

September 20, 2011

CIRCULAR

**All Member Broadcasters
Pakistan Broadcasters Association**

Dear Sir,

We would like to inform you that the Federal Minister for Information and Broadcasting, Dr. Firdous Ashiq Awan has visited PBA on September 16, 2011 and met the Directors of PBA. The Federal Minister has requested the PBA members to come forward and lend support and helping hand in the noble cause of serving the people affected by floods in Sindh.

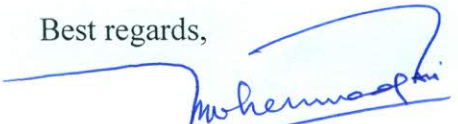
As you are certainly aware that it is the worst flooding disaster in the history of the region which took hundreds of lives. The rains and flood have devastated Sindh and more than a million people have been affected and the rains/flood left tens of thousands homeless. The Federal Minister has requested PBA to supplement the Government in flood relief activities in this critical situation in Sindh because the Government is facing financial scarcity which has slowed the pace of relief activities.

It has been decided by the Directors of the Board that PBA will assist Government in this critical juncture and will extend maximum support to help the flood affectees. In this connection the Directors present recommended that PBA must raise funds from its member broadcasters for this noble cause of serving the humanity and to support the rescue and relief work being carried out in the effected areas. The minimum contribution in PBA flood donation fund for each channel of the bouquet being operated by all PBA members in the Satellite TV category will be Rs. 200,000/- and in Radio category Rs. 100,000/- per FM Station.

You are therefore requested to issue a pay-order / cheque for your channel(s)/ bouquet and forward it to PBA Secretariat on urgent basis.

Your generous contribution will be greatly appreciated.

Best regards,



Muhammad Ali Butt
Executive Director