



# All Pakistan Newspapers Society

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The News Editor,  
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Dear Sir,

Please read the following news item and oblige.

The APNS Executive Committee noted with concern that the Government of Pakistan has failed to implement the assurances of the Prime Minister regarding its demands for 40% rate increase, payment of outstanding dues and stoppage of advertisement allocation to dummy and fake publications.

The Executive Committee expressed grave concern over the malicious and scandalous campaign carried out against its Senior Vice President and publisher, Chief Editor of Daily Ausaf and urged upon the government to take strict and exemplary penal action against the newspapers that have carried out the baseless and seditious campaign to pose a life threat to the publisher.

Sarmad Ali, the Secretary General of the All Pakistan Newspapers Society announced the decisions of the Executive Committee meeting held on January 5, 2012 at Islamabad chaired by its President Hameed Haroon. The members attended across the country adopted a unanimous resolution to express their full solidarity with Senior Vice President Mehtab Khan and demanded that the dummy and fake publications namely Daily Postmortem, Daily Bhulekha, Daily Punjabi & Weekly Hajweri be taken to task by the government so that these may be stopped to incite public sentiments on baseless allegations. The committee demanded that appropriate actions against these perpetrators of the malicious campaign be taken without further delay so that harmful acts towards the life and image of the publisher may be preempted.

The Executive Committee in another resolution urged upon the Prime Minister Mr. Yousaf Raza Gillani for the implementation of 3 points demand duly endorsed and accepted by the Prime Minister at a meeting held on January 10, 2011. The Prime Minister had agreed to raise the pure government and government commercial rates of advertisements in newspapers initially by 40% effective from July 1, 2011 to cover official inflation gap of 200%.over last ten years. The Executive Committee noted that this decision has not been implemented thus leaving APNS members with a poor after taste of the above decision.

The Executive Committee also noted that the Prime Minister had also agreed to immediately clear all government dues to the print media relating to Govt advertisements for the year 2010-11 as well as the dues for ads released by the Federal Government devolved Ministries consequent upon the 18<sup>th</sup> amendment. The accumulated figures amounts to about Rs.153 crores which has caused the closure of multiple accredited agencies that channel government business. It is unfortunate that not a single rupee has been paid due to continued obstructions by the AGPR and other key ministries.

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The APNS Executive Committee pointed out that the Prime Minister had also agreed to stop allocation of government advertisement to dummy and fake publications, the trend has now reached to unprecedented levels. Unfortunately no action has so far been taken on the directives of the Prime Minister on the above issues. The Executive Committee endorsed the decision to suspend all advertisements of the Federal Government and authorized the President to take further actions, if required.

The Executive Committee greeted Pir Sufaid Shah Hamdard on bestowing of Baba-e-Pashto Sahafat Award by the World Pashto Conference and gave him standing ovation.

The Executive Committee approved grant of associate membership on the recommendations of provincial committees.

The Executive Committee approved the recommendations of the Advertising Committee and decided to revise the fee structure for advertising agencies with effect from January 1, 2012. The committee approved provisional accreditation of Ms Impact Advertising Services (Pvt.) Limited Lahore and Ms Emotion (Pvt.) Limited Karachi. It also granted restructuring of Ms. Manhattan Pakistan (Pvt.) Limited Islamabad and Ms The Linkers Advertisers Islamabad. The accreditation of Ms Firebolt63 was also confirmed. The approval of applications of advertising agencies was subject to the new fee structure approved by the Executive Committee.

The meeting was attended by Mr. Hameed Haroon, President, Mehtab Khan, Senior Vice President, Umer Mujib Shami, Vice President, Sarmad Ali, Secretary General, Rameeza Majid Nizami, Joint Secretary, Muhammad Munir Jillani, Finance Secretary, Mumtaz A. Tahir (Aftab), Anwar Farooqi (Aghaz), Danish Itikhar (Asas), Waseem Ahmed (Awam), Ghulam Akbar (Al Akhbar), Abdul Rashid Ghazi (Business Report), Syed Faseih Iqbal (Balochistan Times), Najmuddin Sheikh (Deyanat), Owais Aslam Ali (Economic Outlook), Qazi Asad Abid (Ibrat), Mukhtar Aaqil (Jurrat), Javed Mehr Shamsi (Kaleem), Mushtaq Ahmed Qureshi (Naey Ufaq), Sardar Khan Niazi (Naya Rukh), Rukhsana Saulat Saleemi (Nikhar), Gohar Zahid Malik (Pakistan Observer), Ilyas Shakir (Qaumi Akhbar), Riaz Ahmed Mansuri (The Cricketer), Jamil Athar (Tijarat), Pir Sufaid Shah Humdard (Wahdat), Masood Hamid and Mohsin Bilal attended as special observers.

Thanking you,

Yours faithfully,

-s/d-

(Dr. Tanvir A, Tahir)  
Executive Director  
APNS

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