

## CORPORATE SOCIAL RESPONSIBILITY STATEMENT

### 1. CSR Policy Purpose

The Broadcasting Commission of Jamaica (BCJ) CSR policy reflects the vision and mission of the Commission and is intended to establish the basic principles and the general framework that will support the Commission's corporate social responsibility practices and will form the basis of integrating social responsibility into its operations. The Policy will:

- encourage a culture of ethical behaviour that increases the Commission's transparency in order to generate credibility and trust within its stakeholders, which includes society as a whole;
- promote relationships based on trust and the creation of value for all of its stakeholders, providing a balanced and inclusive response to all of them; and
- contribute to enhancing the reputation and the external recognition of the BCJ as a regulatory entity.

This Policy supports the core values of the Commission which are:

- **Accountability** – accepting responsibility for actions taken. The “buck” stops with the person who has responsibility/authority for the action or decision.
- **Professionalism** – Principles which govern how an individual performs their duties including how they interact with those with whom they come into contact in a manner that produces positive results for the Commission and its customers as well as the individual.
- **Transparency** – Openness and honesty in decision making, in processes and behaviour and implementation of organizational strategies.
- **Fairness** – Impartiality in conduct and in the execution of the functions of the Commission.

### 2. Corporate Governance Statement

The Corporate Social Responsibility (CSR) statement reflects the values and philosophies of the Broadcasting Commission and demonstratively supports the CSR Policy. The statement should be placed on the BCJ website and should be known by all staff members.

*As a regulatory body, the Broadcasting Commission takes its responsibility to the environment, local communities, its employees and other stakeholders seriously. Responsibility and accountability are issues that are at the core of our visionary principles which guide and inspire us to always behave in an ethical, honest and fair manner. The Commission's CSR programme places emphasis on the areas of education, community outreach and sustainability and other*

***stakeholders. The philosophy for each area that is embedded throughout the Commission is noted below.***

**Employees** – We will inspire, develop the best creative talent and treat all colleagues with dignity and respect in an inclusive and fair working environment while promoting equal opportunity for all.

**Community Involvement**- Our staff will actively give of their time and talent as we participate in charitable events as well as engage citizens through programmes such as the citizen based Media Monitors programme.

**Footprint and Sustainability**- We will actively reduce the Commissions' carbon footprint, provide value for money and ensure that the Broadcasting Commission's practices are environmentally sustainable.

**Public Education and Research**- We will engage, encourage and develop public media literacy whilst proactively seeking to support our local community. The Commission will also seek to support research in the broadcasting and media landscape.

**Media & Digital Literacy**- We will promote public understanding of media and creation of content through encouraging exemplary and high quality productions.

### **3. Reporting**

The Commission will publish in its annual report a CSR report on its activities and will maintain on its website a CSR statement of commitment and philosophy to which stakeholders can hold it accountable.<sup>1</sup>

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<sup>1</sup> Section 20 Corporate Governance Framework for Public Bodies