



SDPI
Sustainable Development Policy Institute



July 2018

Media Campaign for Citizen Centric Health Demands

Sustainable Development Policy Institute (SDPI)

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Acronyms

CCHD	Addressing Citizen's Centric Health Demands
DFID	Department for International Development
DRAP	Drug Regulatory Authority of Pakistan
EVA-BHN	Empowerment, Voice and Accountability for Better Health and Nutrition
HANIF	Health and Nutrition Innovation Fund
PM	Prime Minister
PMDC	Pakistan Medical and Dental Council
PML - N	Pakistan Muslim League - Nawaz
PPPP	Pakistan People's Party Parliamentarian
PTI	Pakistan Tehreek-e-Insaf
SCP	Supreme Court of Pakistan
SDPI	Sustainable Development Policy Institute

Translation of Urdu terms:

ووٹ وپان ... صحت جہاں ... Vote for health

صحت دو .. ووٹ لو- Vote for health



Acknowledgement

We take this opportunity to express our sincere gratitude to the people who have contributed in the successful completion of Media Campaign on Citizen Centric Health Demands. We would like to show our greatest appreciation to the highly esteemed and devoted Advisors and Managers of Palladium Pakistan. We are highly indebted to them for their tremendous support and real time technical back stopping to maintain high pace of assignment. Nothing would have been achieved without financial assistance of Department for International Development (DFID).

We are obliged for the tireless efforts of Mr. Muhammad Wasim (Head of Palladium Country Operations), Mr. Ihatsham Akram (Consultant), Ms. Amber Asghar (Advisor Accountability and Advocacy –EVA BHN), and Ms. Summaya Akhter (Innovation Manager, HANIF) that resulted in achieving the targets.

We appreciate instant coordination and response of Mr. Malik Akbar, Director Marketing Graymatter Communications and Mr. Uzair Malik, Chief Executive Zee News Network (ZNN) during our media campaign execution.

We cannot ignore intra unit cooperation, advice of Dr. Abid Suleri Executive Director Sustainable Development Policy Institute, Dr. Shafqat Munir, Research Fellow, Mr. Muhammad Salim Khilji, Director SD TV, and Mr. Moazzam S. Bhatti, Director Advocacy and Policy Outreach, the administration and finance for their continuous support and round the clock availability.

Rana Nazir Mehmood,
Project Director

Summary

Sustainable Development Policy Institute (SDPI) is implementing a project titled, "Pre-Election Advocacy for Addressing Citizen's Centric Health Demands (CCHD)". During the pre-election advocacy phase SDPI drafted evidence based health manifestos and made efforts for buy-in from the political parties to include the proposed recommendations into their party manifestos. A mass media campaign was conceived and implemented by SDPI prior to General Elections of 2018 with a purpose to complement its ongoing strategic advocacy with more robust popularization of health agenda for the consolidation of already garnered popular demand for health and expand the health agenda to broader horizons of the society both geographically and socially.

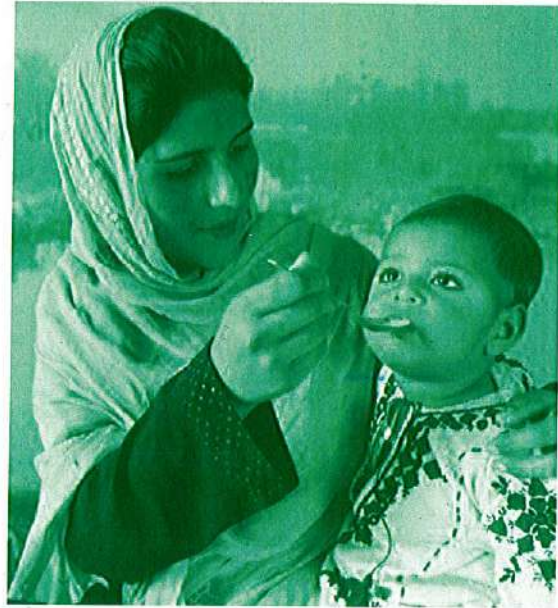
It was an eight days campaign that included use of print media, TV and radio. A robust media plan that included airing of messages on leading TV channels, radio stations and dissemination through newspapers targeting both national and regional population was developed and implemented. The campaign was branded as **صحت جہاں ... ووٹ وہاں** and positioned around Health Right and hooked with vote as a key responsibility and health services delivery as a key accountability. A logo was developed for the campaign that appeared on all products to be produced under the campaign. The media plan was successfully implemented with a few modifications arising due to "capping" constraint i.e. changes due to any unanticipated pressures on channels leading to changes in the airing schedules. Iterative adaptive management, predicting the changes and planning earlier and robust monitoring were some of the key factors that lead to creating opportunities for successful campaign delivery.

The delivery of 2985 radio spots instead of planned 2560, the one day extended TV airing i.e. 24th July were some of the value for money achievements that the team could leverage due to robust monitoring of the campaign. The campaign was instrumental in highlighting the "health" as a key demand of the citizens. An indirect testimonial to this was the observation that while this campaign was halfway, the political parties started including health into their media campaigns. Besides, in formative phase of the government, the ruling party has demonstrated a heavy focus on health needs of people reflected in the Prime Minister's first speech, the actions like extension of Health Card to whole Pakistan and several other steps. The experience shows that a focused social subject campaign if designed strategically, hooked around public demand and delivered effectively can create space for agendas like health even in the most charged political environments.

1. Introduction and background

Empowerment, Voice and Accountability for Better Health and Nutrition (EVA-BHN) has focused prioritization of health in the public thinking as part of its greater agenda of accountability for health. To this end EVA included pre-election advocacy as part of its strategy to leverage the General Elections 2018 in Pakistan for the broader institutionalization of citizen centric health reforms in the political parties' manifestos. To this end EVA through Health and Nutrition Innovation Fund (HANIF) has commissioned a project called "Pre-Election Advocacy for Addressing Citizen's Centric Health Demands (CCHD)" to Social Development Policy Institute (SDPI).

During the pre-election advocacy phase SDPI drafted evidence based health manifestos and made efforts for buy-in from the political parties to include the proposed recommendations into their party manifestos. Two leading political par-



ties' i.e Pakistan People's Party and Pakistan Muslim League (N) gave written commitment to discuss the proposed changes in their manifestos drafting committee meetings on priority. On the request of Ms. Sherry Rahman (Leader of Opposition in Senate), Executive Director of SDPI also gave a presentation to the opposition senators in this regard. Besides, the findings of the survey conducted by SDPI under this project was tweeted by PTI Chairman Imran Khan that reached around 8 million people. A mass media campaign was conceived and implemented by SDPI prior to General Elections of 2018. The central objective of the campaign was to complement strategic advocacy with more robust popularization of health agenda through use of media that could help consolidation of already garnered popular demand for health and expand the health agenda to broader horizons of the society both geographically and socially.



"The Herald-SDPI survey has given me immense satisfaction that in its first stint in govt PTI has improved the lives of the common man."

[@ImranKhanPTI](https://twitter.com/ImranKhanPTI)

May 24 2018



2. Campaign Delivery

2.1 Approach

It was anticipated that the general election related intensive campaigning by different political parties would leave less space for any social agenda such as health campaigning. Given this challenge, the 360 - degree approach was adopted for the campaign. It is an approach in which the target audience is communicated desired messages through every communication channel that the audience comes across with the intent to reinforce the message into mind and heart.

This approach is specifically designed to meet the challenge of the changing mind-set of target audience due to different exposure going around him/her in communication

environment. For the project purposes, the approach was slightly modified to adjust to time and resource constraints. The social media element was skipped in the campaign and was leveraged from the existing ongoing project on CCHD.



2.2 Target Audience

The primary audience targeted in the campaign was the masses of the vote casting age in both rural and urban settings. These masses were assumed to be interacting with the constituency election candidates of different political parties during pre-election canvassing. It was therefore important that these masses were sensitized enough on their health right as an agenda while they put forward their demands to the different election candidates and also think about it while casting the vote.

2.2.1 Primary Audience:

The primary audience targeted in the campaign was the masses of the vote casting age in both rural and urban settings. These masses were assumed to be interacting with the constituency election candidates of different political parties during pre-election canvassing. It was therefore important that these masses were sensitized enough on their health right as an agenda while they put forward their demands to the different election candidates and also think about it while casting the vote.

2.2.2 Secondary Audience:

In Pakistan, the sociocultural attributes such as caste, ethnicity, geography etc play an important role in decisions of selecting a candidate for vote. The secondary audience of this campaign was the community elders that influence the decision of the selection of the candidate for casting of the votes such as those who represent a particular caste, geography, ethnicity etc.

2.2.1 Tertiary Audience:

The tertiary audience of this campaign was the political representatives and the opinion makers such as journalists, media anchorpersons who may include health agenda in their debates and discussions during the election campaigns of different political parties. The contestants were assumed to be influenced passively from this campaign to proactively include health as an agenda in their election campaigns.

2.3 Medium of Delivery

TV, radio, newspaper and social media were included for key messages delivery.

2.3.1 Television

The popularity of TV especially with respect to current affairs content is huge in Pakistan. Twelve major TV channels that included both regional as well as national mainstream TV channels were targeted for delivery of the key messages and included:

S #	Channel
1	ARY News
2	Dunya News
3	Express TV
4	Samaa TV
5	AAJ TV
6	Dawn News
7	92 News
8	24 News
9	Capital TV
10	Khyber TV
11	Mashriq TV
12	Wasaib TV

2.3.2 Radio



Radio is also a popular medium for delivering social subject messages. Eight radio channels in different districts covering the regional languages were used for key messages delivery. The EVA districts were kept in view while selecting the channels' stations. The names of the radio channels with their coverage area and language are given below:

Sr. #	Channel	Coverage Area	Language
1	FM 101 – Radio Pakistan	ISB, LHR, Peshawar	Urdu, Punjabi
2	FM 106.2 – Just Music	ISB, LHR, Peshawar	Urdu, Punjabi
3	FM 92.2 – Pakhtunkhwa FM	Peshawar & Mardan	Pashtu
4	FM 98.6 – Josh FM	Muzaffargarh	Siraiki
5	FM 105 – Radio Awaz	Sahiwal	Punjabi
6	FM 88 – Solo FM	Layyah	Siraiki
7	FM 94 – Dilbar FM	Sawabi	Pashtu
8	FM 91 – Global FM	D. I. Khan, Bhakkar	Siraiki

2.3.3 Print Media (Newspapers)



Major English and Urdu dailies were targeted for this campaign based on their circulation at national as well as regional level. Following newspapers were selected for the dissemination of key messages:

Sr. #	Newspaper	Sr. #	Newspaper
1	Jang	7	DAWN
2	Dunya	8	Daily Times
3	Express	9	Pakistan Today
4	Khabrain	10	Pakistan Observer
5	Nawa-e-Waqt	11	Mashriq
6	The News	12	Aaj

2.4 Positioning of the Campaign

Keeping in view the spirit of EVA work that was empowerment of people for their right to health and accountability of duty bearers for delivery of their right to health, the whole campaign was positioned around Health Right and hooked with vote as a key responsibility while delivery of health as key accountability of the contestants. The resonance with a common man environment, gender inclusion, poverty, rural background were the key considerations in graphic as well as copy content of the products for electronic media. For the print medium, the issues highlighting along with the recommendations emanating from manifestos developed under CCHD project were the key content.

2.5 Branding and Tag Line

A logo was developed for the campaign that appeared on all products to be produced under the campaign. In line with the positioning of the campaign i.e. Health as a right and key accountability of contestants and vote as a responsibility the campaign was branded as (ووٹ وپاں) (give health and get vote). The key audio and video messages as well as print messages were developed along these lines.

2.6 Products

The media products were developed keeping in view the nature of the agenda, time availability and resources. Five scripts were developed through discussions between the creative team of media agency, SDPI and EVA teams. Based upon these scripts 3 TV Commercials each of 15 seconds were developed and shared with DFID and 2 were finalized. Similarly, 4 radio commercials/voice overs (1 in Urdu, 1 in Seraiki, 1 in Pushto and 1 in Punjabi) and each of 15 second were developed. Besides, 2 Qtr Page advertisements were developed for newspapers (1 for Urdu and 1 for English Daily newspapers).

2.7 Scheduling

The messages dissemination (airing and printing) schedule was developed considering the factors of exposure, cost and availability. The radio spots airing timings were: 0800 AM- 1000 AM and 0400 PM to 0700 PM. These timings were chosen on the basis of maximum radio consumption by the listeners that is normally the travel time. After 7 PM usually the listeners switch to TV. For TV, the prime time slots (8-10 PM) were targeted for airing of the campaign. For print media the Sunday as weekend while Monday as first day of the week were prioritized

3. Targets Achievement

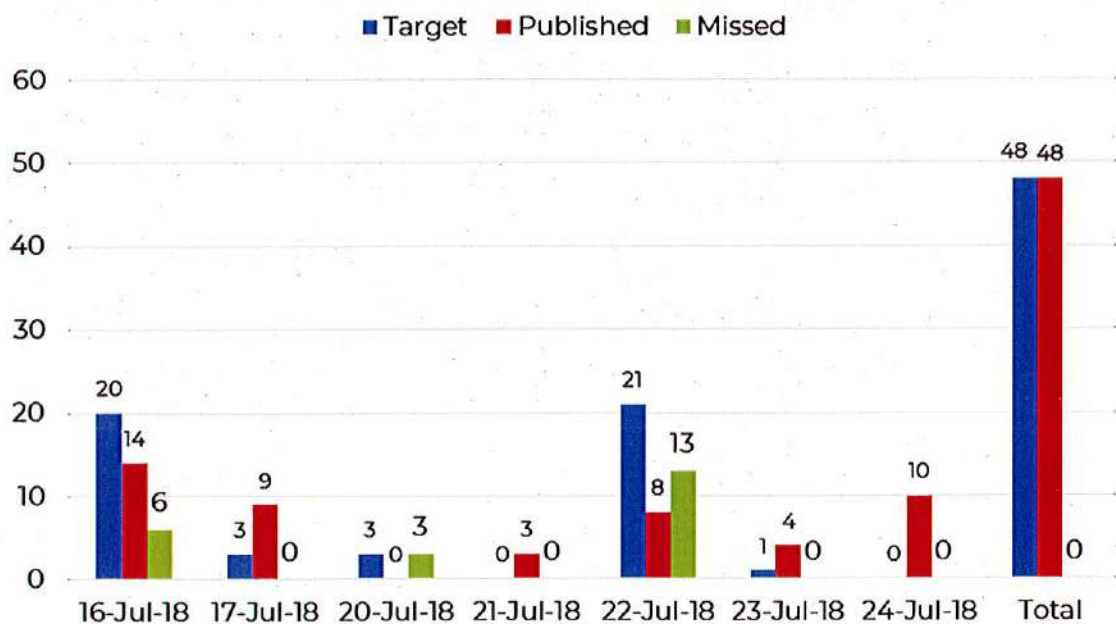
The campaign in hand was delivered in an extremely politically charged media environment i.e. pre-election. The screen, air waves and printing spaces were hugely occupied by political campaigns. In this environment the delivery of a social subject campaign was in itself a huge challenge, however, the team was able to deliver the campaign in an efficient and effective manner through continuous engagement and iterative adaptation as per changing needs. The details are discussed below.

3.1 Print Media

It was planned to publish 48 insertions in the selected newspapers. Overall, target was fully achieved, though, with some variation in the original plan. On July 22, 2018; only 38 % of the target was achieved. The team used this gap as an opportunity to negotiate with the media agency for leveraging additional airtime on radio and compensating the print advertisement the next day as well. The media agency agreed to compensate the same in terms of extra spots on Radio Channels which is presented in the graph below.



Print Media Advertisements July 16, 24, 2018

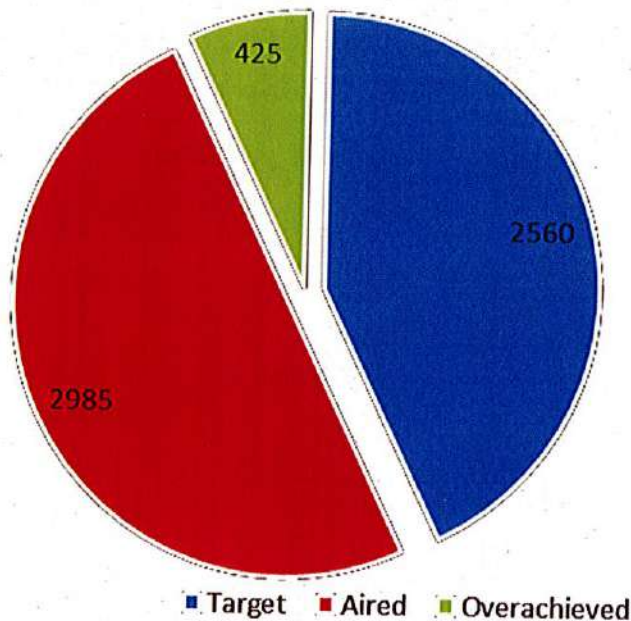


3.2 Radio

There were 2560 spots in original plan to be aired on selected channels of Radio. However, 2985 spots were aired on pre-decided channels. The 425 extra spots were negotiated with the media agency as compensation for the Sunday when print media advertisements did not occur. Though in numbers; target was achieved but in terms of cost (Value for Money), it was comparatively cheaper day selected to accomplish the target. So a reasonable compensation was agreed. Which is clearly visible in the form of extra spots aired on radio as shown in the graph below?



Total Airing on Radio July 16 - 23, 2018



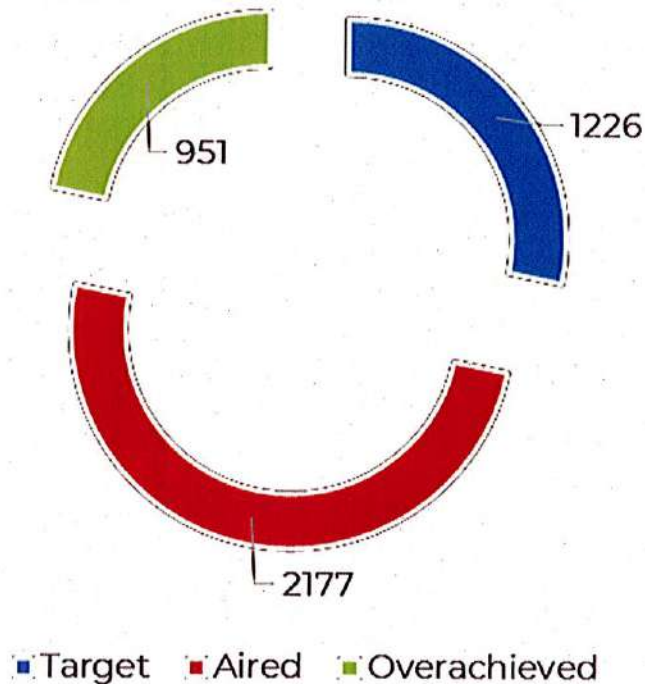
FM Radio Transmission							Total Slot	
Date	17-7-18	18-7-18	19-7-18	20-7-18	21-7-18	22-7-18	23-7-18	
FM 92.2	Duration Slot	15 50	15 50	15 50	15 49	15 49	15 49	320
FM 98.6	Duration Slot	15 24	15 50	15 50	15 49	15 49	15 49	320
FM 105	Duration Slot	15 24	15 50	15 50	15 49	15 49	15 49	320
FM 89	Duration Slot	15 24	15 50	15 50	15 49	15 49	15 49	320
FM 94	Duration Slot	15 24	15 50	15 50	15 49	15 49	15 49	320
FM 91	Duration Slot	15 24	15 50	15 50	15 49	15 49	15 49	320
FM 101	Duration Slot	15 48	15 97	15 97	15 96	15 96	15 96	532
FM 106.2	Duration Slot	15 48	15 97	15 97	15 96	15 96	15 96	533
Total		240	494	494	486	487	392	2985

3.3 Television

As per original plan 1226 spots have to be aired on pre-decided TV channels during the agreed programs. Instead 1226 spots, 2177 spots were aired. The excess airtime resulted from the fact that some of the spots were dropped on few TV channels due to "capping". This was discussed with the media agency and following was agreed with them as alternative:

- Maximum spots would be disseminated by the designated TV channels.
- The missing spots, however, would be aired on July 24, 2018 just a day before the election but to ensure value for money number of spots were to be re-calculated as per rates of the TV channels and rates of the time during our campaign in comparison of cost the new channels and the day on which these remaining spots were being aired.

Airing of TV Spots July 16 - 24, 2018



TV Channels Transmission

	Date	16-7-18	17-7-18	18-7-18	19-7-18	20-7-18	21-7-18	22-7-18	23-7-18	24-7-18	Total Slot
ARY News	Duration	15	15	15	15	15	0	0	0	0	28
	Slot	7	1	7	9	4	0	0	0	0	
Dunya TV	Duration	15	15	15	15	15	15	15	0	0	58
	Slot	14	9	7	10	18	0	0	0	0	
Express News	Duration	15	15	15	15	15	15	15	15	15	215
	Slot	14	14	14	18	6	18	14	8	109	
Samma TV	Duration	15	15	15	15	15	15	15	0	0	11
	Slot	6	1	0	0	4	0	0	0	0	
Aaj TV	Duration	15	15	15	15	15	15	15	0	0	27
	Slot	8	6	8	5	0	0	0	0	0	
Khyber News	Duration	15	15	15	15	15	15	15	15	15	246
	Slot	18	18	18	18	18	18	18	18	102	
Mashriq TV	Duration	15	15	15	15	15	15	15	15	15	256
	Slot	18	18	18	18	18	18	18	18	112	
92 News HD	Duration	15	15	15	15	15	15	15	15	15	151
	Slot	7	7	6	5	0	0	0	14	112	
24 News	Duration	15	15	15	15	15	15	15	15	15	174
	Slot	4	4	4	4	10	12	12	12	112	
Capital TV	Duration	15	15	15	15	15	15	15	15	15	166
	Slot	6	6	6	6	6	6	6	6	118	
Dawn News	Duration	15	15	15	15	15	15	15	15	15	139
	Slot	6	6	1	6	1	6	6	2	105	
Waseb TV	Duration	15	15	15	15	15	15	15	15	15	368
	Slot	32	32	32	32	32	32	32	32	112	
Neo TV	Duration	15	15	15	15	15	15	15	15	15	54
	Slot	0	0	0	0	0	0	0	0	54	
Rung TV	Duration	15	15	15	15	15	15	15	15	15	54
	Slot	0	0	0	0	0	0	0	0	54	
City 42	Duration	15	15	15	15	15	15	15	15	15	56
	Slot	0	0	0	0	0	0	0	0	56	
Such TV	Duration	15	15	15	15	15	15	15	15	15	56
	Slot	0	0	0	0	0	0	0	0	56	
Abb Tak TV	Duration	15	15	15	15	15	15	15	15	15	118
	Slot	0	0	0	0	0	0	0	40	78	
Total Slot		140	122	121	131	117	110	106	150	1180	2177

¹ Capping can be explained as different pressures including but not limited to 50 % premium cost and advance cash payment as advised by the Pakistan Broadcasting Association (PBA) – Circular is attached as an annexure

3.4 Outreach

Outreach is an important parameter of the success of any campaign. In Pakistan, there is only one company that issues the ratings of the different TV channels. At the time of conceiving the campaign the company i.e. Media Logics was operational and used to release ranking of different channels of electronic media, even, they were releasing ranking of different programs. By using different formulae, viewership of TV Channels was calculated. Lately, however, the said company was stopped by Supreme Court to carry out this function. Whereas, they have been now allowed to continue their function, the time when our media campaign was in air, they were not functional. As a result; the rankings are thus viewership and listenership is not available. It however can be safely assumed that the viewership and listenership is expected to see a rise in the period immediately preceding the general election and thus it can be concluded that the campaign outreach must have exceeded the reach that was targeted at the time of conceiving of the campaign.

4. Campaign Impact – Rise of Health

Given that it was 8 days campaign and at a time and in an environment when space for any social subject campaigning was extremely less, it is noteworthy that our campaign “ووٹ لو۔ صحت دو۔” did have impact. A key observation in this regard was the shifting of focus in the political media campaigns in the days preceding the elections. It was observed that political parties amended their political media campaigns and started categorical health campaigns

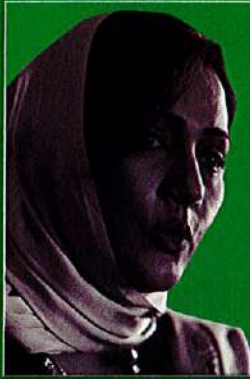
- First of all; PPPP ghettoized their political campaign in two segments
 - General campaign
 - Health specific campaign
- Then, PTI took the initiative and health focused independent campaign was started
- Finally, PML – N too enhanced its focus on health in their political campaign

Besides, this significant change triggered by our health campaign, post-election, there have been noteworthy developments on the policy landscape of Pakistan that reflect a policy appetite for health. The Chairman Mr. Imran Khan of the winning party i.e. PTI in his first public speech as PM, kick started his speech with health and nutrition indicator i.e. stunting as a key issue of children of Pakistan. His speech circumscribed several other issues such as water, sanitation, hygiene and social inequalities that have been part of the citizen health manifestos developed and shared with political parties under CCHD project. Another

significant development is the policy decision of the government to extend Health Card to whole Pakistan announced by the Finance Minister Mr Assad Umar in his assembly speech regarding budget. Access to health care owing to poverty and other inequalities have been one of the key barrier in improving health status of people. The CCHD manifestos also included recommendations to address poverty as a barrier to improvement of health status of the nation whose majority lives in rural areas and below poverty line. Other than these developments, several other initiatives are being undertaken by the current government for improvement of the health services delivery. These include:

- PTI has started planning to replicate Medical Teaching Institutions Reforms Act 2015 in the rest of the country, particularly in Punjab, after having introduced it in Khyber Pakhtunkhwa in 2015.
- PTI is also planning to introduce changes to the Pakistan Medical and Dental Council (PMDC) and Drug Regulatory Authority of Pakistan (DRAP)
- PTI is talking about National Health Policy.
- The PTI leadership has formed a task force and engaged Dr. Burki to handle issues related to public health and medical teaching institutes in the country.
- Dr. Yasmin Rashid, who has been given the portfolio of Minister Health in Punjab, has already merged two different ministries on health in province of Punjab.





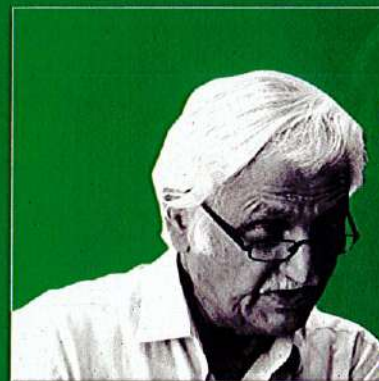
#VOTE4HEALTH
#VOTESEHATKA

”

ریاست پاکستان کو صحت کی سہولیات کی فراہمی کو یقینی بنانا چاہیے۔
صحت ہمارا بنیادی حق ہے، کیا پاکستان صحت کو ووٹ دیں گا؟

عاصمہ شیرازی
سینئر صحافی

VISIT OUR WEBSITE : HEALTH.SDPI.ORG



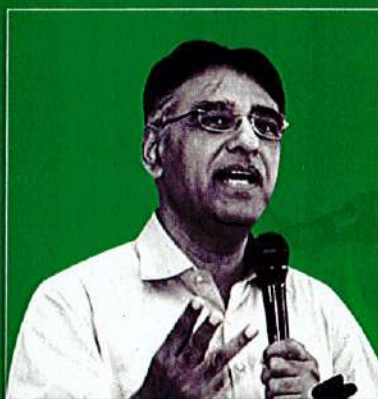
#VOTE4HEALTH
#VOTESEHATKA

”

The most important thing in health is,
to reach the poorest of the poor.

-FARHATULLAH BABAR
PAKISTAN PEOPLES PARTY

VISIT OUR WEBSITE : HEALTH.SDPI.ORG



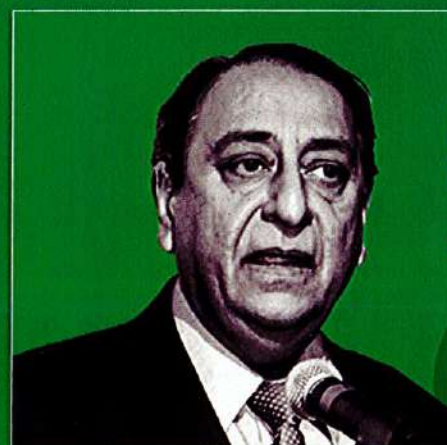
#VOTE4HEALTH
#VOTESEHATKA

”

Health is one of the major reasons why
people sink below the poverty line.

-ASAD UMAR
PAKISTAN TEHRUK-E-INSAF

VISIT OUR WEBSITE : HEALTH.SDPI.ORG



#VOTE4HEALTH
#VOTESEHATKA

”

Good Doctors do not opt to move into
rural areas – That is the biggest health
challenge.

-RANA AFZAL
PAKISTAN MUSLIM LEAGUE (N)

VISIT OUR WEBSITE : HEALTH.SDPI.ORG



5. Lessons Learnt

The experience of this media campaign offers several key insights that can help the planners and implementers in formulating such campaign in future.

- **Reinforcement and Consolidation through Media:** Media if used strategically can lead to big changes in small period of time. It can help consolidate the ongoing efforts and bring results to such efforts. The health media campaign was preceded by the CCHD work whereby the political parties were continuously being engaged for health reforms. The media campaign turned out to be the tipping point and results could be seen in post-election focus of government on health issues.

- **Copy Cat Affect:** A social campaign can immediately affect the political campaigns. If designed carefully and delivered strategically with respect to time and reach, such campaigns can influence the ongoing environment in a very short time period. The immediate effects of our media campaign on political campaigns have demonstrated this phenomenon.

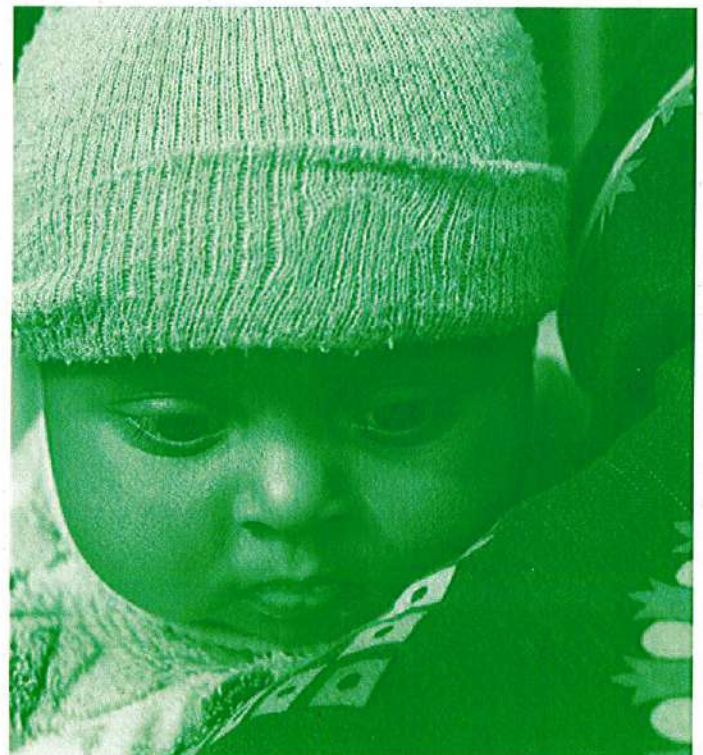
- **Public Demand is the Hook:** The strategic positioning of the campaign is highly important. Our campaign targeted a "voter" but it affected the policy makers and other political campaigners for the reason that it was rooted in a public demand for a fundamental right i.e. health. The stakeholders could see this as a popular demand and resorted to tailoring their campaigns in line with this demand of public.

- **Iterative Adaptive Management:** The campaign delivery in such environment requires a high degree iterative adaptive management. During the 10 days of campaign delivery the team had to take

many decisions due to rapidly changing environment especially the "capping" issue. It is critical that during these times, the opportunities are kept in perspective and a need for continuous realignment is addressed in advance.

- **Keep an eye, predict and plan:** Monitoring of the campaign delivery is highly critical. Many a times it happened that we learnt it on the day when an advertisement had to be disseminated that this could not happen and we had to immediately get in touch with the media agency to renegotiate.

- **Value for money:** One should never be oblivious of the value for money. It is not only the time but the value for money as well that needs to be kept in perspective during negotiations. The project team was able to leverage airtime in excess to the planned because of the opportunities created by "capping" issue.



Annexure 1 – Radio Spots ELECTRONIC MEDIA (Radio)

Channel	Time Band	Stations	Airing Detail	Duration in Second
FM-101 (Radio Pakistan)	0800 - 0900	Ibd/Lhr/Pwr	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-106.2 (Just Music)	0800 - 0900	Ibd/Lhr/Pwr	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-92.2 (Pakhtunkha FM)	0800 - 0900	Peshawar / Mardan	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-98.6 (Josh FM)	0800 - 0900	Muzzafargarh	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-105 (Radio Awaz)	0800 - 0900	Sahiwal	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-88 (Solo FM)	0800 - 0900	Layyah	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-94 (Dilbar FM)	0800 - 0900	Swabi	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				
FM-91 (Global FM)	0800 - 0900	D.I.Khan station cover bhakar	Morning Time	15
	0900 - 1000			15
	1600 - 1700		Evening Time	15
	1700 - 1800			15
	1800 - 1900			15
Total :-				

July - 2108								
Mon 16	Tue 17	Wed 18	Thu 19	Fri 20	Sat 21	Sun 22	Mon 23	Total Spots
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
40	40	40	40	40	40	40	40	320

Annexure 2 – TV Spots ELECTRONIC MEDIA (TV)

Channel	Time Band	Programme	Duration Second
ARY News	1900 - 2000	Sare Aam	15
	2000 - 2100	Off The Record	15
	2100 - 2200	News Bulletins	15
	2200 - 2300	Power Play (Arshad Sharif)	15
	2300 - 2359	11th Hours (Waseem Badami)	15
Total :-			
Dunya News	2000 - 2100	Tonight with Moeed Pirzada	15
	2100	News Bulletins	15
	2130 - 2300	Kamran Khan k sath	15
	2200- 2259	Sawal Awam Ka	15
	2300 - 2359	Mazaqraat Hasb e Haal	15
Total :-			
Express News	2100 - 2200	News Bulletins	15
	2200 - 2300	Kal Tak(javed Ch.)	15
		To the poient (Mansur Ali Khan)	15
	2300 - 23 59	Siasi Theater Khabardar	15
Total :-			
Samaa News	1605	Awam ki Awaz	15
	1700	Hum Log	15
	2000 - 2100	Nadeem Malik Live	15
	2300 - 23 59	Newsbeat(Paras)	15
Total :-			
Aaj TV	2000 - 2100	Faisla Aap Ka(Asma Sherazi)	15
Total :-			
Khyber News	1900 - 2000		15
	2000 - 2100		15
	2100 - 2200	News segment/programme	15
	2200 - 2300		15
Total :-			
Mashriq TV	1900 - 2000		15
	2000 - 2100		15
	2100 - 2200	News segment/programme	15
	2200 - 2300		15
Total :-			
92 News HD	2000 - 2100	92 @ 8 (Sadia Afzaal)	15
	2200 - 2300	MUQABIL (Rauf Klasra & Amir Mateen)	15
Total :-			
24 News	2000 - 2100	Naseem Zahra @8	15
	2300 - 23 59	DNA	15
		QKJH	15
Total :-			
Capital TV	2000 - 2100	Humsab	15
		Capital live Aniqa	15
Total :-			
Dawn News	2300 - 2359	Zara hat kay	15
Total :-			
Wasaib TV	1900 - 2000		15
	2000 - 2100		15
	2100 - 2200	News segment/programme	15
	2200 - 2300		15
Total :-			

July - 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
16	17	18	19	20	21	22	23	
				6	6	6		18
4	4	4	4				4	20
6	6	6	6	6	6	6	6	48
4	4	4	4				4	20
4	4	4	4				4	20
18	18	18	18	12	12	12	18	126
				6	6	6		18
6	6	6	6	6	6	6	6	48
4	4	4	4	4			4	24
					8			8
6	6	6					6	24
			8	8	8	8		32
16	16	16	18	24	28	20	16	154
6	6	6	6	6	6	6	6	48
4	4	4	4					16
				6	6	6		18
4	4	4						12
			8	6	6	6		26
14	14	14	18	18	18	18	6	120
4				4			4	8
						4		4
6	6	6	6				8	32
						4		4
10	6	6	6	4	0	8	12	52
8	8	8	8				8	40
8	8	8	8	0	0	0	8	40
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
6	6	6	6	6	6	6	6	48
4	4	4	4	4	4	4	4	32
18	18	18	18	18	18	18	18	144
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
6	6	6	6	6	6	6	6	48
4	4	4	4	4	4	4	4	32
18	18	18	18	18	18	18	18	144
4	4	4	4				4	20
4	4	4	4					20
8	8	8	8	0	0	0	8	40
				6	6	6		18
4	4	4	4	4			4	24
					6	6		12
4	4	4	4	10	12	12	4	54
6	6	6	6				6	30
				6	6	6		18
6	6	6	6	6	6	6	6	48
6	6	6	6	6	6	6	6	48
6	6	6	6	6	6	6	6	48
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
8	8	8	8	8	8	8	8	64
32	32	32	32	32	32	32	32	256

Annexure 3 – Newspaper Insertions Print Media (News Paper)

Newspapers	Station	Position	Color / B&W	Size	
Jang	ISB	Back Page	Color	27x4 inches	1
Jang	LHR	Back Page	Color	27x4 inches	1
Jang	MTN	Back Page	Color	27x4 inches	1
Dunya	ISB	Back Page	Color	27x4 inches	0
Dunya	LHR	Back Page	Color	27x4 inches	0
Dunya	MTN	Back Page	Color	27x4 inches	0
Express	ISB	Back Page	Color	27x4 inches	1
Express	LHR	Back Page	Color	27x4 inches	1
Express	MTN	Back Page	Color	27x4 inches	1
Express	Peshawar	Back Page	Color	27x4 inches	1
Mushriq	Peshawar	Back Page	Color	27x4 inches	1
Aaj	Peshawar	Back Page	Color	27x4 inches	1
The News	RWP	Back Page	Color	27x4 inches	1
The News	LHR	Back Page	Color	27x4 inches	1
Daily Dawn	ISB	Back Page	Color	27x4 inches	1
Daily Dawn	LHR	Back Page	Color	27x4 inches	1
Daily Khabrain	MTN	Back Page	Color	27x4 inches	1
Daily N-Waqt	ISB	Back Page	Color	27x4 inches	1
Daily N-Waqt	LHR	Back Page	Color	27x4 inches	1
Daily N-Waqt	MTN	Back Page	Color	27x4 inches	1
Daily Times	ISB	Back Page	Color	27x4 inches	1
Pakistan Today	ISB	Back Page	Color	27x4 inches	1
Pakistan Observer	ISB	Back Page	Color	27x4 inches	1
Total Nos. of insertions					20

(2018)

Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Insertions
17	18	19	20	21	22	23	
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
1	0	0	0	0	1	0	2
1	0	0	0	0	1	0	2
1	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	1	0	1	0	3
0	0	0	1	0	0	1	3
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	0	0	1	0	2
0	0	0	1	0	0	0	2
0	0	0	0	0	1	0	2
3	0	0	3	0	21	1	48



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