

**November 9, 2013**

**Members of NBA**

**Re: Footage of reporters Inside Kedarnath shrine -- Complaints dated 21.6.13 received from viewers**


NBSA had received complaints from some viewers alleging that various channels were showing the inside footage of the holy Kedarnath shrine, after the shrine had been devastated by floods and the rituals in the temple had stopped.

NBSA at its meeting held on 18.9.2013 viewed the footage and noted that the reporting was being done in public interest and in the most challenging circumstances, the conduct of the reporters/journalists was respectful.

NBSA decided that the broadcasters be advised to follow Guideline 9.2 of the Specific Guidelines Covering Reportage dated 10.2.2009, which states that “caution should be exercised in reporting content which denigrates or is likely to offend the sensitivities of any racial or religious groups or that may create religious intolerance or disharmony”.

This is for your kind information.

Regards,



Annie Joseph  
For & on behalf of NBSA

CC: Editors and Legal Heads of NBA