CMRPC

CENTRE FOR MEDIA RESEARCH, PRODUCTION AND COMMERCIALIZATION

cmprc@bahria.edu.pk

The Centre for Media Research, Production and Commercialization (CMRPC) is making all efforts to synergize creativity in media production, market policy-oriented research and bring forth the element of innovative professional training aimed at creativity and knowledge at a larger canvas. The Center is striving for a diverse collaborative ecology for maintaining professionalism and marketability. The innovation at the center is a major source for converting knowledge, ideas and inventions into successful products and services. Injecting innovative knowledge into the media practice is the golden key of CMRPC. Faculty, students and media practitioners working in the Center have already successfully developed and deployed a wide range of R&D projects and media production businesses. These modules taught and the services are delivered by highly qualified faculty and professionals from the field. Skill orientation are imparted through the latest media labs with state-of-the-art technology. The Center provides a platform where we produce future media professionals including TV Producer/Director, TV Presenter, Cameraperson, Editor, Graphic Designer, Panel Producer, Writer, Coordinator, Broadcast Journalist, Digital Media Content Producer, Marketer and Researcher. Top most priority at CMRPC is to develop strong linkages with Media & other related organizations, with a vision to provide trained resource to our media industry. With more than 5 decades of diverse experience in media industry along with 100 of young trained talented individuals, the CMRPC team has the capacity to produce Broadcast Quality Programs for TV Channels, Documentary Films, Talk Shows, Investigative Reports, Short Films, Tele-Films, TV Commercials, TV Plays and Full Fledge Media Campaigns.

OUR STRENGTH AT CMRPC

The center has the state-of-the-art Media house with complete set up of TV studio, post production unit and broadcast facilities equipped with all the latest gadgetry. The facility is comparable with any good TV channel. Digital media skill orientation and production work is done with modern techniques and latest software.

CMRPC Media house runs its own WebTV Channel "BUTV"—the first educational Internet TV to broadcast educational, social, culture, tourism, economic and scientific programs through 24 hours Live Streaming. BUTV has a high priority to make strong linkages with Media & other related national and international organizations, with the objective of providing trained human resources to the industry.

BU Media House offers services in media industry both at national and international level.

a) Private Productions (in collaboration with channels & private production houses)
b) Multi camera production at BUTV Studio
c) Radio Production at FM 102.6 Studios
d) BU Locations' Utilization
e) BUTV Programs Selling
f) Collaboration with Media Outlets
g) Research & Training

OUR LINKAGES & COLLABORATIONS

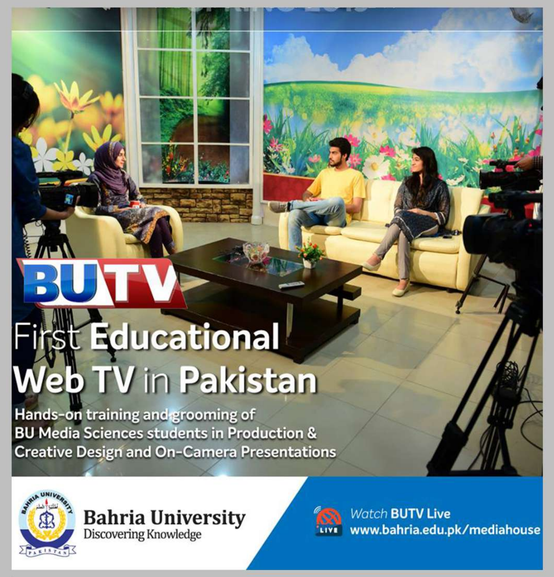
CMRPC's Media department recognizes the importance of academic and industrial linkages for students' grooming and future endeavors. In this regard, the department has signed MOUs with many organizations such as the Ministry of Information, Hum TV, DB TV, Capital TV, Ab Tak TV, and PTCL, - For providing students with hands on experience, trainings, internships and jobs opportunities.

Our Department has the laurel of providing necessary facilities, support and 100 trained personnel for HUM News's launching team.

RESEARCH & SERVICES PORTFOLIO

Private Productions

With adequate facilities and marketing resources, CMRPC's Media department has the capacity to provide services in production and content creation for domains such as education, healthcare, technology and other areas to meet commercial requirements. With our network of experienced and well renowned professional Directors, Producers, Writers and Production Team, the Center can help in producing refined and quality programming contents for TV Shows, Documentary Films, Plays, and Short Films.



BUTV

"BUTV" is Pakistan First Educational Live Web TV channel launched by Bahria University, Islamabad, with its core production and technical team comprising of our talented university students. It serve as digital platform that informs ,educates and enriches people's lives by producing quality content based upon the core objectives of Bahria University i.e. education, research and community service. Over the last two years, CMRPC has produced more than 490 tv programs, short films, tv packages and reaching out globally with our digital media integrated website, YouTube channel, Facebook and Twitter. Organically, this platform has 17,000 plus subscribers on its YouTube channel with more than a million views generated on its content so far. The Center can further help and collaborate with local media brands as well as businesses working in twin cities, in producing refined and quality programming contents.

Collaborations with International Media Outlets & Universities

Collaborations with foreign media houses and media departments of International Universities serves as a great potential to share and exchange ideas, research and commercialization activities and content as well as to sell and create content on their demand.. The media domains such as film, television, press, media institutions & new technologies impact our lives everyday; The CMRPC Media House can provide competitive services to the international independent film makers and media houses in TV programing, documentary production, film making, and digital videos on culture, tourism, and heritage filming or operating in Pakistan.

Voice of Bahria FM 102.6

CMRPC Voice of Bahria (VOB) FM 102.6FM, is an on campus FM Radio station at the media Department. The platform is used for training and marketing of social awareness programs in the areas of women empowerment, environment, education, health, technology, scientific discovery and the effects of technology. The FM Radio facility is available to government and corporate organizations, production houses, and independent broadcasters for production of radio programming and media campaigns.

BU Tribune

CMRPC's digital newspaper; "Tribune", with a readership of more than 15,000 students at Bahria and many across major metropolis, showcases all the events, success stories and major happenings at our university along with national and international prominent event coverage. At BU tribune, our professional team with young talent has the essential skills and strengths in utilizing text-pictorial approach creatively, ensuring maximum reach and viewership for our clients and partners.

KEY PERSONNEL

Prof. Dr. Syed Abdul Siraj

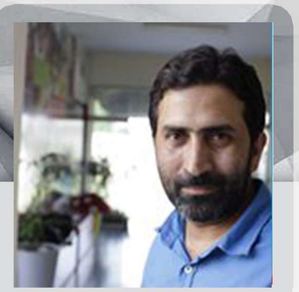
Professor Dr. Syed Abdul Siraj is heading the Media Studies Department at Bahria University, Islamabad. He served as Dean, Social Sciences and Humanities at Allama Iqbal Open University. He has a solid experience of over 32 years in teaching and research. He has been a visiting scholar at foreign and national Universities. Dr. Siraj holds a Masters' in Journalism with distinction, Doctorate in Mass Communication and Post-Doctorate from University of Southern Illinois (USA). He has a vast experience of curriculum development. Dr. Siraj has authored 50 research papers published in national and international reputed research journals. He produced many books and contributed chapters in books of mass media and communication. Dr. Siraj worked as an editor for two prestigious HEC recognized journals: a) Journal of Social Sciences and humanities b) Global Media Journal-Pakistan Edition. Dr. Siraj participated in National and International media conferences. He is also a member of Board of Studies of many universities; media societies/forums. Dr. Siraj has won many awards and-scholarships and research projects.

Mr. Waheed Hussain

Mr. Waheed Hussain comes from a journalistic background, having worked at different levels of Pakistan's Media Industry. He is a profound media manager with expertise in establishing Media Houses including Waqt TV, Business Plus, Roze News TV, Bahria University TV (Web TV), Bahria University FM Radio, BU Tribune. As head and part of senior management of various channels, Mr. Hussain has played a key role in policy making related to the estimates of investments, acquiring and installation of technical equipment, marketing strategy, income and expenditure strategy, supply and demand of product, hiring and firing of human resource, organizational structure, dealing with regulatory issues, channel ratings and concerns of advertisers regarding content. As a TV News Anchor he conducted various interviews of key personalities both at national and international level. Through his realistic and to the point articles/columns he is contributing to Pakistan's main English and Urdu Daily Newspapers including Daily "The Nation, Daily Times, Pakistan Today, and Pakistan Ob-

Dr. Shabir Hussein

Dr. Shabir Hussain is an Associate Professor at the Media Studies Department Bahria University, Islamabad. Dr. Hussain has written extensively on the role of media in conflicts and devising strategies for peaceful resolution of conflicts in Pakistan. Dr. Hussain has recently completed a research project with HEC on identifying ways and means to mainstream the far-flung war-affected areas. Dr Hussain has collaborated with world's renowned scholars on peace media and accumulated a wealth of knowledge. Dr. Hussain plans to arrange a series of seminars for the Pakistani media practitioners to train them in conflict-sensitive journalism to utilize their potential professional power for peace and harmony in the country.



Mr. Nadeem Rao

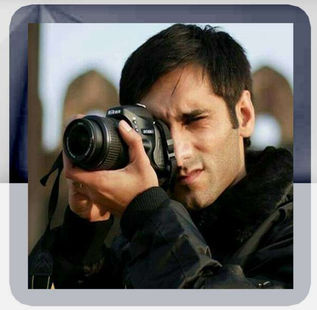
He has Over 16 years experience in media production and broadcast journalism. He has worked with leading TV channels such as Ptv News, Dunya News and Waqt News as producer/director. He trained broadcast journalists for many years and is associated with European Press Agency - Germany and Internews America to deliver training programs for TV Journalists. Documentary filmmaking and corporate digital videos are his core strength. He has produced around 55 documentaries and 2000 talk shows for different media outlets. His combination of Academia and hands-on creative media design skills have made him an expert in the field of media.

Mr. Adil Akhtar

Core competencies of Mr. Adil are installation, testing and commissioning of all kinds of Satellite-based infrastructure.He has expertise in setting up MCPC / SCPC satellite earth stations for Datacom & TV Uplinks, Capability of Installation & Commissioning DVB-S2 Hub & Direct satellite-based platforms, Networks using almost all kinds of satellite antennas i.e. Fixed, Motorized or Mobile, capability of Installation, operations of DSNG and relevant equipment for TV operators. He also has expertise in installations & operations of almost all broadcasting equipment, capability of Installation PCR and MCR & OB Vans, capability of installation of Microwave Backhaul Equipment of Harris (True point 4000), SIAE, SAF. He has been with different leading channels such as Hum Network, Roze TV, Pashto 1 etc. to manage technical elements. .

Mr. Shehzad Badar

Mr. Shehzad Badar has twenty eight years of professional experience working with media and as communication expert in the development sector. He is currently serving as Editor of BU Tribune, Bahria University's Online Newspaper. He also has experience dealing with international donor-funded programmes in senior management positions and exposure to international parliamentary practices in the areas of communication; PR is his forte.



Mr. Mirza Imran

Mr. Mirza Imran has a vast experience in motion graphics and animation. He has worked with Such TV for four years and is currently working with BU Media House as Animator.