

b. Innovative projects

- i. **Media Programs for Children in Pakistan** –The project was initiated with a vision to promote Children Programs in Media. Through this project we aim to carry out the research on the need of children's programming in Pakistan, to create a network of media professionals who will in future become part of the children's media network and to conduct a workshop conference for the purpose of discussing the current media landscape and strategies for implementing creative ideas for children's programming in Pakistan.
- ii. **Changing Attitudes about Women** - An innovative initiative has worked for the past five years help the media in Pakistan examine the way women are portrayed and develop more balanced and positive approaches. The project trained 400 media professionals, helping them develop ways to present women in Pakistan in a new light in programmes aired by the Pakistan Television Corporation and ensure that all the corporation's productions are sensitive to the issue of gender and avoid reinforcing biases against women
- iii. **Youth Media Project** - Youth Media Project taught and practiced over 1500 of community members and students the craft of digital storytelling and the art of listening for a socially responsible world by furthering participatory democracy, academic skill development and active learning. In partnership with educators, institutions and organizations, YMP trained students in media literacy, technology, production and public broadcasting. By amplifying youth voice and nurturing intergenerational dialogue, students practiced citizenry and leadership to create positive and caring communities.
- iv. **Enhancing Professional and Accurate Media in the Electoral**- A series of workshops, exchange of experiences and participatory processes were the main activities of the Project. The initiative is being funded by UNESCO office and takes place in the framework of the reformed electoral process in Pakistan.

For further Information please visit www.chrs.pk



Media Engagement & Advocacy

Complete Human Resource Solutions (CHRS) specializes in providing highest quality services to its clients. With the cadre of highly qualified and professional associates, CHRS offers a multi-disciplinary approach by focusing specifically on trainings, research, evaluation, organizational development, IEC material formation and advocacy campaigns. The organization envisage to empower individuals to realize their full potential by maximizing their talents and abilities where companies, government, educational communities and organizations value all people and foster the creation of wealth and self-fulfillment.

CHRS is working since last one decade in strengthening the role of media in peace building especially in conflict and post-conflict areas while enhancing Human Rights, Dialogue, Reconciliation, Gender Equality, Sustainable Development and Social Justice in order to reach a less violent, more peaceful society. The fully responsive behavior and result oriented solutions of CHRS has made it unique from others. The organization is instrumental in bringing innovative ideas and social synergies to national and international organizations.

Media Outreach and Advocacy program includes;

CHRS with its utmost fulfillment leads the initiative of spreading, advocating, training, developing, practicing, and researching the concept of Media Advocacy through workshops, seminars, conferences, public debates, projects and publications, while creating strong support networks in Government departments, NGOs/INGOs, Corporate sector, media channels, Journalists/ media correspondents, Community and youth nationally and worldwide.



Ethics of Journalistic Intervention: CHRS provides a new road map to journalists by tracing the connections, their source of information, the stories they cover and the consequences of their reporting through interactive trainings, workshops, FGDs and practical exposure. This unique initiative helps the journalist in collecting needful information; creating content based and impact oriented stories and presenting it through the right medium.

Social Media marketing: a way to influence decision-makers is to convey the message through the media outlets that matter to them the most.

CHRS provides its services in managing social media portals for NGOs/ INGOs, Advocacy Campaigns, Academia, special projects and events. CHRS has ensured that projection is bedrock of any work and prides itself in having record of successfully provided services to organizations through development of information, education and communication (IEC) material, Public Service Messages (PSMs) for TV & radio and Info graphic videos, short video messages, Press releases & op-ed articles in newspaper, information tool kits, Sound bites & blogs on Facebook and Twitter and documentaries.

Citizen Journalism: CHRS offers learning through engagement by promoting youth as eminent public citizens to perform an active and productive role in the process of collecting, reporting, analyzing, and disseminating news and information. This section presents avenues that focus on how the affective qualities of media learning and community engagement are mobilized towards civic impact.

Young students & professional under the guidance of their senior mentors conduct research studies; prepare stories, documentaries, short films and interviews using a wide range of media techniques including digital video, film making, photography, animation, and programming. From media literacy programs in schools to citizen journalism in cities, these cases highlight where and why learning happens in civic life and the myriad ways it



builds commitment and engagement. These courses are offered in collaboration with the national universities, international exchange programs, community partners and NGOs.

2. Capacity Building Initiatives

a. Training & Interactive learning

session

In-house trainings

- i. Social media for Business development
- ii. Media management & engagement
- iii. Understanding & Engaging media for NGOs

Customized trainings

- i. Three days consultative workshop with Journalist and media professional on developing press releases- special focus on Bonded Labour issues.
- ii. Three day workshop for the sensitization of Journalists on climate change issues,
- iii. Seminar on "Raising awareness: Journalists can help end bonded Labour;"
- iv. One week Training for print and digital media professionals, "Editing for Print and Web"
- v. Two-week training on 'Basics of Reporting' with focus was on business journalism.
- vi. One week training on Photo Journalism
- vii. Two week training for Journalists on Health Journalism

Benefits of Media Advocacy

- o Inform the media – and through them the public
- o Use media to pressure policy makers to change or institute policies.
- o Influence the media to give organization or coalition extensive coverage, allowing members to tell their stories in their own words.
- o To give communities more control by letting residents who might not otherwise be heard have a stronger voice in the media. Shining the spotlight on a community can give its members the power and the desire to change the policies and situations that affect their lives.
- o To persuade the media to cover the kinds of stories that will "light a fire" under other community members, so that they get involved and contribute to community-based solutions.