

Broadcasting Commission launches ad campaign to protect children

Wednesday, August 14, 2013 | 10:37 AM

KINGSTON, Jamaica -- The media watchdog agency the Broadcasting Commission of Jamaica (BCJ) says it has launched an advertising campaign focusing on the protection of children against harmful content, as well as antipiracy and payola.

"The tagline cautions viewers to "be careful who you let into your home!", and the wider central message is clear: "protect yourself from harmful media content", a BCJ release said Wednesday.

BCJ Chairman Professor Hopeton Dunn, said that the new advertising campaign forms part of a larger on-going public education programme that includes a schools' outreach initiative, consultations with citizen groups in towns and rural communities across Jamaica, and regular confabs with cable and broadcast licensees located in various parishes.

According to Professor Dunn, "the broadcasting regulator must not only maintain standards by ensuring that licensees observe the regulations, but must also listen to stakeholders and keep the wider public alert about the challenges of managing diverse media content in the digital era. That is exactly what we are doing".

The new BCJ media campaign will use multiple platforms, such as social media, electronic bill boards, newspapers, radio and television to reinforce messages aimed at strengthening the quality of media output, preparing for the digital present and future, creating a safe media space for children and resist corruption through payola and other forms of media piracy.

The Broadcasting Commission's mandate is to regulate Jamaica's electronic media landscape, advise government on media policy and legislation, and help to stimulate new investments in the sector.