



May 29, 2012

All Members of NBA

Re: Advisory on Programmes relating to Nirmal Baba and similar subjects

The matter of broadcast of certain programmes relating to Nirmal Baba on member channels has been brought to the attention of the NBA.

In this regard, we wish to draw your attention to the following guideline, which is part of “Norms & Guidelines on Paid News” dated 24.11.2011 issued by NBSA, which guideline is self explanatory:

6. *Every news broadcasting organization shall disclose conspicuously in an appropriate manner during 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.*

By way of the foregoing guideline it has been mandated that where any footage/ segment/ programme carried on a news channel has been “paid-for” whether as an advertisement or advertorial or other promotion, this aspect is required to be disclosed conspicuously during the broadcast, with the aim and intent that viewers are not misled into believing that such content is part of news reportage.

Member channels are therefore advised that where any footage/segment/programme relating to Nirmal Baba or other similar programmes is/are “paid-for”, during telecast such footage/segment/programme must be conspicuously marked “**Advertisement**” continuously throughout the duration of such footage/segment/programme.

Annie Joseph
Secretary General

CC: All Editors & Legal Heads of NBA