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News Release

For Immediate Release

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BROADCASTING COMMISSION ISSUES ADVISORIES ON POLITICAL BROADCASTS

The Broadcasting Commission has formally reminded all radio and television stations and cable TV operators about the regulations relating to political broadcasts, in the wake of the recent announcement of general elections in Jamaica. Advisories were also issued to the political parties, the Electoral Commission of Jamaica, Citizens Action for Free & Fair Elections (CAFFE), the Political Ombudsman, the Advertising Agencies Association of Jamaica, the Media Association of Jamaica and the Press Association of Jamaica. In the advisories, licensees were requested to ensure that political parties seeking time on air are treated fairly.

The written advisories to the media houses required that campaign material aired on radio, television or cable television, including advertisements, must clearly identify the sponsor of the broadcasts at the start and at the end of each sponsored item.

It was pointed out that under the Television and Sound Broadcasting Regulations (2007) licensees are forbidden to transmit problematic content whether through programming or advertisements. This includes derogatory or abusive statements regarding anyone's race, colour, creed, religion or sex; libellous statements; as well as false or misleading information. The Commission has also urged special care in preventing the broadcast of

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content that might incite violence, criminal activity or public disorder, as well as material with violent content that offends against good taste, decency or public morality.

In a statement, the Commission's Chairman, Professor Hopeton Dunn, urged all stakeholders to play their part in helping to ensure full compliance with the Broadcasting Regulations, during this election period.

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