

March 6, 2009

The Editor
Gleaner Company Limited
7 North Street
Kingston

Dear Sirs:

Re: Article in The Gleaner published March 5, 2009: “*BCJ’s backward moves*”

The Commission notes a letter to the Editor, entitled, “*BCJ’s backward moves*” published March 5, 2009 and seeks to give clarity to recent reports in the media.

The Children’s Code for Programming requires that advertisements be scheduled for appropriate audiences. Therefore advertisements which are sexually themed would not be appropriate for general audiences, including children. It is in this regard that the Commission is currently reviewing advertisements which promote products as aphrodisiacs. In dealing with these matters, the Commission’s role is to determine whether the content of an advertisement is suitable for broadcast at all or should be scheduled after 9:00 p.m. which is the watershed hour in the Children’s Code. Watershed means a time after which it is acceptable for content to become increasingly adult oriented.

The Commission is in consultation with the Advertising Agencies Association of Jamaica on these matters

Sincerely,



Cordel Green
Executive Director