

**General Advisories/ Directives to TV Channels/IBF/NBA during last two years - Position as on 01.06.2011**

<b>Sr. No.</b>	<b>Date of Advisory</b>	<b>Advisory in Brief</b>
1	20.02.2009	In the context of a road accident on 24.2.2008 near India Gate, New Delhi, it was advised not to telecast news items with false content which could malign or salander an individual in person . It was also requested to exercise restraint in selection of content.
2	01.06.2009	In the context of news item containing visuals of Child Victims, the channels were advised to report such news items in a more sensitive manner in order not to hurt the sentiments of the victims and to avoid ill-effects of the news items on their lives.
3	20.11.2009	In the context of the Impending Anniversary of the Mumbia Terror Attack, Channels were advised to ensure a balanced and responsible coverage in any special programme likley to be telecast on the said anniversary and to continue to display a high degree of matuary and sensitivity while covering the events.
4	11.01.2010	In the context of the Kumbh Mela to be held in Januauary 2010, the media was advised to exersice a high degree of resposibility and restraint while covering various religious events.
5	24.02.2010	In the context of telecast of interviews with terrorist/terrorist groups, and in the interest of national security, the media was advised to avoid giving undue coverage to terrorist and terrorist groups.
6	13.05.2010	In keeping with the Rule 7[5] of the Advertising Code, the channels were advised to follow the said Rule in letter and spirit.
7	17.06.2010	All the channels were directed not to telecast surrogate advertisements of Tobacco and alcohol products.
8	21.06.2010	Channels were advised to follow the provisions of Rule 7[10] of the Advertising Code.
9	06.01.2011	The Channels were advised to display the CBFC Certificate before telecast of any film which is clearly visible to the viewers and to strictly follow Rule 6(1) (n) of the Cable Television Network Rules,1994.
10	20.04.2011	Channels were advised to portray the Advertisements/Programmes involving persons with disability with due sense of sensitivity and responsibility. It was also advised to modify the Advertisements/Promos of all such programmes and delete all references which are perceived to be derogatory to persons with disabilities.
11	25.04.2011	The Channels were advised to strictly adhere to the Progamme and Advertisemnts Code and not to telecast any content which shows ill-treatment and cruelty to animals or does not conform to the laws of the Country.