

31st October, 2005

CONFIDENTIAL

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TO ALL MEMBERS

C I R C U L A R

Reference is invited to the provisions of Bureau's Code for Publicity by Publisher Members as notified vide Bureau's Notification No. 658 dated 6th October, 1998. The Bureau's Code for Publicity requires Publisher Members to carry out any publicity / promotion / campaigns etc. relating to circulation figures keeping in view the various provisions of Bureau's Code for Publicity.

Following instances of contravention of Bureau's Code for Publicity as examined by the Bureau's Disciplinary Committee and the Bureau's Council of Management and actions taken as under, in each case, are notified for information of all Members.

Sr. No.	Publication	Description of the contravention of Bureau's Code for Publicity	Council / Disciplinary Committee's decision in the matter	Corrective action taken by the erring Publication
1)	"The Times of India" (English Daily), Mumbai	A news item was published by the 'The Times of India', Mumbai in their issue dated 28 th June 2005 titled "Small is big: Demand hots up for Mirror, outpaces supply", a reference was inter-alia made to "Mid-Day" a tabloid - sales drop to 1.24 lakh copies, from its earlier high of 1.40 lakh copies according to ABC JD '04".	Quoting of uncertified circulation figures of 'Mid-Day' was in contravention of provisions of the Bureau's Code for Publicity. The publisher was advised to publish a corrigendum advertisement clarifying the factual position based on the latest certified circulation figure.	Corrigendum advertisement was published by the publishers of "The Times of India", Mumbai in their issue dated 10 th September, 2005 duly stating the latest certified circulation figures of "Mid-Day" .

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Sr. No.	Publication	Description of the contravention of Bureau's Code for Publicity	Council / Disciplinary Committee's decision in the matter	Corrective action taken by the erring Publication
2)	"Daily Ajit" (Punjabi Daily)	<p>i) An advertisement was published in their issue dated 7th July 2004 claiming "Daily Ajit is the No.1 amongst Punjabi Newspapers in the World".</p> <p>ii) Print Order figures were published by 'Daily Ajit' (Punjabi Daily) in their various Sunday issues</p>	<p>i) The claim made was in contravention of the provisions of Bureau's Code for Publicity as it was not based on the certified circulation figures of "Daily Ajit". The Publisher was advised to publish a corrigendum advertisement in "Daily Ajit" clarifying the factual position of circulation figures.</p> <p>ii) Publishing print order figures contravenes the provision of Bureau's Code for Publicity. Accordingly, publisher was advised to publish a corrigendum advertisement stating the factual position with respect to their certified circulation figures</p>	<p>Publisher published the corrigendum advertisement in "Daily Ajit" issue dated 26th May, 2005 duly clarifying the factual position.</p> <p>ii) Publishers of Daily Ajit published the corrigendum advertisement in their issue dated 29th January 2005 stating the factual position based on the certified circulation figures.</p>
3)	Mathrubhumi (Malayalam Daily), Kozhikode & other centers	<p>i) A brochure published in Malayalam language inter-alia made selective comparison of three editions with its nearest competitor "Malayala Manorama". Circulation figures of Kozhikode, Kannur & Thrissur editions were selectively compared. However, circulation figures in respect of Kozhikode was related to Kozhikode printing centre and not Kozhikode edition.</p> <p>ii) A claim of increase/ growth by 43,852 copies in entire Kerala was also made which was incorrect.</p>	<p>Under Rule 3 (e) of the Bureau's Code for Publicity, Publisher Members are required to separately specify circulation figures for all respective editions when a comparison is made with a multi-centre publication.</p> <p>Publisher was advised to publish a corrigendum advertisement in all editions of 'Mathrubhumi' (Malayalam Daily) duly stating edition-wise circulation figures of both the publications based on July-December 2004 circulation figures as well as mention the correct factual position with respect to increase in Kerala.</p>	<p>Publisher published the corrigendum advertisement in all editions of 'Mathrubhumi' (Malayalam Daily) issue dated 21st October, 2005 separately showing edition-wise circulation figures of 'Mathrubhumi' and also of its nearest competitor as per circulation figures certified for the audit period July-December 2004.</p> <p>The growth in circulation of 43,852 copies was corrected as "in India" and not "in Kerala" as earlier mentioned in the brochure.</p>

Sd/-
Secretary General