

Ref: PBA/04-16/CIR-11985
April 18, 2016

CIRCULAR

To: All Member Broadcasters
Sub: Clause 13 & 15 (b) of PBA Rules & Regulations -Guidelines

Dear Members,

This is in continuation of the PBA Circular dated October 28, 2015 regarding complaints of dishonored cheques by member broadcasters in PBA.

It has been noted that various members are receiving direct payments from advertising agencies against their complaint of dishonored cheques. Please note that once the complaint against dishonored cheque is lodged with PBA, no clearance under any circumstances will be accepted against the reported dishonored cheque and payment will only be routed through PBA.

We would like to inform that no clearance or withdrawal will be accepted and action against the respective advertising agency will be taken as per Rules & Regulations governing conduct of advertising agencies & MBHs.

Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director