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PRESS RELEASE

**Clarification with regard to Public Service Messages aired on Diamer-Bhasha
& Mohmand Dams Fund**

This is with reference to fake news/ propaganda being aired on several news channels by different politicians, anchors and analysts on Public Service Messages, developed to create awareness on water-scarce resources, construction of dams and raising funds on the initiative taken by the Honorable Supreme Court of Pakistan in the Public Interest.

Some politicians, anchors and analysts have uttered fake statements about the advertisements / public service messages aired on majority of satellite TV channels, as if, funds amounting to rupees 13 billion have been spent by the Supreme Court of Pakistan and public money collected through Dam-Funds was spent on such advertisements/ campaigns.

It is clarified that all the satellite TV channels licensed under PEMRA Ordinance 2002 as amended by PEMRA (Amendment) Act 2007, under Section 20 (e) are obliged to dedicate/ allocated their air time for public service messages. The same is reproduced as under:

Section 20 (e) of PEMRA Ordinance 2002.

A person who is issued a licence under this Ordinance shall:- broadcast, if permissible under the terms of its licence, programmes in the public interest specified by the Federal Government or the Authority in the manner indicated by the Government or, as the case may be, the Authority, provided that the duration of such mandatory programmes do not exceed ten percent of the total duration of broadcast or operation by a station in twenty-four hours except if, by its own volition, a station chooses to broadcast such content for a longer duration.

Therefore, public service messages aired on satellite TV channels on Diamer-Bhasha & Mohmand Dams have been aired **FREE OF COST** in compliance of Section 20 (e) of PEMRA Ordinance 2002 as Amended by PEMRA Amendment Act 2007 and no payment has been made by the Supreme Court of Pakistan or Government of Pakistan or any other authority.


(Muhammad Tahir)

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