

JAMAICA
ANALYSIS OF WEAKNESSES, OPPORTUNITIES,
STRENGTHS AND THREATS

<p>WEAKNESSES</p>	<p>Poor salaries paid to journalist does not allow newsrooms to attract the best talents. It has also pushed some from the newsroom to seek jobs in public relations. Fear of defamation, especially if a source is unwilling to have names used, in stories leads to some articles being watered down. The influence of big advertisers prevents journalists from pursuing stories that could affect the bottom line of media entities.</p>
<p>OPPORTUNITIES</p>	<p>The internet presents growing opportunities for both broadcast and print media to earn from different revenue streams, and a much easier reach for their listeners, viewers and readers at lower costs. It is also an opportunity for independent journalists to earn an income. Freelancers find it more convenient to submit work on the internet instead of incurring high cost and spending more time by travelling. Thanks to the internet, it is easier to reach Jamaicans in the diaspora. The easy access, develops a better appreciation for the work of journalist, which can help to promote press freedom</p>
<p>STRENGTHS</p>	<p>The press in Jamaica remains strong, with no reported interference from the State in the last year. The government, at the same time, sees freedom of the press as a plus in the governance of the country. With such a diverse media landscape, as well as the hundreds of thousands who express varying opinions of issues of national interests, allows varying perspectives and promotes diversity. Jamaica’s Constitution, under the charter of fundamental rights, guarantees freedom of expression and freedom of the press. The Press Association of Jamaica (PAJ), as well as the Media Association of Jamaica (MAJ), though having different roles as advocates for journalists and media owners, respectively, both defend the rights of journalists to operate freely. Human rights lobby groups also help to promote freedom of the press and freedom of expression.</p>
<p>THREATS</p>	<p>The internet, despite the opportunities it provides, has been having a negative impact on traditional media as more people get their news from that source. News are struggling, as more people read articles for free on mobiles, thus causing a</p>

drop in newspaper sales.

A number of advertisers are placing Google advertisements instead of purchasing ads in newspapers, and on radio and television.

Some contents in social media have been contributing to misinformation.

Increasing costs has forces media entities to cut back, and in some cases affecting the ability to stay in business.

The financial burden on media entities has pushed some journalists out of jobs.

The country's high crime rate can cause fear among journalists and dissuade them from writing articles that could cause negative reactions, including violence. Although no journalists were harmed because of published work, contract killing is real in Jamaica and no journalist is going to risk writing a story that could expose them and family to violence.

