

Russell Richardson

From: [REDACTED]
Sent: Friday, April 25, 2014 9:37 AM
To: Consultations
Subject: Local TV

Hello Sirs,

Please see the below as my submission as to the value of local television.

On one hand, as I am gainfully employed in the TV medium, I most certainly do not want to see my job and that of others become obsolete because the saturated industry has not been given a level playing field in which all players have to meet the same criteria.

On the other hand, as many of us who are Caymanians feel, our culture is weaning due to the modernism of Cayman's community and the inaccessibility of Cayman tradition to the youth of this country. A youth who eat, breathe and live technology and would much rather poke at a small screen, whether it is a gaming system, smartphone, or some type of computer.

Television content remains one of the **only** ways in which we will capture the attention of Cayman's impressionable youth.

With **more** programming and **all** TV providers pushing to become more patriotic in displaying Cayman's culture, history and heritage through the use of local content, I believe we can continue to, through sporting, musical, culinary, political and religious programming, promote OUR culture.

It matters not which provider includes this content in their programming. What matters is that TV, is used to promote Cayman. The ways of our people, the voice of our people and the history of the people.

Thank you for allowing me the space to voice my views,

Respectfully,

Mona Lisa Tatum
[REDACTED]

Sent from Samsung Mobile