

**The Cayman National Cultural Foundation's (CNCF) response to the ICTA's request for  
input on the future of local television broadcasting**

**Dated: May 7, 2014**

**1. Should each Television Service Licensee be obligated to provide a Local Television service?**

Yes, at least 6 hours per day during the hours of 6 a.m. to 10.00 p.m. and 2 hours during of the remaining time.

There should be a clear, enforceable policy that ensures quantity and quality of such content.

**2. How should Local Content be defined?**

We should endeavor to follow the UK model. Local content should cover heritage and traditions, the natural environment, visual, performing and literary arts & cultural activities, sciences, politics, sports, local happenings particularly conferences, tourism information, debates, health, youth programming.

*Some of the areas selected directly from the UK model:*

- the dissemination of information and for the provision of education and entertainment;*
- cultural activity in Cayman, and its diversity, are reflected, supported and stimulated;*
- facilitating civil understanding and fair and well-informed debate on news and current affairs;*
- that the services satisfy a wide range of different sporting and other leisure interests;*
- a suitable quantity and range of programmes on educational matters;*
- that the services include a suitable quantity and range of programmes on science, religion and other beliefs, social issues, matters of international significance or interest and matters of specialist interest;*
- that the services include a suitable quantity and range of high quality and original programmes for children and young people;*

**3. a. Should there be a quality standard as to the Local Content produced?**

Yes. Television creates powerful images and interprets a society through the eyes of the producer or filmmaker.

Cayman is exposed to the best quality productions from several other countries through subscribed channels. Local programmes must, therefore be held to the same exacting standards or we risk losing the very people we are trying to educate, entertain and influence artistically.

**3. b. In relation to 3. a., if there should, what should that quality standard be?**

Equivalent to UK & US standards in the overall visual effect (because these are the ones with which we are familiar. Programmes should exhibit excellent technical production (lighting, sound and special effects) and creative/artistic values (settings, costumes, direction, acting/on-air presentation, etc. Some current offerings, while serving a necessary and welcome purpose, are not of top quality.

**3. c. Which body is best placed to assess whether Local Content meets that quality standard and how should that body be funded?**

A small team comprising the very top independent creative minds, who have experience in technical and creative production along with two to three individuals who are Caymanian and have a deep knowledge of and respect for Caymanian culture and the arts. Funding should be met by corporate entities, the TV companies and, perhaps a small contribution from Government. It depends on the remit and what the workload would entail.

**4. a. How many hours of Local Content per day should each Licensee provide?**

8 hours at a minimum, with an objective of gradually increasing broadcast time as the industry in Cayman matures and is able to offer enough material and business possibilities, to move up to a dedicated local channel with 24 hours per day service.

**4. b. When should the Local Content be shown?** During prime times, or 24 hours per day on a dedicated local channel.

**4. c. How much of that Local Content should be original?** As much as possible. There are several interesting, creative and educational events going on all the time in the Cayman Islands. Many excellent programmes can be created if there were good producers. It is not enough to point a camera, edit out a few bits and present it. That is not the sort of work that will sustain commercial television.

**5. How should the production and provision of Local Television be funded?**

In the case of CIGTV, (Government), we believe that is already the case. For commercial entities, by the Licensees who secure advertising and sponsorships to defray expenses.

**6. Should Licensees be obligated to commission a certain percentage of their Local Content from local producers?**

Yes. At least 30% but more where there is the clear evidence that the local producers can provide a quality product that passes the 'standard' test.

Standard pricing should be established between Licensees and local producers.

**7. How should Local Television be provided to customers?**

**Both over the air and digitally. There should be at least one free channel that carries no subscription fee.**

**8. OTHER:**

-It should also be a requirement for programmes to be subtitled for the hearing impaired.

-Commission programmes from local cultural organisations.

-Produce programmes for children – mornings or on the weekends. Children's programming should have the protection of legislation, such as ***The Children's Television Act (1990) Federal Communications Commission (FCC):***

[http://en.wikipedia.org/wiki/Children's\\_Television\\_Act](http://en.wikipedia.org/wiki/Children's_Television_Act)

[http://en.wikipedia.org/wiki/FCC\\_regulations\\_on\\_children's\\_programming](http://en.wikipedia.org/wiki/FCC_regulations_on_children's_programming)

*"The educational character and learning processes inherent in public service broadcasting have a central role in the development of knowledge and participation in citizenship that is vital for amateur democratic society." Quoted from FCC of the United States, established by the Communications Act of 1934.*

CITN has made a commendable effort over the years to provide local content in their line-up of programmes. While we believe they can do more, we applaud their efforts and hope that the information gathered from this survey is used to prepare an enforceable policy with respect to all licensees' obligation to produce and disseminate adequate local programming.