



IBA IN THE MEDIA

AUGUST 11-24, 2025

IBA-CEJ MARKS A DECADE OF EXCELLENCE

TV MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Aug 23, 2025	TV (Ticker)	Geo News	IBA-CEJ celebrates its 10-year journey	Urdu	IBA-CEJ celebrates its 10-year journey in meaningful manner	Positive
02	Aug 24, 2025	TV	Geo News	IBA-CEJ celebrates its 10-year journey	Urdu	IBA-CEJ celebrates its 10-year journey in meaningful manner	Positive
03	Aug 24, 2025	TV	Geo News	IBA-CEJ celebrates its 10-year journey	Urdu	IBA-CEJ celebrates its 10-year journey in meaningful manner	Positive
04	Aug 24, 2025	TV	ARY News	IBA-CEJ celebrates its 10-year journey	Urdu	IBA-CEJ celebrates its 10-year journey in meaningful manner	Positive
05	Aug 24, 2025	TV	ARY News	IBA-CEJ celebrates its 10-year journey	Urdu	IBA-CEJ celebrates its 10-year journey in meaningful manner	Positive
06	Aug 24, 2025	TV	City 21	IBA-CEJ celebrates its 10-year journey	Urdu	IBA-CEJ celebrates its 10-year journey in meaningful manner	Positive



Geo News



Geo News



Geo News



ARY News



ARY News



City 21

PRINT MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Aug 24, 2025	Publication	Dawn News	IBA-CEJ celebrates its 10-year journey	English	CEJ-IBA tackles AI, censorship threat at 10th anniversary	Positive
02	Aug 24, 2025	Publication	The News	IBA-CEJ celebrates its 10-year journey	English	IBA's Centre of Excellence in Journalism marks 'a decade of excellence' in evolving Pakistan's media landscape	Positive
03	Aug 24, 2025	Publication	Express Tribune	IBA-CEJ celebrates its 10-year journey	English	IBA-CEJ celebrates 10-year journey	Positive
04	Aug 24, 2025	Publication	Pakistan Observer	IBA-CEJ celebrates its 10-year journey	English	IBA-CEJ celebrates 10 years of shaping Pakistan's media landscape	Positive
05	Aug 24, 2025	Publication	Nawa-i-Waqt	IBA-CEJ celebrates its 10-year journey	Urdu	IBA celebrates 10 years of innovation in journalism	Positive
06	Aug 24, 2025	Publication	Awami Awaz	IBA-CEJ celebrates its 10-year journey	Sindhi	CEJ-IBA tackles AI, censorship threat at 10th anniversary	Positive
07	Aug 25, 2025	Publication	Business Recorder	IBA-CEJ celebrates its 10-year journey	English	CEJ at IBA celebrates its 10-year journey in meaningful manner	Positive
08	Aug 25, 2025	Publication	Nawa-i-Waqt	IBA-CEJ celebrates its 10-year journey	Urdu	IBA – CEJ celebrates on its 10 ears journey	Positive
09	Aug 25, 2025	Publication	Pakistan Today	IBA-CEJ celebrates its 10-year journey	English	IBA's CEJ marks decade of excellence in evolving media landscape of Pakistan	Positive
10	Aug 25, 2025	Publication	Jahan-e-Pakistan	IBA-CEJ celebrates its 10-year journey	Urdu	CEJ-IBA tackles AI, censorship threat at 10th anniversary	Positive

DAWN

CEJ-IBA tackles AI, censorship threat at 10th anniversary

Power of journalism promotes transparency, most told

By Shazia Hassan

KARACHI: It was time for reflection and appreciation for an institution which shines as a beacon of truth, innovation and moral integrity at the Centre for Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA) celebrated its 10th anniversary at the JS Auditorium in IBA's City Campus in Karachi.

Addressing the event, CEJ IBA, on 10th anniversary, has seen many training and workshops for journalists and media students from across Pakistan in last seven years on data journalism, digital reporting, media journalism and investigative journalism training programme designed to help organisations strengthen their communication strategies, handle media inquiries and respond to crises with clarity and confidence.

For two sessions, address, IBA's President

Director Dr S. Akbar Zaidi, praised CEJ's work as well as acknowledged those who had worked with the institution over these years and had truly made it what is today such as its founding director, Kamal Siddiqui, Amir Hamid who picked up from where he left off and Rashid Jilani, who is now carrying forward the good work.

When messages were played from staff members about CEJ's journey, including former IBA director Dr Iqbal Hussain, Professor of Journalism at Northwestern University (Chicago), and Founding Dean of the Edward R. Roybal College of Communication at Washington State University Dr Lawrence Pintak.

On the occasion, two panel discussions highlighted important issues faced by the media of different times such as "AI and Journalism: Tomorrow's Challenges" and "Responsible Journalism: Ethics and Skills".

It was announced by Muz Shabbir, one of the participants of the first panel, that the newsroom was closed to use AI out of ethical concerns. "They also don't know which side to use, so they need a country who can take care of them from the side of AI and its risks. They also need to know as AI grows," he said.

AI is not cheating, he said, but that it is not getting better to tell if something was generated by AI. Dr. Akbar Zaidi of IBA Karahi said that AI should be embraced for its own in journalism if we know how to use it.

Meanwhile, Rashid Jilani, the moderator announced that Pakistan was creating its own AI which will be trained in news from Pakistan. "But with the way we handle change history, it will surely tell you that General Ziaf was the chief president of Pakistan," she pointed out.

The second panel about responsible journalism was moderated by Dr. Hamid Mir, Rashid Jilani, and Dr. Hamid Mir.

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CEJ-IBA 10th anniversary event at IBA Karahi. From left to right: Dr. Hamid Mir, Rashid Jilani, and Dr. Hamid Mir.

Continued on Page 11

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stand by the people and not any political party in his journalism.

Farhan Malik of *Kafar* said that today, the people who had been shot or who had been jailed happen to be on the right side of history. He also said that there were stacks of case files in FIA offices which they could not get to because they were burdened by acts such as the Prevention of Electronic Crimes Act.

Sped Ali Shari, senior journalist from Quetta, said that a free press is like an immune system in a democratic society. He also said that anchors who took the line of political parties were actually hurting

freedom of expression. Earlier, Chairperson, Social Science and Liberal Arts, Dr Laria Sohail, spoke about the MIS Journalism programme, which is also open to practicing journalists, and teaches "responsible and ethical journalism".

The US Consul General in Karachi, Scott Urbom, lauded CEJ's work in training the next generation of journalists in Pakistan. "Media creates something extraordinary," he said while stressing that a free and independent press is critical. The power of journalism promotes transparency," he said.

Zehra Mazhar, project lead iVerify Pakistan provided a presenta-

tion about "True, False or Misleading? — Fact-checking fake news". The project is a global non-partisan fact-checking initiative by the United Nations Development Programme, launched and operated in Pakistan ahead of the 2024 elections by CEJ.

Finally, Chairperson of CEJ's Advisory Board Azhar Abbas said that he was glad to see how CEJ built skills but even more than that how it had built courage in journalists.

CEJ's Director Shahzeb Jillani observed that it was not easy to build an institution in this country "as we are good at destroying them".

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THE EXPRESS TRIBUNE

IBA-CEJ celebrates 10-year journey

KARACHI. Centre for Excellence in Journalism (CEJ) at IBA celebrated its 10-year journey with a grand event titled, "A Decade of Excellence" held at the JS Auditorium, City Campus. The event brought together distinguished journalists, media professionals, academics, diplomats, and students to commemorate IBA-CEJ's contributions in strengthening ethical, innovative, and impactful journalism in Pakistan. Speaking on the occasion, Dr Akbar Zaidi, Executive Director, IBA Karachi, emphasised IBA-CEJ's importance in academia and media practice. He appreciated the continued support of the US Consulate in Karachi. Reflecting on the past decade, he noted the rise of Artificial Intelligence and emphasised the need to re-examine the state of journalism in Pakistan. He hoped this milestone would encourage meaningful dialogue between democracy and journalism, for the greater good of the public and the country. OUR CORRESPONDENT

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BUSINESS RECORDER

CEJ at IBA celebrates its 10-year journey in meaningful manner

KARACHI: Centre for Excellence in Journalism (CEJ) at IBA celebrated its 10-year journey of shaping the future of Journalism in Pakistan with a grand event titled, "A Decade of Excellence" held at the JS Auditorium, City Campus. The event brought together distinguished journalists, media professionals, academics, diplomats, and students to commemorate IBA-CEJ's contributions in strengthening ethical, innovative, and impactful journalism in Pakistan.

Speaking on the occasion, Dr. S. Akbar Zaidi, Executive Director, IBA Karachi, emphasised IBA-CEJ's importance in academia and media practice. He appreciated the continued support of the U.S. Consulate in Karachi. Reflecting on the past



decade, he noted the rise of Artificial Intelligence and emphasised the need to re-examine the state of journalism in Pakistan. He hoped this milestone would encourage meaningful dialogue between jamhooriyat (democracy) and sahafat (journalism), for the greater good of the public and the country.

Scott Urbom, US Consul

General in Karachi, acknowledged the Centre's long-standing partnership with the US government in promoting press freedom and empowering journalists, praising CEJ as a leader in advancing professional journalism, nurturing the next generation of dedicated and courageous Pakistani journalists, and fostering transparency, skills devel-

opment, and citizen empowerment. He reaffirmed the U.S. commitment to supporting institutions like IBA-CEJ that uphold freedom of expression and help build stronger ties between nations.

Renowned journalist, Hamid Mir, reflected on the challenges faced by Pakistani media and the way forward. He emphasized that Journalism in Pakistan has become increasingly challenging in recent times, with both overt and subtle forms of censorship restricting open dialogue. In some cases, interviews and programmes are unable to air due to various pressures and threats. Such constraints not only limit press freedom but also raise concerns about the broader implications for democratic values and governance.—PR

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PAKISTAN TODAY

IBA's CEJ marks decade of excellence in evolving media landscape of Pakistan



KARACHI
STAFF REPORT

Center for Excellence in Journalism (CEJ) at IBA celebrated its 10-year journey of shaping the future

of Journalism in Pakistan with a grand event titled, "A Decade of Excellence" held at the JS Auditorium, City Campus. The event brought together distinguished journalists, media professionals,

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INTERNATIONAL THE NEWS

IBA's Centre of Excellence in Journalism marks 'a decade of excellence' in evolving Pakistan's media landscape

US Consul General Scott Urbom acknowledges centre's long-standing partnership with US govt in promoting press freedom and empowering journalists

News Desk

The Center for Excellence in Journalism (CEJ) at the IBA celebrated its 10-year journey of shaping the future of Journalism in Pakistan with a grand event titled, "A Decade of Excellence" held at the JS Auditorium, City Campus, a statement said on Saturday.

The event brought together distinguished journalists, media professionals, academics, diplomats, and students to commemorate IBA-CEJ's contributions in strengthening ethical, innovative, and impactful journalism in Pakistan.

Speaking on the occasion, Dr. S Akbar Zaidi, Executive Director, IBA Karachi, emphasized the IBA-CEJ's importance in academia and media practice. He appreciated the continued support of the US Consulate in Karachi.

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Scott Urbom, US Consul General, Karachi, acknowledged the center's long-standing partnership with the US government in promoting press freedom and empowering journalists, praising the CEJ as a pioneer in advancing professional journalism, nurturing the next generation of dedicated and courageous Pakistani journalists, and fostering transparency, skills development, and citizen empowerment.

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Renowned journalist Hamid Mir reflected on the challenges faced by Pakistani media and the way forward. He emphasized

that journalism in Pakistan has become increasingly challenging in recent times, with both overt and subtle forms of censorship restricting open dialogue. In some cases, interviews and programmes are unable to air due to various pressures and threats. Such constraints not only limit press freedom but also raise concerns about the broader implications for democratic values and governance.

During the session, renowned journalist Ahsan Abbas shared his views, stating that journalists are being harassed and silenced. Reflecting on the current newsroom environment, he said newsrooms are under pressure to toe the line, and in some cases, the very right to ask questions is under threat.

Shahzeb Jillani, Director IBA-CEJ, thanked the guests, journalists, and partners for celebrating 10 successful years of the centre. He reflected on how journalists and reporters have benefited from IBA-CEJ's trainings and workshops and acknowledged all those who played a role in shaping IBA-CEJ into a leading centre for journalism.

The event also featured engaging panel seminars, including a thought-provoking discussion on artificial intelligence in journalism by young innovators, and a fact-checking presentation on countering disinformation led by iVerify. Notable figures such as Dr. Ibrat Husain, Former Dean & Director, IBA Karachi, and Dr. Lawrence Pintak, Founding Dean, Murrow College of Communication, Washington State University, a renowned journalist, academic leader, and media development expert, also shared their reflections on IBA-CEJ's journey through video messages.

Since its inception in 2015, IBA-CEJ has trained thousands of journalists, collaborated with international partners, and pioneered fact-checking initiatives in Pakistan.

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Pakistan OBSERVER

IBA-CEJ celebrates 10 years of shaping Pakistan's media landscape

STAFF REPORTER

The Center for Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA) marked its tenth anniversary with a gathering of journalists, academics, diplomats, and students at the JS Auditorium, celebrating a decade of efforts to strengthen ethical and impactful journalism in Pakistan. The event, titled "A Decade of Excellence," highlighted CEJ's journey since its establishment in 2015 as a hub for training journalists, promoting press freedom, and equipping newsrooms with innovative tools and skills to meet the evolving challenges of modern media.

Dr. S. Akbar Zaidi, Executive Director of IBA Karachi, opened the event by stressing CEJ's role in bridging academia and media practice. He acknowledged the long-standing support of the U.S. Consulate in

Karachi and pointed to the growing influence of artificial intelligence in shaping journalism. "The rise of AI compels us to re-examine the state of journalism in Pakistan," he said, expressing hope that CEJ's work would continue to foster dialogue between democracy and journalism for the benefit of the public. U.S. Consul General Scott Urbom, praised CEJ as a pioneer in advancing professional journalism and empowering young reporters. He underlined the U.S. government's support for institutions that strengthen press freedom, transparency, and citizen empowerment.

"CEJ is nurturing the next generation of courageous Pakistani journalists," he said, reaffirming America's commitment to supporting platforms that safeguard freedom of expression. The anniversary also became a platform to reflect on the pressures confronting Pak-



istan's media. Senior journalist Hamid Mir shared his concerns over the growing challenges facing the press. He noted that restrictions — both overt and covert — were undermining the right to free speech.

"In recent years, many interviews and programs have been kept from airing due to pressures and threats," Mir said, warning that such practices not only restrict journalism but also weaken democratic values and governance.

Adding to the discussion, veteran journalist Azhar Abbas highlighted the increasing harassment of media workers and the shrinking space for independent reporting. "Newsrooms today are under pressure to toe the line, and at times, even the right to ask questions is under threat," Abbas remarked, calling attention to the chilling effect such constraints have on journalists' ability to serve the public. The Center's director, Shahzeb Jillani, thanked participants for joining in the celebrations and emphasized CEJ's role in training and supporting journalists across Pakistan. He credited international partners, trainers, and mentors who helped build CEJ into one of the country's most respected institutions for media development.

"Thousands of journalists have benefited from CEJ's workshops and initiatives, from investigative reporting to digital

storytelling," he said. The event featured lively discussions on how technology is reshaping journalism. A session led by young innovators examined the use of artificial intelligence in media, while iVerify presented strategies to counter disinformation through fact-checking.

These sessions underscored CEJ's focus on equipping journalists with tools to adapt to an era of rapid information flow and rising misinformation. Tributes to CEJ's achievements also came from figures beyond Pakistan. Dr. Ibrat Husain, former Dean and Director of IBA Karachi, and Dr. Lawrence Pintak, founding dean of the Murrow College of Communication at Washington State University, shared video messages applauding CEJ's contributions to media development and academic excellence. Pintak, a veteran journalist and academic leader, described CEJ as a rare institution that had successfully

combined global expertise with local realities to create meaningful impact. Since its inception, CEJ has trained thousands of reporters from across the country in investigative techniques, digital skills, newsroom leadership, and ethical journalism.

The Center has also pioneered fact-checking programs and collaborated with global partners to promote responsible reporting in an era dominated by disinformation and polarization. Reflecting on the decade-long journey, participants agreed that CEJ has become more than a training institute; it has evolved into a critical voice for the preservation of press freedom in Pakistan. While challenges remain — from political pressures to economic constraints — CEJ's role as a convener of ideas and a trainer of journalists continues to be seen as vital to Pakistan's democratic future.

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DIGITAL MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Aug 23, 2025	Digital	Jang	IBA-CEJ celebrates its 10-year journey	Urdu	The United States supports freedom of expression in Pakistan: U.S. Consul General Scott Urbom	Positive
02	Aug 24, 2025	Digital	Nawa-i-Waqt	IBA-CEJ celebrates its 10-year journey	Urdu	IBA, CEJ hold ceremony to mark 10 years of innovation in journalism	Positive
03	Aug 24, 2025	Digital	Dawn	IBA-CEJ celebrates its 10-year journey	English	CEJ-IBA tackles AI, censorship threat at 10th anniversary	Positive
04	Aug 24, 2025	Digital	The Nation	IBA-CEJ celebrates its 10-year journey	English	CEJ marks a decade of excellence in evolving media landscape of Pakistan	Positive
05	Aug 24, 2025	Digital	ARY News	IBA-CEJ celebrates its 10-year journey	English	IBA CEJ Celebrates 10 Years of Shaping Pakistan's Media Landscape	Positive
06	Aug 24, 2025	Digital	MSN	IBA-CEJ celebrates its 10-year journey	English	CEJ marks a decade of excellence in evolving media landscape of Pakistan	Positive
07	Aug 24, 2025	Digital	Article Wn	IBA-CEJ celebrates its 10-year journey	English	CEJ-IBA tackles AI, censorship threat at 10th anniversary	Positive
08	Aug 25, 2025	Digital	Business Recorder	IBA-CEJ celebrates its 10-year journey	English	CEJ at IBA celebrates its 10-year journey in meaningful manner	Positive
09	Aug 23, 2025	Digital	The Azb	IBA-CEJ celebrates its 10-year journey	English	IBA Karachi's Center for Excellence In Journalism (CEJ) Marks a Decade of Excellence in Evolving the Media Landscape of Pakistan	Positive



DAWN

CEJ-IBA tackles AI, censorship threat at 10th anniversary

Shazia Hasan | Published August 24, 2025 | Updated a day ago



(From left) Journalists Syed Ali Shah, Farhan Mallick, Hamid Mir and Nadia Naqi at one of the panel discussions.—Fahim Siddiq / White Star

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IBA CEJ Celebrates 10 Years of Shaping Pakistan's Media Landscape

By Web Desk | August 24, 2025



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BUSINESS
RECORDER
Founded by M.A. Zuberi

PAKISTAN PRINT 2025-08-25

CEJ at IBA celebrates its 10-year journey in meaningful manner

Press Release Published about 6 hours ago



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CEJ marks a decade of excellence in evolving media landscape of Pakistan

Our Staff Reporter — August 24, 2025

Newspaper, Regional, Kar



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Speaking on the occasion, Dr. S Akbar Zaidi, Executive Director, IBA Karachi, emphasized IBA-CEJ's importance in academia and media practice. He appreciated the continued support of the U.S. Consulate in Karachi. Reflecting on the past decade, he noted the rise of Artificial Intelligence and emphasized the need to re-examine the state of journalism in Pakistan. He hoped this milestone would encourage meaningful dialogue between jamhooriyat (democracy) and sahafat (journalism), for the greater good of the public and the country.

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CEJ marks a decade of excellence in evolving media landscape of Pakistan

Story by The Nation • 23h • 3 min read

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CEJ-IBA tackles AI, censorship threat at 10th anniversary

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KARACHI: It was time for reflection and appreciation for an institution which thrives as a beacon of truth, innovation and societal impact as the Centre for Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA) celebrated its 10th anniversary at the JS Auditorium in IBA's City Campus on Saturday. ... [read full story](#)

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IBA KARACHI’S CENTER FOR EXCELLENCE IN JOURNALISM (CEJ) MARKS A DECADE OF EXCELLENCE IN EVOLVING THE MEDIA LANDSCAPE OF PAKISTAN

Center for Excellence in Journalism (CEJ) at IBA celebrated its 10-year journey of shaping the future of Journalism in Pakistan with a grand event titled, “A Decade of Excellence” held at the JS Auditorium, City Campus.

by Syed Turab Shah — August 23, 2025
Interest-free loans in Karachi
Pakistan travel guide



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امریکا پاکستان میں آزادیِ اظہارِ رائے کی حمایت کرتا ہے: امریکی قونصل جنرل اسکاٹ اربام



تازہ ترین | قومی خبریں | 23 اگست ، 2025



کراچی میں تعینات امریکی قونصل جنرل اسکاٹ اربام نے کہا ہے کہ امریکا پاکستان میں اظہارِ رائے کی آزادی کی حمایت کرتا ہے۔

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آئی بی اے، سی ای جے کی صحافت میں جدت کے 10 سال مکمل ہونے پر تقریب

لاہور (نیوز رپورٹر) آئی بی اے، کراچی کے سینئر فارمیسیلینس ان جرنلزم (سی ای جے) نے پاکستان میں صحافت کے مستقبل کو تشکیل دینے کے اپنے 10 سالہ سفر کا جشن ایک شاندار تقریب کے ساتھ منایا جس کا عنوان ”ڈیکید آف ایکسیلینس“ تھا اور جو سٹی کیپس کے جے ایس آڈیٹوریم میں ہوئی۔ تقریب میں ان امور صحافیوں، میڈیا سے وابستہ افراد، اساتذہ، سفارتکاروں اور طلبہ نے شرکت کی تاکہ آئی بی اے، سی ای جے کی پاکستان میں با اصول، جدید اور موثر صحافت کو فروغ دینے کی کاوشوں کو سراہا جاسکے۔ آئی بی اے کراچی کے ایگزیکٹو ڈائریکٹر ڈاکٹر اکبر زیدی نے تعلیمی شعبے اور صحافتی عمل میں آئی بی اے، سی ای جے کی اہمیت پر زور دیا۔ انہوں نے مصنوعی ذہانت کے بڑھتے ہوئے کردار کا ذکر کیا اور پاکستان میں صحافت کی موجودہ حالت پر از سر نو غور کرنے کی ضرورت پر زور دیا۔ سیشن کے دوران معروف صحافی اظہر عباس نے کہا صحافیوں کو ہر اسام کیا جا رہا ہے اور انکی آوازیں دہائی جاری ہیں۔ نیوز روم پر دباؤ ہے کہ وہ مخصوص لائن اختیار کریں اور بعض صورتوں میں سوال کرنے کے بنیادی حق تک کو خطرہ لاحق ہے۔ آئی بی اے، سی ای جے کے ڈائریکٹر شاہزیب جیلانی نے مہمانوں، صحافیوں اور پارٹنر کا شکریہ

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THANK YOU.