

The Advertising Media Association Limited began in 1964 as a trade association to serve as a link between media organizations and the advertising industry. The name was changed in 1971 to Media Association Jamaica Limited. Its primary objectives were to:

- Monitor compliance with the terms and conditions of recognition of advertising agencies.
- Examine and accredit new applications for agency recognition.
- Revise the code of advertising standards and monitor compliance.
- Implement sanctions on a collective basis where terms are breached.
- Foster better relationship with the Advertising Agencies Association of Jamaica. The primary focus was to ensure that advertising agencies were credit worthy and were able to pay media for the advertising which they placed.

In 1995 a landmark agreement was negotiated and implemented between the Media Association Jamaica Limited and the Advertising Agencies Association of Jamaica which continues to define the relationship between both Associations.

With the growth and expansion in media, the Media Association Jamaica Limited has widened the scope of its activities to embrace other issues including advocacy and lobbying on behalf of the media, training for media practitioners, media research, providing support for civil society and heightening the public awareness of the Association. In addition, the Association worked with survey researchers to help design an All Media document that was more reflective of the needs of the industry.

In collaboration with the Press Association of Jamaica, the Association has produced a Code of Ethics for Journalists to create a higher basic standard of journalism across the industry and to improve transparency and redress by media houses in the public interest.

The overall goal of the Media Association Jamaica Limited could perhaps be summed up as seeking to strengthen the Jamaican society and democracy through the fostering of a vibrant, independent and responsible media. Additionally, the Association seeks to develop the advertising and media industry by promoting, encouraging and fostering practices that are current, forward looking and professional.

The Media Association Jamaica Limited is guided by an Executive Committee made up of a Chairman, one or two Vice-Chairmen, Legal Advisor, Secretary, Treasurer and a minimum of three other members. The current Executive Committee members are as follows:-

Christopher Barnes - *Chairman*

Steve Billings - *Vice-Chairman*

Claire Grant - *Vice-Chairperson*

Shena Stubbs-Gibson - *Secretary/Legal Advisor*

Andrea Wilson-Messam - *Treasurer*

Keith Campbell

Debbian Dewar

Lennie Gordon

Dr. Dennis Howard

Hon. Danville Walker, OJ

D'Adra Williams

