MEDIA MONITORING AND CERTIFICATION DURING ZP ELECTIONS

Panaji : March 5, 2020
Phalguna 15, 1941

District Magistrate and DEO North Goa, has informed that every registered National and State, Political Party and every contesting candidate proposing to issue advertisements on Print Media/Electronic Media/Social Media and Television Channels during ZP elections will have to apply for pre-certification of advertisements to the Media Certification and Monitoring Committee (MCMC) of North Goa District in prescribed form (Application for certification of Advertisement) not later than 3 days prior to the date of the proposed commencement of the telecast of such advertisement. In case of any other person or unregistered political parties, they will have to apply in writing in prescribed form to the MCMC not later than 7 days prior to the date of the telecast. Such application shall be accompanied by two copies of the proposed advertisement in electronic form alongwith the duly attested transcript thereof. In case of earlier, the application shall be disposed within two days of its receipt and in case of later the application shall be disposed within 3 days of its receipt.

The application for certification will contain details such as the cost of production of the advertisement, the approximate cost of proposed telecast of such advertisement on a television channel or cable network with the break-up of number of insertions and rate proposed to be charged for each such insertion, it shall also contain a statement whether the advertisement inserted is for the benefit of the prospects of the election of a candidate(s)/parties, if the advertisement is issued by any person other than a political party or a candidate, that person shall state on oath that it is not for the benefit of the political party or a candidate and that the said advertisement has not been sponsored or commissioned or paid for by any political party or a candidate, a statement that all the payments shall be made by way of cheque or demand draft the MCMC will scrutinize the applications as per the guidelines prescribed by the Hon’ble Supreme Court of India and issue certificate of advertisement for telecast After obtaining the certificate, the applicant will produce the same before the Print Media/Electronic Media/Social Media for telecasting the proposed advertisement.
All the Editors/Managements of Print Media/Electronic Media/Social Media and Television Channels are hereby informed to insist on certificate issued by the Media Certification and Monitoring Committee (MCMC) before telecasting or publishing any advertisement from any individual and daily report of such advertisement shall be submitted to the Returning Officer without fail.

DI/NB/JA/SF/GD/2020/1641

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DIRECTORATE OF INFORMATION AND PUBLICITY.
THIRD FLOOR,UDYOG BHAVAN,
NEAR AZAD MAIDAN, PANAJI GOA