



J&K Media Policy-2020

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Why in News

Recently, the Jammu and Kashmir administration has approved a **Media Policy-2020**.

The policy seeks to **create a sustained narrative on the functioning of the government** in the media and promote the highest standard of journalism in the Union Territory.

Key Points

- **Standard Operating Procedure:** The media policy **aims** to put in place a Standard Operating Procedure for **reaching out to the people in situations of crisis** like health issues and natural disasters.
 - It lays down a solid foundation to use all forms of media to **build public trust, pay attention to grievances of people** projected by the media and strengthen the relationship between the various stakeholders.
- **Control misinformation:** It seeks to prevent **misinformation, fake news** and develop a mechanism that will raise alarm against any attempt to use the media to vitiate public peace, sovereignty and integrity of the country.
 - The policy comes in the backdrop of J&K Police filing FIRs against two journalists and summoning several others for their reporting and social media posts.
- **Establishment of Media Academy:** It includes **establishment of a media academy/institute** in reputable national institutes in Jammu and Kashmir such as IIMC, IIM that will promote the highest standard of journalism, and coordinate study and research in the field.
 - It also includes the institution of media awards to be given each year to two outstanding media or communication professionals.

- **Media and Administration:** It **lays down the guidelines for empanelment of audio-visual and electronic media** such as FM, radio, satellite and cable TV channels so as to streamline their interface with the Department of Information & Public Relations (DIPR).
- **Nodal Officer:** The policy envisages that all government departments will **nominate a nodal officer to liaise with DIPR.**
- **Social Media Cell:** To ensure healthy interaction with the public online and on social media, the policy lays down **setting up of a Social Media Cell** in all the government departments.
- The **Director of Information and Public Relations** has been designated as **chairperson** of the **Empanelment Committee** and the **administrative head** of the **Information Department** will chair the **Review Committee** constituted under the policy.

Source: IE