

September 18, 2010

All Editors of NBA

The telecast of news relating to Ayodhya yesterday (17.9.10), including that of rejection of the application for deferment of judgement, have appeared to be not in total conformity with the Advisory issued on September 16, 2010 after a detailed discussion by the NBSA Chairperson and its Members with the Editors of the NBA on September 15, 2010. Copy attached once again for reference.

At this stage nothing more need be said, except to reiterate the need for strict adherence to the said Advisory with the background of the discussions in the meeting on September 15, 2010. This impression is formed by the Chairperson himself while watching the telecast on several Member channels yesterday (17.9.10); and reinforced by a few responsible persons directly to the Chairperson.

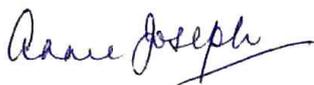
For clarity and adherence it is emphasized that such programmes/telecast should not speculate the likely Ayodhya judgement or its repercussion and have no contentious debate of its content.

It is hoped that every channel will hereafter adhere strictly to the Advisory and give no occasion for the NBSA to examine any allegation of violations by the Member channels.

This occasion is a challenge, as well as an opportunity to the Member channels to prove the efficacy of the self-regulatory mechanism. It is hoped that the opportunity would not be lost.

Moreover, all Broadcasters are advised to preserve all the programmes telecast in relation to the Ayodhya matter, including scripts for examination, if necessary.

Issued under Orders of the
News Broadcasting Standards Authority



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

Encl: As above

CC: All Members & Legal Heads of NBA