

In 2002, military ruler Pervaiz Musharraf, allowed the privatization of Pakistan's electronic media industry. During this time Pakistan was experiencing an influx of commercialization as the media, banking, and telecommunications industry all mushroomed, opening employment opportunities for a new generation of the country's youth. Dubbed as a new era of economic liberalization and religious enlightenment, post-9/11 Pakistan saw the mushrooming of private television channels and intense competition among media groups for advertising dollars and viewership. The private television news channels continue to command large portions of viewership, a powerful place in politics, and millions of rupees from advertisers. This paper argues that the implications of the emergence of 24-hour news channels in Pakistan cannot be fully understood without taking into account the daily work practices of news media practitioners as they engage in a constant negotiation with these forces that are transforming Pakistan.

Scholars have demonstrated, largely through textual analysis of news broadcasting, how the logics of commercialization that mobilize global 24-hour news channels have created 'disposable' or market-oriented news that focuses on speed and is created to grab attention rather than be informative or offer analysis. This scholarship has demonstrated the far-reaching implications of this kind of news and is useful for explaining overall characteristics of the 'rolling news' genre, as well as the pressures on practitioners who work at market-oriented news organizations. However 24-hour news channels emerge across the globe from countries with unique histories and are run by practitioners with their own locally

situated ways of responding to the expectations of a competitive commercialized industry.

In this paper, the ethnographic gaze focuses on a the head of the control room at City 42, Pakistan's only city-based news channel, who we call Pervaiz. Pervaiz's leadership style of *shor machana* (to make noise/shout), as he calls it, functions to quickly organize unpredictable news work, energize the monotonous technical requirements, and insert an element of playfulness. The possibility of his leadership style speaks to an overall working culture at City 42, which focuses on creating a community that foregrounds relationships, local realities, and a sense of playfulness in the midst of pressure. Through a micro-ethnographic exploration of how City 42's control room functions, this paper ultimately finds that everyday news work at City 42 is part of a larger local news work culture that challenges the expectations of an industry seemingly typified by corporate values like superficiality, competition, and efficiency.