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# **KHALID HAMEED AND MAHPARA SAFDAFR ARE MOST POPULAR PTV NEWSCASTERS**

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*KHALID HAMEED AND MAHPARA SAFDAFR ARE MOST POPULAR PTV  
NEWSCASTERS*

According to a recent Gallup poll about the popularity of TV newscaster, Khalid Hameed tops the list followed with a slight margin by Azhar Lodhi. Three of the women newscasters enjoy a nation-wide popularity with Mahpara Safdar on top followed in that order by Shaista Zaid and Arjumund Shaheen.

The survey was conducted by Gallup Pakistan with a statistically selected sample in the urban areas all over the country. The data showed that nearly 40% of the urban population did not watch TV with regularity. Another 20% said that even though they watched TV they could not recall the name of a male newscaster and 30% could not recall the name of a woman newscaster. Among those who could recall name of a male newscaster, 40% regarded Khalid Hameed as their most favorite while 35% expressed their preference for Azhar Lodhi. No other male newscaster figured significantly in this contest however some viewers mentioned Zubairuddin and a veteran English newscaster Chishti Mujahid. Among those who could recall the names of PTV newscasters 25% expressed their preference for Mahpara Safdar, 21% for Shaista Zaid and 16% for Arjumund Shaheen. It is interesting to note that the TV news program, Khabar Nama is one of the most widely watched programmes of the PTV second only to the PTV drama series.