



Payola: Why we need to Stop Paying the Piper



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Artistes Sound Off on Payola



Reactions to Payola



- **Absolute Denial**
- **Ambivalence**
- **Outrage**

pay-o-la [pay ólə]:



The widespread practice of secretly giving or accepting bribes in a variety of forms in exchange for music airplay or other means of media exposure.

The Scope of Payola in Jamaica

- Influential DJs at no less than 4 [of the five leading national radio stations] consistently engage in payola practices [sic].
- up to 90% of the artistes on industry charts are there as a result of payola

*The Jamaica Reggae Industry Association, JARIA,
2011*



How Does Payola Impact

In exchange for pay in cash or kind there can be:

- Heavy rotation of songs/music videos
- Artiste appearance on programmes
- Special Features on artiste/group
- Regular music news on artiste/group
- Songs appearing or rising steadily on music charts



Why is Payola a Problem

- **Decrease in variety of music.**
- **Decrease in quality of music.**
- **Interference in the operations of the market.**
- **Damage to the international reputation of Jamaican music.**



Why is the Broadcasting Commission Concerned about Payola?



How is the Broadcasting Commission addressing the challenge of Payola?

- **Public Education:**

- **Seminars for Broadcasters, Cable Operators and music industry players**
- **Schools Outreach**
- **Upcoming media campaign**



BCJ 2011 Seminar on Payola and Anti-Piracy

How is the Broadcasting Commission addressing the challenge of Payola?

Amendments to the Legislation governing the electronic media sector:

1. Payola to become a Criminal Offence:

- Parties liable for Criminal Prosecution, imprisonment and fines.
- Fines:
 - \$5M 1st offence
 - \$10M 2nd offence
 - \$15M 3rd offence
- Stations found to accommodate or facilitate payola liable to same fines.

How is the Broadcasting Commission addressing the challenge of Payola?

Amendments to the Legislation governing the electronic media sector:

2. Requirement of disclosure :

- Stations will be required to disclose when a specific song is being played in exchange for money and that this must be disclosed to be sponsored airtime
- Play of the song should not be counted as a "regular airplay"

How is the Broadcasting Commission addressing the challenge of Payola?

Amendments to the Legislation governing the electronic media sector:

3. Treatment of “Connected Content”:

- "personnel" of broadcasting stations be required to disclose when they are affiliated with content being promoted.
- the station's management (excluding an interested party), and not individual on-air talent or employees, must determine when and how often “connected content” is to be rotated.

How is the Broadcasting Commission addressing the challenge of Payola?

Amendments to the Legislation governing the electronic media sector:

4. **Mandatory Playlists, programmes managers and management of all music through station libraries**
5. **Treatment of Music Charts**

Payola: Why we need to Stop Paying the Piper



Because he/she who
pays the piper calls
the tune.

Contacting the Commission

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What do we do?

Monitor and regulate broadcast radio, television and subscriber television

- 27 Free-to-air radio stations
eg. RJR, Zip FM, Mello FM, Bess FM
- 3 Free-to-air television stations eg. TVJ, CVM, Love TV
- 41 Subscriber Television Operators (Cable) eg. Flow, Cornwall Communications, Telstar, Logic One
- 1 Mobile TV Operator: LIME TV

The logo for CVM TV, featuring the letters 'CVM' in a bold, black font, followed by a circular icon containing a colorful, multi-colored pattern, and the letters 'TV' in a bold, black font.The logo for Flow, featuring three stylized, curved lines in green, yellow, and black above the word 'Flow' in a bold, black font, with the tagline 'watch.talk.click' below it.The logo for LIME tv, featuring the word 'LIME' in a bold, black font, followed by 'tv' in a smaller, white font, all contained within a black and pink 3D cube.

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