



PBA Press Release - July 24, 2019

1 message

Mohammad Ali Butt <alibutt@pba.org.pk>

To: info@pba.org.pk

Cc: secretarygeneral@pba.org.pk

Wed, Jul 24, 2019 at 8:49 PM

The News Director,

Dear Sir,

Please broadcast the following Press Release of PBA in News Bulletins / Tickers on your esteemed channel.

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“PBA Press Release

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Karachi: July 24, 2019: Special Advisor to PM for Information & Broadcasting, Ms. Firdous Ashiq Awan visited PBA today and discussed issues relating to electronic media. PBA expressed its concerns with regards to pending electronic media dues against government, blocking of various member channels and shifting of channels’ position on cable networks by PEMRA. The adviser asked Chairman PEMRA to resolve the channels displacement complaint.

The special advisor for Information & Broadcasting emphasized on the need for a Print, Electronic and Digital media Advertisement Policy and asked PBA to give feedback and suggestions. PBA requested for the draft to be shared before they can comment on the proposal. PBA also requested the special adviser to ensure the fair allocation of government advertisements to all media channels.