



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

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PRESS RELEASE

PEMRA COUNCIL OF COMPLAINTS PESHAWAR DIRECTS CABLE OPERATORS, FM RADIO STATIONS & SATELLITE TV CHANNELS TO STOP AIRING ADVERTISEMENTS OF QUACKS, HAKEEMS, PEERS & AAMILS

The Council of Complaints Khyber Pukhtoonkhwa in its 63rd meeting held at PEMRA Regional Office Peshawar under the chair of Mr. Shakil Chandar directed all satellite TV channels, FM Radio stations and Cable Operators to immediately stop airing advertisements of quacks, hakeems, peers and aamils etc. on their networks, failing which strict action shall be taken against them.

The Council recommended issuing warning to Khyber News channel for airing one sided and defamatory story against the complainant Mrs. Saira Bukhari.

Meanwhile, the Council deferred the hearing of complaint of Director General (PDMA) against Dawn News channel till the next Council meeting.

Hearing the Complaint lodged by a citizen Mr. Imran Khan against advertisement of hakeems & quacks on TV channels, the Council disposed off the matter by directing Royal TV, Ravi TV, Starlite, Cable Net Pvt. Ltd, Abbottabad & the communicators Pvt. Ltd, FM 99.4 not to air any health related advertisement. The Council also directed the plaintiffs to furnish affidavit that they would not air any advertisement of quacks, hakeems, peers and aamils etc. on their TV, FM Radio and Cable networks. The Council also recommended to the Authority to proceed against the violators as per law in the event of any repeat violation.

Other Council members including Mr. Abdus Sattar Khan, Syed Hammad Hussain Shah, Mrs. Farah Khan, Mrs. Farah Sultan Ashraf, Mr. Muhammad Irshad and Mr. Tariq Mahmood (RGM / Secretary COC) were also present in the meeting.

(Fakhar-ul-Din Mughal)
General Manager (Media & PR)