



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2017/103

July 18, 2017

**To: All Publishers of  
Member Publications**

**Sub: Important Advice**

Dear Sirs,

We invite your attention to our Circular No.APNS/2017/65 dated May 05, 2017 wherein we had suggested that the fallen soldiers who lay down their lives in the defense of Pakistan, be referred to as “*shaheed*” or “*martyrs*” in our newspapers and magazines. We have noted that some member publications are not adhering to the above advice.

You would appreciate that for last several years, our homeland is in a state of war and our valiant security forces are not only defending the borders but fighting militants and terrorists in defense of the country. In order to show full respect and pay befitting tribute to these brave soldiers, the member publications should be careful in reporting the casualties of the war and always refer the solders who sacrifice their lives in the line of their duty as “*shaheed*” or “*martyrs*”

We hope that all member publications would advise their concerned staff to strictly abide by the advice.

Thanking you,

Yours faithfully,

( Sarmad Ali )  
President

ال پاکستان نیوز پیپرز سوسائٹی