

CHILDREN'S CODE FOR PROGRAMMING

Elements of the Code

The Code requires all licensed media to engage in the following activities:

1. **Rating** – an assessment of the nature of problematic material in all programming.
 - a) for the broadcast media rating will be done of all programming including newscasts, broadcasts of sporting events, music videos, programme trailers, songs and advertisements.
 - b) for the subscriber television services rating will be carried out on each channel

2. **Scheduling/ filtering** – ensuring that programming is only transmitted to the appropriate audience for the type of problematic material it contains.
 - a) for the broadcast media programmes are scheduled so that potentially harmful material is not transmitted at times when children can reasonably be expected to be a significant part of the radio or television audiences. A watershed period has been established on weekday evenings beginning at 9.00 p.m.
 - b) for subscriber television services material is filtered so that programming channels rated **A** or **X** are only available to subscribers who specifically choose to have that material in their homes.

3. **Advisories** – information about the nature and amount of problematic material in a programme or on a channel that allows adults to make informed choices about what type of programming they and the children in their care are exposed to.

BROADCAST RADIO AND TELEVISION

Rating:

Violence

1 - No violence

- A)** The programming contains no descriptions or portrayals of violence or violent gestures involving actual persons or other representations of characters or personalities e.g. puppets or alien beings.
- B)** The programming contains no express or implied encouragement of violence against persons according to any demographic characteristic e.g. gender or race.

2 - Mild Violence V1

- A)** The programming contains a small number of portrayals, descriptions, or discussions of violence and use of violent gestures involving actual persons or other representations of characters or personalities e.g. puppets or alien beings.
- B)** There is no express or implied encouragement of violent activity against persons according to demographic characteristics e.g. gender, or race.
- C)** The violent content is confined to low-intensity actions e.g. slapping.
- D)** The physical consequences of the violence to characters are limited in quality and duration e.g. bruises.

3 - Medium-Level Violence V2

- A)** The programming contains a greater volume, than at V1, of portrayals, descriptions or discussions relating to violence. There may also be use of violent gestures.

- B)** There is no express or implied encouragement of violent activity against persons according to demographic characteristics e.g. gender, or race.
- C)** The intensity of the violence is greater than at V1, whether using direct means e.g. punching with the fist, knives, or indirect means e.g. poison, remote-controlled explosives. However, it is not demonstrated in an explicit fashion i.e. there are no close-ups of injuries and no graphic descriptions of exactly how people may have been attacked or killed.
- D)** The consequences of the inter-personal, physical conflict are also more serious than at V1 up to and including death.
- E)** The programming does not portray violence as the primary means of resolving problems. It is not portrayed or described as a heroic, glamorous activity.

4 - Graphic Violence V3

- A)** Violence is integral to the programming, whether it is a fictional story line, e.g. the feature film “Saving Private Ryan”, or a broadcast of an actual event e.g. a boxing match, and therefore is pervasive in the content.
- B)** There may be express or implied encouragement of violent activity against persons according to demographic characteristics e.g. gender, or race.
- C)** The intensity of the violence is greater than at V2, whether using direct means e.g. punching with the fist, knives, or indirect means e.g. poison, remote-controlled explosives. It is demonstrated in an explicit fashion i.e. there are close-ups, detailed discussions of wounds, slow motion shots of hitting, wounding and killing.
- D)** The real, negative short, medium and long-term consequences of resorting to violence are clearly presented.

5 – Excessive Violence – V4

- A)** Violence is integral to the programming, whether it is a fictional story line e.g. the feature film “Saving Private Ryan” or a broadcast of an actual event and therefore is pervasive in the content.
- B)** There may be express or implied encouragement of violent activity against persons according to demographic characteristics e.g. gender, or race.
- C)** The intensity of the violence is greater than at V2, whether using direct means e.g. punching with the fist, knives, or indirect means e.g. poison, remote-controlled explosives. It may be demonstrated in an explicit fashion i.e. there may be close-ups, detailed discussions of wounds, slow motion shots of wounding and killing.
- D)** Violence is portrayed as the primary means of resolving all problems. It is also portrayed or described as a heroic, glamorous activity, and the real, negative consequences of resort to violence are not included.

Sex

1 - No sexual content

- A)** The programming contains no descriptions or portrayals of sex involving actual persons or other representations of characters or personalities e.g. puppets or alien beings.
- B)** There are no sexual gestures of any kind.
- C)** There is no sexual dialogue or sexual innuendo.

2 - Mild sexual content S1

- A)** Programming contains a small number of portrayals, descriptions or discussion of low-intensity sexual behaviour e.g. light kissing.
- B)** There are no explicit sexual gestures.
- C)** There may be a small amount of sexual innuendo. However, any sexual dialogue or innuendo may reasonably bear a non-sexual meaning e.g. double entendre in song lyrics

3 - Graphic sexual content S2

- A)** The intensity and duration of portrayals are more significant than at S1, including but not restricted to partial nudity, depictions of foreplay and presentation of sexual paraphernalia.
- B)** There may be a limited use of sexual gestures e.g. patting of the genitals or simulation of oral sex.
- C)** There may be sexual dialogue, discussion or description of sexual activity and some sexual innuendo.
- D)** Where there is explicit description or portrayal of sexual activity or gestures or presentation of sexual paraphernalia e.g. dildos or vibrators, it is not meant to titillate but is presented primarily for scientific, educational or journalistic reasons.

4 - Excessive sexual content S3

- A)** Sexual portrayals or discussion are highly pervasive and an integral part of the programming.
- B)** There is explicit sexual content including characters simulating sexual activity frontal nudity, and description or portrayal of male and /or female genitals.
- C)** The programming includes frank sexual dialogue or discussion.
- D)** The portrayals, discussion or descriptions are not meant for scientific, educational or journalistic purposes but meant to titillate the viewer or listener.

Language

1 - No offensive language

- A)** There is no use of obscene, sexually explicit or profane language in the programming.
- B)** There are no obscene gestures depicted or described in the programming.
- C)** There is no use of language to abuse or denigrate e.g. sexist or racist terms.

2 – Mildly offensive language L1

- A)** The programming makes only a limited use of exclamatory terms, or sexually suggestive references
- B)** The exclamatory language that is used is mild e.g. “damn”, “blast“, Christ”, “sit your backside down”.
- C)** There is no use of language to abuse or denigrate including the absence of sexist, or racist terms.

3 – Graphic language L2

- A)** The programming makes only a limited use of exclamatory terms or sexually suggestive references.
- B)** There may be **defensible** use of strong exclamations, sexist, sexually explicit or racist terms e.g. “bitch”, “penis”, or “nigger”. Defensible use would include for journalistic, educational, historical or obvious literary reasons.
- C)** There may be limited use of language meant primarily to abuse or denigrate e.g. “go long you black bitch”.

3- Excessive language L3

- A)** Obscene, sexually explicit or profane language is pervasive throughout the programming.
- B)** Obscene gestures are depicted, described or discussed.
- C)** Graphic verbal expletives in either English or Jamaican Creole are included e.g. “fuck”, “battyhole”.
- D)** Language is used to abuse and denigrate.

Scheduling:

G - General Audience - Suitable for viewing or listening by all ages and screening at any time of day. Programming does not include violence, offensive language or sexual portrayals.

PG - Parental Guidance – For transmission after 8.00 p.m. Programming may include mild violence, coarse language and mild sexual portrayals. Themes may not be suitable for younger children unless parents are present to explain.

Contains all or any of the following content elements: V1 + S1 + L1

At the onset of the *watershed* at 9.00 p.m. programming suitable only for viewing or listening by audiences aged 14 or older will be transmitted. The programming may contain medium-level violence, a limited amount of median language, mature themes and sexually suggestive scenes, dialogue and discussion

Contains all or any of the following content elements: V2 + S2 + L2

A - Adult - Suitable for viewing or listening only by audiences aged 18 or older and transmission after 10.00 p.m. Will likely contain graphic violence, explicit language, graphic sexual depictions or frank sexual discussions,

Contains all or any of the following content elements: V3 + S2 + L2

NFT – Not for Transmission – In breach of the regulatory standards for content that may not be transmitted on broadcast radio or television at any time.

Contains all or any of the following content elements: V4 + S3 + L3

However, programming that contains any of the specified content elements that would qualify it for a **NFT** rating may be edited to either eliminate or obscure the specific references, terms, or depictions before transmission. If the decision is taken by the media house to use an obscuring mechanism e.g. beeping of lyrics or blurring, after editing the elements must not be recognisable to the normal viewer or listener.

Advisories:

The licensed media house is responsible for issuing advisories for **all programming** it intends to transmit that **qualifies for a rating of PG or A**.

Television

Content – Advisories, in whatever form they are provided, must state:

- the overall rating given to the programme e.g. A
- the level of each rated content element to be found e.g. V3, S1, L2
- Advisories at the start of the programme must include a full description, in writing **and** as a voice-over, of the rating and the nature of the problematic content elements included in the programme e.g. “The following programme is rated A and includes graphic violence as well as sexual content and language suitable only for adult audiences”

Presentation – Advisories are to be presented:

- visually e.g. as graphics, or superimposed script,
- aurally e.g. as voice-overs or live presentations by continuity talent
- in writing, e.g. as labels after titles in printed programme guides.

Placement - Advisories must be presented as follows:

- in all trailers promoting specific programming,
- in all other promotional material e.g. newspaper, magazine advertisements, billboards
- at the start of transmission of the programme,

- during the programme e.g. at the end of advertising breaks within the programme

Radio

Content – Advisories, in whatever form they are provided must state:

- the overall rating given to the programme e.g. A
- the level of each rated content element to be found e.g. V3, S1, L1
- Advisories at the start of the programme must include a full description of the rating and the nature of the problematic content elements included in the programme e.g. “The following programme is rated A and includes graphic violence as well as sexual content and language suitable only for adult audiences”

Presentation – Advisories must be presented:

- aurally e.g. as voice-overs or live presentations by continuity talent
- in writing, e.g. as labels after titles in printed programme guides.

Placement - Advisories must be presented as follows:

- in all trailers promoting specific programming,
- in all other promotional material e.g. newspaper, magazine advertisements, billboards
- at the start of transmission of the programme,
- during the programme e.g. at the end of advertising breaks within the programme

Subscriber Television

Rating

G – (General)

1. Suitable for viewing or listening by audiences of all ages: Programming does not include any obscene or abusive language, graphic violence, explicit sexual portrayals or themes suitable for adult audiences.
2. Rating of individual programmes on the channel will be TVY, TVY7, TVG or TVPG
3. Includes **some** of the channels labelled as “family-oriented”, “family-friendly”, “for kids”, “for children”. Also **may** include channels within the following programme service categories: *Animals/Pets, Arts/Culture/History, Business/Finance, Children, Education/Learning, Family, Games, Health/Fitness/Self-Help, Hobbies, Home Shopping/Infomercials, Information/News, Nature/Outdoors, Public & Civic, Religion, Science/Technology and Sports.*

PG – (Parental Guidance)

1. Suitable for viewing or listening by children under the supervision of adults: Programming may contain some problematic content, but does not contain pervasive amounts of offensive language, graphic violence or portrayals of explicit sex.
2. Ratings of individual programmes on the channel may be as high as PG13 and TV14.
3. PG 13 and TV 14 rated programming will appear at times of the transmission day when adults may be assumed to be available to supervise the exposure of children under the age of 13 to this material.
4. Also **may** include channels within the following programme service categories: *Arts/Culture/History, Business/Finance, Children, Education/Learning, Entertainment, Family, Games/Gaming, Health/Fitness/Self-Help, Hobbies, Information/News/Talk, Music/Music video, Nature/Outdoors, Science/Technology and Sports.*

A – (Adult)

1. Suitable for adult audiences only: Programming contains significant amounts of obscene and/or abusive language, graphic violence, explicit sexual portrayals or themes suitable for adult audiences.
2. Rating of individual programmes on the channel will include PG 13, TV 14, R and TVMA
3. PG 13, TV 14, R and TVMA will appear throughout the transmission day, including times when adults may not be assumed to be available to supervise the exposure of children under the age of 13 to this material.

X – (Encrypted)

1. Suitable for adult audiences specifically interested in viewing programmes which “depict or display sexual organs or conduct in an explicit manner”.
2. Rating of programmes on the channel will be TV MA, X, XX or XXX.
Includes channels in the programme service categories: *Adult Content and Pay-per-view*.

Filtering

All subscriber television licensees will be required to provide their programming channels in tiers according to the channel rating in the following order:

- 1st tier – G-rated channels
- 2nd tier – PG rated channels
- 3rd tier – A rated channels
- 4th tier – X rated channels

All A rated channels are to be supplied through a filtering mechanism e.g. a negative trap or an addressable system.

All X-rated channels are to be encrypted.

Advisories

Advisories must be presented for all programming channels included in the particular licensee's service that are rated **PG, A or X**.

Content – Advisories must state:

- the overall rating given to the programming channel e.g. **A**
- the nature of the problematic content elements included in the channel e.g. "The channel is rated A and includes feature films and dramatic series including graphic violence as well as explicit sexual content and language suitable only for adult audiences"

Presentation – Advisories are to be presented:

- in writing, e.g. as labels after channel names in printed programme guides.

Placement - Advisories must be presented as follows:

- to all new subscribers upon sign-up for the subscriber television service,
- to all existing subscribers if there is an upward movement in the rating of the channel e.g. from **PG** to **A**