

## Russell Richardson

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**From:** Sara Mackay [REDACTED]  
**Sent:** Thursday, May 01, 2014 11:44 PM  
**To:** Consultations  
**Subject:** the Future of Local Television Broadcasting

02 May 2014

**To: Information and Communications Technology Authority**  
2502 Grand Cayman KY1-1104 [consultations@icta.ky](mailto:consultations@icta.ky)

PO Box

**From: Sara MacKay** [REDACTED]  
[REDACTED] [REDACTED] [REDACTED] [REDACTED]

Dear ICTA board,

I write in support of all of the points the below letter. But I also want to express my personal concerns. I dislike the new interpretation by some of new companies, adhering to the letter, not the spirit of the law. ICTA wrote a good law back in 1992 when local television first started in Cayman, the spirit of which is still important.

While local coverage has added a depth of understanding of each other and the happenings of many aspects of life in Cayman, it is especially sports that has benefited and would suffer without 'live action' coverage!

The impact on + for our youth is especially valuable: from giving kids familiarity with a sport that no one in their family may have ever attempted, seeing other kids play helping them think 'I could do that' and going for it, to seeing local role models, (not just big shots in the distant world, some of whom are very ?? role models), to encouraging corporations to sponsor, even if just to see their name on TV, it helps defray costs. Besides helping show the fun, excitement, skills, dedication and drama of healthy activity!

The original intent of the law was good. We are a very small market, but local television is a valuable part of modern life. With the reduced size and improvement of cameras and equipment, any company in the television cable business, should be required to produce and distribute local content.

Respectfully,  
Sara MacKay

[consultations@icta.ky](mailto:consultations@icta.ky)

To: Information and Communications Technology Authority  
PO Box 2502 Grand Cayman KY1-1104 Cayman Islands

Dear ICTA,

I am respectfully submitting my comments for the consultation regarding The Future of Local Television Broadcasting.

The Cayman Islands has a world class economy and reputation because of its independent, transparent legal system, its respected political system and independent media. Your Consultation is welcomed in order to insure that we do not put the entire economy of the nation at risk if the outcome is state-run propaganda-based television news.

The Country's forefathers best determined, EVERY cable television operator should continue to be required to provide free Local Television service to the country prior to operating.

1. Every cable television operator should be required to provide Local Television Service
2. Local television should be defined as it was in 1992, news, weather, sports, religion, education, government, and entertainment
3.
  - a. The standard should be that the content is new on a daily basis and is locally produced
  - b. specific hours should be dictated for every type of programs
  - c. The ICTA
4.
  - a. There should be 3 to 4 hours of new content shown by local television providers
  - b. Daily viewing hours should be from 6am until 12am
  - c. all of the local content should be original
5. By private companies, on private channels; not on government run television
6. Yes, all of the content should be produced in the Cayman Islands
7. It should be available as Free Over-the-Air available. This may also be made available on any cable company.
8. All cable companies should contribute to a local television station

This Local Television service should be available EVERYWHERE (all 3 islands) prior to anyone being allowed to offer service. It should also be available over-the-air without the need for any connections.

Every Local Television station should provide at least 4 hours a day of new local content. This content should be Cayman produced for a television audience not simply a picture of a local tree or a camera on a radio DJ. As originally required, this local content must include news, weather, sports, education, religion, government and public service content.

Local Television stations should not be funded by Government!

Without free Local Television provided over the air, our country will not continue to prosper as it once had.

Respectfully,  
Sara MacKay



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