

September 2, 2011 Guests: Jamaica Forum for Lesbians, All-Sexuals and Gays (J-FLAG)

J-FLAG discussed their concerns that the media hesitated to air their Public Service Announcement (Ms. Christine Straw, Miss Jamaica Universe 2004, having a conversation with her gay brother telling him he was loved regardless of his sexual orientation). The intention of the PSA was to increase tolerance of homosexuals in the society as many homosexuals were rejected by their families and communities and left homeless.

J-FLAG was advised that PSAs had to go through a process to be endorsed for suitability before being aired. It was also suggested that they should always do test runs before presenting their PSAs/Campaigns and observe reactions. It appeared that the PSA was not carrying across their intended idea and it drew many objections. The crafting, positioning and language needed to be re-examined.

MAJ assured J-FLAG that they were open for any further discussions.