

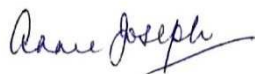
ADVISORY**April 4, 2019****Members and Editors of NBA****Re: Advisory regarding promotional programmes not being tagged as an advertisement**

NBSA at its meeting held on 25.2.2019 considered a complaint about the practice of news channels in disguising promotions of products or schemes of a government or achievements of political parties, under the garb of programmes titled as **'Impact Feature'**. The complainant contended that the manner in which information was packaged for the consumption of the general public, as news, was improper and unfair. According to the complainant, this could easily be labeled and placed in the category of 'paid news'. He suggested that such programmes on TV should carry a disclaimer *'This is an advertisement'* in English and *'yeh ek vigyapan hai'* in Hindi instead of describing them as *'Impact Feature'*, so that viewers could understand that the feature was not a news item and could properly weigh the contents of the feature with the knowledge that what is shown was not actual news, but viewpoints or promotional material of a particular political party or Government.

NBSA found considerable merit in the complaint and the suggestion made by the complainant. It therefore decided that Point No. 6 of the Guidelines on "Norms & Guidelines on Paid News", which is reproduced below, be circulated amongst all Members, editors and legal heads for their compliance:

6. Every news broadcasting organization shall disclose conspicuously and continuously in an appropriate manner during the entire broadcast of a program, on their television channel/s and on their website/s, including during a news, current affairs, sports, entertainment or promotional broadcast as to whether the content of such broadcast has been paid for by or on behalf of the Entity that is subject matter of such broadcast in any manner whatsoever ; and whether such broadcast is an "advertorial" or other media marketing initiative.

The channels are requested to abide by the above Guidelines while broadcasting promotional programmes on the channels.



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

CC: Legal Heads of NBA