



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

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PRESS RELEASE

In the wake of Lahore, Islamabad and Karachi incidents, media is expected to cover the events with utmost professional responsibility keeping in mind that any irresponsible or hyper attitude at this stage can jeopardize the ongoing National Action Plan. Pakistani media needs to follow the example of professional handling of Brussels attacks by international media rather than following in the footsteps of Indian media that is driven by crass commercialization. We expect that Pakistani private TV channels will express with their commitment with the country and national morale by their acts instead of pursuing for ratings through hyper marathon transmissions which sends across a message of uncertainty about Pakistan to the national and international audience. Like all Pakistanis, this is media's responsibility as well to play its positive role with professional responsibility at such testing times. Mature and highly professional handling of news coverage, airing of footage, tickers, beepers and analysis during the transmission is the editorial responsibility of the senior newsroom management and license holders.

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