

## Russell Richardson

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**From:** Badir Awe [REDACTED]  
**Sent:** Wednesday, May 07, 2014 10:32 AM  
**To:** Consultations  
**Subject:** The Future of Cayman Television

To Whom it may concern:

I have had not time to develop an in depth argument for the perpetuation of local television, but I will state the following:

1. The best idea I have heard for continuing local television is to create a "fund" which the broadcasters (C3, LimeTV, etc.) put money into for the develop of local content. This fund is then given to the relevant local producers to make local content. The broadcasters would share and distribute this content to their users. This is the best idea because of market conditions in the Cayman Islands. Any single one of these broadcasters **cannot** support the individual costs of producing local programming. This is why Cayman 27 has lost money every year. But by sharing the load, the broadcasters can support it. This is why the broadcasters have been talking with Cay27 about possibly using their content. Anything else than a shared fund will simply not support local programming.

2. I am a producer for the Cayman Story Company. <http://www.thecaymanstory.com/#!up-coming-shows/mainPage> - Please visit this website to see the quality and quantity of local program pilots we have shot at our expense. We can show the budgets/costs it will take to create a season of any one of these amazing shows.

Again, a fund which these broadcasters deposit money into is the only possibly scenario I can see which can save future local programming. Good luck ICTA, I look forward to hearing your decision.

Kind Regards,

Badir

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All that rises, converges.