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NEWS RELEASE

Broadcasting Commission Urges Parents to Pay Close Attention to Children's Media Use at Home

Even, as it engages with the media to ensure better compliance with the law, the Broadcasting Commission is encouraging parents to take a closer look at what controls they are applying inside their homes to minimize children's exposure to problematic content in programming.

Since the start of May, under a campaign themed "Take Responsibility", the Commission has been actively encouraging

parents, in particular, to play an active role in protecting children from violence, sex and bad language in the electronic media.

Chairman of the Commission, Dr. Hopeton S. Dunn has noted that while the regulator must fulfil its role in regulating electronic media output, and the media must act responsibly, the process also requires adults to make informed choices about what their children are permitted to listen to and watch. Dr Dunn noted “that without this form of support in the home, the tools provided under regulatory framework would not by themselves be effective.”

Through the campaign on radio and in print, parents are encouraged to use the tools provided by the Children’s Code for

Programming, which include better information for listeners and viewers, scheduling programming at

Press release - Broadcasting Commission U
Children’s Media Use at Home

Take Responsibility!

KNOW WHAT YOUR CHILDREN ARE WATCHING

Control what they see.
Your children could be watching programmes that can harm them mentally and emotionally.

That's why the Broadcasting Commission partnered with the broadcast media and cable operators to develop the **CHILDREN'S CODE FOR PROGRAMMING**. Join with us and play your part in helping to protect our children.

RATINGS	MEANING OF CHANNEL RATING LETTERS
G	Most parents would find 'G' rated channels alright for all age groups to watch. They would have little or no violence, sexual dialogue or content, or strong language.

HERES WHAT YOU CAN DO IF YOU SUBSCRIBE TO CABLE:

appropriate times and modern technology.

Parents are being reminded of the programme ratings for radio and TV, as well as channel ratings for cable. In addition, parents who subscribe to cable are actively encouraged to use the controls on the cable box that can “lock out” channels that are not suitable for children.

The public is also encouraged through the media messages to help ensure that broadcasters and cable operators are giving them access to these systems, which are required under the Children’s Code for Programming.

In addition to the messages in print and on radio, the Commission has also distributed thousands of brochures to schools, mainly primary, across Jamaica. These brochures contain reminders of the ratings for programming on radio, TV and cable and advise customers what they are to expect from their providers.

The Commission is working in collaboration with the Ministry of Education, to get the brochures into the hands of school children to take home.

“With the national focus on children during May, it was a good time to begin running the messages. With summer only weeks away, the messages are a timely reminder to parents and caregivers to look at what systems are being employed inside the home in light of the risks associated with exposure of children to certain media output,” said Cordel Green, Executive Director of the Commission. “It is hoped that parents will also pay attention to other forms of media output found attractive to children, such as video games and ipods, which are not regulated.”

The Broadcasting Commission’s campaign will continue until the middle of June.

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