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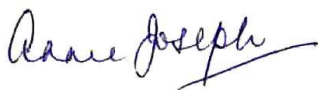
All Editors of NBA

Advisory on broadcast of distressing footage

It has come to the notice of the News Broadcasting Standards Authority (“Authority”) that some member news channels are broadcasting footage, visuals and other similar material that are extremely distressing and insensitive. Repetition of such visuals further aggravates distress to the viewers. A few examples of such recent broadcasts are; explicit telecast of the shooting of persons by the Taliban; telecast of footage relating to burning of a live leopard; showing a tusker killing a person and a calf in Mysore; showing a family drowning in Patalpani near Indore; telecast of the killing of a person at a road crossing in Coimbatore.

The Authority has noted that not only were such broadcasts *per se* distressing, they were carried on news channels without masking the offensive visuals. 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.

Extreme care should be exercised to decide whether such visuals are “newsworthy” and if found “newsworthy”, the “news” alone may be broadcast without graphic visual depictions.



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

*CC: All Members & Legal heads of NBA
Chairperson & Members of NBSA*