

December 11, 2012

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Dear Dr. Mogensen,

The Media Development Trust is taking shape rapidly. We invite you to become an Academic Advisor to the Trust, advising us on the Role of Academia in Research for the Industry. The appointment runs from now until 31 December 2013.

Our Advisors are academicians, communication and media professionals, entrepreneurs and intellectual leaders of special importance to the development of the Media Development Trust (MDT), prominent in fields of expertise relevant to the Trust.

As an Academic Advisor, you are requested to advise on the advancement of the Trust within your selected field of expertise. You will be consulted both through non-mandatory meetings and individually on academic development, directions for research and other initiatives to improve the state of media and journalism.

The MDT will arrange activities to which you will be invited. As an Academic Advisor you have no legal responsibilities and receive no remuneration.

In addition to Academic Advisors, the Trust has a Director's Advisory Board and Program Advisory Board. The Directors' Advisory Board maintains a common understanding and vision among the co-founders of the Media Development Trust including structuring of the Trust.

The Program Advisory Board advises on the various programs and strategic issues concerning over-all development of the Trust, various initiatives, international linkages and partnerships and funding strategies.

Media Development Trust (MDT) is an initiative of Mishal Pakistan and AGAHI Foundation, the Trust will develop benchmarks for Pakistan's media on the international best practices. Launched in spring 2012 and registered in Islamabad, under the Trust Act of Pakistan 1882, MDT works on bridging the gap between academic research and the media industry for a more focused approach on Industry-Academia collaboration.

We hope you will respond positively to this invitation and look forward to the opportunity working with you!

Sincerely,



Amir Jahangir
Founder and Chairman



Puruesh Chaudhary
Founder and Member Board of Trustees