



National Institute of Public Policy

Internees Visit to Media Houses



Visit of Media Houses

Date: Monday, 4th August, 2025

Venues: GNN and City News Network (City 42, City 41, 24 News HD, Rohi TV and UK44)

Introduction

As part of the 4th Internship Program at the National Institute of Public Policy (NIPP), Lahore a group of research interns visited was organized to the offices of two major news networks, GNN and City Media Group (24 News) on Monday, 4th August, 2025. The purpose of the visit was to understand the processes, internal workings and operational framework of the media houses which are an important stakeholder of the society. The visit was supervised by Ms. Sadia Pirzada, Senior Research Associate and Mr. Khalid Iqbal, Assistant Director, who guided the interns throughout the day and helped ensure a productive and engaging learning experience.

GNN

During the visit to GNN's office, the interns were given an in-depth presentation by senior personnel of GNN and 24 News on the entire mechanics and the actual behind-the-scenes work involved in broadcasting news. Visit to two key workflow components of the news broadcast — Master Control Room (MCR monitors signal transmission) and the Production Control Room (PCR directs the live broadcast) — vividly demonstrated the critical role of the people working behind the curtains like a disciplined army with unparalleled agility to bring live broadcast to the audience. The main highlight of the visit was seeing the news studio, a first-time experience for several interns, and getting to know the intricate coordination between the news anchor and his producer, a crucial aspect of the craft of smoothly delivering news in front of millions of TV viewers.

At GNN office, the interns had a wonderful time interacting with senior journalist Junaid Saleem, who briefed the interns on the integral role of the news media and how increased use of social media as a media tool makes it a challenging and interesting time to pursue a career in journalism.

City News Network

At the City News Network, the interns learnt about the five news channels (one national and the other regional) being broadcast at the same time from the same office. A key takeaway by the interns from the two visits was realizing the focus and attention in the form of manpower and technological resources news media houses are investing to strengthen their presence on the social media platforms.

Overall, through the visit to media houses, the interns learnt about learning the inner workings of news broadcasting, making the visit a great success in augmenting the diversity of their learning experience at NIPP.





| Interns of 4th Batch | | |
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| Sr. No. | Name | Institution & Degree |
| 1. | Ms. Hafiza Asma | Forman Christian College University (MS Public Policy) |
| 2. | Mr. Zain-ul-Abideen | University of the Punjab, Lahore (MPhil Political Science) |
| 3. | Mr. Sarmad Zubair Khokhar | University of Toronto (Master of Arts in Economics) |
| 4. | Mr. Samir Shahid | National Defence University, Islamabad (Bachelor of Sciences in Government and Public Policy) |
| 5. | Ms. Saffa Amjad | University of the Punjab, Lahore (BA International Relations) |
| 6. | Ms. Sana Saif | Lahore Garrison University (MPhil Mass Communication) |
| 7. | Ms. Dowa Shakeel | Kinnaird College for Women University (MPhil Accounting & Finance) |
| 8. | Ms. Bisma Khan | University of Management & Technology (MPhil Strategic Studies) |
| 9. | Ms. Umber Iftikhar | University of Management & Technology (Bachelor of Political Science) |
| 10. | Ms. Maira Jamal | National Defence University, Islamabad (BS Public Policy) |
| 11. | Mr. Anas Nasir | University of the Punjab, Lahore (BS Public Health) |
| 12. | Ms. Aqsa Shaukat | Kinnaird College for Women (MPhil International Relations) |
| 13. | Ms. Quratulain Umar | Lahore Garrison University (BS Computer Science) |
| 14. | Mr. Ibrahim Idrees Sheikh | Aitchison College A' Levels |
| 15. | Ms. Omema Saif | Crescent Model School A' Levels |

