

Press Release

**IBA Press Release | IBA Karachi launches fact-checking initiative ahead
of General Elections 2024**

Date : January 12th, 2024.

January 10th, 2024.

News Link:

<https://www.dawn.com/news/1804764>

UNDP-accredited fact-checking platform launched ahead of general elections

Dawn.com | Published January 10, 2024 | Updated a day ago



The launch of the iVerify fact-checking platform in Islamabad on Wednesday. — CEJ-IBA

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Ahead of general elections on February 8, a non-partisan fact-checking tool was launched at a ceremony held in Islamabad on Wednesday to “advance the scope of independent and unbiased reporting in the country’s journalistic landscape”.

PAGE: 05

January 12th, 2024.

News Link:

<https://e.thenews.com.pk/karachi/12-01-2024/page5>

IBA Karachi launches fact-checking initiative ahead of General Elections 2024



ISLAMABAD: The Center of Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA), Karachi has launched a non-partisan fact-checking initiative, iVerify, to advance the scope of independent and unbiased reporting in the country's journalistic landscape. iVerify currently offers one of the few robust verification approaches for journalists in the country with an emphasis on eliminating bias, authenticating facts, and processing news articles through manual examination. It is internationally accredited by the United Nations Development Programme (UNDP) and has been successfully implemented in several countries around the world.

Addressing the iVerify launch ceremony at Serena Hotel, Islamabad, Amber Rahim Shamsi, Director CEJ-IBA, said that the tool would prove to be an important step in ensuring transparent and verifiable news reporting and investigation methodologies. She further added that "Seeing the rise of misinformation in both digital and conventional media spaces, the fact-checking mechanism established by iVerify shall become a cornerstone of reliable, non-partisan

The tool allows journalists and media professionals to submit their stories via iVerify's portal on the CEJ-IBA website, where their story is gauged through a multi-pronged approach comprising of data-driven and language-based evaluation before being verified for accuracy in terms of factual representation and contextualization.

PAGE: 08

January 12th, 2024.

News Link:

<https://thefrontierpost.com/iba-launches-fact-checking-initiative-ahead-of-polls/>

IBA launches fact-checking initiative ahead of polls

F.P. Report

ISLAMABAD: The Center of Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA), Karachi has launched a non-partisan fact-checking initiative, iVerify, to advance the scope of independent and unbiased reporting in the country's journalistic landscape.

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The launch was followed by a panel discussion by senior media professionals, including Mansoor Ali Khan, Zahrah Mazhar, Farhad Jarra, Absa Komal, Umer Cheema, and Nizam Salarzai, who dissected the utility of a fact-checking tool in a high-stakes journalism environment. Given the potentially volatile nature of newsrooms during election transmissions anticipated during the incoming general elections, the panel agreed that the tool shall prove to play a critical role in curbing the spread of misinformed news stories and making space for responsible, careful journalism.

The Center of Excellence in Journalism (CEJ) was established in 2014 to raise standards in journalism through training workshops, fellowships, awards, and a grad-



uate programme in journalism. With a network of over four thousand journalists across Pakistan, the Center of Excellence in Journalism (CEJ) provides opportunities to learn, innovate and network due to its unique position at

the cusp of academia and the journalism industry. iVerify's mission is to empower voters with verified and reliable information, fostering a transparent electoral process and a well-informed electorate. In an era where misin-

formation and disinformation can have profound consequences on trust in the democratic process, or violence, iVerify is dedicated to upholding the principles of accuracy, transparency and integrity in elections.

Page: 03
January 12th, 2024.

News Link:

[https://www.dailyausaf.com/epaper/
page?station_id=8&page_id=200284
&date=2024-01-12](https://www.dailyausaf.com/epaper/page?station_id=8&page_id=200284&date=2024-01-12)

ایکشن سے قبل حقائق کی جانچ کیلئے CEJ-IBA کا اہم اقدام

آئی وی ریٹائی ٹول غیر جانبدارانہ صحافت کا سنگ بنیاد بنے گا، امبر رجمی شمس

کراچی (اوصاف نیوز) آئی وی ریٹ آف پرنس (UNDP) کے ٹول آئی وی ریٹائی (iVerify) کی ایڈمشن کے سینٹر آف ایکیس لینس ان لاجنگ تقریب سے خطاب کرتے ہوئے ڈائریکٹری



جرتوم (CEJ-IBA) نے ملک کے صحافی معمر نامے میں آزادانہ اور غیر جانبدارانہ رپورٹنگ کے دائرہ کار کو آگے بڑھانے اور حقائق کی جانچ پڑتال کے لیے اہم قدم اٹھاتے ہوئے آئی وی ریٹائی (iVerify) کا آغاز کیا ہے۔ سرینہ ہوٹل اسلام آباد میں پرائیویٹ ڈیجیٹل اور روایتی میڈیا (باقی صفحہ 5۔ نمبر 7)

Page: 02
January 12th, 2024.

News Link:
https://jehanpakistan.com/epaper/detail_news.php?news=%2Fepaper%2Fepaper%2Fkarachi%2F120124%2FP2-15.jpg

نئی بات

Page: 03

January 11th, 2024.

News Link:

<https://e.naibaat.pk/Pre/karachi/Pag e03.aspx>

عام انتخابات سے قبل حقائق کی جانچ کے لیے سی ای بے آئی بی اے کا اہم اقدام

خبروں کے مضامین پر کارروائی کرنے پر زور دیا جاتا ہے۔ یہ اقوام متحدہ کے ترقیاتی پروگرام کے تحت بین الاقوامی سطح پر تسلیم شدہ ہے اور دنیا بھر کے متعدد ممالک میں اس کا کامیابی کے ساتھ نفاذ عمل میں لایا گیا ہے۔ یہ ٹول صحافیوں اور میڈیا کے پیشہ ورانہ افراد کو سی ای بے آئی بی اے کی ویب سائٹ پر آئی ویریفائی (iVerify) کے پورٹل کے ذریعے اپنی کہانیاں جمع کروانے کی اجازت دیتا ہے، جہاں ان کی کہانی کی حقائق کے ذریعے نمائندگی اور سیاق و سباق حوالے سے تصدیق سے قبل ایک کثیر جہتی نقطہ نظر کے ذریعے اس کا جائزہ لیا جاتا ہے جس میں ڈیٹا اور زبان کی بنیاد پر جانچ پڑتال کی جاتی ہے۔ لانچ کے بعد میڈیا کے سینٹر پیشہ ور افراد کی پینل ڈسکشن ہوئی، جن میں منصور علی خان، زہرہ مظہر، فرہاد جرال، اہسا کول، عمر چیمہ اور نظام سالارزئی شامل تھے جنہوں نے اعلیٰ درجے کی صحافت میں حقائق کی جانچ کرنے والے ٹول کی افادیت پر گفتگو کی۔ آئندہ عام انتخابات کے دوران متوقع انتخابی نشریات کے دوران نیوز رومز کی ممکنہ طور پر غیر مستحکم نوعیت کے پیش نظر پینل نے اتفاق کیا کہ یہ ٹول غلط خبروں کے پھیلاؤ کو روکنے اور ذمہ دار و مجتہد صحافت کے لیے جگہ بنانے میں اہم کردار ادا کرے گا۔

اسلام آباد (پ ر) انٹی ٹیوٹ آف بزنس اینڈ سٹریٹیشن کے سینئر آف ایگسی لینس ان جرنلزم نے ملک کے صحافتی منظر نامے میں آزادانہ اور غیر جانبدارانہ رپورٹنگ کے دائرہ کار کو آگے بڑھانے اور حقائق کی جانچ پڑتال کے لیے اہم قدم اٹھاتے ہوئے آئی ویریفائی (iVerify) کا آغاز کیا ہے۔ سرینا ہوٹل، اسلام آباد میں یو این ڈی پی کے ٹول آئی ویریفائی کی لانچنگ تقریب سے خطاب کرتے ہوئے ڈائریکٹر، سی ای بے آئی بی اے (CEJ-IBA)، امبر رحم شمس نے کہا کہ یہ ٹول شفاف اور قابل تصدیق خبروں کی رپورٹنگ اور تحقیقاتی طریقہ کار کو یقینی بنانے کے لیے ایک اہم قدم ثابت ہوگا۔ انہوں نے مزید کہا کہ ڈیجیٹل اور روایتی میڈیا دونوں ہی جگہوں پر غلط معلومات کے تیز بہاؤ کو دیکھتے ہوئے آئی ویریفائی (iVerify) کی طرف سے قائم کردہ حقائق کی جانچ کا طریقہ کار پاکستان میں قابل اعتماد، غیر جانبدارانہ صحافت کا سنگ بنیاد بن جائے گا۔ یو این ڈی پی (UNDP) کے فراہم کردہ ٹول آئی ویریفائی (iVerify) بی ایچ ایم ملک میں صحافیوں کے لیے تصدیق کے چند موثر اور کارگر طریقوں میں سے ایک پیش کرتا ہے جس میں تعصب کے خاتمے، حقائق کی تصدیق اور دہشتی جانچ کے ذریعے

Website
January 12th, 2024.

News Link:

<https://humnews.pk/latest/cej-iba-introduces-fact-checking-platform-ahead-of-general-election/>

CEJ-IBA introduces fact-checking platform ahead of general election

Web Desk
Yesterday



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ISLAMABAD: In anticipation of the upcoming general election on February 8, a non-partisan fact-checking tool, named iVerify, was unveiled at a ceremony held in Islamabad on Wednesday.

The Centre of Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA) developed iVerify, which is internationally accredited by the United Nations Development Programme (UNDP) and has been “successfully implemented” in several countries, according to its press release.

Website
January 11th, 2024.

News Link:

<https://theazb.com/elections-journalism-and-transparency-cej-iba-launches-fact-checking-initiative-ahead-of-general-elections-2024/>

Elections, journalism, and transparency: CEJ-IBA launches fact-checking initiative ahead of General Elections 2024.



Islamabad: The Center of Excellence in Journalism at the Institute of Business Administration (CEJ-IBA) has launched a non-partisan fact-checking initiative, iVerify, to advance the scope of independent and unbiased reporting in the country's journalistic landscape. Addressing the iVerify launch ceremony at Serena Hotel, Islamabad, Amber Rahim Shamsi, Director CEJ-IBA, said that the tool would prove to be an important step in ensuring transparent and verifiable news reporting and investigation methodologies. She further added that "seeing the rise of misinformation in both digital and conventional media spaces, the fact-checking mechanism established by iVerify shall become a cornerstone of reliable, non-partisan journalism in Pakistan."

Website
January 11th, 2024.

News Link:

<https://www.trendinginsocial.com/iba-karachi-fact-checking-initiative/>

ot General Elections 2024



IBA KARACHI UNVEILS IVERIFY: A PIONEERING FACT-CHECKING INITIATIVE IN ANTICIPATION OF GENERAL ELECTIONS 2024

January 11, 2024 Business & Finance Leave a comment

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The Center of Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA), Karachi, has taken a significant stride towards bolstering independent and unbiased reporting in Pakistan's media landscape. Their latest venture, iVerify, is a non-partisan fact-checking initiative that aims to address the escalating challenge of misinformation ahead of the General Elections in 2024.

Mediaspring PK

The online home of all springs of media

Website

January 11th, 2024.

News Link:

<https://www.mediaspring.pk/pakistan-first-accredited-fact-checking-tool-iverify-launched-by-cej-iba-ahead-of-elections/>

Pakistan's First Accredited Fact-Checking Tool, iVerify, Launched by CEJ-IBA Ahead of Elections

January 11, 2024 | 0



With the Pakistani general election looming on February 8th, the fight against misinformation has gained a powerful new weapon: iVerify, a non-partisan fact-checking tool launched by the Centre of Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA).

Website
January 10th, 2024.

News Link:

<https://pakscoop.com/2024/01/10/iba-cej-iba-takes-aim-at-misinformation-with-iverify-launch/>

IBA (CEJ-IBA) Takes Aim at Misinformation with iVerify Launch



Press Release

Last updated: 2024/01/10 at 5:56 PM



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The Center of Excellence in Journalism at IBA (CEJ-IBA) has launched iVerify, a nonpartisan fact-checking program, to improve accuracy and transparency in Pakistani journalism.

Director of CEJ-IBA Amber Rahim Shamsi stressed the importance of iVerify in battling the growing flow of false information during her remarks at the launch. By using a strict, multifaceted verification process, this "cornerstone of reliable journalism" seeks to confirm news pieces and guarantee factual correctness and ethical reporting.

• Latest News

IBA (CEJ-IBA) Takes Aim at Misinformation with iVerify Launch

Press Release · Published January 10, 2024

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Press Release / Tech & Telecom
· Published January 10, 2024

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Press Release / Tech & Telecom
· Published January 9, 2024

Descon Oxychem Sets Sustainable Standard with ZDHC Certification

Press Release · Published January 8, 2024

realme C67: Where Elegance Meets Innovation in Midrange Design

Press Release / Tech & Telecom
· Published January 5, 2024

PTCL and TPL Trakker Accelerate Pakistan's Digital Journey



Website
January 08th, 2024.

News Link:

<https://www.pakistangulfeconomist.com/2024/01/08/press-releases-1-2-24/>

Elections, journalism, and transparency: CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

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Addressing the iVerify launch ceremony at Serena Hotel, Islamabad, Amber Rahim Shamsi, Director CEJ-IBA, said that the tool would prove to be an important step in ensuring transparent and verifiable news reporting and investigation methodologies. She further added that "seeing the rise of misinformation in both digital and conventional media spaces, the fact-checking mechanism established by iVerify shall become a cornerstone of reliable, non-partisan journalism in Pakistan."

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The tool allows journalists and media professionals to submit their stories via iVerify's portal on the CEJ-IBA website, where their story is gauged through a multi-pronged approach comprising of data-driven and language-based evaluation before being verified for accuracy in terms of factual representation and contextualization.

The launch was followed by a panel discussion by senior media professionals, including Mansoor Ali Khan, Zahrah Mazhar, Farhad Jarra, Absa Komal, Umer Cheema, and Nizam Salarzai, who dissected the utility of a fact-checking tool in a high-stakes journalism environment. Given the potentially volatile nature of newsrooms during election transmissions anticipated during the incoming general elections, the panel agreed that the tool shall prove to play a critical role in curbing the spread of misinformed news stories and making space for responsible, careful journalism.

Website
January 10th, 2024.

News Link:

<https://tradechronicle.com/cej-iba-launches-fact-checking-initiative-ahead-of-general-elections-2024/>

CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

Posted on January 10, 2024 by Siddiqi

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Website
January 11th, 2024.

News Link:

<https://ppinewsagency.com/iba-karachi-launches-fact-checking-initiative-ahead-of-general-elections/>



NATIONAL

IBA Karachi launches fact-checking initiative ahead of general elections

by PPI News Agency · January 11, 2024

ISLAMABAD: The Center of Excellence in Journalism (CEJ) at the Institute of Business Administration (IBA), Karachi has launched a non-partisan fact-checking initiative, iVerify, to advance the scope of independent and unbiased reporting in the country's journalistic landscape.

Addressing the iVerify launch ceremony at a local hotel in Islamabad, Amber Rahim Shamsi, Director CEJ-IBA, said that the tool would prove to be an important step in ensuring transparent and verifiable news reporting and investigation methodologies, according to IBA statement on Thursday.

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Website
January 10th, 2024.

News Link:

<https://ibcenglish.net/elections-journalism-and-transparency-cej-iba-launches-fact-checking-initiative-ahead-of-general-elections-2024/>

Elections, journalism, and transparency: CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

Posted By: Team IBC English on: January 10, 2024 In: Pakistan No Comments



Website
January 10th, 2024.

News Link:

<https://newsupdatetimes.com/elections-journalism-and-transparency-cej-iba-launches-fact-checking-initiative-ahead-of-general-elections-2024/>

Business

Elections, journalism, and transparency: CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

By admin · January 10, 2024



Pakistan (Muhammad Yasir)

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Website
January 11th, 2024.

News Link:

<https://www.asfeworld.tv/cej-iba-launches-fact-checking-platform-for-upcoming-elections/?noamp=available>

CEJ-IBA launches fact-checking platform for upcoming elections

EDUCATION PAKISTAN TOP STORIES Web Desk January 11, 2024 0 25



CEJ-IBA launches fact-checking platform for upcoming elections

ISLAMABAD: On Wednesday, a nonpartisan fact-checking tool called iVerify was unveiled at a ceremony in Islamabad, ahead of the election that is scheduled for February 8.

Website
January 12th, 2024.

News Link:
<https://cnnurdu.org/5613/>



انتخابات، صحافت اور شفافیت: عام انتخابات 2024 سے قبل حقائق
کی جانچ کے لیے ای۔سی۔ای۔بی۔اے کا اہم اقدام

Elections, journalism, and transparency: CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

10/01/2024

150 0



ISLAMABAD: /DNA/ – The Center of Excellence in Journalism at the Institute of Business Administration (CEJ-IBA) has launched a non-partisan fact-checking initiative, iVerify, to advance the scope of independent and unbiased reporting in the country's journalistic landscape.

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News Link:

<https://islamabadpost.com.pk/elections-journalism-and-transparency-cej-iba-launches-fact-checking-initiative-ahead-of-general-elections-2024/>

INCPAK

CEJ-IBA Launches Fact-Checking Initiative Ahead of General Electi

RIA X January 10, 2024 Last Updated: January 10, 2024 1 minute read

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News Link:

<https://www.incpak.com/elections/cej-iba-launches-fact-checking-initiative-ahead-of-general-elections-2024/>



Website
January 10th, 2024.

News Link:

<https://247news.com.pk/?p=12419>

General

CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

By Anas - January 10, 2024

619 0



CEJ-IBA launches fact-checking initiative ahead of General Elections 2024

The Center of Excellence in Journalism at the Institute of Business Administration (CEJ-IBA) has launched a non-partisan fact-checking initiative, iVerify, to advance the scope of independent and unbiased reporting in the country's journalistic landscape.

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Thank You