

July 19, 2010

**All Members / Associate Members**  
Pakistan Broadcasters Association

Dear Sir,


This is to inform you that in pursuance of decision of PBA General Body held on July 12, 2010, the Chairman, Pakistan Broadcasters Association (PBA) is pleased to constitute a sub-committee, to formulate policy guidelines for Media Buying Houses, as per powers conferred to him under article 52(a)(iii).

The committee comprises the following:

- |                             |          |
|-----------------------------|----------|
| • Syed Sarfraz Hussain Shah | Convener |
| • Arshad A. Zuberi          | Member   |
| • Muhammad Aslam Kazi       | Member   |
| • Taher A. Khan             | Member   |

The details on scope of work of above committee will be circulated shortly.

Best regards,



**Muhammad Ali Butt**  
Executive Director