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NEWS RELEASE

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FOR IMMEDIATE RELEASE

BROADCASTING COMMISSION wins GLOBAL AWARDS along with Porsche and Usain Bolt Advertisements

The Broadcasting Commission of Jamaica has received TWO Gold Muse awards in the International Muse Creative Awards Competition for 2018. The BCJ advertisements that received awards were the very popular "Pinchy Dead" video, which warns against fake news, and the BCJ's most recent release - "Ordinary People", which warns parents to be more aware of what their children are viewing online. This year's Muse winners also included Porsche, and 'Summer Set Free', which featured Usain Bolt.

"Pinchy Dead", which features popular local vlogger and recording artiste Bella Blair, was created for online and has also been adapted for local FTA TV. The communication is one of the first in the world to address the problem of fake news, and encourages online users to be more careful when consuming and sharing content online. The video has received rave reviews from critics, newscasts and the wider public. It was viewed on social media over 2 million times and shared over 8,000 times within the first month of release.

The BCJ's "Ordinary People" is designed to remind parents that young people are now accessing content across multiple devices. It is a wake-up call for greater parental responsibility and parental guidance.

Professor Anthony Clayton, the Chairman of the BCJ, said that fake news was now a global problem, and that over thirty countries had now reported attempts to manipulate their election outcomes with fake news. He added that Media Regulators around the world were now looking to the BCJ, which had taken a leading role in fighting these abuses.

Cordel Green, Executive Director of the BCJ, said "these international awards recognise the Commission's ability to respond creatively to modern day digital literacy issues in a manner that has global appeal."

"We recognize the breakthrough achievement of designers, marketers, artists, writers, photographers, videographers, and digital experts who set the trends of the global creative industry," said Kenjo Ong, President for the International Awards Associates (IAA) which administers the Muse Awards.

The Muse Creative Awards is an international competition for creative professionals who inspire through concept, writing or design, whether through traditional or electronic media.

The Jury Panel includes 46 renowned, experienced Judges from 20 countries worldwide. The Judges hail from leading companies in the creative and digital industry from all corners of the globe, and include professionals from such power brands as Guinness World Records, Leo Burnett, Grayling, DMG, McCann Worldgroup, and Hewlett Packard Enterprise, etc.

Entries submitted by agencies for companies and brands such as Porsche, National Geographic, Marvel, FOX Networks Group Spain, Siemens, Longines, MINI, MasterCard, Part IV, New Balance, and Nationale Postcode Loterij, are among some of the winners from this year's award.

The 2018 Muse competition included entries from 37 countries: Argentina, Australia, Belgium, Brazil, Canada, China, Croatia, Denmark, France, Germany, Guatemala, Hong Kong, Hungary, Iceland, India, Iran, Ireland, Italy, Jamaica, Kenya, Malaysia, Mexico, Netherland, New Zealand, Poland, Portugal, Russia, Singapore, Spain, Sweden, Switzerland, Taiwan, Turkey, Ukraine, United Arab Emirates, United Kingdom, and United States.

Entries in 325 categories were rated according to rigorous standards. During blind judging, panelists evaluated the most innovative and creative concepts, the most effective campaigns, and the most inspired messaging. Winners were selected in a wide range of categories, from broadcast, print, social media and emerging platforms.

The winning creative pieces from the Commission may be viewed via the following links:

<https://museaward.com/winners/5/518/1531> - Pinchy Dead

<https://museaward.com/winners/5/599/1530> - Ordinary People

The Usain Bolt video may be viewed at <https://museaward.com/winners/5/490/1449>

For more information on the awards visit www.museaward.com



Figure 1: Image taken from BCJ's Ordinary People video. Ordinary People received a Gold Muse Award at the 2018 Muse Creative Awards, Full video may be viewed at <https://museaward.com/winners/5/599/1530>

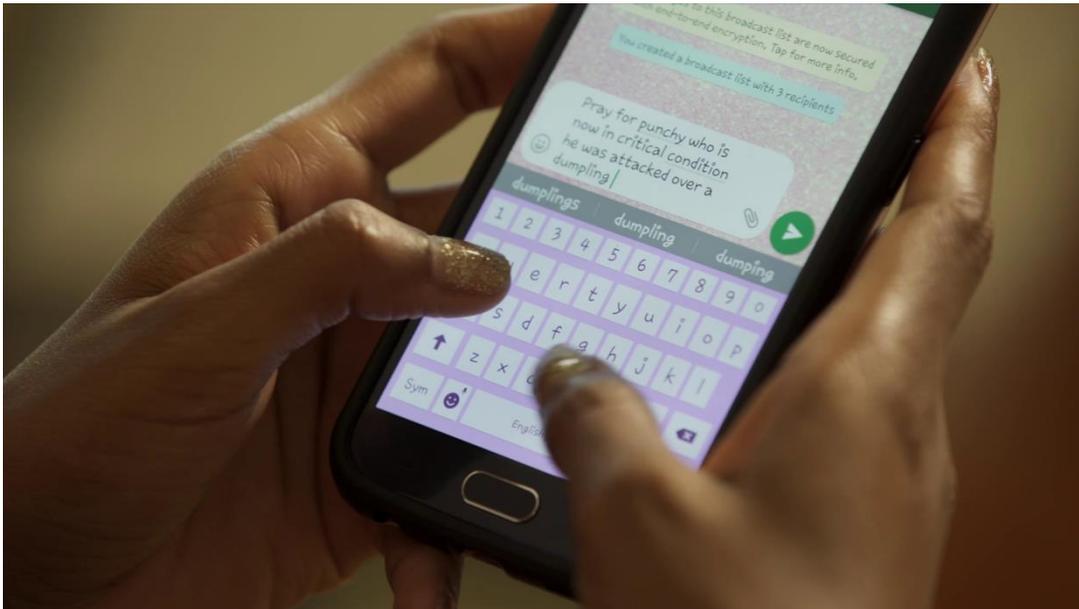


Figure 2: Image taken from BCJ's Pinchy Dead video. Pinchy Dead received a Rose Gold Muse Award at the 2018 Muse Creative Awards. Full video may be viewed at <https://museaward.com/winners/5/518/1531>

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For further information, please contact Don Dobson, Information Officer at ddobson@broadcom.org