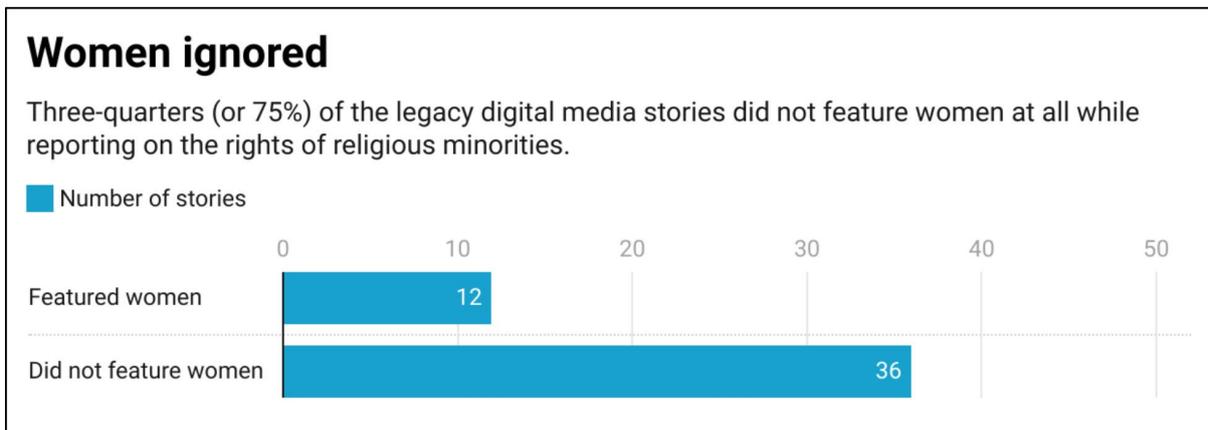
**Figure 14 Legacy digital media: Number of stories having public interest angle**



***Cross-cutting indicator 1: Are women featured in the story?***

Women were largely ignored in the stories on the issues of RMs published by legacy media websites. Only a quarter of the legacy digital media stories on RMs featured women as subjects of the news reports.

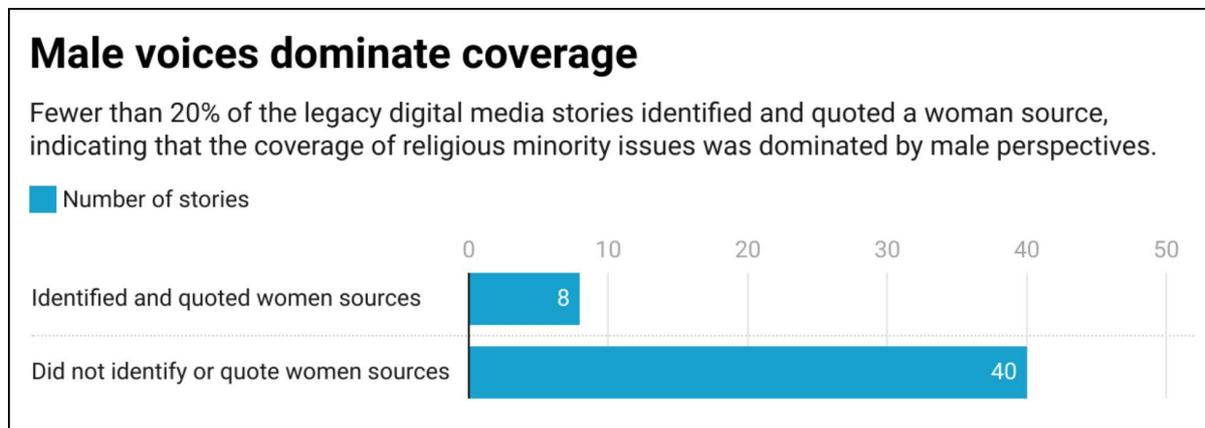
**Figure 15 Legacy digital media: Number of stories featuring women**



***Cross-cutting indicator 2: Are women featured in the story identified and quoted?***

Even fewer stories included quotes from women sources. Only 8 out of 48 stories (17%) identified women and featured their comments while 83% of the stories neither identified a single woman related to the issue being reported nor quoted them.

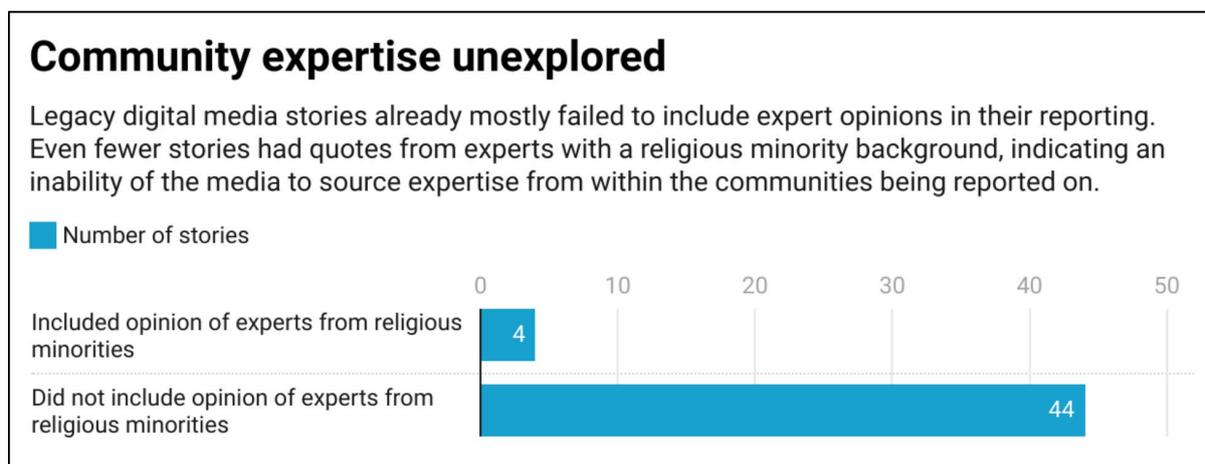
**Figure 16 Legacy digital media: Stories quoting or identifying women**



***Cross-cutting indicator 3: Does the story include opinions of identified experts with religious minority background?***

According to the assessment, only 4 out of the 48 stories published by legacy media websites (or 8%) included opinions of identified experts with religious minority backgrounds.

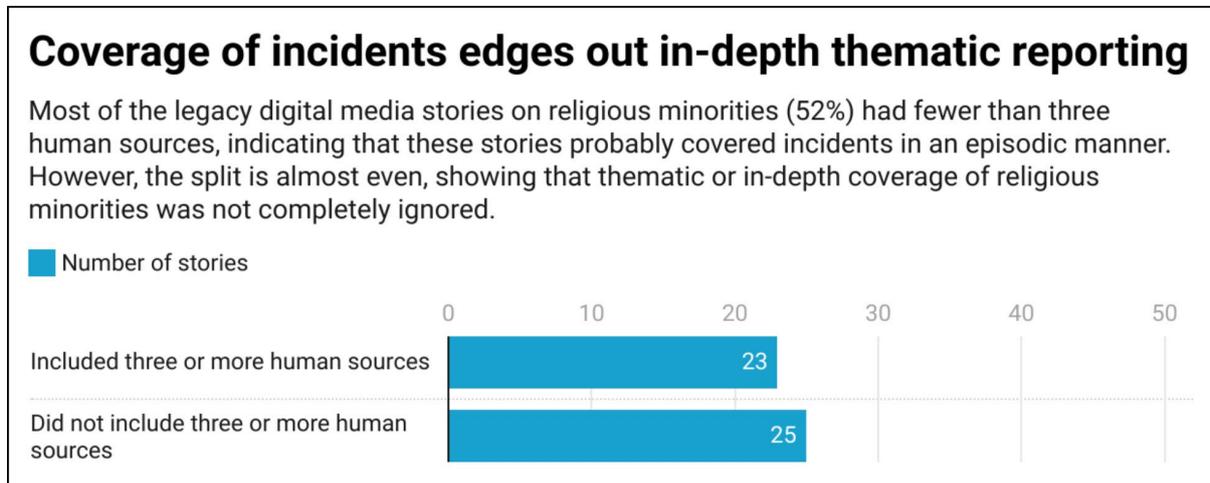
**Figure 17 Legacy digital media: Stories quoting experts with religious minority backgrounds**



***Cross-cutting indicator 4: Does the story include three or more identified human sources of information?***

Most of the stories on RMs published by legacy media websites (25 out of 48, or 52%) did not include three or more identified human sources of information.

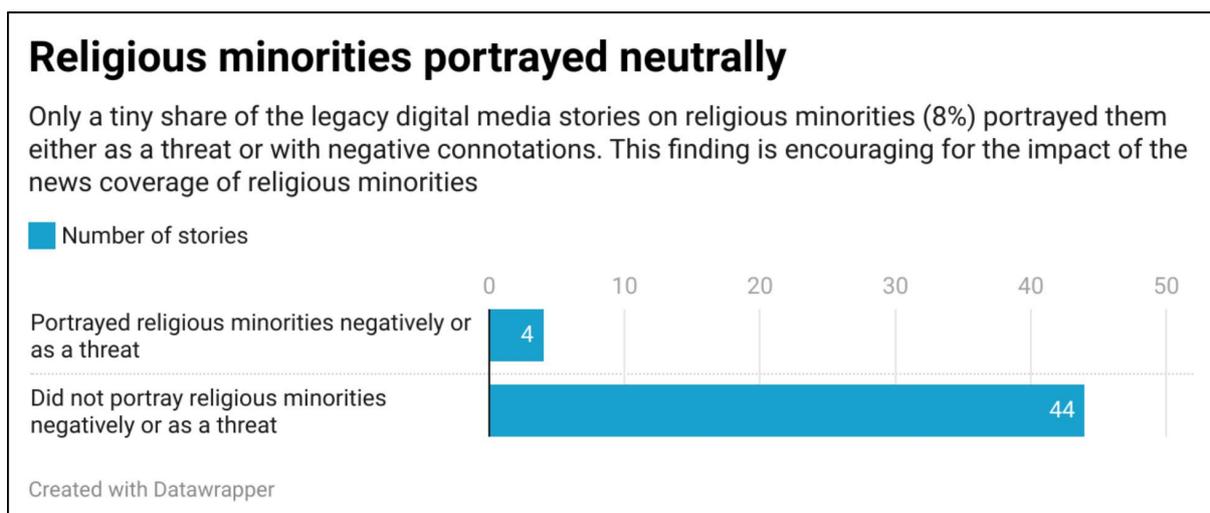
**Figure 18 Legacy digital media: Stories with three or more human sources of information**



***Cross-cutting indicator 5: Are the minorities portrayed in the story as a threat or with negative connotations?***

A vast majority of the stories on RMs published by legacy media websites were not hostile towards the minority groups. The data shows that only four out of the 48 stories (or 8%) portrayed the minorities as a threat or with negative connotation.

**Figure 19 Legacy digital media: Stories portraying RMs as a threat or with negative connotation**



***Cross-cutting indicator 6: Does the story cite the Justice Tasadduq Jilani verdict on the protection and promotion of minority rights issued in 2014?***

Even though the Supreme Court continues to monitor the implementation of the 2014 Justice Jilani judgment on the rights of religious minorities, the legacy media appears to have forgotten about it. According to the assessment, none of the 48 stories on the issues of RMs published by the legacy media websites during the monitoring period cited the judgment.

## Chapter 4:

# ■ Comparative Analysis of DigiMAP and Legacy Media Coverage

---

This chapter provides a comparative content analysis of the news stories produced by DigiMAP and legacy media websites on the rights and issues of RMs.

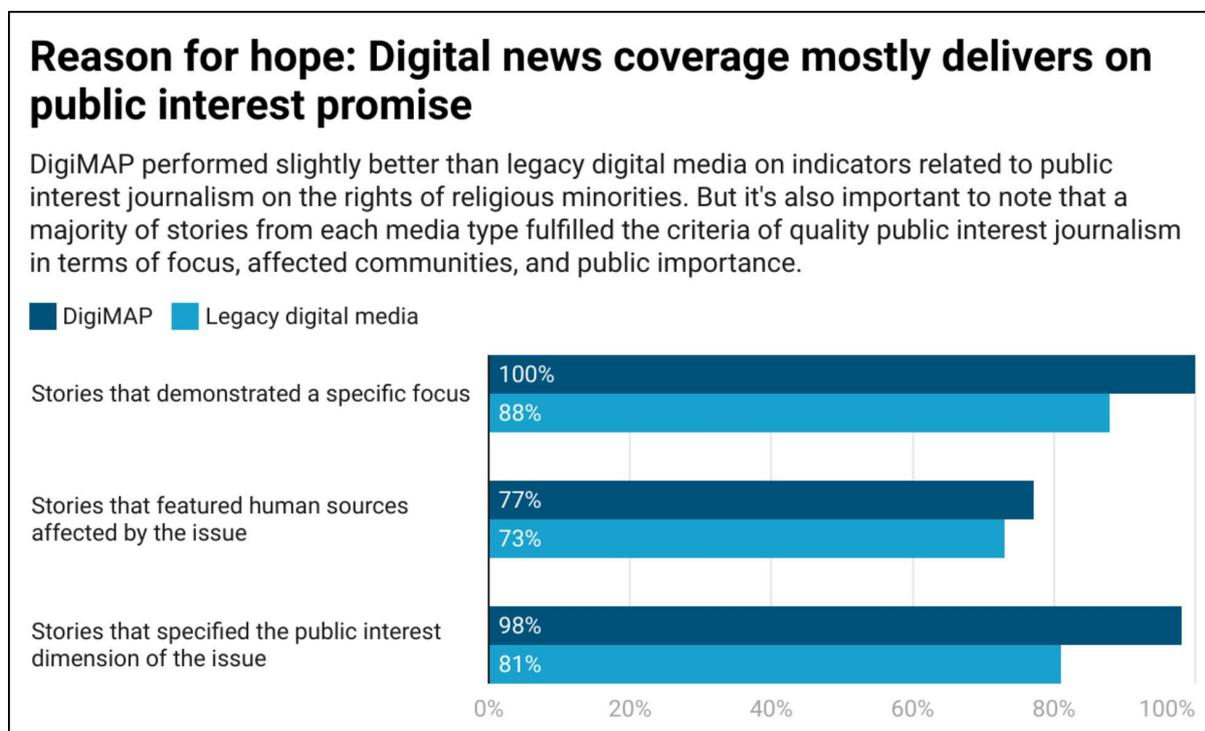
**Public interest dimensions of news stories – Non-legacy digital media performs slightly better than legacy media:** While a majority of stories produced by both legacy digital media and DigiMAP fulfilled the public interest indicators, DigiMAP members showed slightly better performance than legacy media websites at upholding the public interest.

All 100% of the stories produced by DigiMAP had a specified thematic focus with respect to the RM issues being discussed compared to 88% of the stories produced by legacy media websites. Around 98% of the DigiMAP stories on RMs also directly specified the public interest angle of the story compared to 81% of the legacy media stories.

In terms of including identified human sources related to the issue being reported, the performance of the two media types was closer in comparison. Around 77% of the DigiMAP stories included identified human sources while 73% of legacy media stories did the same while reporting on RMs.

The overall performance of both DigiMAP and legacy digital media coverage on RMs in terms of public interest dimensions was encouraging and shows that most news stories are at least highlighting the public importance of their reporting about minorities.

**Figure 20 Comparing DigiMAP and legacy media coverage: Public interest journalism dimensions**



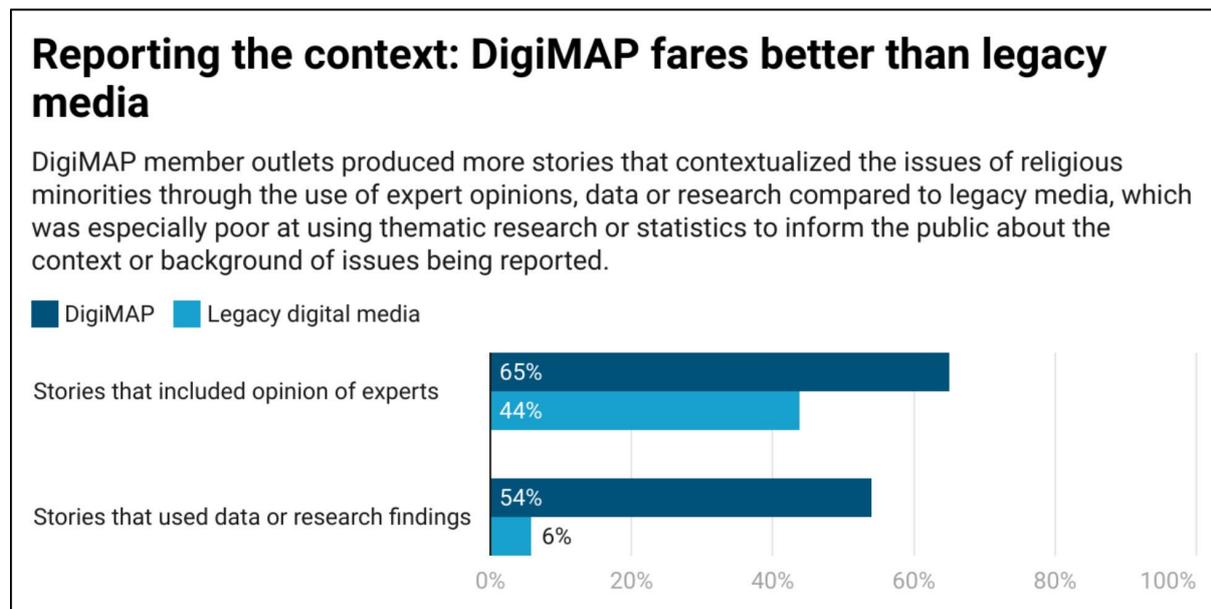
**Contextualizing the coverage – Legacy media struggles to show up:** Most legacy digital media stories on the issues of RMs were marked by a lack of expert opinions and the unavailability of data or research evidence to provide the background of the issues being reported. In comparison, DigiMAP stories on RMs did much better. While around 65% of the DigiMAP stories included the opinions of experts, less than half (or 44%) of the legacy digital media stories featured expert opinion.

DigiMAP stories mostly interviewed experts to explain thematic issues, such as specific legislation about religious minorities or the potential impact of the single national curriculum. On the other hand, legacy digital media stories were more likely to include the opinions of experts only when reporting on events that naturally included statements from experts, for example a Tribune article that was based on the coverage of a seminar on the empowerment of minorities or a Dawn report of a press conference by a Balochistan senator on the preservation of Hindu temples.

Similarly, only 6% of legacy digital media stories on RMs included any data or research findings to provide context to the news audience. In comparison, a majority of DigiMAP stories (or 54%) featured research evidence or statistics to frame the coverage. Examples of DigiMAP coverage that featured expertise or data included news articles on population census statistics of minorities and the provision of security for minorities’ places of worship in Sindh, among others.

The lack of data or research in legacy media coverage of RM issues might also be due to the fact that most of the legacy media reporting on RMs was based around incidents, events or statements issued in reaction to current affairs developments regarding minorities. In contrast, DigiMAP coverage of the rights of RMs was mostly thematic and focused on larger issues and systemic problems thereby allowing the space for inclusion of data, research and expert opinions in the news reports.

**Figure 21 Comparing DigiMAP and legacy media coverage: Context**



**Inclusivity and diversity – Legacy media coverage fail the test:** The indicators regarding inclusivity and diversity checked for the inclusion of women subjects, women sources, experts with minority backgrounds and stories that included three or more human sources for in-depth coverage. Legacy digital media coverage of RMs performed poorly along almost all these indicators.

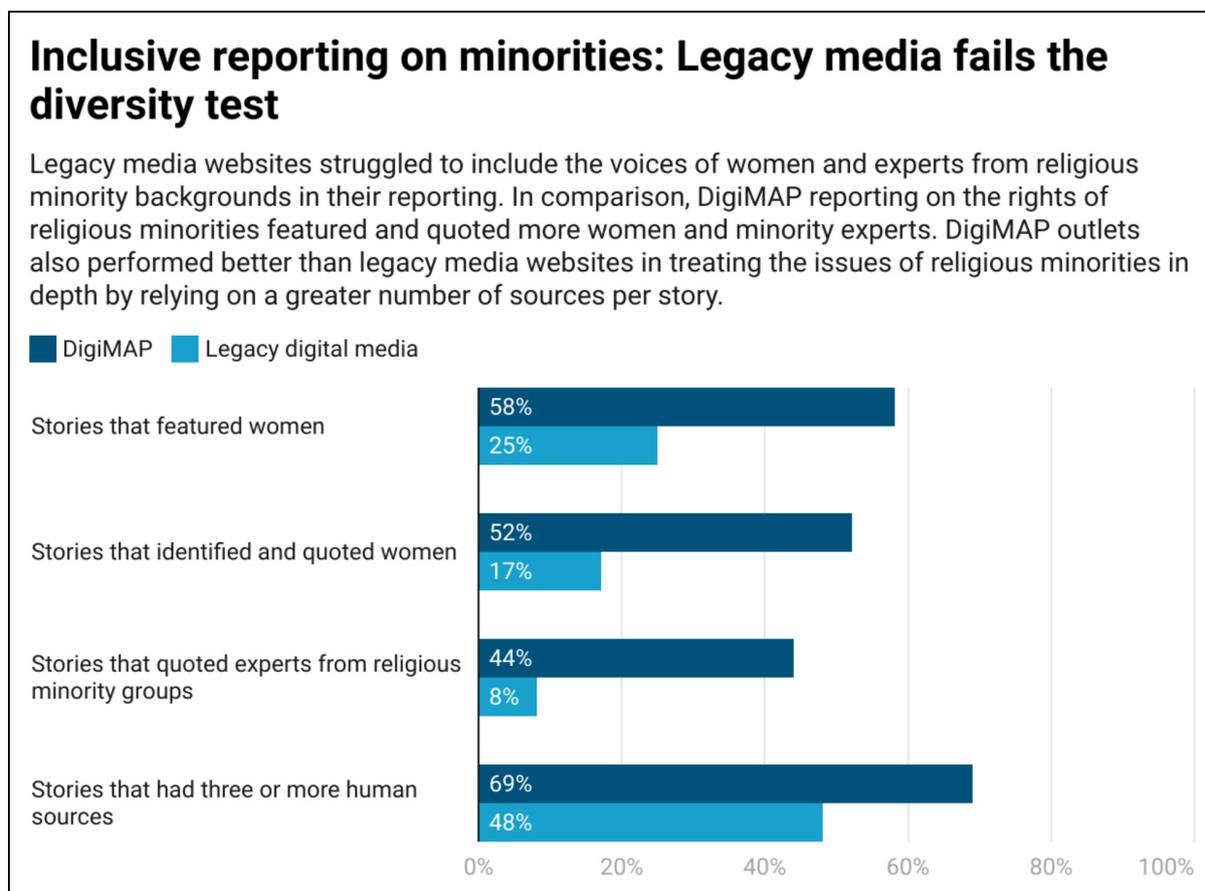
Only a quarter of the legacy digital media stories on RM issues featured women compared to around 58% of DigiMAP stories. In other words, DigiMAP stories were twice more likely to include women subjects in connection with the RM issues being reported than legacy media. Unsurprisingly then, legacy media coverage of RMs included even fewer women sources. Only 17% of the legacy media stories identified and quoted a woman source compared to 52% stories by DigiMAP. This means that DigiMAP journalism platforms were three times more likely to include women sources while reporting on the rights of RMs.

As previously noted, fewer legacy media stories had included expert opinions compared to DigiMAP. The share of experts with religious minority backgrounds was even less for the legacy media coverage, with only 8% of the total 48 stories including experts belonging to

minority backgrounds. In comparison, around 44% of the DigiMAP stories included experts from religious minority groups. These experts included lawyers, social activists, researchers and current or former member of national or provincial legislatures, among others.

The inclusion of women and experts from minority backgrounds is an important indicator of the diversity in news sourcing. If, as the data shows, legacy media are unable to include expertise from minority communities while reporting specifically on minorities’ issues, then arguably they might also be less likely to include minority sources in general news reporting. Legacy media coverage was slightly better in terms of the number of sources quoted, with just under half of the stories (or 48%) featuring three or more sources. But this performance was relatively poor, with around 69% of DigiMAP stories doing the same in comparison.

**Figure 22 Comparing DigiMAP and legacy media coverage: Inclusivity and diversity**

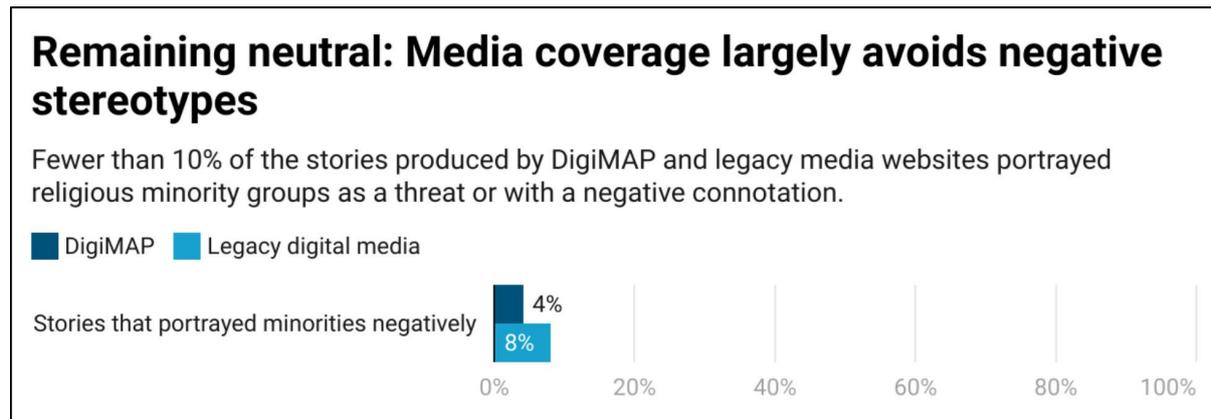


**Avoiding negative stereotypes – Coverage of RMs largely neutral:** Both DigiMAP and legacy digital media mostly remained neutral in their depictions of RMs.

Only a tiny share of stories from both DigiMAP and legacy digital media sources portrayed the RMs either as a threat or with a negative connotation. Even in these cases, it was mostly

an inadvertent or neutral reporting of facts. For example, for the legacy media coverage, a Dawn report about reservations expressed by clerics on the anti-forced conversion bill during an official consultation was found to portray minorities negatively but the report had mostly relayed what was said during the meeting.

**Figure 23 Comparing DigiMAP and legacy media coverage: Negative stereotypes**



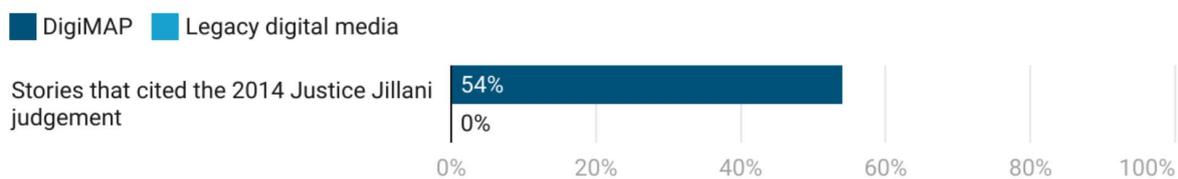
**The Jillani Judgment – Legacy media forgets Supreme Court ruling:** The 2014 Supreme Court judgment on the rights of religious minorities, authored by Justice Tassaduq Jillani, provides a human rights framework for the reporting and discussion of the issues of RMs in Pakistan. While a majority of the DigiMAP stories (54%) referred to the implementation of the Jillani judgment to report on RMs, none of the legacy digital media stories ever mentioned the landmark ruling.

This appears to be a glaring oversight by the legacy media because some of the stories monitored from legacy media for this study included incidents of attacks against places of worship and the Jillani judgment actually issued a directive for the safety of places of worship. The reference to the Jillani judgment as well as reporting on the status of its implementation could be a thematic reporting area that legacy media can explore regarding the rights of RMs.

Figure 24 Comparing DigiMAP and legacy media coverage: The Jillani judgment

### Human rights framework: Legacy media forgets landmark Supreme Court ruling on rights of religious minorities

None of the stories related to religious minorities published by legacy media websites made a reference to the 2014 Justice Jillani judgement. In comparison, a majority of DigiMAP stories invoked the ruling to frame the issues of religious minorities as human rights issues rather than religious matters.



## Section 2: Survey of DigiMAP Journalists

This section provides the findings from the survey of DigiMAP journalists about their experience of reporting on the rights of RMs.

### Chapter 5:

## ■ Survey Findings

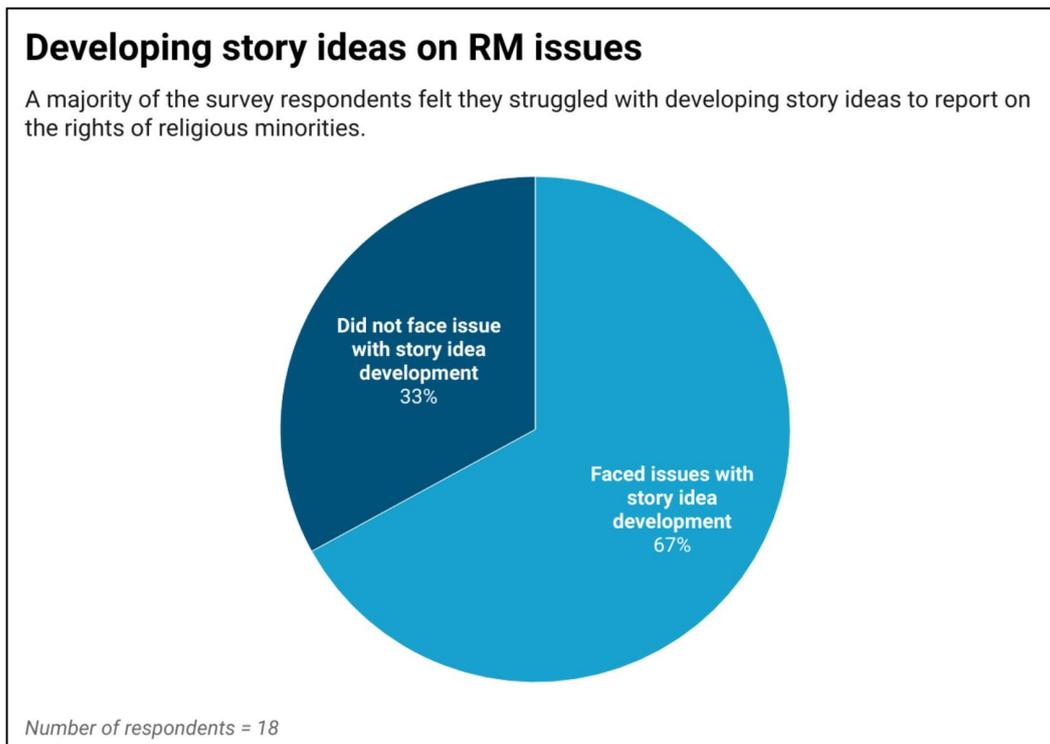
---

The results of the survey are based on responses of 18 journalists from DigiMAP member journalism platforms who produced stories on the rights of RMs during the monitoring period with support from IRADA and ADPM. The survey was conducted by Freedom Network (FN) in November, two months after the DigiMAP outlets had produced and published all their stories on the rights of RMs.

The survey respondents represented seven of the eight DigiMAP platforms involved in content production. The 18 respondents were based in 11 different cities spread across Pakistan's four provinces and the federal capital. The respondents included six women and 12 men. The respondents were asked questions about different kinds of challenges they might have faced before, during and after reporting and the kind of support they think would like to get in the future. The questionnaire is provided as *Annexure III*.

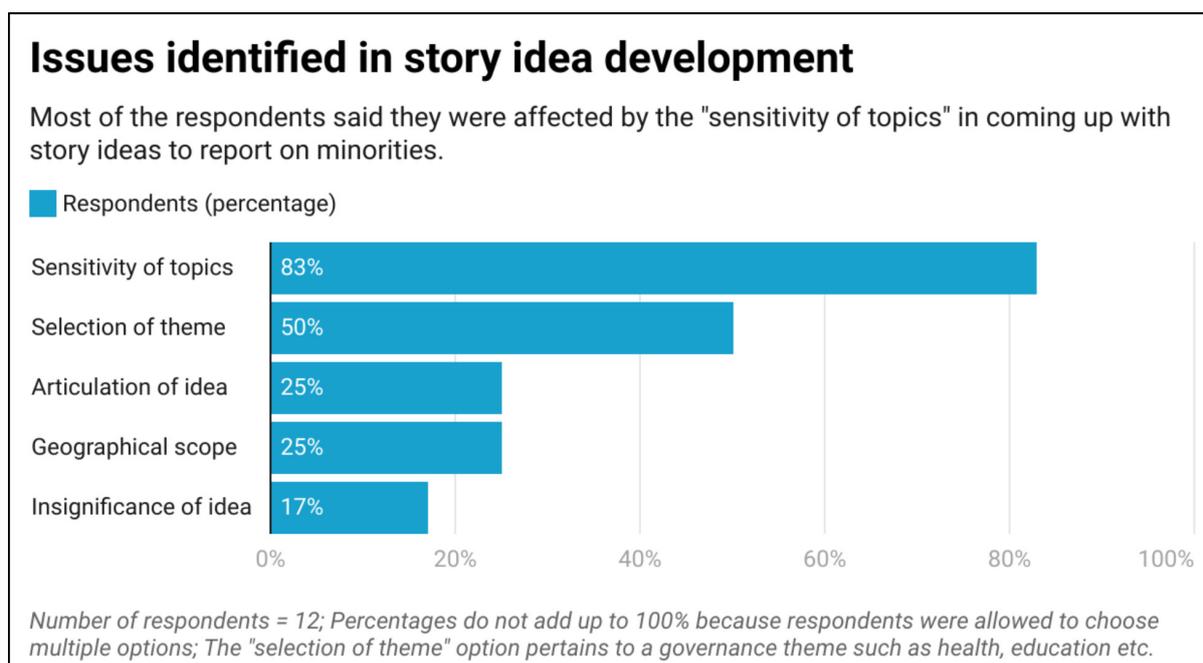
**Difficulties in story idea development:** Two-thirds of the respondents (or 12 out of 18) said they faced issues with developing story ideas to provide coverage on the rights of RMs.

**Figure 25 Survey: Story idea development**



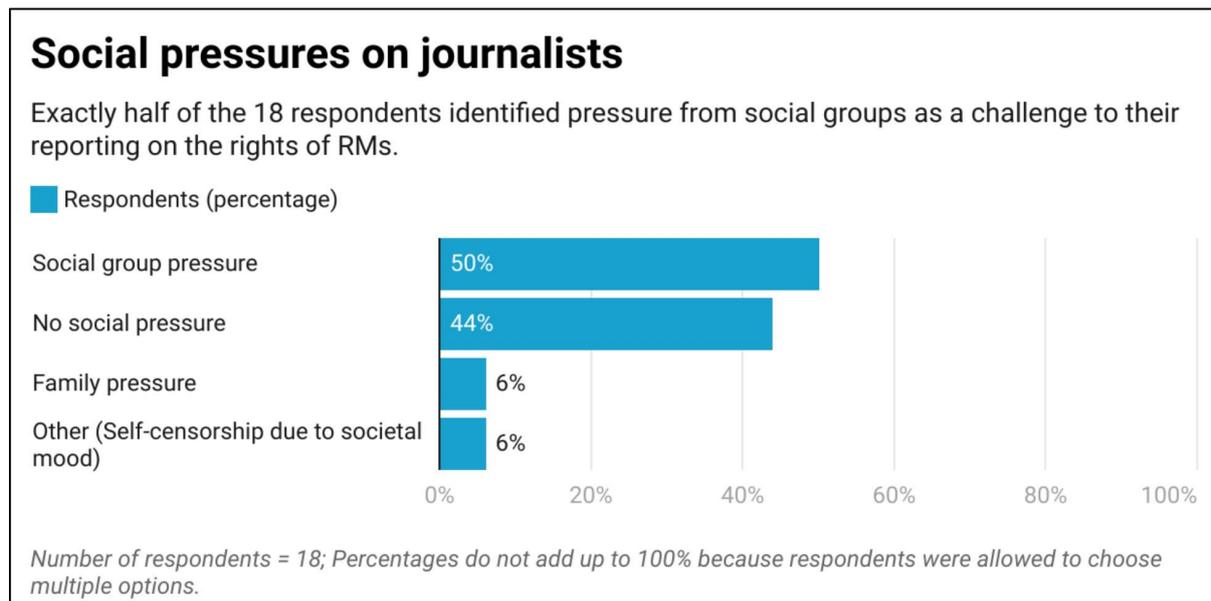
Out of the 12 respondents who faced issues, 83% identified that the sensitivity associated with news topics related to minorities made it challenging for them to develop their story ideas.

**Figure 26 Survey: Identified issues for story ideas**



**Social pressure:** Half of the respondents said they faced pressure from various social groups during their reporting. However, around 44% of the respondents said they did not face any social pressure.

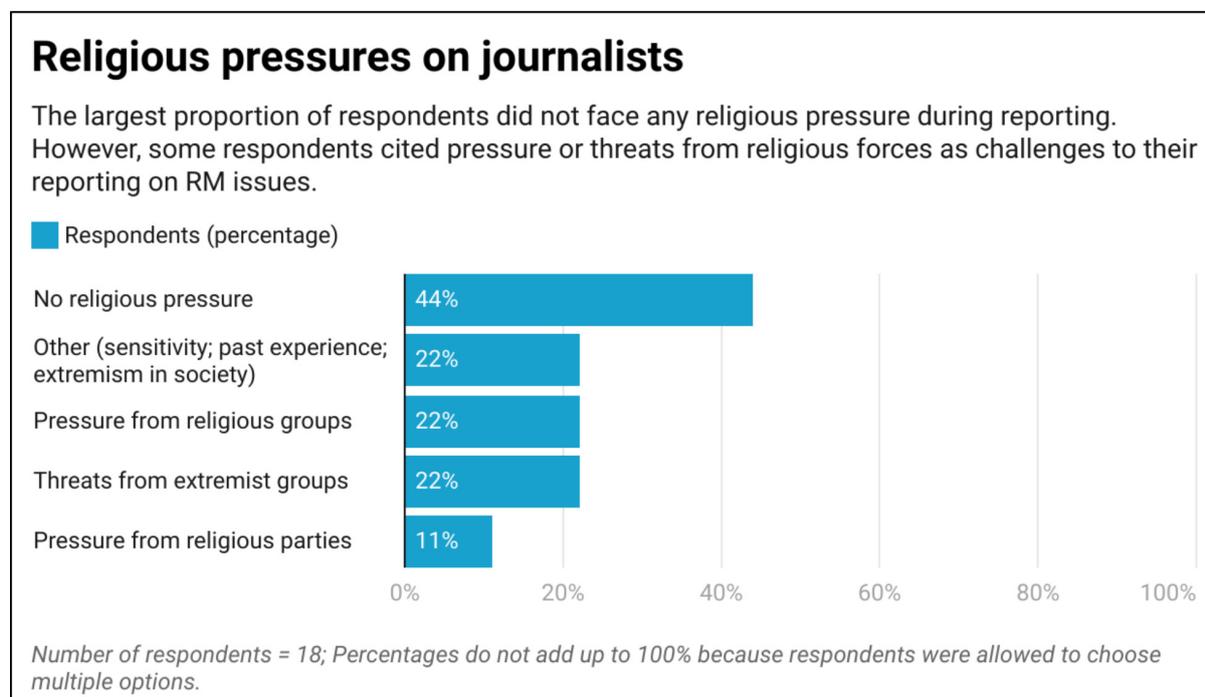
**Figure 27 Survey: Social pressures on reporting**



**Political pressure:** Just under 80% of the respondents said they did not face any political pressure while reporting on the rights of RMs. The remaining respondents said they faced pressure either from political parties, political leaders or elected representatives or some combination of these.

**Religious pressure:** Around 44% of the 18 respondents said they did not face any kind of religious pressure in their reporting. Around a quarter of the respondents, however, were worried about either the threats given by extremist groups or pressure from religious groups. Roughly another quarter of the respondents said they were either mindful of the overall sensitivity surrounding religious issues in Pakistan or had experienced direct threats in the past that informed their understanding of risks of reporting on religious minority issues.

Figure 28 Survey: Religious pressures on reporting

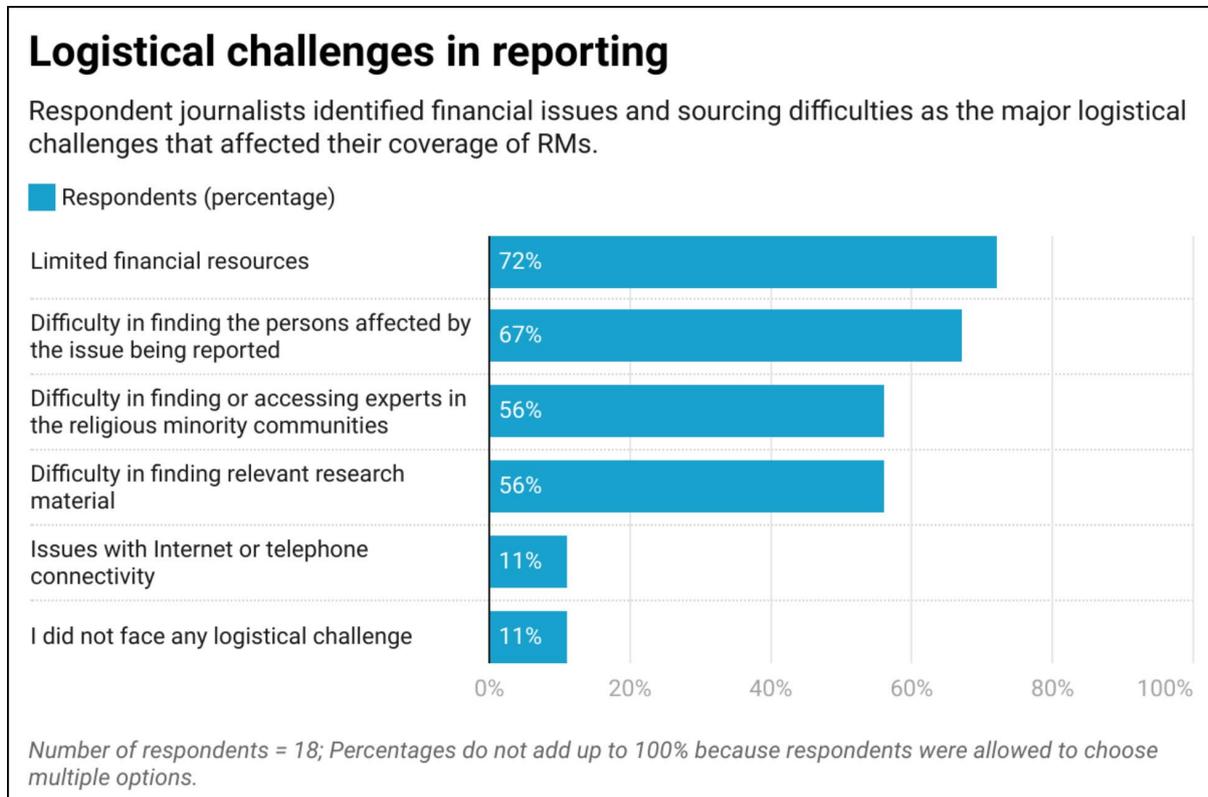


**Government pressure:** Half of the respondents said they did not face any government pressure while reporting on RM issues or after publication of their stories while nearly 45% of the 18 respondents said restrictions on access to both officials and official sources of information created a challenge for their reporting. Two respondents claimed to have received threats to get them to stop reporting on their stories.

**Legal pressure:** The majority of the respondents (56%) did not face any legal pressure. Around one-third of the respondents found either restrictions on or delays related to access to information to be legal hindrances for their news coverage of RMs.

**Logistical challenges:** Around 70% of the respondents felt limited financial resources affected their reporting. A majority of the respondents (56% each) also felt that the difficulty in accessing experts with religious minority backgrounds and the difficulty in finding relevant research material were challenges. Two-thirds of the 18 respondents said the difficulty in accessing people affected by the issue being reported was a logistical challenge as well.

Figure 29 Survey: Logistical challenges for reporting

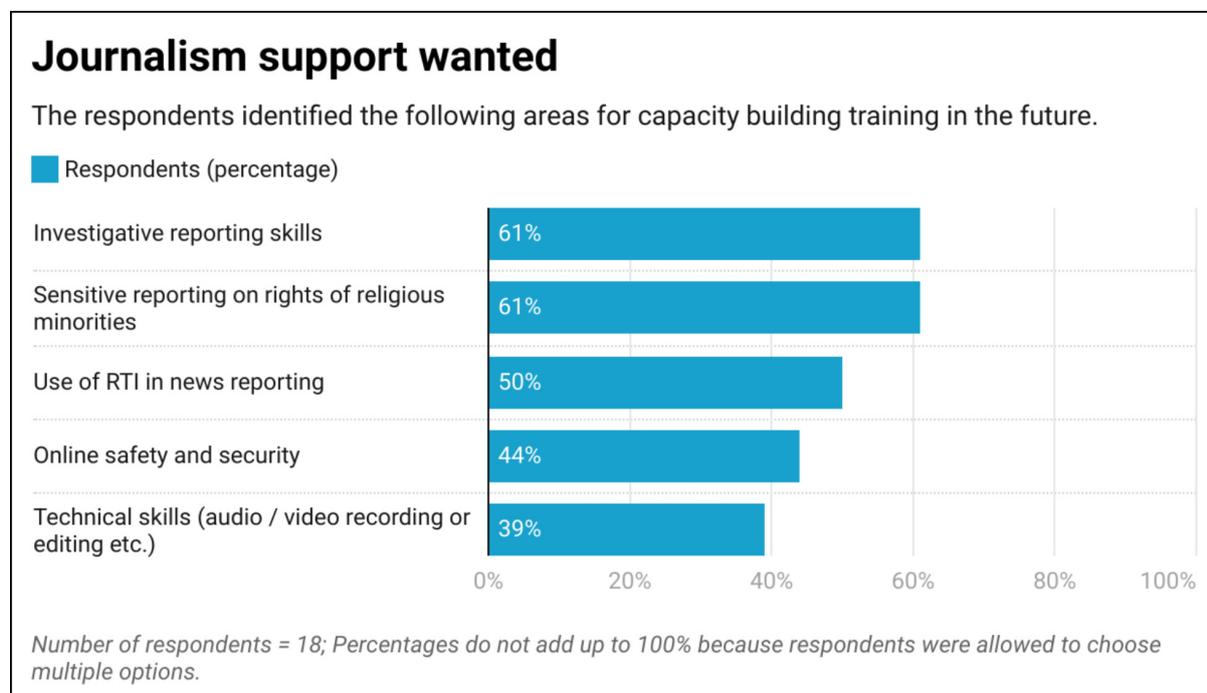


**Use of RTI:** Most of the respondents (56% or 10 out of 18) filed an RTI request to get information for their story. But out of these 56%, only one journalist claimed to have received full information within the legal timeframe. One in every four journalists who filed an RTI did not receive any information and either changed their story idea or sourced the information through alternative means.

**Awareness of minority rights:** All the 18 respondents said the process of news production and mentorship improved their level of awareness about the rights of religious minorities, with a majority of them suggesting their awareness level was “greatly improved”.

**Future support:** Most of the respondents identified ‘investigative journalism skills’ and ‘sensitive reporting on the rights of religious minorities’ as the areas where they would appreciate further training and support. These were followed by interest in training on the use of RTI for journalism as well as training on online safety skills.

**Figure 30 Survey: Journalism support**



## ■ Discussion and Recommendations

The study shows that the non-legacy independent journalism platforms (DigiMAP members) performed better than legacy media websites in producing public interest journalism on the issues of RMs. The journalism support and mentorship assistance provided to DigiMAP by IRADA and ADPM also appears to have been effective in improving the quality and diversity of thematic news reporting by DigiMAP member platforms in comparison with legacy media.

The research also indicated that the journalists who were supported in the production of news on RM issues developed a greater awareness about the rights of minorities. This should ideally help them in voluntarily producing more nuanced reporting on minority issues on a regular basis. However, as the indicator-wise assessment of the content and the survey of DigiMAP journalists show, there is room for further improvement in terms of enhancing the diversity and safe production of public interest digital journalism in Pakistan. The study offers the following recommendations for future action.

**Sustainability of mentorship for quality journalism:** Journalism support organizations, such as IRADA and FN, should continue to provide journalism fellowships and mentorship support to independent public interest journalism platforms, especially DigiMAP members. This will help increase the exposure of more journalists from these digital journalism platforms to the principles of quality and diversity for news coverage while also providing some level of financial support to produce news content. To ensure the sustainability of mentorship support, a training of trainers can also be conducted for the editors and managers of DigiMAP members so they can build and enhance in-house editorial capacity for mentorship for their staff journalists and contributors in the future.

**Capacity building of digital journalists:** The DigiMAP journalists who worked on stories on the rights of RMs themselves identified their desire for more skill-building training in the survey. Since thematic reporting on the issues of marginalized communities requires investigative reporting and storytelling techniques, training workshops can be conducted for DigiMAP journalists on topics such as investigative journalism, sensitive reporting on religious minority issues, building trust with marginalized communities to improve source diversity, and multimedia storytelling, to help them further improve the quality and presentation of their news content.

**Safety training for digital journalists:** Digital journalists who worked on stories related to RMs also admitted to facing different kinds of pressures and challenges during and after reporting, including approaching sensitive issues and pressure from religious groups. They are likely to face more pressures if the reach and engagement of their stories on sensitive topics increases online. Therefore, it is important to equip the digital journalists with holistic safety skills, including skills related to digital safety and security, so they can report safely on issues related to marginalized groups and minority communities.

**Awareness about the Justice Jilani judgment:** As noted in the report's findings, the 2014 Supreme Court ruling on the rights of religious minorities, popularly known as the Justice Jilani judgment after the apex court chief judge who authored it, provides comprehensive guidance for the provision of rights to minorities and therefore serves as a human rights framework for discussion of minority issues as well. However, journalists often missed the chance to use the judgment as a framing device in their news coverage of minorities. Awareness about the judgment among journalists and its implementation can help them to treat the issues of RMs as rights-based issues rather than religious matters and initiate a public conversation on the effective delivery of these citizen rights through their public interest journalism.

**Draft a code of ethics to guide responsible reporting about marginalized groups:** A code of ethics on sensitive and professional reporting about marginalized groups, especially religious minorities, will help guide the sensitivities around portrayal of minorities in media. Such a code should also guide Newsrooms to normalize coverage of RMs as part of the news cycles.

**Encourage engagement between media and minorities around content:** To address challenges of reporters in accessing and getting adequate responses from RMs, engagement between digital platforms committed to public interest journalism and RMs needs to move beyond news needs towards a Newsroom-audience relationship. This will engender greater trust in Newsrooms that allow voices and perspectives of marginalized groups and allow RMs to engage with media as a community rather than individuals.

## Annexure I:

# ■ Template for DigiMAP story ideas

- a. Name of journalist/writer/photographer/blogger:
- b. Name of publication/TV channel/radio stations/ website:
- c. Phone:
- d. Email:
- e. Submission to mentor date:
- f. Type of story/content: News story, feature, article, column, blog, photo story, other (please mention), etc:
- g. Any other brief information:

#	Subject	Reporter's notes	Mentor's notes
1	Religious minority group(s) to be covered in story		
2	Principal theme of the story (e.g., health, education, livelihood, etc)		
3	Locality + city + district + province / territory where the story is based		
<b>Must "Do's" - the following MUST be included in ALL stories</b>			
4	Main story idea – the peg around which the story will be developed		
6	Journalism Quality Indicator 1: Specific sub-theme within the principal theme identified in #2 above. This indicator establishes thematic focus		
7	Journalism Quality Indicator 2: Case studies: actual aggrieved / beneficiary person(s) who will feature in the story. This indicator establishes relevancy for the media consumer by humanizing the issue		
8	Journalism Quality Indicator 3: Expert Opinion(s). Relevant subject expert you will talk to and include views in the story. This indicator establishes independent expert analysis		
9	Journalism Quality Indicator 4: Research, Reference & Source. External studies/reports on the theme you will include in the story. This indicator establishes broader context of the topic.		

10	Journalism Quality Indicator 5: Identifying and specifying public interest. What is the public interest link of the story? Why is this story important? This indicator establishes the importance of the subject.		
11	Opinion of a subject expert with religious minority background – make your best attempt to include views of an RM-background expert. This will get bonus marks.		
12	Supporting materials with the story – e.g., photos, links, box items, graphs, etc. This will get bonus marks.		
<b>Provide a 'yes' or 'no' answer to this checklist</b>			
13	Are the minorities portrayed as a threat in the story?		
14	Are the minorities portrayed as an aggrieved party in the story?		
15	Are the minorities portrayed as a diverse group but with equal rights in the story?		
16	Are the minorities portrayed as experts / subject resource in the story?		
17	Are the minorities portrayed as a political issue/ problem in the story?		
18	Are the minorities portrayed as a social / development issue in the story?		
19	Is the religion of the minorities portrayed as a problem in the story?		
20	Does your story include a mention of the former Chief Justice of Pakistan Justice Tasadduq Jilani's verdict on the protection and promotion of minority rights issued in 2014?		
21	Any other notes		

**POST-PRODUCTION FOLLOW-UP** (To be filled by the Mentor)

**1. The final content produced was satisfactory, in general?** Yes/No

**2. The final content produced was published/broadcast in:** Name of website/TV channel/ print publication, etc.:

**3. Link/URL of the content:**

## Annexure II:

# ■ Scoring sheet used for content assessment

- Name of journalist/writer/photographer/blogger:
- Name of publication/TV channel/radio stations/ website:
- Type of story/content: News story, feature, article, column, blog, photo story, other (please mention), etc:
- Link/URL of the content:

#	Indicators	Verification Info	Score
1	Which religious minority group(s) is covered in this story?		N/A
2	What is the principal theme of the story (e.g., health, education etc.)?		N/A
3	Which locality + city + district + province / territory is mentioned?		N/A
<b>Qualitative journalism Indicators to be scored</b>			
4	JQ1: Does the story clearly / explicitly include a sub-theme to the main theme?	Yes or No	1 for Yes, 0 for No
5	JQ2: Does the story feature a named actual person linked to the sub-theme?	Yes or No	1 for Yes, 0 for No
6	JQ3: Does the story include the opinion of an expert person relevant to the sub-theme	Yes or No	1 for Yes, 0 for No
7	JQ4: Does the story use existing research / data on the sub-theme establishing a broader context?	Yes or No	1 for Yes, 0 for No
8	JQ5: Does the story explicitly emphasize a public interest angle <i>explaining its significance to media consumer</i> ?	Yes or No	1 for Yes, 0 for No
<b>Cross-cutting indicators</b>			
9	Are women featured in the story?	Yes or No	1 for Yes, 0 for No
10	If women are featured in the story, are they identified and quoted in the story?	Yes or No	1 for Yes, 0 for No
11	Does the story include opinions of identified experts with religious minority background?	Yes or No	1 for Yes, 0 for No

12	Does the story include three or more identified human sources of information?	Yes or No	1 for Yes, 0 for No
13	Are the minorities portrayed in the story as a <b>threat</b> or with <b>negative connotations</b> ?	Yes or No	0 for Yes, 1 for No
14	Does the story cite the Justice <b>Tasadduq Jilani verdict</b> on the protection and promotion of minority rights issued in 2014?	Yes or No	1 for Yes, 0 for No
	<b>Total</b>		<b>0-11</b>

## Annexure III:

# ■ Survey questionnaire

---

Q1: Did you face any issues in developing the story idea(s)?

Yes; No

Q2: If Yes, what were those challenges? (You can select more than one option)

- Selection of theme
- Articulation of idea
- Insignificance of idea
- Geographical scope
- Sensitivity of topics
- Other (please specify):

Q3: Did you get timely feedback from the mentor in finalizing the story idea(s)?

Yes; No

Q4: If No, what were the issues? (You can select more than one option)

- Mentor was not available
- Mentor was not helpful in finalizing the idea(s)
- Coordination was not satisfactory
- Other (please specify):

Q5: How satisfied are you with the overall quality of advice provided by the mentor?

Very satisfied; Satisfied; Neither satisfied nor unsatisfied; Unsatisfied; Very unsatisfied

Q6: Which social challenges did you face while completing your story or after publication?  
(You can select more than one option)

- Peer pressures
- Family pressure
- Social groups pressure
- I did not face any social pressure
- Other (please specify):

Q7: Which political challenges did you face while completing your story or after publication?

(You can select more than one option)

- Pressure from political parties
- Pressure from political personalities
- Elected representatives
- I did not face any political pressure
- Other (please specify):

Q8: Which religious challenges did you face while completing your story or after publication?

(You can select more than one option)

- Pressure from religious parties
- Pressure from religious groups
- Threats from extremist groups
- I did not face any religious pressure
- Other (please specify):

Q9: Which governmental challenges did you face while completing your story or after publication? (You can select more than one option)

- Threats to stop reporting on the story
- Restrictions on access to official sources and information
- Order from authorities to remove the story from the platform
- Blocking of website by the authorities due to the story
- I did not face any governmental pressure
- Other (please specify):

Q10: Which legal challenges did you face while completing your story or after publication?

(You can select more than one option)

- Notice from authorities, individuals, groups due to the story
- Restrictions on access to information
- Delay in access to information
- Criminal case registered against you
- I did not face any legal challenge
- Other (please specify):

Q11: Which logistical challenges did you face while completing your story?

(You can select more than one option)

- Difficulty in finding the persons affected by the issue being reported
- Difficulty in finding or accessing experts in the religious minority communities
- Difficulty in finding relevant research material

- Limited financial resources
- Issues with Internet or telephone connectivity
- I did not face any logistical challenge
- Other (please specify):

Q12: Did you apply for information under RTI laws for the story?

Yes; No

Q13: If Yes, what was the outcome?

- Received all required information within the legal timeframe
- Received partial information and appealed to the information commission
- Did not receive any information and appealed to the information commission
- Did not receive any information and completed story using alternative means
- Did not receive any information and changed the story idea

Q14: Was the training and resource materials provided during the RTI training workshop helpful in developing the stories?

Yes; No

Q15: Which training topics do you think should be considered for the future?  
(You can select more than one option)

- Use of Right to Information laws in news reporting
- Investigative reporting
- Sensitive reporting on rights of religious minorities
- Technical skills (audio / video recording, editing, etc.,)
- Online safety and security
- Other (please specify):

Q16: How did the overall process of content production and mentorship improve your level of awareness of the rights of religious minorities?

- Greatly improved my level of awareness
- Improved my level of awareness
- Slightly improved my level of awareness
- Did not improve my level of awareness





