



**GOVERNMENT OF BERMUDA**  
**Ministry of Energy, Telecommunications and E-Commerce**  

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**Department of Telecommunications**

**Our Ref: BC73/025**  
**Date: March 13, 2009**

**Bermuda Federation of Musicians & Variety Artist**  
**Suite 798**  
**49 Par-la-Ville Road**  
**Hamilton HM11**

**Dear Musicians & Variety Artists:**

**Re: Minister's Directive - Local Content**

The Minister of Energy, Telecommunications and E-Commerce has directed that the Broadcasting Commission commence a consultation into the current Policy dated October 2005, of Bermudian Content on the radio. The Commission has included all interested parties, musicians, artist, entertainers and broadcasters to help determine how to best encourage and promote the broadcasting of "Bermudian selections."

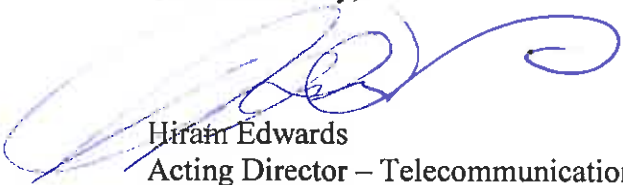
In order to conduct a proper enquiry, we are requesting your assistance in providing the following information:

1. Do you feel that the Local Content Policy, which is currently in place, is suitably adequate for the proper promotion of Local material?
2. Is there enough quality local music to fulfill the 10% Policy requirements throughout each broadcasting day for all of the stations with mixed genre?
3. How would you propose the sustainability of the local music industry into producing professional recordings to support the 10% content rule?
4. In keeping with the promotion of Bermudian music, how would you propose to reform the Policy so that the 10% mandated airtime be maintained while balancing program music that appeals to listeners?

5. Please provide the Commissioners with a list of your current library of material produced by local artist and the suggested rotation, if possible, for the Broadcaster's program play list.
6. Please describe the amount of Local Content that is produced on a monthly basis from local artist.
7. Please describe the kinds of music and entertainment provided by members of the Arts Council or other local promotional body that is available for local content.
8. The Broadcasters have stated that some of the music produced by local artists does not fit into the genre or "brand" of a particular station. In your opinion, do you feel that this is true? Please comment.
9. Please provide us with any other information or comment that you think may be helpful to the Commission.

We kindly ask that you provide us with the above-mentioned information on or before April 10, 2009. This information obtained may be used in the forum of a public town hall meeting and assist the Commission with its consultation of the Local Content Policy. Kindly note that The BC (Broadcasting Commission) proposes to publish all the responses it receives excepting for those that it considers to be defamatory or irrelevant material.

Yours faithfully,



Hiram Edwards  
Acting Director – Telecommunications

Encl. Local Content Policy