

September 16, 2011

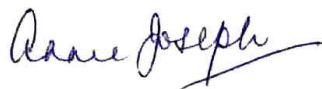
All Editors of NBA

Advisory on use of caption “LIVE”

It has come to the notice of the News Broadcasting Standards Authority (“Authority”) that member news channels are sometimes using the caption “LIVE” in the course of their broadcasts in a manner that is misleading, and in some cases, even deceptive.

It is worse, when the caption “LIVE” is used in relation to a particular footage along with other footage which in fact is not “LIVE”.

Member broadcasters are accordingly therefore advised to make judicious use of the caption “LIVE” to avoid any misrepresentation to the viewers.



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

*CC: All Members & Legal heads of NBA
Chairperson & Members of NBSA*