

Russell Richardson

From: Sara Mackay <mackay@candw.ky>
Sent: Wednesday, May 07, 2014 7:56 AM
To: Consultations
Subject: Future of Local Television Broadcasting

7 May 2014

To: The Information and Communications Technology Authority (ICTA)
PO Box 2502 Grand Cayman KY1-1104

From: Cayman Islands Little League Assoc (CILLA)
PO Box 31893 Grand Cayman KY1-1208

Re: the future of local television broadcasting.

On behalf of Cayman Little League, we write in concern for the future television broadcasting.

While Cayman Little League is 'just' a 25 yr old independent recreational sports program and facility (currently w 50 teams age 5-55+), we like to think we understand and are part of character citizen building. Any modern society, no matter how small, without television would be in a very dis-advantaged position. Cayman not own news, weather and sports produced and broadcast locally would detriment to the entire society and development of our citizenship, local sports at all levels especially. . Sports are a wonderful, important component of life.



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It's hard to imagine the detrimental affect no local broadcasting would have on our activities, (any of the organizations that go on 'Daybreak' to ask support), especially youth + developing sports in Cayman. No other country, even our closest neighbors is more than minimally interested in our sporting activities and achievements, from Little League or Football getting some action/scores and sponsor name broadcast, (who help the sport to exist), to our athletes competing in regional and worldwide competition, or an ex cop raising \$1million for a Hospice facility by running a half dozen marathons. Positive coverage of that kind of positive action so helps a healthy community develop, would not be covered by anywhere else.

And newspaper is not the same, not as good when it comes to action events. Especially when it comes to Sports, Weststar usually does a **better** job than our newspapers. The relatively new phenomena of being able to post local broadcast stories onto a personal Facebook page and share with acquaintances around the world interested in the same sport.... the impact of which isn't fully known yet. It is indeed the way of the future.

Cayman's small population required the kind of 'encouragement' the 1992 law thoughtfully encouraged, vitally requiring. We stand in support of ICTA insisting that local broadcast requirement. Communications companies

making money here while not giving back by covering (producing, broadcasting) local events, is not good enough.

Please consider this letter as expression of support also for the below points.

Respectfully and Sincerely ,

Sara MacKay

Board Member for Communications + Public
Relations,

Cayman Islands Little League

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.



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