

July 30, 2013

Editors of NBA

Re: Broadcast of news relating to Telangana issue

From media reports it is understood that the government is likely to make some important announcements regarding the Telangana issue today.

It is imperative that the dissemination by the electronic media of news and information relating to this sensitive matter is done with extra care and caution. It is necessary to ensure that the telecast of any news or report relating to this subject should not be inflammatory or provocative etc. and should not be sensationalized. The basic guideline to be adhered to is that all news relating to this subject should conform strictly to subserving the public interest of maintaining harmony, of eschewing any divisive or fissiparous tendencies and of preserving the ethos of our pluralistic society. It should be remembered that information disseminated by the media influences the formation of public opinion and also has the potential of invoking strong public reaction.

Accordingly, the telecast of the Telangana issue requires adherence to the Code of Ethics and the Specific Guidelines issued from time to time in addition to the following Specific Guidelines in this behalf and should also ensure that no occasion arises for any speculation about the accuracy of the content.

Accordingly, member broadcasters are advised to adhere strictly to the NBA Code of Ethics & Broadcasting Standards and other Specific Guidelines issued from time-to-time that are relevant to the subject.

Some additional, though non-exhaustive, specific guidelines to be observed in relation to the telecast relating to this matter are as follows:

1. No broadcasts should be made of any speculation about the matter and/or of its likely repercussions thereafter which may be inflammatory or provocative etc. nor should the issue be sensationalized.
2. No provocative footage of violence, agitation, self-immolation etc., if any, should be shown in any broadcast relating to the matter.
3. No visuals should be shown depicting celebration or protest in relation to the matter.
4. Unnecessary repetition of sensitive or disturbing visuals should be avoided.
- 5. Archival footage should clearly be labeled “FILE” and preferably also state the date and time of earlier broadcasts.**

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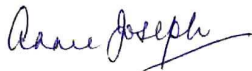
6. In view of the sensitivity of news reporting on this issue, extra care should be taken to ensure accuracy and balance of reportage, by prior vetting and clearance of news at the highest editorial level.

7. It is emphasized that programmes telecast in relation to this subject should not speculate about, and should not have contentious debate, on the matter.

It is expected that every channel will strictly adhere to this Advisory.

Member broadcasters are however also advised to preserve the footage of all the programmes telecast in relation to the Telangana issue, including scripts for examination, should it become necessary.

Editors are advised to ensure strict adherence to these guidelines to avoid any violation.



Annie Joseph
For & on Behalf of NBSA

CC: Members & Legal Heads of NBA