



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

PEMRA HQs,
Operations Wing,
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Tel: 051-9107128

No.13 (89)/OPS/2015/21 **21**

April 14, 2020

**All Satellite Television Channels.
All FM Radio Stations.**

Subject: **DIRECTIVES REGARDING RAMADAN TRANSMISSION**

The holy month of Ramadan is approaching and is considered to be a blessed month extending opportunities to Muslims to gather countless blessings of Allah Almighty, repentance and forgiveness. Besides, this month motivates Muslims to know the true spirit of Islam and its teachings concerning religious beliefs as well as social obligations towards haves and have not.

2. All PEMRA licensees are well aware of the fact that the whole world is facing difficult time in the history of mankind, where each and every individual and nation around the globe is fighting with a pandemic disease "Coronavirus (COVID-19)" and Pakistan is being severely hit by it. **The experts all across the world have suggested, "Social Distancing" as an effective tool for minimizing its damages. Therefore, all PEMRA licensees need to review format of their Ramadan transmission contrary to practices followed during the previous years. There should strictly be no live audience during regular Ramadan Transmission at Sehr and Iftar timings as public gatherings for any purpose are deemed hazardous and probable source of spreading the disease not only among the audience but to the crew member/ staff of the channels.** Since the virus is spreading mainly through respiratory droplets (especially when people cough or sneeze) therefore people in large gatherings are more prone to catch virus.

3. It is further reiterated that Federal and Provincial Governments have issued notifications and guidelines for the public with regard to Social Distancing and Quarantining, hence all the licensees are obliged to follow those guidelines as well as PEMRA laws and ensure that all precautionary measure advised/ directives of the Federal as well as Provincial Governments and World Health Organization (WHO) with regard to epidemic disease are being followed in letter and spirit. Licensees should also ensure that:

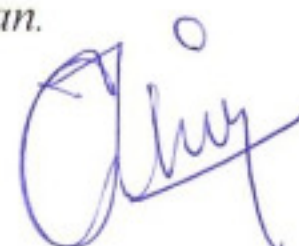
- i. *If more than one person is hosting the show of Ramadan Transmission, then distance between both of them should not be less than one meter.*
- ii. *Only one guest at a time should be present on set during transmission.*
- iii. *No display of gifts bikes, cars, TV etc. as currently world is suffering of hunger, scarcity of resources and joblessness and this would give a very negative impact, instead concepts of social uplift during the crises may be introduced.*
- iv. *Competitions of quiz, Naat and speech etc. can only be held by engaging modern technologies e.g., video link etc.*
- v. *As gatherings have been prohibited by the Government of Pakistan, therefore no Ramadan cities/ big sets should be developed in the studios in order to ensure protection against the spread of epidemic disease.*
- vi. *Staff engaged for Ramadan Transmission in any capacity/ role must be provided with proper safety kits in order to protect themselves from spread of Coronavirus.*
- vii. *Approximate distance between two individuals on-screen and off-screen must not be less than one meter.*
- viii. *Studios, equipment, gadgets being used for the purpose of transmission must be regularly disinfected and sterilized.*
- ix. *Arrangements for hand washing/ sanitizing are made inside studios as well as at the entrances.*
- x. *Notifications issued by Federal and respective provincial governments must be complied with in letter and spirit. Any violations observed shall entail legal action as per relevant law.*
- xi. *Arrangements for walk through sanitizing should be made at the entrances of the studios.*
- xii. *Guidelines regarding prayer of Taraweeh may be propagated as and when advised by the Government of Pakistan.*

4. Moreover, all PEMRA licensees are advised to comply with all PEMRA laws in general and following provisions of Electronic Media (Programmes and Advertisements) Code of Conduct, 2015, in particular, and refrain from broadcasting any content which is against the following:

Clause 3. FUNDAMENTAL PRINCIPLES:

The licensee shall ensure that no content is aired which:

- a. *Is against the Islamic values or the ideology of Pakistan.*



- d. *Passes derogatory remarks about any religion, sect, community or uses visuals or words contemptuous of religious sect and ethnic group or which promotes communal and sectarian attitudes or disharmony.*
- f. *contains abusive comment that incites hatred and contempt against any individual or group of persons, on the basis of race, caste, nationality, ethnic or linguistic origin, color, religion, sect, gender, age, mental or physical disability;*
- h. *is likely to incite, aid, abet, glamorize or justify violence, commission of any crime, terror or leads to serious public disorder;*

Clause 10. RELIGIOUS TOLERANCE AND HARMONY:

Licensee shall ensure that:

- 1) *The programmes aired by it do not contain any derogatory statement or visual which is likely to lead to bias, hatred or disharmony with reference to any religion, sect, community or ethnic group.*
- 2) *Beliefs and practices of any faith are described accurately when discussed and interfaith harmony is promoted at all times.*
- 3) *No programme or comment is aired which incites or condones acts of violence and encourages violation of law in the name of religion, sect, community or ethnic group or any other pretext.*

Clause 13. LANGUAGE:

The licensee shall ensure that:

- 1) *Content shall maintain proper standards of language.*
- 2) *Abusive or vulgar language shall be prohibited.*
- 3) *If an abuse takes place that contains language or gesture that is considered apology worthy by the licensee and its representative, the representative must ask the guest to apologize immediately after the offense has taken place.*

Clause 17. MONITORING COMMITTEE:

Licensee shall comply with this Code and appoint an in-house monitoring committee under intimation to the PEMRA to ensure compliance of the Code.


Clause 23. HATE SPEECH:



- 1) *Licensee shall ensure that hate speech by any of its employees or any guest in a programme is not aired.*
- 2) *The licensee shall not relay allegations that fall within the spectrum of hate speech, including calling someone anti-Pakistan, traitor, or anti-Islam.*
- 3) *Where hate speech is resorted to by any guest, the channel and its representative must stop the participant and remind him and the audience that no one has the authority to declare any other citizen as a Kafir or enemy of Pakistan, Islam or any other religion.*

Explanation: *Hate speech includes any expression that may incite violence, hatred or discrimination on the basis of religion, ethnicity, colour, race, gender, origin, caste, mental or physical disability.*

5. All PEMRA licensees are therefore directed to comply with the directions of the Authority as well as PEMRA laws and ensure effective utilization of time-delay mechanism and strengthening/ constitution of In-House Monitoring Committee as envisaged by the Hon'ble Supreme Court of Pakistan in Suo Moto Case No. 28 of 2018, for ensuring proper checks so that no unwanted, offensive or unacceptable language/ programme should go on-air which is against PEMRA laws and orders of Hon'ble Superior Courts of Pakistan.
6. In case of non-compliance, telecast of such programme shall be prohibited immediately under Section 27 of PEMRA Ordinance 2002 as amended by PEMRA (Amendment) Act, 2007.
7. This issues with approval of the competent authority.


(Muhammad Tahir)
General Manager
(Operations-Broadcast Media)

Copy for information:

- Director General (Licensing-Broadcast Media), PEMRA.
- General Manager (Monitoring), PEMRA.
- Head (Legal), PEMRA.
- Dy. General Manager to Chairman, PEMRA.
- Assistant General Manager to Executive Member, PEMRA.