



U.S.-Pakistan Leaders Forum

A collaboration of the Consensus Building Institute,
Convergence, and IRSS

**U.S.-Pakistan Leaders Forum
On Media, Arts & Culture
Potomac, MD, June 2012**



CONVERGENCE
Center for Policy Resolution



Consensus Building Institute



**Institute for Resource
and Security Studies**

Overview

Established in 2011, the **U.S.-Pakistan Leaders Forum** provides a fresh, credible and visible demonstration of mutually beneficial investment and development partnerships between the U.S. and Pakistan. The Forum has been organized by three U.S.-based non-governmental organizations: [Consensus Building Institute](#), [Convergence](#), and the [Institute for Resource and Security Studies](#), working with several counterpart organizations in Pakistan.

The Forum is a response to the urgent need to improve the U.S.-Pakistan relationship, at a time of great mutual mistrust and sharp conflict on key political and security issues. It is based on:

- Frank acknowledgement of these differences;
- Shared recognition that there are still many opportunities to build long-term, constructive partnerships in key sectors: education, media and culture, business and entrepreneurship; agriculture and health; and
- Direct engagement of business and civil society leaders from both countries to create partnerships in key sectors and provide visible demonstrations of success.

The long-term mission of the Forum is to improve cooperation, investment and development between the two countries. It has already begun to create stronger ties among civil society and private sector actors, visibility for partnerships that demonstrate joint gains from cooperation, and constructive influence with the governments of the U.S. and Pakistan. A wide range of business, civil society and government leaders in both countries are participating in and welcome the Forum.

Financial resources remain a constraint on the implementation of these plans. Forum organizers are actively seeking diverse public and private funding sources for work in 2012.

We appreciate your review of this report and welcome your input.

The U.S.-Pakistan Leaders Forum Leadership Team



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U.S.-Pakistan Leaders Forum Participants

The Leadership Team of the U.S.-Pakistan Leaders Forum gratefully acknowledges the individuals listed below. They gave of their time, energy and experience as participants in the first U.S.-Pakistan Leaders Forum, June 17-19, 2012 and continue to provide counsel to our work.

Pakistan:

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Cyril Almeida

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Imran Aslam

President and Chief Content Officer, GEO Network

Arieab Azhar

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Producer, Writer, Comedian

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Beaconhouse National University;

Salman Iqbal

President and Chief Executive Officer, ARY
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The Honorable Javed Jabbar

Chief Executive Officer, JJ Media Ltd.; Former
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Senior Program Officer, Search for Common
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Taher Khan

Chairman and Founder, Interflow Group

Daud Khattak

Senior Editor, Radio Meshaal

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Duraid Qureshi

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Chairwoman and President, Hum Networks, Ltd.

Hasan Zaidi

Filmmaker, Journalist and Director, Karachi Kara Film Festival

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Radio Talk Show Host, Satirist and Political Columnist

Muhammad Ziauddin

Executive Editor, Express Tribune

United States:

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Vice President, International Programs, The Kennedy Center

Terry Adamson

Executive Vice President, National Geographic Society

Ellen Blackler

Vice President, Global Public Policy
The Walt Disney Company

Rebecca Blunk

Executive Director, New England Foundation for the Arts

Jeffrey Brown

Senior Correspondent, PBS News Hour

Patrick Butler

Vice President for Programs, International Center for Journalists

Frank Carrere

Senior Vice President for Business Development, Fox International – News Corporation

Robert Chase

Executive Director, Intersections International

The Honorable Wendy Chamberlin

President, Middle East Institute; Former U.S. Ambassador to Pakistan

Rachel Chanoff

Founder, THE OFFICE performing arts + film; Consultant, Feature Film Program, Sundance Institute

Rachel Cooper

Director of Cultural Programs and Performing Arts, Asia Society

Lanny Cordola

Co-founder, Sonic Peacemakers

Lisa Curtis

Senior Fellow, The Heritage Foundation

Vishakha Desai

President and Chief Executive Officer, Asia Society

Bob Dietz

Coordinator, Asia Program, Committee to Project Journalists

Jeffrey Dvorkin

Executive Director, Organization of News Ombudsmen

Catherine Herridge

Chief Intelligence Correspondent, Fox News Channel

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Founder and President, America Abroad Media

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Foreign Digital Editor, National Public Radio

Awais Saleem

U.S. Correspondent, Dunya News

The Honorable Cynthia P. Schneider

Professor of Cultural Diplomacy, Georgetown University; Senior Fellow, Brookings Institution; Former U.S. Ambassador to the Netherlands

Sadia Shepard

Producer, *The Other Half of Tomorrow: Women Changing Pakistan*

Ivan Sigal

Executive Director, Global Voices

Luke Stets

Outreach Director, Layalina Productions

Babar Taimoor

Program Officer, International Center for Journalists

Richard Wortman

Television Producer; Former Journalist

We also acknowledge the dedicated hard work of key members of the organizing staff Ms. Dusie Hoagland, Senior Project Associate, Dr. Laith Ulaby, Former Convergence Mellon Fellow, Dr. Kiran Pervez, Convergence Mellon Fellow, and our two Pakistan-based consultants, Zia ur Rehman and Shahzad Ullah.

Meeting Summary

Relations between the governments of Pakistan and the U.S. remain very tense. In the last several years, political and military leaders have not found a frank and constructive way to deal with conflicting national security concerns, or to build on the substantial number of shared and complementary interests in regional security and development. Consequently, public concern about the relationship is high in both countries, and perceptions of each other's societies remain limited and negative.

The news and entertainment media in both countries have more often reinforced mutual mistrust and stereotypes than challenged them. Yet there is both precedent and potential for well-structured partnerships to bridge some of the divides. Despite many security and visa obstacles, Pakistani and American journalists have participated in exchange programs, as have artists, pop music, theater, and traditional dance performers. There is growing U.S. media interest in developing news and entertainment programming for Pakistan's booming private TV market.

This past June, at the Bolger Conference Center outside Washington D.C., more than 50 Pakistani and American media, arts and culture leaders came together at the U.S.-Pakistan Leaders Forum on Media and Culture. The Forum's goals were to explore the challenges and opportunities for media and culture collaboration, to forge new relationships, and to catalyze exchanges and partnerships.

Pakistani Forum participants included CEOs and Presidents of five major private media companies; accomplished musicians, political satirists; theater producers, and filmmakers; prominent news editors, talk show hosts and journalists; the country's leading visual arts educator; and a former Information Minister of Pakistan, among others.

American participants included two former U.S. Ambassadors, the President of the Asia Society, senior leaders from Fox International, Viacom, Walt Disney, ABC News, PBS News Hour, NPR, FRONTLINE, America Abroad Media, National Geographic Society, the Kennedy Center, New England Foundation for the Arts, University of Maryland School for Journalism, International Center for Journalists, Global Voices, Organization of News Ombudsman, the Committee to Protect Journalists, The Pew Project for Excellence in Journalism, Center for American Progress, and the Heritage Foundation, among others.

Forum participants broke the ice with dialogue about each society's strengths and challenges in economy, security and culture. They explored the role of the media, arts and culture in contributing to and challenging polarization in each society. With a strong base of mutual understanding established, they worked in-depth on partnership possibilities in journalism and the news media; entertainment programming; and arts and cultural exchange.

Participants also held dialogues with senior U.S. and Pakistani government officials, including U.S. Special Representative for Afghanistan and Pakistan Ambassador Marc Grossman, his Pakistan Deputy Ambassador Robin Raphel, Pakistan's Ambassador to the U.S., Her Excellency Sherry Rehman, Under Secretary of State for Public Diplomacy Tara Sonenshine, and former U.S. Assistant Secretary of Defense for Public Affairs Doug Wilson.

Many participants commented on the unique and unprecedented opportunity the three-day Forum provided for senior decision makers from Pakistani and U.S. media and arts to hold a sustained dialogue and partnership exploration in a retreat setting. They particularly appreciated the exceptional mix of journalists, media executives, arts, entertainment, and culture leaders. Participants also applauded the Forum's team facilitation for sparking intellectual and professional creativity, and for clarifying and capturing key ideas and partnership opportunities.

CBI, Convergence and IRSS will provide ongoing assistance to Forum participants to develop partnership ideas and connect them to sources of financial support, as well as actively seek additional funds to continue the work of the U.S.-Pakistan Leaders Forum.

Summary of Partnership Ideas

Education	News Media	Arts & Culture
<p>Institute for Journalism & Media Studies in Pakistan developed as a collaboration between LUMS, Express Media Group, GEO Network, International Center for Journalists, University of Maryland, George Washington University, and possibly 2-3 other U.S. based journalism schools</p> <ul style="list-style-type: none"> - Phase 1: Executive Education courses - Phase 2: Certificate Programs - Phase 3: Undergraduate courses/ Graduate Degree 	<p>Investigative journalism partnerships between leading news companies to develop joint investigative news teams that cover controversial issues in the relationship and provide balanced reporting, access and security support; leading partnership candidates: GEO Network and Fox News, NPR</p>	<p>Increasing cross-cultural artistic participation in current U.S. and Pakistan-based arts and music festivals</p> <ul style="list-style-type: none"> - <i>“Celebrate Brooklyn” Summer 2013</i>, Rachel Chanoff is working toward enabling Pakistani participation - <i>Sindh Music Festival January 2013</i>, Cynthia Schneider, SharetheMic and Arfana Mallah working to bring lead American performers including a Gospel Choir – 700,000+ Pakistanis attend this festival - American artists performing at the Pakistan-based <i>Shabaaz Qalander Festival 2013</i>
<p>Art education collaboration between Beaconhouse University and Columbia Teacher’s College</p> <ul style="list-style-type: none"> - Columbia has existing USAID funds earmarked that could be applied towards such a collaboration 	<p>Ombudsman capacity building for Pakistan news organizations in collaboration with the Organization of News Ombudsman and Pakistan-based news organizations including ARY, GEO, Express and Dawn</p>	<p>Amplifying “SonicPeacemakers” to success – a developing concert and recording collaboration between Pakistani and US pop and folk artists to jointly compose music and music videos and perform on stage to audiences in both countries</p>
<p>Documentary and film education exchange program hosted at George Washington University and inviting Pakistani filmmakers to participate is semester-based learning programs</p>	<p>Reporting from the U.S. on American entertainment and music in Pakistan – Los Angeles based television producer developing entertainment news programming from Hollywood to be broadcast on GEO Network</p>	<p>Theater for peace building: Leading Pakistani theater and performance art groups to showcase across the U.S. and participate in post performance town hall discussions with audience members and community leaders– Cynthia Schneider, Shahid Nadeem (Ajoka Theater) and Sheema Kermani (Karachi Street Theater), George Mason, Asia Society, Kennedy Center, NEFA</p>
	<p>U.S. news organizations profiling leading Pakistani artists for U.S. based audience – possible profile of comedian, Saad Haroon on Nightline</p>	<p>Expand cross-cultural access to film festivals and audiences</p> <ul style="list-style-type: none"> -Partnership between <i>Sundance Institute</i> (Rachel Chanoff) and <i>Karachi Film Festival</i> (Hasan Zaidi) -Individual Pakistani documentarians showcasing work at Sundance and other U.S. based film festivals -Screening of Sadia Shepard's documentary, "The Other Half of Tomorrow", at the <i>Margaret Mead Festival in NYC (November 29 - December 2)</i>.

	<p>Innovative Track 2 Process Models :</p> <ul style="list-style-type: none"> - Initial discussion of replicating the success of <i>Aman Ki Asha</i> (multi-year Pakistan-India news media partnership between Jang and Star of India) in the US-Pakistan context – a track 2 dialogue process co-hosted by top media organizations in both countries to promote civil society, private sector, and security cooperation. - Discussion of replicating a SAARC model deployed to considerable success where 5-10 leading journalists from each country convene a forum to discuss the relationship and invite key politicians from both countries to participate in off-the-record track 2 dialogue hosted by them 	<p>Enabling U.S-Pakistani film-maker collaboration:</p> <ul style="list-style-type: none"> - Creating an online U.S./Pakistani film maker database - Creation of U.S./Pakistan Film Center
		<p>Establishing an exhibition space in the US for on-going Pakistani artists to perform and showcase work – Intersections International, NY, NY</p>
		<p>Formation of a U.S. Pakistan Arts and Culture Working Group involving 7-15 leading figures from both countries based on the participants from the June 2012 Forum</p> <ul style="list-style-type: none"> • Adopt Partnership Principles • Aggregate partnership success stories. • Create Pakistan Cultural (Support) Centers in USA • Explore Cross-Sector Linkages • Education, Religion, Veterans, News and Journalism • Explore trilateral partnerships – India, Pak, USA • Develop resources: government, private and commercial • Building toward a Year-Long U.S.-Pakistan Music and Arts Festival for 2015 – US Pakistan Leaders Forum Arts and Culture Working Group

APPENDIX A: Meeting Agenda

**U.S.-Pakistan Leaders Forum on Media & Culture
“Crossing Boundaries and Building Partnerships”**

June 17-19, 2012

The Bolger Center – Potomac, MD

The Forum will bring together leaders in journalism, media entertainment and the arts from Pakistan and the U.S. Together, participants will explore how cultural, religious and ethnic differences are portrayed in each society; and how news, arts and entertainment media can raise or reduce tensions in their portrayals of “others.” Participants will then explore partnerships that could help them more effectively portray differences and address polarization within their own societies, and in the U.S.-Pakistan relationship. The Forum will focus on challenges and opportunities in three areas:

- News and opinion journalism
- Music, theatre and entertainment
- Cross-fertilization between news media and culture

The U.S.-Pakistan Leaders Forum on Media & Culture is made possible by support from the Rockefeller Brothers Fund, the Andrew W. Mellon Foundation, family foundations and private individuals.

Location: The Bolger Conference Center, 9600 Newbridge Drive, Potomac, MD 20854.

U.S.-Pakistan Leaders Forum on Media & Culture Agenda

Saturday, June 16

<i>Afternoon/Evening</i>	Pakistani Participants arrive at the Bolger Center
<i>4:30-7:00 pm</i>	Welcome Reception for Saturday Arrivals (<i>Fireplace Lounge, near Bolger Center Check-In Desk</i>)

Sunday, June 17

<i>Morning</i>	American Participants arrive at the Bolger Center
<i>7:30-9:00 am</i>	<i>Breakfast for overnight guests in Osgood’s Dining Room</i>
<i>8:30 am</i>	<i>Continental breakfast available for all guests (Franklin Building Break Station)</i>
<i>9:00-12:30 pm</i>	OPENING SESSION (<i>Franklin Building, Classroom 4</i>) <ul style="list-style-type: none">• Introductions• Participant perspectives on their own societies

- How do Pakistanis see our own nation's security, governance, economy and society? What are our primary strengths and challenges?
- How do Americans see our own nation's security, governance, economy and society? What are our primary strengths and challenges?

12:30-1:45 pm *Lunch in Osgood's Dining Room*

2:00-4:30 pm **SESSION II: News, Entertainment & Culture in Our Polarized Societies**
(Franklin Building, Classroom 4)

- How do the news media portray major political, ethnic, religious and cultural differences in each society? What are the impacts of news coverage on the way that each society handles these differences?
- What role do arts, educational and entertainment media play in representing, reinforcing and challenging forms of polarization in each society? How do leaders and the public engage with and respond to them?

4:30-4:45 pm *Break*

4:45-6:15 pm **SESSION III: Overview of Partnerships and Possibilities**
(Franklin Building, Classroom 4)

- Reflections on past and current U.S.-Pakistan partnerships in news, entertainment and the arts
- Current obstacles to and opportunities for partnership building
- Initial ideas and potential partnership initiatives based on pre-Forum interviews

7:00-9:30 pm **Opening Dinner** (Franklin Building, Classroom 21)

Panel: Opportunities and Challenges in Developing Media and Cultural Partnerships between the U.S. and Pakistan

- Her Excellency, Ambassador Sherry Rehman, Embassy of the Islamic Republic of Pakistan
- The Honorable Tara Sonenshine, U.S. Undersecretary of State for Public Diplomacy and Public Affairs, U.S. Department of State
- The Honorable Doug Wilson, Former Assistant Secretary of Public Affairs, U.S. Department of Defense

Monday, June 18

7:30-9:00 am *Breakfast for Bolger Center guests in Osgood's Dining Room*

8:30 am *Continental breakfast available for all guests (Franklin Building Break Station)*

9:00-11:00 am **SESSION IV: Through the Looking Glass: Pakistan as Seen in the U.S., and the U.S. as Seen in Pakistan** (Franklin Building, Classroom 4)

- How do U.S. news, arts and entertainment media portray Pakistan? What are the factors and who are the audiences that most influence these portrayals? How have they changed over time?

- How do Pakistan’s news, arts and entertainment media portray the U.S.? What are the factors and who are the audiences that most influence these portrayals? How have they changed over time?

11:00-11:30 am

Break

11:30-1:00 pm

SESSION V: Exploring Partnerships in Media and Culture

(Meet in Franklin Building, Classroom 4)

Participants break into three sub-groups to explore partnership opportunities:

- News and Opinion Media
- Music and Culture
- Film and Televised Entertainment

1:00-2:15 pm

Lunch in Osgood’s Dining Room

2:30-3:30 pm

SESSION V Continues *(Meet in Franklin Building, Classroom 4)*

3:30-5:30 pm

SESSION VI: Partnerships and Promises *(Franklin Building, Classroom 4)*

Sub groups report back; participants explore cross-sector linkages

5:30-7:00 pm

Break

7:00-10:00 pm

Dinner *(Check-In Building, Overland Room)*

Conversation with Frank Sesno, Director, School of Media & Public Affairs, George Washington University, Former CNN Washington Bureau Chief

Tuesday, June 19

7:30-9:00 am

Breakfast for Bolger Center guests in Osgood’s Dining Room

8:30 am

Continental breakfast available for all guests (Franklin Building Break Station)

9:00-10:30 am

SESSION VII: Briefing and Discussion with senior U.S. and Pakistani government officials and policy makers *(Franklin Building, Classroom 4)*

10:30-11:00 am

Break

11:00-12:00 pm

SESSION VIII: NEXT STEPS *(Franklin Building, Classroom 4)*

- Follow up actions for developing media, arts & culture partnerships
- Feedback on the Forum
- Planning for next U.S.-Pakistan Leaders Forum
- Closing remarks

12:00-1:30 pm **Closing Lunch** (*Osgood's Dining Room*)

2:30-4:00 pm Panel Discussion: The State of Pakistan Media Today
United States Institute for Peace
2301 Constitution Avenue NW
Washington, DC 20037

6:00 pm Performance by Arie Azhar and Noori
As part of Center Stage, an initiative of the U.S. Department of State,
administered by the New England Foundation for the Arts (NEFA)

The Kennedy Center: Millennium Stage
2700 F Street NW
Washington, DC 20566

Wednesday, June 20

3:00-4:30 pm Panel Discussion: Pakistan Media and Influence on Public Opinion
The Heritage Foundation
214 Massachusetts Avenue NE
Washington, DC 20002

For more information, please contact the U.S.-Pakistan Leaders Forum at 202-468-3799 or 858-349-0276 or you can reach us by e-mail below:

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