



# SAFEER E PAKISTAN



## Media Kit

[www.safeerepakistan.com](http://www.safeerepakistan.com)



# SAFEER E PAKISTAN ON GEO TELEVISION NETWORK



Geo Television Network is the media powerhouse of Pakistan with its transmission started in 2002. Geo unique and innovative television content has caught the imagination of Pakistan and South Asians across the globe. Since its launch in 2002 and its humble beginning, Geo has transformed into a bouquet of channels and beams, which are now the premium content providers to South Asians across the world. Over the years, Geo Television Network has won accolades from international media that has noted its impact on the communities it is serving.

During the course of its journey, GEO Television Network has won many prestigious awards and recognitions nationally and internationally. Beside Pakistan, Geo Television Network is available through the Middle East, Europe, North America and Canada. With current international offering of channels including Geo Entertainment, Geo News International, Tez, AAG, Geo Sports and many other Channels and further expansion, Geo Television promises to bring viewers more distinct programming and to cater to all tastes without altering the philosophy and prayers that guides the enterprise.



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# WHY SAFEER E PAKISTAN

**Safeer e Pakistan means a representative of Pakistan in a foreign Land. This program is dedicated to all those Pakistanis who have lived in America for over three decades and have seen their children and grand children grow up in that society. A program highlighting all the achievements and successes of different professionals living there.**

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**This is the first platform to highlight the achievements & acknowledgments of Pakistanis in different walks of life, be it doctors, architects, lawyers, IT professionals, business leaders, small business owners, educators, etc**

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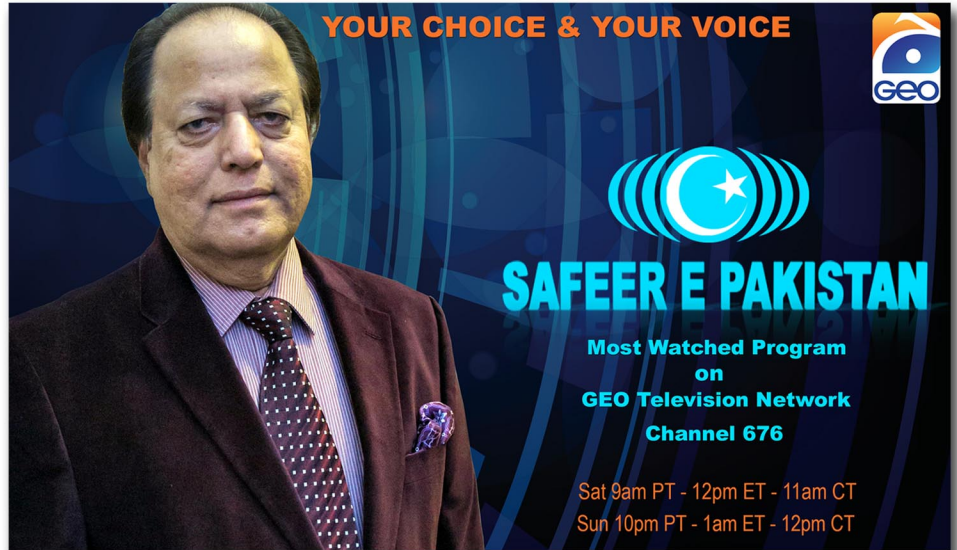
# About the Producer

## WAQAR ALI KHAN

Mediaman Waqar Ali Khan is best known as the producer, director and anchor of “Safer-e Pakistan”, a 48 minutes show that has aired for the last several years on GEO Television Network, Pakistan’s media power house, regularly on Saturday mornings at 9am and Sunday evenings at 10pm Pacific Standard Time, here in the USA and Canada on Dish Network. A well-known personality in the American Pakistani Community, Waqar Khan is the true Ambassador of Pakistan.

Waqar Ali Khan is a seasoned journalist with a track record of 40 years in the field. His strong vision and passion has brought him a long way in his journey which begin with print media in his early middle schools days in Pakistan, to Saudi Arabia as a passionate and hard working young man exploring and landing in on opportunities with many big media names, including Arab News and other in mid 70s and 80s.

Later on, Waqar Ali Khan took off with his family to this land of opportunity, United States of America and continued on his journey in making his marks in the field of Journalism starting with a Pakistani community newspaper in Los Angeles, his own monthly economic magazine, and later moved on to a radio show that ran from early to late 90s and finally to a television show, now known as Safer e Pakistan. Lesser known about Mr. Khan is his incredible journey of journalism, which exemplifies his many talents, intelligence and a natural flair for communication and collaborative work.



Safer e Pakistan is his passion. His commitment, firm beliefs and his dedication has brought him and his program through a long journey and today the program has reached its heights of excellence. He is a dynamic motivated force behind the program that brings both community together and creates a bridge between communities. Waqar Ali Khan is one individual who took the boldest step to come forward and introduce many Pakistani Americans who are behind the scene of many great causes and have remarkable contributions in their fields.

On his program, Safer e Pakistan, he has brought in several hundred guests to share their rags to riches success stories, their lives full of achievement, accomplishment, contributions and success with viewers around the nation. He is has been at forefront in introducing many high achievers who are making a difference in the lives of many individuals here in the United States, Pakistan and other parts of the worlds. Through his program Safer e Pakistan, he has given opportunity to many organizations to raise funds for this causes and help those in need.t

Safer e Pakistan has been also a platform for all Pakistani Americans who want their voices to be heard here in the US and in Pakistan. Over the years, Waqar Khan has successfully organized the prestigious Award and Gala Nights, an event that honors high achievers around the nation and the globe. Every year, Safer e Pakistan continues a tradition by hosting the annual award night in different cities of the United States to recognize those high achievers in their fields and have made a difference in their communities. For his work in electronic media and his community service, he was recognized by many organizations as an achiever himself. Waqar Ali Khan is on a mission to bring the community together though education, information, empowerment and knowledge. His quest to keep building a positive image of his motherland Pakistan is depicted in his show Safer e Pakistan through out the year.

Waqar Ali Khan’s life story of sheer brilliance and immense communicative power, he has a very strong vision and rules by which he lives by. What are those? “Believe in yourself - your intelligence, capability, honesty and character. Learn from the people you meet; – surround yourself with the best and learn from them. And learn all your life, you are never too old to try something new. Achievers, always have admiration and not jealousy. And most importantly, listen to your heart.”



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# ABOUT SAFEER E PAKISTAN

Safeer e Pakistan is an independent television program whose mission is to engage, inform, and inspire viewers to become involved in the community and in the world. Safer e Pakistan is the first community television program to highlight the plight and achievement of Pakistani Americans living in America and share their rags to riches success stories to the audiences nationwide in US and Canada. It is also a bridge between communities by sharing the information, events and happenings within all Pakistani, South Asian and other communities around the nation. Since its broadcast that begin on a local TV channel in Southern California in 1997, Safeer e Pakistan now reaches audiences nationwide in North America and Canada on GEO Television Network on Dish Network. Safeer-e-Pakistan has become an icon of Pakistani community as a part of electronic media, airing every Saturday and Sunday on Geo Television Network on Channel 676. Safeer-e-Pakistan is dedicated to work with and for the community and people.



What started years ago from a small garage is now a powerful source of information and a voice for the Pakistani communities nationwide, here in the United States of America, Canada, UAE, Pakistan and many other parts of the world. When the concept of the program was started back in 1997, the goal was to provide a platform for the Pakistani American community to voice their concern on any issues that are important to them and other Pakistanis, to bring community events and news, to introduce role models to those, especially to the younger generation to learn that achievements and success is not far to reach, if they are dedicated, focused and inspired. The program plays a key role, projecting and promoting Pakistani Americans, their lives, their success and their issues. Over the span of many years, Safeer e Pakistan aired over 500 interviews and stories of successful Pakistani Americans who are true role models to the community.

Also featured on Safeer e Pakistan were many high profile US and Pakistani leaders to shed lights and share their views on US Pak Relationship with the audiences around the nation. Many topnotch celebrities from India and Pakistan have been featured on Safeer e Pakistan as well. Safeer-e-Pakistan also has been at forefront covering majors national and international level events, including local and national elections, U.S Presidential campaigns, visits of Presidents, Prime Ministers and other officials from Pakistan, APPNA conventions year round, Pakistan Day celebrations nationwide in the US and Canada, exclusive coverage of Islamic Centers and their services, activities of many charitable organizations both in US and Pakistan and many other stories have been aired on Safeer e Pakistan week after week.



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In addition, Safer e Pakistan plays a vital role in bringing many educational programs on health care topics and healthy living by bringing exclusive medical segments to its audience. Important information is shared on health issues and related problems by healthcare professionals who appear on Safer e Pakistan to provide advise on good health and healthy living.

Through the years, Safer e Pakistan has become the only community program in the United States and Canada as a powerful voice for Pakistani and South Asian communities. . Safer e Pakistan is keen to bring educational, entertaining and informative programs to the audiences nationwide and around the globe. Safer-e-Pakistan is also keen in positive image building of Pakistan and empowering the Pakistan American communities to better understand each other needs. Safer e Pakistan is committed giving voice to people from communities. Safer e Pakistan connects viewers not only to the 'movers and shakers' but also provides a link to individuals, communities and the masses. The stories featured on Safer e Pakistan help people draw the connection between themselves and others, as well as how local issues have broader implications. Safer e Pakistan is tool for communication, a means of entertainment and information, and a tool to foster the spirit of community. The team of Safer e Pakistan works hard to bring the community closer by highlighting the Pakistani-American and South Asian communities achievement and plight, week after week.

The Executive Producer, Waqar Ali Khan and the team of Safer e Pakistan is first thankful to the AI Mighty for given them courage to continue on this mission, to all the sponsors, supporters and patrons for being side by side for supporting the mission of Safer e Pakistan, to all well wishers and mentors for their guidance, support and generous contribution to continue bringing the program to our audiences most importantly for watching Safer e Pakistan week after week. Lastly, a very special thanks goes to the entire team and management of Geo Television Network for having trust in Safer e Pakistan and making it possible to air the program on their network.

We love to hear from you always with your feedback, suggest, concern and comments to so don't forget to connect with us at [producer@safeerepakistan.com](mailto:producer@safeerepakistan.com)



**SAFER E PAKISTAN**

# **Goals of SAFEER E PAKISTAN**

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**To bring awareness  
in the mainstream society**

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**To outreach & empower  
the community**

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**To introduce role  
model Pakistani American**

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**To bring the  
community together  
on one platform**

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