

The Bermuda Federation of Musicians and Variety Artists

Response to ref: BC73/025

From: Department Telecommunications.

The following is a general consensus from members of our executive, our membership and random members of the community.

Question #1 (Current local policy is suitably adequate)

Answer:

We do not feel that the local content policy is suitably adequate because it does not address specifically how or when the local content should be aired. Proper promoting requires proper targeting of the markets' listeners.

Question #2 (Enough Quality local music to full fill the 10%)

There is enough local music to full fill 50%. As in other jurisdictions, once selected music is put in rotation, it will be seen that the selected pieces will be heard three or four times in a day. The quality of local music produced today is on par with non-locally produced music thanks to the age of digital recording.

Question #3 (Sustaining local music industry into producing professional recordings to support the 10% content rule.

1. Ensure that engineers are trained and or experienced.
2. Ensure that studios update equipment
3. Workshops on composing, arranging, producing, recording and marketing
4. Implementation of a varied music awards' competitions or show cases.
5. Commitment to give radio air play at prime listening times consistently through out the day. (Public will cry out for new material when they get tired of hearing the same songs thus artists will have to keep producing)

Question #4 (Reforming the policy)

Because we have no idea of knowing when any one in particular is listening to the radio, The 10 % needs to be specific to EACH hour between 6:00am and 8:00pm seven days a week. This is a reflection of only 2 local pieces in an hour. (The average song is three minutes long x 2 = six minutes. 10% of sixty minutes = six minutes)

Question #5 (Library of material)

This list is from Shine's Music only and does not include local music available at The Music Box, Sound Stage, The Underground, Dub City and Love Alive Ministries, whose local library is even bigger.

Tempo

Gita Blakeney

Hindsight

Ras Mykkal (2)
Soca Spirit
Vic Glazer (featuring various artists)
Tropicana Steel Pan (3)
Shine Hayward (2)
Joy Barnum
Peggy Burns
Spell Bound
Junior C

Each of these CDs has an average of 10 tracks on each which would represent at least 144 tracks. When divided into the respective formats, we should have at least 10 tracks for each format from this location alone.

Question #6 (Amount of Local content produced monthly)

Question #7 (Music/Entertainment provided by promotional bodies for local content)

The Arts Council does not support or promote local content. They will support education or the production but not for the sake of local content.

Local content reproduction is facilitated by either an individual or a group taking the initiative to make it happen. It would be nice if the Arts Council did have a budget for local music reproduction.

Question #8 (Does Local Music fit the genre or Brand of particular stations)

Local artists have been referred to by even our Premier as copy cats. Who would they be copying other than the artists that the radio stations are playing?

There is local music that fits the genre and brand of all local stations.

We would recommend the following:

1. Radio stations list their various formats with days and times attached
2. Radio stations to submit samples of currently played songs that fit the listed formats
3. Local artists to submit their locally produced material.
4. Local artists' music to be categorized according to radio stations' formats
5. Persons other than radio stations need to decide whether or not the music fits the genre or brands.

We can not force or dictate to radio stations what to play or not to play but the reason for not playing a particular piece needs to be specific to that piece.

Question #9 (Further comments)

Once money and time have been invested into composing, arranging and producing a work of art, radio air play becomes a major part of the marketing process. The consumer buys what they know exists. They know this through listening to what the radio stations introduce and present to them. A badly produced international song that gets ample

airplay will become a hit and thus make lots of money. We are not even considering badly produced local music. Radio stations are very significant to the success of music and artists. American radio stations have done it for American artists, Island radio stations have done it for island artists, European stations have done it for European artists. There is no reason why Bermudian stations can not do it for Bermudian artists. Colly Buds (a Bermudian) was exposed by American radio stations. Together we can do this if we want.