

January 7, 2013

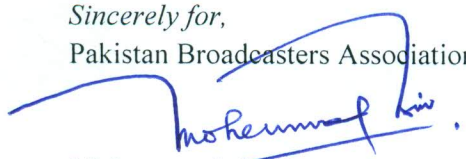
Press Release – Media Protection Policy

"Monday, January 07, 2013: Pakistan Broadcasters' Association (PBA) in its board meeting Monday, January 7th, 2013, has unanimously passed and adopted a Media Protection Policy with immediate effect.

During the last decade, purely due to the initiative of private sector, Pakistan electronic media industry has developed into a solid industry employing, directly and indirectly, hundreds of thousands of people all over the country. The strength, independence and courage of Pakistan's electronic media has gained recognition across the world. Since 2007, electronic media has been facing either complete or partial closures/shut downs either throughout the country, or in particular areas. The channel closure/shut down is used to curb the independence of media when certain "advice" by pressure groups is not entertained due to independent editorial policy. Without free Media "People's" right to be informed vanishes. When faced with illegal closures/shut down, the broadcasters are left with absolutely no avenue of addressing the problem 'immediately'. The Government as well as PEMRA and Federal and Provincial law enforcing agencies are seldom forthcoming in offering any help to the broadcasters.

It is in the above background, as well as forthcoming elections, that Pakistan's broadcasters have united to safeguard viewer's right to know. In the past, channels have been shut down using force and coercion because media had not followed "advice" of political parties and pressure groups. Now no channel can be illegally shut without repercussion of collective exposure, collective boycott and collective legal action. PBA is united. United for People's RIGHT TO KNOW. To read more about how PBA is protecting the People's right to Freedom of Information please log on to <http://www.pba.org.pk/mediaprotection>."

Sincerely for,
Pakistan Broadcasters Association



Muhammad Ali Butt
Executive Director