

**Commissioners**

**FOR IMMEDIATE RELEASE**

**Chairman**  
Prof. Lloyd Waller

**Broadcasting Commission Launches Public Education Campaign on Deepfakes  
Amid Festive Season Scamming Risks**

Ms. Nassalie Brown

*Kingston, Jamaica, December 16, 2024* – In response to rising concerns about misinformation, disinformation and scams, the Broadcasting Commission of Jamaica (BCJ) has launched a national public education campaign to raise awareness about deepfake content. Deepfakes—digitally manipulated content created using artificial intelligence—have emerged as a significant global challenge. Synthetic images, videos, and audio recordings are increasingly used to deceive, impersonate, and mislead. The misuse of deepfake technology has implications for personal privacy, data security, and the spread of misinformation, often making it difficult for individuals to distinguish between fact and fiction.

Mr. Colin D.W. Maxwell, F.C.A.

Mrs. Patricia Sinclair McCalla, CD

Mr. Aldrick “Allie” McNab, OD

Dr. Maria Myers-Hamilton

Dr. Anna Kasafi Perkins

Rev. Gareth Phillips

Mr. Alexander Shaw

**Executive Director**

Mr. Cordel Green

The BCJ campaign aims to raise awareness about deepfakes and provides a link to resources which will equip Jamaicans with the knowledge and tools to identify digital deception and protect themselves from manipulation.

**“As AI technologies advance, raising awareness and building digital literacy are critical to ensuring our safety and resilience against deception and exploitation in the digital space”,** said Cordel Green, Executive Director of the Broadcasting Commission of Jamaica.

**Deputy Executive Director**

Mrs. Nicole Walford

With cyber scams increasing, especially during the holiday period, this initiative is part of BCJ’s longstanding mission to promote digital literacy as a major tool to safeguard citizens in the digital age.

To learn more about deepfakes, visit [broadcastingcommission.com](https://broadcastingcommission.com) or scan the QR code.



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