

Article Link

<http://www.bbc.co.uk/news/world-south-asia-11035270>

Who cares about Pakistan?

IPA founder and President Dean Karlan lends insight to a discussion on why donations have been sluggish to Pakistan flood appeals

"Sudden events seem to generate more funds. A flood (and droughts) happen gradually and build. There isn't any one single day in which news is huge. For the same reason, this pushes the story away from the media spotlight. But massive and sudden earthquakes or tsunamis draw our immediate attention and shock us." for full article click [here](#)

August 21, 2010