

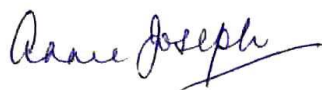
September 16, 2011

All Editors of NBA

**Advisory on reportage spreading superstition,
occultism & blind belief**

It has come to the notice of the News Broadcasting Standards Authority (“Authority”) that some member news channels are carrying reports on matters propagating, promoting and advocating superstition, occultism and blind belief. Such reportage often purports to even distort purely scientific phenomena on baseless and often factually incorrect material and information. Such reportage are not “newsworthy”. In addition such reportage does harm and tends to create fear psychosis, among the uninformed viewers. The impression gathered is that such reportage is usually to garner higher TRPs.

The Authority expects the member broadcasters to voluntarily improve the broadcasting standards by desisting from airing such reports.

A handwritten signature in black ink, which appears to read 'Annie Joseph'.

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

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