

No. 41015/3/2024-BC-III
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
'A' WING, SHASTRI BHAWAN,
NEW DELHI - 110001

Dated: 9th August, 2024

To,

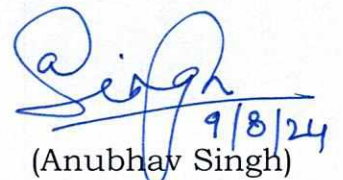
All Private Satellite TV Channels

Subject: Advisory to all Private Satellite TV channels regarding telecast of footage related to disaster/ natural calamity/ major accident.

Attention is invited to coverage of recent incidents of disasters/ natural calamity/major accidents by Private Satellite TV channels. It has been noticed that whenever a disaster/natural calamity/ major accident occurs, TV Channels provide continuous coverage over several days but repeatedly show footage from the day that the incident happened or some previous footage, not necessary reflecting the real-time ground situation which leads to unnecessary confusion and potential panic among viewers.

2. Therefore, to avoid any misunderstanding among viewers, all private satellite TV channels are hereby advised to ensure that visuals of disasters/ natural calamity/major accidents should prominently display a **'DATE AND TIME' stamp** on the top of the footage. This will ensure viewers are suitably informed about the exact date of the footage being telecast and the fact that it does not necessarily reflect the real time position at the location of the incident. Further, all Private Satellite TV Channel are strongly advised to ensure adherence to Programme Code while telecasting such incidents.

3. This issues with the approval of competent authority.


9/8/24

(Anubhav Singh)

OSD (BC& NMC)

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Copy to:-

1. Self-Regulatory Bodies of TV channels registered under the Cable Television Networks (Amendment) Rules, 2021.
2. Association/ Bodies of Electronic Media.
3. Broadcast Seva Portal.