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<td>Author(s)</td>
<td>Syed Inayat Ali.</td>
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Media Resource Centre:
Library Of Press Institute Of Pakistan

By

Syed Inayat Ali
INTRODUCTION

It is needless here among this August house of librarians, to emphasize the dynamic role which any professional librarian or library performs in promoting frontiers of knowledge, through accumulated resources and organized collection for active reference and effective retrieval services. Emphasis, however, needs when we talk of basic originating sources of multi-media resources; press publications, radio audio tapes, films, television video cassettes, and above all the machine-mind-computer of faster reference and amazing retrieval services, replacing multiple means, methods and materials. It is not wrong that media and library existed side by side, interdependent and unseparable to disciplines with their respective history and their own classics in themselves.

MEDIA RESOURCE CENTRE LIBRARY

The Media Resources Centre (MRC) Library of the Press Institute of Pakistan at Karachi, also came into existence by the side of Institute’s set up in 1986. Like the Institute, the Library took a very humble start due to various impediments, as usually or naturally come across to any new beginning. It will remiss, if here I don’t mention of the expert leadership of Professor Zakariyya Sajid, the Director of the Institute, who by the side of his manifold responsibilities and scarcity of means and materials, equally struggle to develop informational resources of the Institute and just a month ago, he raised funds to place the Institute’s Library on functional level.

COLLECTION

Although our collection is small as it should be in its beginning stage, but our holdings are select, up-to-date and comprise of multi-media resources, some of which are totally new to specialist in the country if not in South Asian nations. We are not ambitious to pile up heap of material but are anxious to be specific, relevant and selective to the Institute’s aims and objectives. We being newly established, are still to be on our strong foot, but we have that potential to serve our priorities through accumulated resources of our Library. The collection
presently includes:

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Books</td>
<td>900</td>
</tr>
<tr>
<td>Principal Dailies</td>
<td>35</td>
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<tr>
<td>Principal Monthlies</td>
<td>16</td>
</tr>
<tr>
<td>Principal Weeklies</td>
<td>04</td>
</tr>
<tr>
<td>Principal Quarterlies</td>
<td>03</td>
</tr>
<tr>
<td>Video Cassettes</td>
<td>60</td>
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<tr>
<td>Films</td>
<td>20</td>
</tr>
<tr>
<td>Slides</td>
<td>25</td>
</tr>
<tr>
<td>Audio Cassettes</td>
<td>125</td>
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</table>

TECHNICAL SERVICES

The collection of the Library is properly accessioned by classified and catalogued. Separate study corners are maintained for reference and research studies. Vertical files on topical references are maintained and bibliographical services are provided for training, course studies and research works. The Institute has its own computers and looking forward to computerise its data including Library collection. We have trained an experienced staff to attend to our technical services on standard rules and practices.

LIBRARY PLAN

Like the Institute, the Library is also to achieve a unique position in Pakistan's Media world. The Library has now taken its start to cater needs of the Institute's activities and also to extend cooperation and coordination with Institutes in Universities and autonomous bodies of press, radio, films, television, in the home and abroad alike. We have aimed to perform intensive and extensive services of documentation, classification, indexing, cataloguing and bibliographical services, making us central resources centre on communication-journalism and its related sciences, in the country and internationally as well.

PRESS INSTITUTE OF PAKISTAN (PIP)

The Press Institute of Pakistan is basically meant to organise training, promote research and produce practical journalists in the country. To achieve this, the Institute is to help and assist and vise-versa depends on media organisations, academic institutions in universities and autonomous bodies of press, radio, film and television in the country and abroad as well, like the Asian Mass Communication Research and Information Centre (AMIC) Singapore, UNICEF, Press Foundation of Asia (PFA) Manila, Centre for International Private Enterprise (CIPE) Washington, D.C., Al Pakistan Newspaper Society (APNS), Council of Pakistan Newspaper Editors (CPNE), Pakistan Advertising Association (PAA), Ministry of Information & Broadcasting of the Government of
Pakistan, Journalism Departments of the Universities of Karachi and Punjab, and more to look forward, to widen the horizon and scope of the PIP, to justify its unique position in Pakistan’s Media world.

**PIP TRAINING PROGRAMMES**

So far, the Institute has successfully conducted over a dozen of high and medium level training programmes in various parts of the country. Some of these are:

* Workshop on Economic & Business Journalism

* Seminar on Elections & Mass Media,
  Lahore, Pakistan, October 1988.

* Seminar on Training Neefs of Journalists.
  1989.

* Television and Children.
  Karachi, Pakistan, 1989.

* Media Summit.
  Ziarat, Pakistan, June 1990.

* Workshop on Writing for Children.
  Karachi, Pakistan, October 1990.

* Workshop on Writing for Children.
  Lahore, Pakistan, November 1990.

* Workshop on Reporting & Subbing.
  Lahore, Pakistan, December 1990.

* Workshop on Newspaper Layout & Design.
  Lahore, Pakistan, January 1991.

* Workshop on Financial Reporting.
  Lahore, Pakistan, January 1991.

**MEMBERSHIP TO THE PIP**

Membership of the Institute is open to Newspapers, Periodicals, News Agencies, Advertising Agencies. Membership to Media Organisations can be accepted as Associated Members.

Formal membership scheme of the Institute is yet to be expanded to cover increasing needs of the researchers and practical journalists and also to serve potential needs of the Institute. The membership scheme will be categorised as under:

* Honorary Membership
Members will be entitled of facilities of various nature in accordance with their membership and on certain nominal charges, as the cases deserve. The facilities include use of library, borrowing of materials for home, bibliographical services for research projects, publications of the Institute and its training programmes etc.

**PIP PUBLICATIONS**

The Institute is creating and raising funds, as could be, to accelerate the task of its publications.

Some of the Institute’s publications are:

- **Pakistan’s Economy in the 80’s**

- **Pakistan’s Media Yearbook**
  Under preparation. Besides information on Pakistan, the yearbook will include up-to-date data and research articles on Press, Radio, Television, Advertising and Public Relations Sectors of the country.

- **PIP’s Quarterly Journal**
  The Institute plans to publish a quarterly research and professional journal, soon.

**MEDIA IN PAKISTAN**

Unfortunately the time was too short to assemble latest data but figures are cited to help as certain the areas of inter transfer of information depth, strength and variety of related aspects of the discipline of communication-journalism, in the country.

**PRESS**

About 1,826 periodicals publications are released (1987) in different regional languages, including 60 below named English press and periodicals:

**Principal Publications (English)**

- Dailies 12
- Evening Dailies 06
RADIO

The entire area and the population is covered under the range of Radio in Pakistan. 16 broadcast stations (1987) are operating radio programmes throughout the country, but it is an ideal medium in the rural areas. A sizeable collection of radio programmes on current affairs, news, informational reports and entertainment programmes, are worth to be considered as good part of resources of use in training and research on communication-journalism, and the collection is some respect can be treated of archivial value for record and future use.

CINEMA

Cinema is Pakistan (516) as a mass audio-visual medium offers enormous potential to the entertainment and advertising industry. Among many other factors, the medium of cinema in Pakistan and perhaps elsewhere in the world, has declined due to television, video and its various innovations to the change socio-economic conditions and new challenges and television behaviour and technology.

TELEVISION

Pakistan Television with its five full fledged studios, equipment with the most modern facilities and with 28 rebroadcast stations (1989) has been transmitting programmes on healthy entertainment, education and information. Being the only channel of multi-purpose programmes, the plan for second channel (educational) are active consideration. Apart from having achieved a strong headwave in terms of expertise, talent, quality and technical competitiveness the Pakistan Television, has built an exemplary archives of its programmes, many of which have earned and won internationa fame, awards and appreciations.

CONCLUSION

In the light of above few lines on the originating sources, press, radio, cinema, television, one may imagine that Pakistan has achieved amazing growth and sudden rise in the field of communication-journalism within a short period of 45 years of the country’s existence. Pakistan as a young South Asian nation and the third largest Muslim country in the world, has full potential to play an important part in the media affairs. The Press Institute of Pakistan, may or may not be newer among media institutions/organisations in the network members, but we (PIP)
aim to be an active one in the AMIC’s objectives, set for this Workshop. This paper, I hope, will help members to draw their deliberations and frame nucleus around which a standard system can be developed to achieve practical cooperation and coordination with professional organisations, both at home and abroad including AMIC.

RECOMMENDATIONS

* Press Institute of Pakistan should be facilitated and financed to enable its functional participation in the AMIC’s systems and programmes i.e. Electronic Data Transfer, Inter Exchange of Information, Research Projects, Reference and Bibliographical Services.

* One of the participants commissioned to conduct a physical survey of the network members of the AMIC. The proposed survey should include analysis of areas, strength and weaknesses of resources, to help determine projects of mutual interests and collaborations and also to enable AMIC to determine feasibilities of its programmes in terms of investment propositions of AMIC.