

**September 16, 2011**

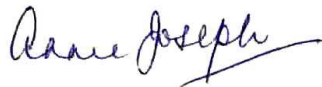
**All Editors of NBA**

**Advisory on reportage of family / matrimonial matters**

It has come to the notice of the News Broadcasting Standards Authority (“Authority”) that some member news channels are carrying reports on family, matrimonial and other private matters of persons not in public life and passing-off such reportage as “news”.

The Authority is of the view that such reportage is not of “public interest” to require dissemination, which is the hallmark of news journalism. Moreover, such reportage also intrudes into the privacy of individuals.

Member broadcasters are accordingly advised to refrain from broadcasting such reports.

A handwritten signature in blue ink that reads 'Annie Joseph'.

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

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