

May 21, 2020

All Members & Editors of NBA

Re: Advisory regarding Archival Footage/Material to be clearly labeled "FILE" while covering the COVID 2019 Pandemic

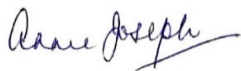
To keep the viewers informed of the Covid 19 Pandemic, during the last several weeks, member broadcasters have extensively covered the Covid 19 Pandemic, which in turn has generated several hours of programming/visuals/videos etc.

Use of "**Archival Footage/Material**" is critical for news programmes. Since facts/ground situations keep changing every day, news reports including archival footage/material needs to be updated to make the news more accurate. This would prevent viewers from being misinformed by the telecast of outdated material, which can create unnecessary panic and confusion.

NBSA has decided to differentiate between **fresh and archival footage** and in order not to mislead or confuse viewers, Editors be advised that all **archival footage/material** should be labeled "**file**" and preferably the date and time of the initial broadcast be given as required by Regulation 1.4 of the "**Specific Guidelines Covering Reportage**", dated 10.2.2009 (Attached).

Editors are also advised that the programmes, the telecasts of which are repeated, the term "**Repeat Programme**" should be clearly mentioned and displayed.

Kindly circulate this Advisory to all the **producers/editors** of your channel (s) and also give them a copy each of the "**Specific guidelines covering reportage**" to ensure compliance therewith.



Annie Joseph
For and on behalf of the
News Broadcasting Standards Authority

CC: Legal Heads of NBA

Enc: As above

News Broadcasters Association: Specific Guidelines Covering Reportage

In furtherance of the principles of self-regulation as contained in NBA's Code of Ethics & Broadcasting Standards, the following Guidelines set-out specific standards which are to be adhered to by member-broadcasters.

Fundamental Standards

All reporting must be done keeping in view the following supervening criteria:

- A. All news reporting must be done in “public interest”.
- B. Reporting should not sensationalise or create panic, distress or undue fear among viewers.
- C. ‘Content’ of matter broadcast should not be shown out of ‘context’.
- D. Subjects which promote horror, supernatural, superstition, occultism, exorcism, divination, and the paranormal should be avoided.
- E. Broadcasters should exercise care and objectivity in featuring activities, beliefs, practices, or views of any racial or religious group in their content to prevent any negative impact thereof.
- F. “Reconstruction” of events, when shown, should be clearly so marked, and to be consistent with these Guidelines.
- G. Broadcasters should eschew unhealthy competition that may lead to deterioration of broadcasting standards.

1. Accuracy

- 1.1 Information should be gathered first-hand from more than one source, if possible.
- 1.2 Reports received from news-agencies should be attributed and where possible be verified.
- 1.3 Allegations should be reported accurately as made.
- 1.4 Use of archival material should be clearly labeled “file” and preferably also state date and time of initial broadcast.
- 1.5 Errors of fact should be corrected at the earliest, giving sufficient prominence to the broadcast of the correct version of fact(s).
- 1.6 Facts should be clearly distinguishable from, and not be mixed-up with, opinion, analysis and comment.

2. Impartiality, Neutrality & Fairness

- 2.1 For balanced reportage, broadcasters should remain neutral and ensure that diverse views are covered in their reporting, especially on a controversial subject, without giving undue prominence to any particular view.
- 2.2 In editing content, broadcasters should ensure that there is no distortion of the facts and events being reported or of the views expressed.
- 2.3 Broadcasters should not use information or pictures obtained through misrepresentation or deception. (For Sting Operation guidelines see separate section below)

3. Law & Order, Crime & Violence

- 3.1 Content should not glamorize or sensationalize crime or condone criminal actions, including suicide.
- 3.2 Content should not depict techniques of crime that may tempt imitation, especially with reference to terrorism and suicide.
- 3.3 Reports on crime should not amount to prejudging or pre-deciding a matter that is, or is likely to be, *sub judice*.
- 3.4 No publicity should be given to the accused or witnesses that may interfere in the administration of justice or be prejudicial to a fair trial.
- 3.5 Identities of victims should not be disclosed in cases of sexual crimes and violence on women and children.
- 3.6 The dead must be treated with respect. Close-ups of dead or mutilated bodies should not be shown.
- 3.7 Violence must not be depicted solely for its own sake, or for its gratuitous exploitation or to pander to sadistic or other perverted tastes.
- 3.8 Scenes with excessive violence or suffering such as close-up shots of persons being subject to brutality, torture or being killed and visual depiction of such matter and looping thereof should be avoided.
- 3.9 Broadcasters should not glamorize or in any way promote individuals, groups or organizations that employ or advocate the use of violence or engage in criminal / nefarious activity. Hooliganism, vandalism and all forms of delinquency should not be shown in favorable light.
- 3.10 Live broadcast of sensitive and distressing material without prior scrutiny by senior editorial personnel should be avoided.

4. Good Taste & Decency, Sex & Nudity

- 4.1 In selecting content, broadcasters should abide by current norms and mores of decency and taste, in visuals, language and behaviour, keeping in mind the context in which any visuals, language or behaviour occurs, including the broadcast time, type of content, target audience, use of parental advisories, cautions and content classification.
- 4.2 Content that contains violent or sexual material, crude, offensive, or coarse language or other content likely to disturb or offend even a reasonable adult viewer should be avoided.
- 4.3 Subjects dealing with incest and sexual abuse, especially of children, must be handled with extreme care and sensitivity.
- 4.4 Combination of violence and sexuality designed in a manner that titillates should not be shown.
- 4.5 Coverage of killings, including terrorist attacks, executions and assassinations, should not be explicit or prolonged.

5. Privacy

- 5.1 Broadcasters should exercise discretion and sensitivity when reporting on distressing situations, on grief and bereavement.

- 5.2 Persons should not be featured in content in a manner that denigrates or discriminates against sections of the community on account of race, age, disability, sex, sexual orientation, occupation, religion, cultural or political beliefs.
- 5.3 Content that would cause unwarranted distress to surviving family members, including by showing archival footage, should be avoided.
- 5.4 No information relating to the location of a person's home or family should be disclosed without permission from the concerned person.
- 5.5 Surreptitious recording of any person or event should only be made without committing any illegality and if editorially justified.
- 5.6 Interviews of the injured, victims or grieving persons should be conducted only with prior consent of the persons or where applicable their guardian.

6. National Security

- 6.1 Broadcasters should not disclose confidential information of operations involving national security.
- 6.2 Broadcasters should use due discretion in reporting on operational methods used by perpetrators of serious offences against the State during the occurrence of the event.
- 6.3 Live interviews with perpetrators should not be aired.
- 6.4 Reporting of events which erodes public confidence in the capacity of national institutions meant to protect them should be avoided during the occurrence of the event.
- 6.5 Broadcasters should not reveal technical details of operations, to prevent information relating to strategies and operations of security agencies becoming known to the perpetrators.

7. Supernatural, Occultism & Paranormal

- 7.1 Subjects promoting horror, supernatural, superstition, occultism, exorcism, divination, and the paranormal, which may be frightening to children should be avoided.
- 7.2 Belief in superstition, occultism, exorcism, divination and the paranormal should not be promoted.

8. Children's Interests

- 8.1 Broadcasters should not screen content that would disturb or alarm children or tend to have a deleterious effect on their psyche during their normally accepted viewing times.
- 8.2 At other times, broadcasters should use appropriate parental advisories, cautions and content classification. Content relating to or containing anti-social behaviour, domestic friction, drug-use, smoking, alcohol-use, graphic violence, menacing or horrifying imagery, sexual material, crude, offensive or coarse language or other content that is likely to disturb, alarm or otherwise affect the psyche of, or cause distress to, children should be avoided.

9. Racial & Religious Harmony

- 9.1 Racial and religious stereotyping should be avoided.
- 9.2 Caution should be exercised in reporting content which denigrates or is likely to offend the sensitivities of any racial or religious group or that may create religious intolerance or disharmony.

10. Sting Operations

- 10.1 Sting operations should only be conducted in “public interest” and when no other means is available to obtain the requisite information, without any illegality or inducement and subject to the legitimate right to privacy.
- 10.2 Broadcasters should resort to sting operations only if editorially justified, for exposing wrong-doing, particularly of the public facets of people in public life.
- 10.3 No sting operation should be conducted except with the concurrence of the person overall in-charge of editorial function; and the Managing Director and/or the Chief Executive Officer of the broadcaster should also be kept fully informed of any sting operation.
- 10.4 Sting operations should be so conducted as to obtain “evidence” of an offence but not to induce “commission” of an offence.

10.2.2009, 6.12.2019