

September 29, 2017

All Editors of NBA

Re: Advisory relating to broadcast of stampede on foot overbridge linking Elphinstone Road and Parel suburban railway station in Mumbai

While reporting the unfortunate stampede on a foot overbridge (FOB) linking Elphinstone Road and Parel suburban railway stations in Mumbai this morning, Editors are requested to kindly bear in mind that utmost care should be taken while broadcasting footage, visuals and other similar material that are extremely distressing and insensitive. Repetition of visuals would aggravate and cause distress to viewers. The distress caused by such visuals can psychologically disturb the viewers, especially those who are young; and it also has the potential of creating panic and undue fear.

Further the dead must be treated with respect. Close-ups of dead or mutilated bodies should not be shown and broadcast of sensitive and distressing material may be avoided.



Annie Joseph
For & on behalf of NBSA

CC: Members & Legal Heads of NBA