

**CODE OF CONDUCT  
FOR  
NATIONAL MEDIA  
2023**



**Media Coordination and Outreach Wing  
Election Commission of Pakistan**  
[www.ecp.gov.pk](http://www.ecp.gov.pk)

## **Code of Conduct for National Media 2023**

1. During election campaign, the content floated on print, electronic and digital media, shall not reflect any opinion prejudicial to the ideology, sovereignty, uprightness or security of Pakistan, public order or the integrity and independence of the judiciary of Pakistan.
2. Allegations and statements which may harm national solidarity or may create law and order situation during election campaign and on polling day shall be strictly avoided on print & electronic media and by any media person, newspaper and channel operating official account on digital media and other social media influencers.
3. The content on print & electronic media, any media person, newspaper, channel operating official accounts on digital media and social media influencers shall not include any aspect which might be construed as personal attack on candidates or political parties on the basis of gender, religion, sect, caste, baradari etc. In case of violation, the victim may complain and take legal action on appropriate forum.
4. If a candidate makes an allegation against another candidate, media should seek comments from both the sides.
5. The Pakistan Electronic Media Regulatory Authority (PEMRA), Pakistan Telecommunication Authority (PTA), Press Information Department (PID), Cyber Wing and Digital Media Wing of Ministry of Information and Broadcasting (MoIB) shall monitor the coverage given to political parties and candidates for their election campaigns through electronic channels, print and social media. The above authorities shall submit to the commission details of payments made by the political parties and candidates within 10 days after poll day.
6. The Pakistan Electronic Media Regulatory Authority (PEMRA), Pakistan Telecommunication Authority (PTA), Press Information Department (PID), Cyber Wing and Digital Media Wing of Ministry of Information and Broadcasting (MoIB) shall assist the Election Commission in implementation of this Code of conduct. They shall further provide at any time, any information required by Election Commission on Pakistan in discharge of its duties.
7. The government and law enforcing agencies shall provide protection to media persons, and media houses to maintain their freedom of expression.
8. No print, electronic or digital media shall run campaigns of candidates and political parties at the cost of public exchequer.
9. If any print, electronic and digital media platform accepts paid political advertisement from a candidate or a political party, it shall provide details of expenditure made by political party or candidate to ECP as per law.
10. The journalists or print, electric and digital media, social media influencers and media houses throughout the election period shall launch Civic and Voter Education

programs which shall be inclusive especially targeting marginalized groups such as women, transgenders, youth, minorities and differently abled persons to maximize voter turnout and ensure their participation in electoral process.

11. In light of Section 182 of the Elections Act 2017, any media person on print, electronic and social media shall refrain from advancing election campaign of any candidate or political party during a period of forty-eight hours ending at midnight following the conclusion of the poll for any election.
12. Any media person from print, electronic and digital media shall not obstruct the election process and must display their accreditation cards provided by the Election Commission.
13. The accredited media persons shall be allowed to enter a polling station (along with camera) for making footage for the voting process only for one time. However, they shall ensure secrecy of the ballot and not make footage of the screened off compartment. However, media personnel shall be allowed to observe the counting process.
14. During coverage of polling process, media persons shall not obstruct directly or indirectly in any pre-election, election and post-election process.
15. The media shall not air any unofficial result of a polling station until one hour is passed after the close of poll
16. Broadcasters will air results after one hour of polling ending with clear disclaimer that these are unofficial, incomplete and fractional results. In case of any violation, ECP may resort to concerned authorities for appropriate action. The Returning Officer shall announce the final results of the constituency.
17. Print & Electronic media and any journalist, newspaper, and channel on their official accounts on digital media, and other social media influencers shall refrain from entrance and exit polls or conducting any kind of surveys at any polling station or constituency which may influence the voters' free choice of casting voters.
18. In case of violation of this Code of Conduct, the Election Commission of Pakistan reserves the right to withdraw accreditation of a Individual journalist/Media Organization. The authority to determine the violation also rests with the Election Commission of Pakistan.

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