

November 21, 2012

All Editors of NBA

Re: Advisory on reporting of hanging of Ajmal Kasab

In relation to the hanging of Ajmal Kasab member channels are advised that while reporting the matter even though legitimate, yet it has to be born in mind that nothing should be done by the broadcasters in telecasting the news which may provoke the emotions of any sections of the society leading to precipitating of any untoward incidents. The powerful and wide impact of the information disseminated by the electronic media on formation of public opinion makes it incumbent on the broadcasters to take extra care in the telecast of news relating to sensitive matters. Member broadcasters should ensure that the telecast of any news relating to the above should not be sensational, inflammatory or be provocative. The basic guideline to be adhered to is that all news should conform strictly to subserving the public interest of maintaining communal harmony and preservation of the secular ethos of our plural society and it should influence the formation of correct public opinion.

In view of this matter being ultra sensitive, it requires adherence to the Code of Ethics and Guidelines issued from time to time. It is, therefore, necessary that all broadcasters not only ensure rigid compliance of earlier Guidelines but also ensure that no occasion arises for any speculation about the accuracy of the content.

Some additional specific guidelines to be observed in relation to the telecast of this matter are as follows:

1. In view of the sensitivity of news reporting on this issue extra care should be taken to ensure accuracy by vetting & clearance at the highest editorial level.
2. No visuals need be shown depicting celebrations.
3. Use of archival footage should be clearly labeled "file"

We emphasize that this advisory be taken for compliance with the utmost seriousness.

Issued under Orders of the
News Broadcasting Standards Authority



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

CC: Members & Legal Heads