

The IBA Media and Communications Society successfully held its 6th Annual event, the IBA – Media Accession and Reinforcement Convention (I-MARC) from May 14th to May 16th 2015. The theme of the event was ‘Unveiling the Media Synergy’ and the design of the program was aimed at familiarizing participants with the forces that control Media Agencies/Media Houses. I-MARC '15 was about discovering and unmasking the real forces behind media.

I-MARC started off on the 14th of May with six teams comprising of twelve members who convened at IBA in the newly built JS auditorium. Some of these participants had come all the way from University of Lahore, three of these teams were from NED University of Engineering and Technology. The first guest for the day was Mr. Shahzeb Khanzada, winner of Best Anchorperson Award of the year 2013. His session was followed by the esteemed guest A.H Zulfiqar and being a reporter himself, he told the audience about being 'bold but fully informed' on the subject in hand. He focused on truthfulness and shared many of his personal experience with various television channels. The audience actively asked him questions and got insightful answers. The theme of the first day was reporting and, after the guest speaker session was the Cultural Show based on which the teams had to prepare a newspaper. The country name and the two main policymakers of the country were introduced, who gave short speeches about and their future plans for the country. Then, the culture of this country was portrayed to the participants. Poetry recitation, *Kabbaddi*, and a folk dance were shown to the audience to acquaint them with the country's culture. The specifics were described to them in a short video. The participants had to complete their newspaper in 45 mins: (the time allotted to them to finish their task). Participants had to decide where to place the various articles. They attached photos and produced amazing-looking, hand-written newspapers. The energy was great during the task. There was a prayer break after the activity. The winners were announced. The events of the first day came to a close with another guest speaker session.

Day 2 saw the participants and CF's running after clues, and simulated incidents that were all interconnected into the web of the program design. For the first activity they were required to submit a live report video detailing the day's happenings. The six teams played their two-minute recaps of a mullah protest, a fashion walk, a press conference, and an attempted suicide. Zainab Khan (I-MARC Veteran Judge) gave out some valuable suggestions and criticism related to the reported videos after which the results were announced. The day ended on a high note with a musical performance by New IBA Talent.

The final day was about exposing the forces. The teams had to present their findings in a news segment. This particular event was very well received by the audience and also involved kidnappings of the team leads. Finally in the closing ceremony in the Alumni Student Centre the winning teams of I-MARC 2015 were announced. Hamdard and NED Teams claimed the top three positions. The event finally came to a close with a fantastic cultural night, complete with performances and a lavish dinner.