



PAKISTAN ELECTRONIC MEDIA  
REGULATORY AUTHORITY  
ISLAMABAD

PEMRA HQs,  
Operations Wing,  
3<sup>rd</sup> Floor, Mauve Area,  
G-8/1, Islamabad.  
Tel: 051-9107128  
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No.13(89)/OPS/2018/694

July 23, 2018

All Satellite TV Channel Licensees.  
All FM Radio Licensees.  
All Distribution Network Licensees (Cable Operators).

**ADVICE REGARDING GENERAL ELECTIONS - 2018**

General Elections 2018 are all set to be held on Wednesday, July 25, 2018. This is unequivocally a landmark event for the nation and would prove to be a watershed in the history of Pakistan as well as democracy. In order to make these general elections successful, it is national obligation of all the citizens, institutions and organizations as well as media houses to inculcate democratic norms, values & traditions and strengthen institutions to ensure/facilitate free, fair and transparent elections.

2. It is therefore, expected from all the stakeholders that they would exhibit sobriety while covering General Elections 2018 being held on July 25, 2018. All the licensees are obliged to follow *Code of Conduct for Political Parties, Contesting Candidates, Election Agents and Polling Agents* and *Code of Conduct of Media for the General Elections 2018* issued by the Election Commission of Pakistan, in letter and spirit.


3. Moreover, it is obligation of media to inform and educate public about the relevant electoral matters, specifically the Voting Process and motivate public to cast their votes. Besides, all the broadcasters should ensure balanced and impartial coverage of the elections without discrimination to any party or candidate. No biased content i.e. news, talk shows, interviews, analysis or road shows should be aired which in any manner may hamper electoral process and create impression of biasness towards any political party or candidate.

4. July 25, 2018 is certainly a very sensitive day with regard to security. It is therefore, duty of all the media houses to promote tolerance among the public and avoid all forms of expression that may incite violence or hatred on the basis of political affiliations, religious beliefs, creed, gender or ethnicity and follow *Electronic Media (Programmes and Advertisements) Code of Conduct 2015* in letter and spirit. In case, any unfortunate incident occurs, anywhere across the country, satellite TV channels must act prudently and avoid live coverage of any such incident and ensure close coordination with the law enforcement agencies and local administration for reporting.

5. Furthermore, all the licensees are informed that election campaign for General Elections 2018 on electronic media shall come to an end with effect from the Midnight falling between the 23<sup>rd</sup> and 24<sup>th</sup> July, 2018. All satellite TV channels, FM radios and Distribution Networks shall also ensure that no such content, programme, advertisement, surveys, opinion polls should be aired for the purpose of political campaign which may tend to malign or favour any political party or a candidate or the entire electoral process during the said period. As far as, announcement of election results is concerned, no broadcaster shall air any final, formal or definite results unless confirmed by the returning officer or the ECP. However, if any of the result is aired, it should be with a disclaimer that the results are unofficial, incomplete and should not be considered as Final Result until announced by the Election Commission, until one hour is passed after the close of poll.

6. All Satellite TV Channels, FM Radios and Distribution Networks are, therefore, advised to strictly comply with the Codes of Conduct issued by PEMRA as well as Election Commission of Pakistan and ensure fair and smooth coverage of General Elections 2018.

7. This issues with the approval of the competent Authority.

  
(Muhammad Tabir)  
General Manager  
Operations-Broadcast Media

**Copy for information:**

- i. Secretary, Election Commission of Pakistan, Islamabad.
- ii. Director General (Public Relations), Election Commission of Pakistan, Islamabad.
- iii. All Director Generals, PEMRA. Headquarters, Islamabad.
- iv. General Manager, Chairman Office, PEMRA, Islamabad.
- v. Head (Legal), PEMRA Headquarters, Islamabad.
- vi. Chairman, Pakistan Broadcasters Association (PBA), Karachi.
- vii. Database Administrator (PEMRA, Operations Wing), Islamabad.