

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

The obligation to provide local television content is important to the continued growth of the industry that they seek to profit from.

Yet 5 individual local channels with such a small population would be overly saturated to produce quality content. It's unnecessary, because if all 5 companies along with government injected money into a joint fund this would be enough to supply great international quality content, locally for one channel, which is distributed by all broadcast licensees.

Each television service licensee should be obligated to provide local 'content' more so than an actual television channel.

***How should local content be defined?  
& How much of that local content should be original?***

Local content doesn't necessarily have to be shot locally 100% of the time; it can be filmed elsewhere where there are more resources and more cost-effective methods of producing original content. As long as a Caymanian company or a Caymanian individual plays a major role in any media production it should be considered local content. For example, a travel show pre-produced and post-produced in the Cayman Islands but shot overseas.

We still believe that a local newscast & talk shows are absolutely necessary and can help fill a large percentage of what is required of the licensees. But we also believe that these public elements should have a fair amount of input from a regulatory board of individuals who represent the interests of the licensees.

Here's a suggestion as to how the annual distribution of local content could look:

Government Information – 20%  
News & Talk Shows – 30%  
Live Sports – 10%  
Original Creative Programming – 40%

***Should there be a quality standard as to the local content produced  
In relation to this, if there should, what should that quality standard be?  
Which body is best placed to assess whether local content meets that quality standard and how should that body be funded.  
& How should the productions and provision of local television be funded?***

Although quality programming is subjective by nature, the method in how that programming is created should require a certain level of technical achievement that could rival that of larger countries.

There is concern that producing quality content is costly, but there is an argument that the cost of producing content has significantly decreased due to the technology available to us today.

Hypothetically, if all current broadcast licensees and government broadcasting pulled together to create a collective fund for producing one single high quality local channel, there would be enough financing to produce enjoyable content.

That being said there should be a system put into place that qualifies local professionals interested in working in the film & television industry.

Those local professionals must have a minimum amount of years of experience in their specific profession (whether its writing, directing, producing, cinematography etc.) in order to be eligible for project funding.

As it turns out there are a large number of professionals on island. The problem is, there is very little funding and a serious lack of structure to drive high quality projects ahead to completion on appropriate deadlines.

The government could launch a local grant program (similar to the Canada Council of the Arts) that provides a professional process for local content producers to seek the appropriate funding for their projects. This grant program would be governed by not only the licensees, but also a board of handpicked industry professionals who are capable of breaking down proposals and controlling the distribution of the annual grant budget provided by the licensees & government.

We should be looking at this as a collective opportunity to enhance the quality of local content. And grow an industry that barely exists at the moment.

***Do you have any other inputs on this topic?***

It's considered a compliment for someone to tell you that the work you produced looks as though it wasn't made here. What does that tell the next generation of Caymanians who want to become successful in the film & Television industry? It tells them that Cayman is not a place that believes in their artists and currently lacks the confidence to grow culturally.

Concacaf President Jeff Webb believes that if more funding is in place for local soccer teams, they will eventually become world contenders; this same philosophy should be adopted for the local Film & Television industry. If the public and private sectors collectively funded local media projects, eventually the quality of programming would grow to a competitive level that would be on par with other countries.

When government provides scholarships for Caymanians to study abroad they are required to return to the island to work for a designated period of time that reflects in their sponsorship agreement. When students choose to study in the

field of the arts, they are required to come back to an Island that has limited jobs in their field; therefore our talented artists seek opportunity abroad, or end up in jobs that have nothing to do with what they studied. Our Island currently has no specific solution in place to provide jobs to those Caymanians returning to work in the artistic fields that they studied.

Ultimately this should be looked at as an opportunity to bring to light the interests of so many young Caymanians and local professionals who want to work in the Film & Television industry.

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