**NEWS AGENCY**

A news agency is an organization that acts as a source of news for different newspapers, radio, television and other organizations and individuals who are interested in getting them. News agencies do not publish these news themselves; they collect the news and provide them after subscription to their clients. They are also called as wire services or news services or press agencies.

# Historical perspective

World’s first news agency was formed around 1820s in New York City under the name of Association of Morning Newspapers. It was formed to gather upcoming reports from Europe.

The first international news agencies formed in Europe were: Agency Havas of Paris (1835); the Reuter Telegram Company of London (1851), known simply as Reuters; and the Continental Telegraphic Compagnie of Berlin (1849), known as the Wolff Agency. They started their work as a financial data service to bankers and businessmen but then extended their service to world news. Reuters is also considered as the oldest news agency of the world. Initially news agencies used to send news through telegraphy services now it has been replaced by internet.

# International News Agency

Four major international news agencies are:

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* Reuters 

* Associated Press (AP)
* United Press International (UPI)
* Agence France-Presse (AFP)

They are providing extensive service to their subscribers all over the world. They provide 3.5 crore words per day to their subscribers in more than 150 countries. These international news agencies work 24 hours and now also provide trade related hot news, international market trends and rates, currency rates and other commerce related information to their clients.

# News Agencies in Pakistan

United India’s first news agencies were Press Trust of India and Associated Press of India. Later before independence when two nation-theory got a recognition and acceptance, another news agency called Orient was formed in Lahore by Muslim journalists and newspapers of sub-continent. After independence, Orient survived for a very short time however the part of Associated Press of India that remained in Pakistan

was declared as the first news agency of Pakistan with a name called **Associated Press of Pakistan** (**APP**). Now APP is considered among the world’s major International news agencies. APP was formed and initially controlled and run by the journalists and newspapers’ editors of Pakistan. In 1956 some journalists parted from it and formed a private news agency called Pakistan Press Association. After sometime when it broaden its canvas and started working internationally, it changed its name to **Pakistan Press International** (**PPI**).

In 1960 General Ayub Khan’s government took APP under government’s control and made it a state owned news agency under the Federal Information Department, from that day till date APP is working as a state owned news agency.

Another news agency **United Press of Pakistan** came into existence in December 1949. Mr. Qutubuddin Aziz, as a private limited company founded it. However for a long time, the agency has

merely existed on paper and just about manages to get the small subsidies marked for it by the central and provisional governments.

In general Zia’s regime some smaller news agencies also appeared but they could not establish their identity and name as APP and PPI did.

# Difference between the working of a newspaper and news agency:

A newspaper has its own policy under its own specific management; however, news agency cannot form a specific policy or point of view. A news agency has its clients and subscribers in different parts of the world with their own specific policies and stance on different issues therefore, a news agency is bound to adopt an unbiased, objective and indifferent approach in its reporting and services to keep its subscribers satisfied.