

Information and Communications  
Technology Authority



Via email

28 April 2014

Dear Sir/Madam

*RE: Amendments to local broadcasting regulations*

Further to your "Call for Inputs on the Future of Local Television broadcasting", we are writing to support the continued requirement for Television Service Licensees to provide a Local Television service. While there are many reasons to advocate for the continuation of this service, our reasons enclosed within derive specifically from our position as a community organization/non-profit entity.

Local Television is an essential platform to disseminate information to and for the general community and, as defined in the UK Communications Act 2003, a way for "cultural activity (to be) reflected supported and stimulated." Over the years the National Gallery has benefited greatly from extensive promotional opportunities provide to us free of charge by Cayman 27/CITN, enabling us to reach a much wider audience that would be traditionally available to us with our limited marketing budget. This support over the years has:

- Enabled us to share the work of our local artists with the community and to encourage young and upcoming artists to get involved;
- Provided regular spotlights for local artists thereby helping to instill pride about their achievements and helping them to connect to wider audiences – directly enabling the development of the vibrant local art scene;
- Provided a platform for the dissemination and celebration of our unique Caymanian cultural heritage through our vibrant exhibitions schedule and educational classes; and
- Ensured that the community is made aware of our free exhibitions, festivals and public programming in a timely manner.

As a nonprofit organisation, the Gallery depends on free coverage to promote our programmes and events. We would be deeply concerned to lose this critical promotional outlet.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Natalie Urquhart".

Natalie Urquhart  
Director