

## Broadcasting Commission Sees Improvements

Published: Sunday | May 11, 2014

### Sadeke Brooks

In 2009 there were numerous objections to directives meted out by the Broadcasting Commission of Jamaica (BCJ) directives, but since then, the organisation's executive director, Cordel Green, says major strides have been made.

Back in 2009 the BCJ forbade the airing of inappropriate content and even placed a ban on 'dagging'. Five years later, and Green says he has seen major improvement.

"I think it has been set by the industry. Greater care and attention is being paid to the content that is being produced," he told **The Sunday Gleaner**.

He said there have been fewer complaints, especially as it relates to extreme content.

"It is something that we keep under constant watch," Green said.

### most frequent contacts

According to the Economic and Social Survey 2013, published in April, members of the public contacted the Broadcasting Commission 473 times.

"The most frequent contacts made to the BCJ during the year were to request information, and to seek clarity on operational and broadcast-rights issues," the publication said.

There were 33 complaints by the public, six less than the previous year. The most frequent complaints were about the transmission of songs with violent and sexually suggestive lyrics and the transmission of expletives.

There were also 63 notices of breaches issued to broadcast licensees for breaches of the Copyright Act, contravention of content standards and failure to maintain technical standards.

But Green said these figures should not necessarily be taken at face value.

"As infractions occur, we deal with them. It's not a quantitative issue. Our work involves copyright, technical breaches and licensing. We have to take everything into

consideration. We give numerical reports annually, but that's because we have to account factually. We have to go behind those numbers and do a qualitative assessment," he told **The Sunday Gleaner**.

### **content breaches**

"The content breaches vary and they do not all have to do with content that is inappropriate for broadcast, but inappropriate for that time of day. Our work is broad and the content and complaint issues are quite varied."

While there have been improvements, Green admitted that there is still work to be done. "I think that, certainly, in a changed environment and one that has far more licenses and many more platforms, our monitoring capacity is something that we are looking at," he said.

He said a tender is now out for an automated content-monitoring system that will utilise technology to detect and flag problematic content.

Green said the commission is still doing work through its media-literacy programme, where it engages children, guiding them about how to be self-regulators.

"We have to prepare children to deal with content across all platforms, not just those covered by the Broadcasting Commission. There is always work to be done. This has to be an ongoing process," he said, noting that social media is not regulated by the commission.

In addition to the media-literacy programme, Green said the Broadcasting Commission also does extensive advertising via radio, television and digital formats.