

November 5, 2009

All Editors of NBA Members

**Re: Programmes/Coverage of 26/11 Mumbai Terror Attacks –
1st Anniversary – Advisory**

Member news channels would be in the process of making programmes/reports on the first anniversary of the terror attacks that took place on 26/11 in Mumbai last year killing innocent people.

As you are all aware, the Mumbai terrorist attacks were a matter of grave concern to the entire nation on a matter of National Security. At the same time the anniversary of this unprecedented episode requires to be covered by all Members as part of their bounden duty as news journalists.

However, considering the extremely sensitive nature of the terror attacks and also of the matter being sub-judice, Editors/Members are advised that all programmes/reports relating to the terror attacks be made bearing in mind the “Emergency Guidelines & the Specific Guidelines relating to Reportage” dated 18.12.08 & 10.2.09 respectively that were issued by the NBA, copies of which are attached for your ready reference.

All telecast of programmes/reports relating to 26/11 terror attack should be tested on the touchstone of “public interest” to avoid any conflict therewith.

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

Regards,

Sd/-

Annie Joseph
For & On Behalf of the
News Broadcasting Standards Authority

CC: All Members/Legal Heads of NBA

Encl: As above