



Dear Mr. Edwards,

The following response will hopefully satisfactorily answer the inquiries posed in the January 30<sup>th</sup> letter to broadcasters, while offering some practical solutions that could be adopted industry wide to create a better radio environment for local artists.

**1. What policies or guidelines do you have in place when it comes to playing local material?**

- We treat local material just like any material we receive and play. That is to say, we hold it to the same high standards and rigorous programming scrutiny to ensure that our listeners are only presented with the highest quality hit records, regardless of their provenance.

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

- This question is dependent on the broadcast format that each radio station chooses to engage in. IIC's stations are Hott 1075 and Magic 1027, an urban/hit music format and a top 40 format respectively. As such, based on all our experience, direct, anecdotal and logical, there isn't anywhere near enough local music of that sort/caliber to fit 10 percent of either or any format in a functional way.

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

- The sustainability of a local music industry, as any industry, is dependent on a committed consumer base. Bermuda's local population is not large enough to make such a commitment. Previous successes in the careers of Bermudian recording artists and, more specifically, sales of their recordings were largely a result of visitor support. The type of music produced and performed by the most productive/successful Bermudian bands was almost absolutely tourist-centric.

**HOTT 1075 FM Radio & MAGIC 102.7 FM**

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Covers of popular lounge songs, lyrical content that described the superficial look and feel of the country, little artistic commentary on the social circumstances were all prominent features of the most successful bands repertoires and albums, etc. Those consistently observable themes demonstrate the understandable focus that was placed on visitor acceptance, rather than local appreciation or artistic merit. Therefore, the sustainability of a local music industry can not exist without visitor buy in. As such, providing spaces for Bermudian bands and artists to play for our tourists is the key point to reinvigorating the music industry. However, again, this doesn't guarantee the music produced will fit for the format of the different radio stations on the island; so, the effect this reinvigoration will have the 10% rule should be negligible at best.

**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?**

- The policy reform that would make most sense for all involved is to repeal it completely. Placing a number value on the required use of this sort of product, which is in severely short supply, is counterproductive enough to render the policy impossible to fulfill. Simply playing sub standard Bermudian songs does nothing to energize the local music industry; frankly, all that will do is make it sound as though it's in even worse shape than it already is.

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

- Attached.

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

- Anywhere from 4 to 6 individual songs and 1 to 3 albums per month. On average, one or two of the individual songs will be added to our playlist rotations, and virtually none of the music from the albums.

**7. Please supply your playlists from January 09, November 08 and July 08.**

- Attached.



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

- IIC's position on this policy remains unchanged; that is to say, it is bad policy and should be discontinued immediately for the following reasons:

- i) A 10% local music requirement is impossible to fulfill in a community of this size. Other jurisdictions do have similar policies/legislation, but the smallest population (read: pool of potential artists) of these countries is Jamaica with nearly 3 million people. Compare that with Bermuda's local population of under 50 thousand, combine it with the fact that all radio stations have to fill the same amount of total airtime in the broadcast day and the equation renders itself instantly unsustainable.
- ii) Playing local music simply because it's local rather than on the basis of quality is bad for both the artist and the listener. This practice guarantees that the listener will have to listen to sub standard songs, which directly contradicts their purpose of listening to the radio. Also, perhaps more importantly, infantilizes local artists by removing the quality bar from their recording process in that they're promised national airplay regardless of their work's quality. One wouldn't expect a local grocery store to sell sub standard/poor local produce simply because it was Bermudian grown, and one must not place similar demands on local radio stations.
- iii) As it happens, IIC's flagship station Hott 1075 plays more local music more often than any other radio outlet on the island. Our format doesn't differentiate between the provenance of records. Put simply, if it's a hit, we'll play it all day long. That has been and will continue to be the case with local records that warrant that kind of focus. Just since 2009, we've begun to play the following local artists and songs at least 4 times a day (all subject to frequency changes depending on the programming department's direction):
  - o Rasta Rebel – Jah Lives So I Live (reggae)
  - o Money Don – Wise Up (reggae)
  - o Collie Buddz f/Machel Montano – Fly Away (soca/pop)

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Beyond those new additions, we have dozens of local artists and songs in recurrent rotation on Hott, as is demonstrated in the attached documentation.

Our decision to treat local songs as hits, playing them as often as any other artist, not only demonstrates a respect for the quality of the songs in question but also a commitment to treating our artists as equals with international superstars. This goes beyond airplay, as we've put together many concerts over the past 5 years featuring world famous acts, while putting our local talent on stage alongside these stars to perform their songs that we've helped make Bermudian hits through our programming commitment. Essentially, we don't need to be subjected to any policy mandate to support local artists. We already and will continue to do so more firmly and fully than any other media outlet.

Thank you for your consideration,

Senator Thaa Dill  
IIC Program Director

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## **Hott 1075's Local Artist Database**

### ***Rotation Category Key:***

A: Power Hit - Guaranteed to run every 4 hours or so in primetime (between 7am and 10pm)

H: Power New Hit - Guaranteed to run every 8 hours or so in primetime.

P: Power A minus: Guaranteed to run every 6 hours or so in primetime.

B: Power B: Guaranteed to run every 6 hours or so in primetime.

R1: Recurrent A: Guaranteed to run every 2 days or so in primetime.

R2: Recurrent B: Guaranteed to run every 10 days or so in primetime.

C1: Reggae A: Guaranteed to run every 6 hours or so in primetime.

C2: Reggae Recurrent: Guaranteed to run every 3 days or so in primetime.

### **New Additions (over the past 6 weeks)**

#### ***Reggae:***

Rasta Rebel - Jah Lives So I Live - C1

Mr. Duke - Thief In The Vineyard - C1

Money Don - Wise Up - H

Collie Buddz - Fly Away f/Machel Mantano - P

Homegrown - Behind Babylon - C1

#### ***Hip-Hop:***

Force Proph - Magic - B1

**Recurrent Hits(still in rotation):**

***Reggae:***

Mike Wild - Right Away – C1  
Troy Anthony - Shine For The People – C2  
Troy Anthony - Send Ya Blessing – C1  
State of Mind - Charla Jae – C1  
Marca-T - Better Be – C2  
Collie Buddz - Blind To You Haters – R2  
Collie Buddz - Movin On – R2  
Collie Buddz - Tomorrow's Another Day – R1  
Collie Buddz - Come Around – R2  
Collie Buddz - She Gimme Love – C1  
Collie Buddz – Mamacita – C2  
Collie Buddz - Not For No Chain – R1  
Collie Buddz - Private Show – R1  
Collie Buddz – Memories – C1  
C'Daynger - Ain't A Damn Thing Changed – C1  
C'Daynger - Dark Clouds – C2  
Slanga - Stay Focussed – C2  
Stevie Dread - Kick Back – C1  
C'Daynger - Never Give In – C2  
Slanga - False High – C1  
Troy Anthony - Is There A Place – C2  
Homegrown – Celebration – C2  
Troy Anthony - What It Will Be – C1  
Mike Wild - Life Story – C2  
Ninja Cutty - Gombey Dance – C2  
Ninja Cutty - Johnny Barnes – C2  
Ninja Cutty – Lockdown – C2  
Roache Killa – Roses – C2  
Homegrown - Wanna Be Lady – C2

***R&B:***

Freddie G - Contagious – R2  
Freddie G - Girl Next Door – R2  
Twanee Butterfield - Can't Wait – R2  
Canjahala Taylor - I'm Free – R2  
Twanee Butterfield – Holla – R2  
Ramon Clarke - That Thing You Have – R1

***Hip-Hop:***

Loctite - Dear Mama – R2  
Loctite - Stuck On Stupid – R2  
Vibez - K.I.S.S.I.N.G. – R1  
Hitman – Paradise – R2  
Bento - Workin On U – R1  
Bento - You Got Me – R2  
Bento - Try My Best – R2

***Christmas(all these are christmas specific):***

Shawn Allen - Happy Birthday Jesus  
Sheila Smith - Do You Hear What I Hear  
Sia Spence - All I Want For Christmas

***Dropped Local Additions:***

Joy Barnum - Who Cares: went from an H to an R1 to dropped.  
Slanga - How Can I Forget: went from an H to an A to a C1 then dropped.  
Ashley Smith - Never Be Lonely: went from a P to an A to an R1 then dropped.  
Clinarke Dill - Life In The Ghetto: went from a C1 to a B to a C2 then dropped.  
Rocksteady - Mama: went from a P to a B to dropped.  
Daenavan Tuzo - Um Glad: went from an H to an R1 then dropped.  
Krucial - Bermmy Bud: went from an H to a B then dropped.  
Dudley - Bermudian Gal: went from an H to an A then a B then an R1 then dropped.  
Hype Nova – Bermytime: went from an H to a B then dropped.  
J Squinty - Down at De Shop: went from a C1 to a C2 then dropped.  
Loctite - Life Is Good: went from a P to a B then dropped.