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COMPANY PROFILE

THE PEN PK



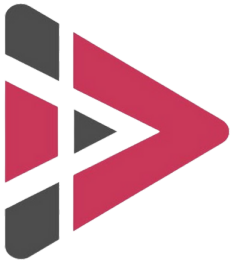


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ABOUT US

The Pen PK is a Rawalpindi-based digital media platform operating since January 2022.

Formally registered with the SECP as Pen Point Knowledge (SMC-Private) Limited, The Pen PK is managed by a team of experienced journalists and other media professionals who have over 15 years of work experience in print, electronic and digital news media.

By doing in-depth investigative reporting and producing video packages, The Pen PK is raising voice for the voiceless segments of society, particularly women who make up around 49 percent of the total population of Pakistan. Through its strong networking with journalists and other media professionals, it covers issues faced by people in remote regions of the country, including the tribal region, interior Sindh, south Punjab, Balochistan, and Hazara division.

The Pen PK offers a wide range of products and services, including news reports, video packages, talk shows, PR campaigns, debates, press conferences, election campaigns, and business promotions. It operates accounts on social media platforms, including Facebook, YouTube and Instagram, to make media campaigns a success.



The Pen PK Founder Shazia Mehboob receiving the RTI champions award.

MESSAGE FROM THE FOUNDER



There was only one purpose behind launching The Pen Pk, a purpose I have pursued in my personal journalism career for the past decade, and that's to support the kind of public interest journalism which the legacy mainstream media has continued to ignore over time. I started The Pen PK to provide maximum coverage to the issues of communities that are oppressed and that are made to suffer in the governance system due to corruption and nepotism.

SHAZIA MEHBOOB

Founder of The Pen PK

Founder's Profile: Shazia Mehboob is a print and digital media journalist based in Punjab, Pakistan, with over a decade of working experience at leading media outlets, including Dawn, Express Tribune, The News, and Naya Daur. Her journalistic career has mainly focused on public interest journalism and solution journalism.

Shazia has won many awards at the national and international level for her investigative reporting on climate change and other public-interest issues, such as the failure of Pakistan's laws to protect victims of domestic violence and the discrimination against women with disabilities. She is a founding member of the Digital Media Alliance of Pakistan (DigiMAP), the first ever representative body of independent digital news outlets doing public interest journalism in the country. She is a fellow of Asia Journalism Fellowship Singapore.

MISSION

To sensitize stakeholders by providing reliable news content about human rights violations and the impact of sociopolitical challenges, such as climate change, on different segments of society, particularly women and other marginalised communities.

VISION

To strive for a transparent, democratic, peaceful and prosperous Pakistan where citizens use access to reliable news to improve their lives and civic participation.

The Pen PK Founder Shazia Mehboob receiving the humanitarian reporting award in 2022.





VALUES

Public Interest: We are committed to working in the best interests of the public, especially in the areas of human rights, climate change, governance and religious minorities. We believe that access to reliable news and information is a service that the masses in Pakistan need.

Equality: We believe in equality in the workplace and society. We are against any kind of discrimination. Through our journalism, we hope to provide equal opportunities to every individual to contribute to social welfare and community development.

Professionalism: The Pen PK stands for the journalistic principles of independence, honesty, integrity, and accuracy and we perform our journalistic duties ethically and professionally.



The Pen PK Founder Shazia Mehboob with Chairperson National Commission on the Status of Women Nilofer Bakhtiar (right) at the gender reporting fellowship ceremony in Karachi.



We run a news website and YouTube channel with the help of a highly competent team that distributes news and information creatively and effectively.

IN-DEPTH FEATURES

We do in-depth investigative reporting on a wide range of issues, including climate change, health, human rights and religious minorities in Pakistan. Our multimedia features include text reports, video interviews, social media posts and quality photos.

VIDEO PRODUCTION

We produce news packages, documentaries, short-format videos, talk shows and profiles. with pre-production planning support to post-production services.

SOCIAL MEDIA

We are equally active on social media in content promotion and circulation.

PAID CONTENT

We also produce paid content as per the requirements of clients. Our team remains in regular contact with the client until project completion.

PR STRATEGY

Our creative team helps clients develop media strategies for successful PR campaigns.

BUSINESS & PARTNERS



We distribute our news content over our website, our YouTube channel and other social media networks. Our team also has strong ties with the traditional print and broadcast media due to past and current work experience in the industry. Our website receives around 40,000 page views per month.

The Pen PK is a member of the Digital Media Alliance of Pakistan (DigiMAP), a collective of 39 independent digital-only media outlets that work to promote public interest journalism in the country.

We also have good working relationships with civil society organisations, human rights defenders, community leaders, transgender rights activists, environmentalists, science and technology experts, the higher education sector, tourism, and traders in the twin cities and across the country.

We have a special focus on development sector organisations working for women's rights, climate change, food security, health and other human rights issues.

MEET THE TEAM

SHAZIA MEHBOOB

Founder / Editor

An experienced print-and-digital journalist, Shazia leads the company, setting its vision and supervising editorial, content, and web publishing.

FARHAN YOUNAS

Managing Editor

Farhan has eight years of management experience and looks after HR management, client meetings, team building and projects.

ISHTIAQ AHMED

Advisor / Contributor

With 45 years of experience in writing, editing and research., Ishtiaq advises on content strategy and contributes articles.

ASEM MUSTAFA AWAN

Chief Correspondent

Asem has 30 years of reporting experience with leading national and international media organisations, including AFP.

WRAA NOOR HAIDER

Editor / Comms

A PhD aspirant, Wraa Noor is our communication specialist, project writer and news editor.

The Pen PK Correspondents Network

The Pen Pk publishes news and information from around Pakistan by relying on a strong and efficient network of correspondents across the country, including the merged tribal districts, Interior Sindh, South Punjab and the Hazara division.

CONTACT

Please feel free to reach out to The Pen PK using the following contact information and our social media pages for inquiries about our productions services, digital advertisement placement, paid content placement, digital media coverage and PR campaigns:

Email: editor@thepenpk.com / admin@thepenpk.com

Phone: +92 - 334 - 518 8022

Website: <https://thepenpk.com>

Facebook: [ThePenPK](#)

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THE PEN PK

LET'S WORK TOGETHER

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