



INTERNSHIP REPORT
PRESS NETWORK OF PAKISTAN

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ACKNOWLEDGMENT

I am profoundly grateful to the Press Network of Pakistan (PNP) for providing me with the opportunity to participate in their esteemed winter internship program 2024-25. I extend my heartfelt thanks to my colleagues, and the management team for their guidance and support throughout this learning experience. Special acknowledgment goes to Mam and Sir Sabahuddin Qazi for their invaluable insights and constant encouragement throughout the internship. I would also like to thank my university for bridging the gap between students and industry professionals by facilitating such programs.

SUMMARY OF AN INTERNSHIP

The internship at PNP has been a defining chapter in my career journey. Over the duration of six weeks, I immersed myself in the fast-paced world of media, working on everything from content creation, writing letter to the editors, report writing, review writing, fast-checking processing, press clipping to fast-checking processing.

This report walks you through my journey, the skills I honed, and the obstacles I navigated. It highlights the knowledge I gained about journalism, storytelling, and managing content in a professional setting. By the end of this internship, I walked away not just with new skills but also with a deeper appreciation for the role media plays in shaping perspectives. While writing this, this quotation just clicked in my mind.

"The expert in anything was once a beginner."

~ Helen Hayes

PRESS NETWORK OF PAKISTAN OVERVIEW

The Press Network of Pakistan (PNP) is a well-known and respected organization in the country's media industry, celebrated for its dedication to truthful reporting and journalistic excellence. PNP serves as a reliable source of news and information, delivering stories that inform, educate, and engage audiences across Pakistan.

INTERNSHIP DURATION: 06 Week

VISION AND MISSION

PNP is committed to promoting transparency, accuracy, and accountability in journalism. Its mission is to provide unbiased reporting while giving a platform to diverse voices and perspectives, reflecting the rich cultural and social fabric of Pakistan.

WHY PNP STANDS OUT

PNP not only focuses on delivering high-quality news but also invests in nurturing new talent. The organization provides a supportive learning environment where interns can explore their potential, gain practical knowledge, and develop essential skills.

INTERNSHIP WEEKLY LOGS

LOG 1 & 2 | DECEMBER 20th, 2024

1- SUMMARY OF THE WORK

Assalam-o-Alaikum,

*This week, I've worked on three tasks; however, the submission of one (Task 3) is due next week. Starting with Task 2, as I enrolled a little late due to my exams, both tasks were already assigned.

For Task 2, first, I searched for news channels and got some ideas about how many channels like that exist. Then, I randomly chose five channels, searched for the 2 PM headlines of each channel, listened to all five videos, noted the trending news, and completed the task this way. Then, I worked on Task 1, which was interesting because I had to find facts, gather updates, and then write all my opinions and the current situation of education in a free-flowing way. I've already completed Task 3, which is a letter to the editor, and now I'm impatiently waiting for my letter to be posted. *

2- PROBLEMS OR CONCERNS

*No, as such, there's no problem up till now. The tasks were easy and engaging, and in the WhatsApp group, everything is explained clearly. *

3- HOW MY WORK THIS WEEK RELATES TO MY LEARNING OBJECTIVES

I think all were related to objective, they were initial steps of the internship for our practice and understanding. Actually, my field is computer science, but I love working in areas related to media. I learned a lot from each task, but my favorite from a learning perspective is Task 3. Previously, I didn't know how to write letters to editors or the process for that. I hadn't even opened online newspaper websites before, so I've learned a lot from this. I even read some of the letters published there. It was all a new experience, and I loved working on it.

4- THE BOND BETWEEN THE PEOPLE I WORKED WITH

As of now, there hasn't been much interaction with group members. However, Mam Hina is nice, and I like the feedback system. Through it, I can easily note my mistakes and assess the reality of my work.

5- EXPERIENCE OF THIS WEEK

So far, Alhamdulillah, I'm enjoying and loving the flow of this internship. All the tasks were good, and working on them was fun. Honestly, I didn't even think of it as work. Can't wait to explore more in the coming weeks.

1- SUMMARY OF THE WORK

Assalam-o-Alaikum,

* This week, I worked on two tasks (Tasks 4 and 5), and the submission for Task 3 also took place this week.

For Task 5, I initially struggled to decide whom to choose for the interview because, as you know, vacations are ongoing. Otherwise, it would have been much easier at the university, where many senior people are available. I recently interviewed a graduate student who was a topper, a gold medallist, and is now working in a prestigious company, so I submitted that interview. Unfortunately, there wasn't anyone else around to interview. My mother, who was a teacher for 15 years, could have been a great choice, but she wasn't feeling well.

Then, I worked on Task 4. First, I went through all eight lessons, followed by the ninth one, which was a quiz. On my first attempt, I scored 4 out of 5. I retook it and passed. It was relatively easy but time-consuming because of the lessons. However, it was totally worth it. This week, I also worked on writing and submitting letters. Every morning, I checked all the newspapers. The first letter I wrote was on December 19th, but by December 26th, it hadn't been published. So, I wrote another letter on a different topic, "The Current Situation of Education in Pakistan," which was also my Task 1 write-up. Fortunately, it got published the next day, and later, my first letter was also published in two different newspapers. *

2- PROBLEMS OR CONCERNS

* Yes, Task 5 was challenging as there weren't many people around to interview. The interview I submitted is 7–8 minutes long.*

3- HOW MY WORK THIS WEEK RELATES TO MY LEARNING OBJECTIVES

I learned new things, like fact-checking how to apply it, explore it, and observe it. It was quite interesting, and I believe these skills are helping me achieve something meaningful.

4- THE BOND BETWEEN THE PEOPLE I WORKED WITH

I share a good bond with my teammates. Sir keeps us engaged; this week, he asked us about the story of Hazrat Ibrahim (A.S.), which was fun to answer.

5- EXPERIENCE OF THIS WEEK

So far, Alhamdulillah, I'm enjoying and loving the flow of this internship. All the tasks were good, and working on them was fun. Honestly, I didn't even think of it as work. Can't wait to explore more in the coming weeks.

1- SUMMARY OF THE WORK

Assalam-o-Alaikum,

This week, I worked on three tasks (Tasks 6, 7, and 8).

-For Task 7, I completed it within two hours after it was assigned. It was easy and fun to do. The task involved creating a press clipping of my own published letter.

-For Task 6, I had to go through all the facts and figures about press clippings, which took some time. Out of curiosity, I researched the history of press clippings and included it in my write-up. I also searched for the pros, cons, and future implications and explained them thoroughly.

-As for Task 8, I was clear about the topics. I wanted to write a review about a drama and a novel. Actually, I've been reading novels since the age of 14. While working on it, I felt nervous because I kept narrating the story instead of reviewing it. I had to remove several portions and remind myself that it's a review, not storytelling. This was my first experience writing a review, and I learned a lot. Although I feel it's not as perfect as it should be, I'm happy with the effort I put in.

2- PROBLEMS OR CONCERNS

This week's tasks were playful and engaging, so I didn't face any problems completing them. I finished all my tasks before the deadline due to my excitement and eagerness to try something new, like review writing.

3- HOW MY WORK THIS WEEK RELATES TO MY LEARNING OBJECTIVES

I tried new things, such as review writing and creating press clippings. I learned about the history and details of press clippings, their benefits, and how useful they are in today's world. It was quite interesting, and I believe these skills are helping me achieve something meaningful.

4- THE BOND BETWEEN THE PEOPLE I WORKED WITH

I share a nice bond with everyone. This week, many people messaged me asking about the procedure for publishing a letter in a newspaper and for help with Task 7.

5- EXPERIENCE OF THIS WEEK

So far, Alhamdulillah, I'm enjoying and loving the flow of this internship. All the tasks were good, and working on them was fun. Honestly, I didn't even think of it as work. Can't wait to explore more in the coming weeks.

1- SUMMARY OF THE WORK

Assalam-o-Alaikum,

This week, I worked on two tasks (Tasks 9 and 10).

For Task 9, I first searched for English and Urdu Pakistani newspapers. Then, I found a website that had links to all those newspapers. I selected five Urdu newspapers and opened the e-paper of each one and did the same for the English newspapers. After all that, I simply determined the impacts according to my perspective. It was easy, and I enjoyed doing it.

For Task 10, I thought about ideas a lot. Then, according to my field, I chose an event based on Artificial Intelligence named TechSphere'25, which I suggested myself. It was a totally fictional event. I made up all the scenarios for an event, including that it would be organized by NED University at XYZ place. I created all the flyers, invitations, and posters on Canva. I put in good effort and tried to make a good report.

2- PROBLEMS OR CONCERNS

This week, my laptop charger short-circuited while I was using my laptop on charging. So, all my work stopped suddenly. It took time to set everything again, but I managed to get the work done before the deadline.

3- HOW MY WORK THIS WEEK RELATES TO MY LEARNING OBJECTIVES

An event report requires good writing skills. While making it, I understood this, so it was a learning lesson for me on how to consider all aspects and gather everything in a meaningful document.

4- THE BOND BETWEEN THE PEOPLE I WORKED WITH

I share a nice bond with everyone. One guy messaged me saying he was severely ill and asked me to send him my work with some changes so he could submit it directly because he couldn't do it himself. However, I didn't because I had put so much effort into completing the tasks and didn't want to let someone submit my work without any struggle or effort.

5- EXPERIENCE OF THIS WEEK

Only three words for this week; Informative, Learning and Exploring

1- SUMMARY OF THE WORK

Assalam-o-Alaikum,

This week, I worked on two tasks (Tasks 11 and 12).

For Task 11, I had to write an exclusive news story. At first, I was thinking about something related to showbiz, like Yashma Gill's sister's wedding, as it was a hot topic for a week on social media. Then I changed my mind and wanted to write on 'The Bhopal Disaster,' but it's not unique and not news, so again, I wasn't satisfied. At night, when I was scrolling through Facebook pages, I saw a post regarding the ceasefire, and suddenly it clicked for me. That's how I wrote it and completed my task. Obviously, I researched a lot and opened more than ten pages for accurate details.

For Task 12, we already learned the process of fact-checking, so it was quite easy for me. I just simply did some research and applied some learning concepts to complete my task. I chose the topic randomly.

2- PROBLEMS OR CONCERNS

This week was quite hectic due to my university days. I couldn't focus well. Also, I felt that the deadlines for the tasks were very short. I just completed the tasks but couldn't feel the satisfaction I had previously.

3- HOW MY WORK THIS WEEK RELATES TO MY LEARNING OBJECTIVES

Ahm!! Don't know, but obviously, I've gained experience in how to write long stories in my own words through thorough research and how to complete tasks within a short span of time xD. It will definitely help me in my future endeavors.

4- THE BOND BETWEEN THE PEOPLE I WORKED WITH

I share a nice bond with everyone. This is my last weekly log, so I'm feeling a little upset but delighted at the same time that I spent a really good time with the people I interned with. Our great mentors and sir were all really helpful throughout this amazing experience.

5- EXPERIENCE OF THIS WEEK

Honestly, this week I was quite busy, so I didn't perform well. The motto was just to complete the task, so I didn't put in as much effort as I needed to.

LEARNING EXPERIENCE

KNOWLEDGE ACQUIRED

During this internship, I learned about the complexities of news production, the importance of accuracy and how to evaluate it by fact-checking, how to write a letter to the editor for publishing, how to write reviews, how to extract top trending news and the best part is press-clipping. I also gained a better understanding of digital tools used in media.

SKILLS LEARNED

During my six-week internship at PNP, I acquired a variety of practical skills that will be invaluable in my professional journey. These include:

- Crafting clear, concise, and impactful articles for both print and digital media.
- Developing engaging reviews that analyse and critique effectively.
- Covering events with precision, ensuring the key details and highlights are captured.
- Drafting professional and formal letters with a polished tone and structure.
- Ensuring accuracy and credibility of information through thorough research and verification.

THE MOST CHALLENGING TASK

The most demanding part of the internship was conducting interviews. Task 5 was really a significant challenge for me because there weren't any people available for interviews. This made it hard to create content that truly stood out. However, I pushed through and managed to complete and submit an interview. The experience taught me the importance of staying adaptable and finding creative solutions when things don't go as planned.

SUGGESTIONS FOR IMPROVEMENT OF PNP INTERNSHIP PROGRAM

- **Clearer Orientation:** Starting the program with a detailed roadmap of tasks and goals would help interns settle in more effectively.
- **Regular Feedback:** Feedback on each task could ensure interns know where they stand and how to improve.
- **Networking Opportunities:** Organizing meet-and-greets with senior journalists or guest speakers could inspire interns and broaden their professional horizons.