

**October 13, 2011**

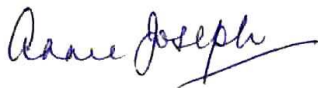
**All Members of NBA**

**Advisory on Editorial Responsibility**

At the meeting of the NBSA held on 27.7.2011 the Authority considered a response from one of the member channels, wherein it was contended that principal news anchor/Editor in Chief was not responsible for the editorial content aired on the news channel ; and the responsibility for such content was sought to be foisted upon a subordinate editorial person.

After due deliberations, the Authority has opined that such stand by a news channel is completely unacceptable and shall not be countenanced; and that it be made clear to member broadcasters that for the Authority, the ultimate responsibility for all editorial content shall lie with the editorial head of the news channel, by whatever designation called.

Accordingly, all member broadcasters are advised to take note of it.



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

*CC: Editors & Legal Heads of NBA*