



July 13, 2011

All Editors of NBA

Re: Advisory on coverage of Mumbai Blasts

As you are aware, there have been serial blasts in Mumbai today.

In view of the highly sensitive situation that has arisen thereby, Members are advised to strictly follow the Code of Ethics, particularly the Emergency Guidelines issued by the NBA earlier, which are reproduced below:

“Guidelines For Telecast of News During Emergency Situations

- 1. All telecast of news relating to armed conflict, internal disturbance, communal violence, public disorder, crime and other similar situations should be tested on the touchstone of “public interest”.*
- 2. The media has the responsibility to disseminate information which is factually accurate and objective.*
- 3. No live reporting should be made that facilitates publicity of any terrorist or militant outfit or its ideology or tends to evoke sympathy for the perpetrators or glamorizes them or their cause or advances the illegal agenda or objectives of the perpetrators.*
- 4. In live reporting of hostage situations or rescue operations, no details of identity, number and status of hostages should be telecast or information given of pending rescue operations or regarding the number of security personnel involved or the methods employed by them.*
- 5. Media should avoid:*
 - a) Live contact with the victims or security personnel or other technical personnel involved or the perpetrators during the course of the incident.*
 - b) Unnecessary repeated or continuous broadcast of archival footage that may tend to reagituate the mind of the viewers. Archival footage, if shown, should clearly indicate “file”. The date and time be given when feasible.*
- 6. The dead should be treated with dignity and their visuals should not be shown. Special care should be taken in the broadcast of any distressing visuals and graphics showing grief and emotional scenes of victims and relatives which could cause distress to children and families.*

These are broad Guidelines and are not meant to be exhaustive.

December 18, 2008”

Editors are advised to ensure strict adherence to these guidelines to avoid any violation which may invite strict action.

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Member broadcasters are also advised to preserve the footage of all the programmes telecast in relation to the Mumbai blasts and related issues, including scripts for examination, should it become necessary.

Kindly circulate this Advisory to all Editorial personnel in particular the journalists covering the blasts from Mumbai.

Kindly ensure strict compliance of this Advisory

Regards,



Annie Joseph
Secretary General, NBA

CC: Members & Legal Heads of NBA