



March 11, 2009

Ministry of Energy, Telecommunications and E-Commerce  
Attention: Mr. Hiram Edwards  
Acting Director, Telecommunications  
Perry Building, 2<sup>nd</sup> Floor  
40 Church Street  
Hamilton HM 12

Dear Mr. Edwards:

Please find below the information requested by the Broadcasting Commission in the letter dated January 30, 2009. Please note that I only received this letter on March 1, 2009 (via email) as the original was sent to an incorrect email address.

**1. What policies or guidelines do you have in place with regard to the airing of local material?**

DeFontes Broadcasting Co. Ltd. has four stations – three AM and one FM. 1160AM broadcasts the BBC World Service and 1280 AM broadcasts the Bible Broadcasting Network. These two stations cannot be altered with any other programming as they are both direct re-broadcasts of external radio signals.

1450 AM Gold plays many “Bermudian selections” from the approximately 150 Bermuda music CDs in our music library. Examples include music by the Talbot Brothers, Gene Steed, Julianne Bean, The Bermuda Strollers and Gita Blakeney.

MIX 106 FM also plays Bermudian music that is of the type within its format. Examples include music by Collie Budz and Heather Nova.

DeFontes Broadcasting Co. Ltd. is more than prepared to play Bermudian content if the following criteria are met: the material is of broadcast quality (ie. professionally recorded); the material is not profane; and the material fits the programming parameters of our formats (see enclosed rate card for descriptions).

Occasionally, local musicians will drop off CDs hoping to get airplay but they do not leave any information about the artists or the songs. Most of these CDs are not broadcast quality and contain only one or two songs. We will not play these as the quality of the recording is not acceptable for broadcast.

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Ministry of Energy, Telecommunications and E-Commerce  
Attention: Mr. Hiram Edwards  
Acting Director, Telecommunications  
March 11, 2009  
Page 2

**2. Do you feel that there is enough quality local music to fulfill the 10% Policy requirements throughout each broadcasting day?**

No.

**3. How would you propose the sustainability of the local music industry into producing professional recordings to support the 10% content rule?**

In my opinion, without an investment in the millions of dollars by government and without an organized federation of artists and musicians supported by the same government funding, there is no sustainable local music industry.

**4. In keeping with the promotion of Bermudian music, how would you propose to reform the Policy so that the 10% mandated airtime is maintained while balancing program music that appeals to listeners?**

See answer to 3 above.

**5. Please provide the Commissioners with a list of your current library of material produced by local artists and the rotation on your program play list.**

We do not have a printed list of what is in our library, however, the Commissioners are very welcome to come in to see the shelves of local content CDs in our studios. As well, the DJs are instructed to play two local selections every hour during live shows (Monday through Friday 6:00 a.m. to 7:30 p.m.).

**6. Please describe the amount of Local Content that you receive on a monthly basis from local artist.**

We occasionally receive CDs from local artists. At a guess, these CDs would be received no more often than three or four times a year.

**7. Please supply your play list from January '09, November '08 and July '08.**

We cannot supply this as we do not keep a daily play list of every song as it is not practical to do so.

Ministry of Energy, Telecommunications and E-Commerce  
Attention: Mr. Hiram Edwards  
Acting Director, Telecommunications  
March 11, 2009  
Page 3

**8. Please provide us with any other information or comment that you think may be helpful to the Commissioners.**

According to the 2007 Fact and Figures booklet produced by the Bermuda Government's Department of Statistics in 2000 there were 62,059 people in Bermuda. Of those, 71% were Bermuda born. Even with population growth, we are still a country of well less than 70,000 people. In my opinion, it is not reasonable to expect that a country with such a small population will have a thriving local music industry.

I hope that this information will assist in your efforts to encourage and promote the broadcasting of "Bermudian selections".

Yours truly,



Kenneth DeFontes  
President  
DeFontes Broadcasting Co. Ltd.

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