

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:463
ANSWERED ON:07.07.2009
NEW GUIDELINES FOR TV CHANNELS
Sule Supriya

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether any new guidelines have been issued by the Government to regulate TV channels;
- (b) If so, the details thereof;
- (c) whether News Broadcasters Association (NBA) has come out with a comprehensive set of self regulating guidelines for television reporting, advising channels to eschew unhealthy competition;
- (d) if so, the details thereof;
- (e) the extent to which the guidelines of the Government and NBA are being followed by all the TV channels: and
- (f) the extent to which these measures have safeguarded the interest of broadcasting sector?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING(SHRI C.M. JATUA)

(a)&(b) No, Sir.

(c) & (d) The News Broadcasters Association (NBA) has prepared their Code of Ethics & Broadcasting Standards. In the aftermath of terrorist attack in Mumbai, NBA also issued Guidelines for Telecast of News during Emergency Situations and also issued specific Guidelines covering Reportage to be adhered to by their member-broadcasters, that is available on their website <http://nbanewdelhi.com/>.

(e)&(f) All the Private TV channels are required to adhere to the existing Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and Rules framed thereunder. In so far as NBA's Guidelines are concerned, it has been mentioned by the NBA that all their member channels are voluntarily adopting their Code of Ethics and Broadcasting Standards as a measure of self-regulation.