



CENTER FOR INTERNATIONAL PRIVATE ENTERPRISE & PAKISTAN PRESS FOUNDATION



## ECONOMIC JOURNALISM IN PAKISTAN

A Business Policy Roundtable

*September 14, 2006, Pearl Continental, Karachi*

### Recommendations by Stakeholders

1. Government - Authoritative sources of business and economic information
  - Detailed analysis has to be carried out by stakeholders
2. Business enterprises, business associations - End users and also providers of such information
  - Editors and journalists should make the full use of trainings and workshops for capacity building of economic journalists.
  - Train only those who are interested in economic journalism.
  - Trade associations should invest in research and interface with media on a regular basis.
  - Business houses and associations should develop their capacities to work effectively with the media.
  - Agriculture sector should be considered as a separate and major stakeholder.
3. Media – Disseminators of information to readers and viewers and promoters of economic transparency
  - Media experts should impart trainings to the young journalists.
  - Steps should be taken by media to improve knowledge and skills of journalists to interpret, analyze and present economic data.
  - Media needs to take steps to communicate economic information to ordinary people and not just to business and economic professionals.
  - Media should significantly follow-up significant economic stories.
  - Code of ethics should be developed on reporting standards.
  - Refresher courses for all levels for economic reporters should be introduced.
  - Businesses should appreciate that media can help them in policy advocacy.
  - All sides of the stories should be reported.
  - Focus on regional and Urdu economic journalism is necessary.
4. Academicians – Providers of well educated and trained persons to meet the need for economic journalism
  - Economics should be taught in the secondary school level so as to firm the foundation.
  - Students of Mass Communications should be given knowledge of applied economics issues.
5. General Public – End users of the information produced
  - Greater use of electronic media on economic announcements & notices.
  - Print media should analyze and highlight implications of any economic/financial announcement by government.