

**GOVERNMENT OF TRIPURA
ELECTION DEPARTMENT**

Old Secretariat Complex, A.K. Road, Agartala, West Tripura-799001

No.F.19 (165)-CEO/CONDT/2017-18/5184-85 Dated, Agartala 2nd February, 2018

To
✓ The Director,
Information & Cultural Affairs,
Government of Tripura
Agartala.

Subject: - Monitoring of measures to check paid news in electric Media-regarding.

Sir,

I am directed to invite your kind attention to the issue regulating the display of paid news in electronic Channel/Cable TV in the context of conduct of free and fair election as indicated in the Compendium of Instruction on Media related matters issued by ECI.

'Paid Media' is basically intended to influence gullible, and even aware voters, by publishing articles/reports about a particular candidate or a party eulogising them, or similar news articles/reports denigrating the opponents, both intended which unduly influences the voters. The same or similar type of news articles/reportings (with cosmetic modifications) appearing in more than one newspaper periodical would amount to further corroboration as circumstantial evidence that such news publication could result from collusion of the candidate/party with the editors, publishers, financiers of the newspaper etc.

'Paid News' makes the voters vulnerable to undue influence through misinformed/biased coverage and encourages the role of money power and other forms of electoral malpractices in a covert manner and disturbs level playing field in elections.

Self-regulation by media (both print and electronic) is very essential to check the 'paid news'.

In this connection, copy of the report on Paid News of the Press Council of India and NBSA guidelines for election broadcasts is enclosed herewith.

In view of above, I would therefore request you kindly to convey the information regarding 'Paid News' to all media houses (both Print & electronic) so that they could keep themselves away from the such type of issues.

This is for favour of your kind information and doing the needful please.

Encl :- As stated.

Yours faithfully,

(T. Ray)

Addl. Chief Electoral Officer.
Tripura.

Copy to:

The PS to the Chief Electoral Officer, Tripura for kind information of CEO.

(T. Ray)

Addl. Chief Electoral Officer.
Tripura.