



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

PEMRA HQs,
Operations Wing,
3rd Floor, Mauve Area,
G-8/1, Islamabad.
Tel: 051-9107129

No.13(89)/OPS/2016/.822

September 11, 2018

**All Satellite TV Channels.
All FM Radio Stations.
All Distribution Service Licensees.**

Subject: **OBSERVANCE OF SANCTITY OF THE MUHARRAM UL HARAM.**

As you all are aware that Holy month of Muharram-ul-Haram is approaching. This month is considered as month of peace. During this month, role of electronic media, in promoting culture of peace, brotherhood, tolerance and interfaith harmony is of great significance. Although utmost responsibility has been witnessed in the past, in this regard, yet same is expected this year as well so that this month is passed peacefully.

2. Keeping in view the sanctity of the Holy month of Muharram-ul-Haram, all PEMRA licensees are requested to broadcast special programmes to persuade viewers about the teachings of Islam, to shun sectarian activism and discard animosity, hatred / differences by following the Islamic principles of tolerance, courage, brotherhood and peace.

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

3. Fundamental Principles

- 1) *No content should be 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.*

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 pretext.*


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 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.*

4. Your cooperation for promoting tolerance, peace, interfaith harmony and brotherhood through your programmes during the holy month of Muharam-ul-Haram shall be highly appreciated.

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


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

Copy for Information:

- Chairman, Pakistan Broadcasters Association.
- Director General (Licensing Broadcast Media), PEMRA.
- Director General (Operations-Distribution), PEMRA.
- General Manager to Chairman, PEMRA.
- All RGM's / Incharge RO's, PEMRA *[with a request to circulate to all FM Radio and Distribution Service Licensees falling under their respective jurisdiction.]*