



June 30, 2010

All Editors of NBA

Re: Reporting of Kashmir issue and Amarnath Yatra

As you are all aware the NBA has Specific Guidelines Covering Reportage and also a set of Guidelines for Telecast of News During Emergency Situations (copies of both are attached), which our Members are obliged to follow.

The coverage of Kashmir issue in the past few days, including the Amarnath Yatra, appears to involve a situation which requires sensitive handling of coverage and may require additional caution.

We therefore, wish to remind our esteemed Editors to carefully bear in mind the Guidelines attached so as to be within the parameters of responsible and cautious reporting.

In particular it has been noticed that archival material is being telecast without being clearly labelled "file" which omission must be avoided in view of our Guidelines.

This specific Guideline is reproduced below:

1. Accuracy

1.4. Use of archival material should be clearly labelled "file" and preferably also state date & time of initial broadcast.

Regards,

Sd/-

Annie Joseph
Secretary General, NBA