

The Media Association Jamaica Limited, (MAJ), notes that it has been accused of perpetuating negatives and hysteria rather than solutions because the association has said it does not believe that meeting with feuding deejays at Jamaica House was a good idea. The Association wishes the facts to speak for themselves.

Since March the Association supported the moves to stridently clean up music that is played on the airways, and has been a part of much progress in that area.

In March, the Association called for support in a cross sectoral campaign to rid buses, taxis, bus parks and public spaces of lewd and vulgar music. Since August the MAJ has been working with the National Transformation Programme in the Office of the Prime Minister to develop and carry out a campaign for a fresh start, for renewal and for promoting positive behaviour among Jamaican citizens.

In November, the MAJ wrote the Police Commissioner's Office, the Ministry of National Security and the Ministry of Transport, offering \$6-million in initial media support for a campaign to rid buses of tints, vulgar music and unbecoming behaviour.

To date, no response has been received to those offers, but we stand ready to work. On Wednesday of this week, the MAJ told the Human Resources and Social Development Committee of Parliament that the MAJ is willing, ready and waiting to partner with Ministries, Agencies and Organisations on a campaign to restore law and order and improve public discipline. We noted that several media houses have been running their own unsolicited campaigns for transformation.

The MAJ recently reconfirmed its support for the Crime Stop programme which it gives about \$40-million in support each year, and it recently re-confirmed media support for the media initiative - Peace and Love in Schools (PALS) – even as its fate is uncertain as it is not known if government support for it will continue.

These are not the actions of a Media Association that is unsupportive and unwilling to find solutions. The Association on Friday agreed to send all these offers to the Minister with Responsibility for Information, Daryl Vaz, for follow up action.