

PRESS RELEASE

November 19, 2008

FOR IMMEDIATE RELEASE

BROADCASTING COMMISSION RESPONDS TO GLEANER ARTICLE, ENTITLED, "MEDIA ASSOCIATION DENIES CHILD-ALERT SYSTEM"

The Broadcasting Commission expresses disappointment that a matter involving a genuine effort to respond to a crisis relating to our nation's children should be made into a controversy.

The Commission in its public statement on November 6, 2008, referred to securing an agreement with broadcast and cable operator licensees for the implementation of a missing-child alert system. The statement made no reference to the Media Association of Jamaica (MAJ).

The President of the MAJ along with the individual licensees was invited to a Consultation series where the matter of the establishment of a missing-child alert system was raised. In response there were unequivocal expressions of endorsement for the implementation of such a system.

For the record, the MAJ does not represent the majority of broadcasters nor does it represent cable subscriber television operators.

It must be reiterated that under no circumstance did the Commission refer to the MAJ as a party to or endorser of the agreement. The Broadcasting Commission was responding to a matter of pressing public importance and it is unfortunate that the MAJ responded in this manner.



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