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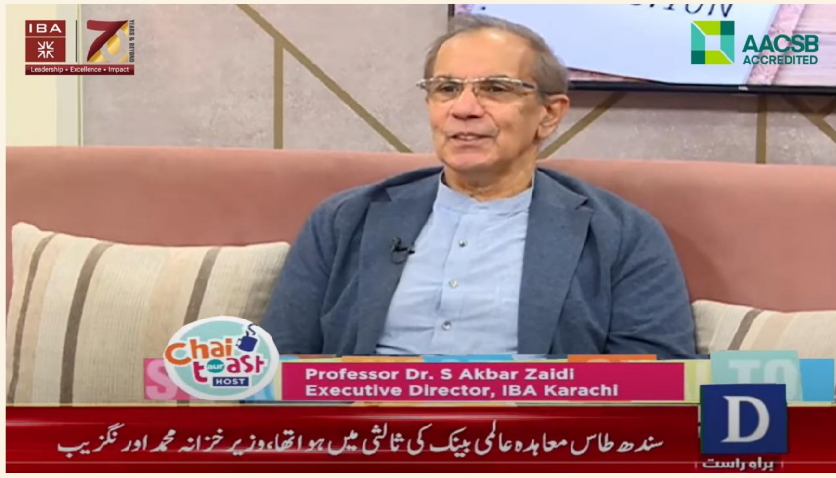
# IBA IN THE MEDIA

MAY 12-25, 2025

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# TV MEDIA INTEGRATIONS

| #  | DATE         | MEDIUMS | NAME         | KEYWORDS  | LANGUAGE | SYNOPSIS   | SENTIMENTS |
|----|--------------|---------|--------------|---|----------|--|------------|
| 01 | May 13, 2025 | TV      | DAWN News    | IBA Executive Director, Dr. S Akbar Zaidi on DAWN News    | Urdu     | IBA Executive Director, Dr. S Akbar Zaidi, appearance on DAWN News Morning Show    | Positive   |
| 02 | May 16, 2025 | TV      | Express News | IBA Executive Director, Dr. S Akbar Zaidi on Express News | Urdu     | IBA Executive Director, Dr. S Akbar Zaidi, appearance on Express News Morning Show | Positive   |



[DAWN News](#)



[Express News](#)

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# THANK YOU.

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