



# **Editorial Guidelines, Policies & Procedures**

JULY 2020

Radio Cayman's employees are its greatest asset. Supporting them in their work and helping them develop is crucial to the achievement of the station's goals. This document contains the policies and guidelines to be used by Radio Cayman's staff as guidance in their day to day operations. The information is relevant for all sectors of operation (administration, news and reporting, sales and engineering).

[www.radiocayman.gov.ky](http://www.radiocayman.gov.ky)

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## Background

Radio Cayman is the Cayman Islands' Public Service Broadcaster/media organisation. Radio Cayman provides public service broadcasting of information, entertainment programme and religious programmes. Our motto is to inform, educate and entertain.

Radio Cayman and Breeze FM are owned and operated by the Government of the Cayman Islands on behalf of the public of the Cayman Islands.

As a Public Broadcaster, Radio Cayman's primary mission is public service and the station is funded through a combination of public and commercial financing (*Government of the Cayman Islands and revenue from the sale of advertising spots and sponsorships*).

Public service broadcasting provides services to the community which are important, but not viable to be provided by commercial entities.

As a Public Broadcaster, Radio Cayman provides editorially independent, unbiased reporting of current and cultural affairs, broadcasting all points of view. Radio Cayman provides a fair and balanced platform for all to have a say in areas of national interest including the Government, the Opposition and Special Interest Groups.

After what began as a small, three-studio operation, broadcasting from half inch analogue tape machines, 8-track recorders and turntables, Radio Cayman 89.9 FM (*formerly 1205am and 1555am*) has seen tremendous growth from the first day of operations on 12 April 1976, to present day.

The start of Radio Cayman proved to be a challenge, as records indicate that the first consultancy report proposing a government owned and operated broadcasting station, was lost in a fire that also destroyed the old Government House.

The struggle to open the station continued, as the equipment took over six months to arrive in Grand Cayman from the United Kingdom due to a series of shipping delays, but finally, in April of 1976, Radio Cayman sent out its first testing programme through the 75-foot antennae behind Broadcasting House on Elgin Avenue in George Town.

In June of the same year, residents of the Cayman Islands tuned into over 60 hours of broadcasting. Six months later in December, the station went into full broadcasting mode, providing 168 hours of radio programming per week with twelve staff members.

Radio Cayman celebrated its 40th anniversary in 2016. Its transmitters and antennas are now located in Northward, Bodden Town and the station broadcasts 24/7 with a staff of twenty.

The station broadcasts 5000watts on 89.9FM and 105.3FM on Grand Cayman and on 93.9 and 91.9 on the Sister Islands. Streaming audio is also available at [www.radiocayman.gov.ky](http://www.radiocayman.gov.ky), also via iOS and Google apps with a presence on Facebook, Twitter and Instagram.

Radio Cayman operates under the Information and Communications Technology Law (2017 Revision). **See excerpt in Appendix.**

## Obligations to Stakeholders: Our Objectives

Radio Cayman was established to provide educational, cultural, entertainment and religious programming to the public of the Cayman Islands. Radio Cayman is also a revenue earning entity.

Radio Cayman provides multiplatform public media content for and about the Cayman Islands.

Radio Cayman's scope of activities include the broadcasting of government bulletins, commercials, news, current affairs programmes, entertainment and public service announcements as well as educational, cultural and religious programmes.

### Radio Cayman's objectives are:

To engage the public with relevant, original and informative content across all platforms

Increase community engagement and access by providing innovative and forward thinking programming

Continue to support and promote the arts and local music

To continue to play an integral role in providing full scale emergency broadcasts during times of national emergencies or disasters

Continue to enhance the diversity of programming choices that are available to listeners

Meet all obligations as set out by the Licensing Authority

**Radio Cayman is responsible for providing three outputs on behalf of the Cayman Islands Government:**

**RCY 1**

Delivery of newscasts and sports, covering local and international events, which includes press coverage of the courts and parliamentary proceedings, sports events, gathering news from various sources, producing and presenting news and sports broadcasts and Bulletin Board items (*Community Events*).

**RCY 2**

Delivery of general information programmes such as Business Buzz, For The Record, Talk Today, Youth Flex, RC Fusion, Super Jam, Music Express and BBC overnight programmes; current affairs programmes, such as live coverage of National Heroes Day Celebrations, and the State Opening of the Legislative Assembly, in addition to other entertainment, education and religious programmes, delayed and live broadcasts from the Legislative Assembly and Public Service Announcements for charities, schools and government departments.

**RCY 3**

Delivery of Sales, Production and Remote Broadcasts, which include the sale of advertising space for commercials and the production of commercials in addition to remote broadcasts from various business locations to promote their products and services.

The business objective is to sell commercial time, to increase revenue and increase listenership. The station is also committed to the continued provision of quality service to Cayman Brac and Little Cayman.

In the day to day operations of Radio Cayman staff members are expected to follow the Civil Service code of conduct and the station's Work Place Rules.

## Conflict of Interest

Radio Cayman's reputation for impartiality and objectivity is crucial to our operations. As the National Public Broadcaster, it is essential that the public can trust the integrity of Radio Cayman's programmes and staff. Our audiences need to be confident that the outside activities of all staff, including those who are contracted to Radio Cayman, do not undermine Radio Cayman's impartiality or credibility and that editorial decisions are not influenced by any commercial, political or personal interests.

It is important that no off air activity, including writing, interviews or speeches leads to any doubt about the objectivity of staff who are on air as announcers, news reporters, talk show hosts or programme presenters. If personal views are publicly expressed on controversial issues, then their on air role may be severely curtailed. It is also important that employees do not state how they voted, express support for a particular party, express views against any public policy or promote changes in any public policy.

To maintain editorial integrity it is vital for staff not only to avoid actual conflicts of interest but also the perception of a conflict of interest.

## Fairness

Our Reporters must always respect the rights of people involved in the news and will be accountable to the public for the fairness and reliability of all reporting.

Our Reporters are not to allow their own biases to influence fair and accurate reporting, and always respect each person's right to fair, impartial and balanced coverage.

Reporters will identify all sources of information, except when there is a clear and pressing reason to protect anonymity.

Our Reporters will independently corroborate facts, especially if they are received from an unnamed source.

Our Reporters and Presenters will not allow anonymous sources or callers to make unwarranted and unsubstantiated comments or give verbal abuse to individuals or organizations.

Our Reporters and Presenters are not allowed to conceal their identities to anyone who is being interviewed and do not commit illegal or improper acts in order to secure interviews or to get other information.

We seek to ensure that stories are unbiased and give people, companies or organizations, that are publicly accused or criticized prompt opportunity to respond. Reporters and Presenters must make a genuine and exhaustive effort to contact them, if they decline to comment say so, if it is necessary.

We aim to provide balanced reporting and all relevant facts must be reported in coverage of controversies or disputes.

Our Reporters must not editorialize news or offer opinions, if it is necessary, it should be clearly identified to listeners.

Radio Cayman does not pay informants for information. Anyone who wants to be paid should be questioned about the quality of their information and their motives.

Our Reporters and Presenters must not display favoritism when reporting about advertisers or other special interests. Any efforts to influence the news from the perspective of advertisers or special interests must be resisted.

Our reporters and other staff members will not solicit gifts, passes or favours for personal use.

When attending functions, all staff must pay for their own food and refreshments, to ensure independence; there are exceptions such as coverage of events such as the Agriculture Shows, Chamber of Commerce Luncheons and similar events, usually hosted by non-profit organizations that serve the community with many free services.

As per government policy we must promptly return unsolicited gifts of more than nominal value. If it is impractical to return the gift, we will give it to an appropriate charity or institution. Exceptions include unsolicited books, music or food products brought in by clients as part of their scheduled interviews. Also as per government policy Radio Cayman's staff must not participate in demonstrations or sign petitions if there could be an appearance of conflict with their role as being fair and impartial or if it is against government's policies.

Staff should not use their position to obtain any benefit or advantage in any transactions not available to the general public.

## Accuracy

Radio Cayman's Reporters are responsible for the accuracy of their work and all content must be verified before broadcast.

The News Director/Reporters must possess the documentation to support stories and know the reliability of sources.

Radio Cayman will correct mistakes, of fact or context, promptly and broadcast the correction, clarification or apology in a consistent way, equal in placement to which the original error occurred as well as on the next possible newscast.

We will not mislead the public by suggesting a reporter is some place that he or she is not.

All programmes will be thoroughly researched and factual, they must not be misleading in anyway.

## Privacy

The public has a right to know about its institutions and the people who are elected or hired to serve its interests, but the individuals also have a right to privacy except when that right is superseded by the public good.

We abide by court/police guidance for witness or victim protection and aim to protect vulnerable groups. Reporters must not harass or manipulate people who are thrust into the spotlight because they are victims of crime or are associated with a tragedy, and must be particularly mindful and circumspect when dealing with children and vulnerable parties.

There are no laws protecting journalists, who purport to have sensitive information or information about a crime, so be very aware of this when promising to keep such information confidential. Our reporters can be ordered to court to divulge sources.

If our Reporters are given information to be used, but without attribution we will provide a general description, such as a government official or an insider. If information is given off the record, we will not report that information - it will only be used solely to help our Reporters understanding or perspective.

## Discrimination

Radio Cayman's news stories must not refer to a person's race, colour or religion unless it is pertinent to the story. Our reporters will seek to avoid use of stereotypes of race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.

## Copyright and Plagiarism

There is no copyright on news or ideas once a story is in the public domain, but if we are going to use the story, our reporters will ensure the originating source is given credit.

While news and ideas are there for the taking, the words used to convey them are not. If our reporters borrow a story or even a paragraph from another source we will credit the source, and recognise that failure to do so is plagiarism. We recognise that using the analysis or interpretation of another person may also constitute plagiarism, even if the words are rewritten, unless it is attributed.

## Social Media Guidelines

### Our Reporters:

- Ensure that facts are checked and stories, pictures and videos verified with secondary sources before posting on social media.

- Don't infringe copyright. Laws still apply even on social media.

- Take care of how they use language on social media, it may cause offence.

- Take care when handling sensitive stories and content, be aware of the human behind the story.

- Build user trust - being the best is always better than being the first.

- Do not link to a political party's site, unless the site itself is the subject of a story.

- Are cautious about what is posted because seemingly innocuous comments can be taken out of context, become amplified and cause reputational damage to Radio Cayman and the Cayman Islands Government. If Reporters have any questions about whether to publish information, a point of view, media or any other content they can check with management first.

- Are unbiased and keep personal views private. Employees must not post any political views in any online profile, neither should they advocate a particular position in relation to issues of public controversy or debate.

- Are aware that information published on the web is almost impossible to remove and can be distributed even from within private networks. You should assume that all of your social media involvement is visible to everyone including your managers and colleagues.

- Radio Cayman's social media platforms must only link to sites or sources that are generally considered factual and linked on merit, not through personal preference. Employees who manage Radio Cayman's social media sites must review the content of websites or other social media sites to which links are provided to ensure that they are relevant and appropriate.

## News Reporters and Talk Show Hosts Voicing Commercial Advertising

Advertisers and companies may want news reporters or talk show hosts to voice commercials for advertising campaigns, this is discouraged by the Department. Ideally, those people who deliver and are identified with serious news and current affairs should not add their voice to any advertisements that may be perceived as undermining their news credibility.

Radio Cayman's staff must not take part in any promotions, endorsements or advertising for outside companies, to air on other media, without the written permission of the Head of Department. The only exemption would be those that are also broadcast on Radio Cayman.

*\*This information is supplemented with information from the Canadian Journalists Association and the Commonwealth Broadcasting Association Editorial Guidelines 2004.*

## Political Ads

Radio Cayman accepts paid Political Advertising, but candidates must follow Radio Cayman's format and policies.

The following must be included on all commercials and political broadcasts, "This ad or broadcast **[name of candidate or party]** paid for by **[name of candidate or party]** and he/she is responsible for the content of this ad or broadcast" whichever is appropriate to use.

Candidates must refrain from slandering or defaming anyone on their broadcasts/ads. Candidates must not indulge in the publication of false and derogatory statements about another person, without any justification as recognised by law. Please note that even with a disclaimer Radio Cayman can still be held liable, as we are providing the conduit for the information to be disseminated.

Please make sure that extensive and complete records are kept for all political candidates/parties. All of our records are subject to FOI and requirements of the Elections Office, such as confirming the spend of the candidates.

## Policy on Sponsorship for Fundraisers

Radio Cayman proudly sponsors events that add value to the community. These include fundraisers for schools, sporting organizations, service clubs and churches. Radio Cayman gives sponsorship via trades, meaning that commercials not exceeding forty five seconds are aired at varying times of the day, in Exchange for the organizers giving Radio Cayman adequate exposure in their other advertising campaigns with other media.

Radio Cayman expects its logos to be featured prominently on advertising banners for the event. It should also be mentioned as a sponsor in all magazine ads, radio and TV interviews. Radio Cayman must also be given sponsorship credit during the event (spoken, billboards or posters, as appropriate).

Sponsorship requests are limited to no more than three advertising campaigns per year.

Any spots requested which exceed the amounts outlined in the application will incur the open rate charge per spot. **(See appendix for detailed application form)**

## Public Service Announcements

Public Service Announcements (PSAs) which are messages that are disseminated free of cost to raise awareness or educate the public about an issue of interest to the public are given free of cost to schools (public and private), churches, charities, service clubs and other non-profit organizations at the discretion of Management. If PSAs are sponsored for the non-profit organization by the private sector, the current special rate may be used.



# Radio Cayman's General Political Broadcast Policy

The aim of this policy is to make sure that the staff of Radio Cayman and BreezeFM make and are able to defend editorial decisions, on the basis that they are reasonable and carefully reached with impartiality, to deal confidently and equitably with all types of political broadcasts.

## Air Time for Cabinet Ministers

Radio Cayman offers free airtime Monday to Friday following the evening news for statements and messages by the premier, ministers of cabinet, the leader of the opposition and MLAs who are not affiliated with a party. The messages or statements should not exceed 20 minutes.

Ministers of Cabinet are entitled to free air time, but only to broadcast meetings or public awareness campaigns, to impart information regarding public policy or other national issues, such as updates on national projects or emergencies. Air time will not be granted for party meetings held by Ministers of Cabinet, in this case, only paid programmes will be available.

## Broadcast of Legislative Proceedings

Radio Cayman is committed to broadcast the proceedings from each day's sitting of the Legislative Assembly between the hours of 7pm and 10pm Monday to Friday.

Radio Cayman, as broadcaster, has the final say on the broadcast's acceptability in terms of its compliance with appropriate legal and other broadcast standards.

Radio Cayman's news will give fair and balanced reporting to all parties and independents.

## Public Service Announcements for Political Meetings

Radio Cayman recognizes the importance of the community being well informed therefore, outside of the elections period, Radio Cayman will air announcements twice per day on Radio Cayman's Bulletin Board, regarding the holding of district or national meetings free of cost to all members of the Legislative Assembly. If MLAs require this amount to be exceeded, it will attract the station's usual commercial rates at the time of airing.

## Talk Shows

The hosts of talk shows on Radio Cayman must always be fair, unbiased, balanced and accurate in their presentations. They must be respectful to guests, but also be firm when dealing with inaccuracies espoused by guests or callers.

The talk shows should offer listeners an intelligent and informed account of issues that enable them to form their own views and even though talk show hosts will have their own opinion, they must not yield to bias or prejudice and listeners should not be able to detect the host's personal views.

All members of the legislative assembly are welcome to discuss current affairs issues on Radio Cayman's talk shows as appropriate, but their contributions must comply with broadcast standards. They are required to focus on policy issues and not personal attacks or character assassinations.

# Policy and Procedures for Revenue Management

The purpose of this is to institute accounting good practices in order for the department to be compliant with the public management and finance law.

**The following must be done on a monthly basis by the accounts officer:**

1. An aging report of all accounts must be presented to the Director following the billing period or in the absence of the Director it should be presented to the Deputy Director.
2. Statements/letters must be prepared and sent out to all delinquent customers. The delinquency fee (as per the credit policy) will also be enforced.
3. The Accounts Officer must provide the billed amounts each month to the CFO to be entered into IRIS, in order to accrue the accounts. This is in an effort to make sure the receipted amounts in IRIS correspond with the invoices that are issued.
4. No personal funds should be used to make change.
5. Deposits must be done on Wednesdays and Fridays - if we are in receipt of \$300 or more outside of those days, the funds must be deposited before the designated days.

**The following must be done by the clerical officer:**

1. All official mail/mail addressed to Radio Cayman must be opened in front of the Director, Deputy Director or Traffic Officer and logged into a book. Columns must show the name of the sender, the contents (*cheque or letter*) and the date it was collected from the mail. Enter personal mail and mail addressed to staff by name, as name of the recipient and date collected from the mail – **DO NOT OPEN**.
2. All cheques received must be entered into the cheque recording book, receipted immediately and photo copied. The receipts along with the cheques and photo copies must be taken to one of the following: the director, deputy director or traffic officer and they must be receipted and signed off the same day they are received. Keep a file of all signed copies for future audits.
3. When depositing funds with treasury, you must carry a form for treasury to sign indicating that you handed over the bag and the date it was handed over.
4. When the daily collections are handed over from the clerical officer to the accounts officer, a form showing the amount of money collected must be signed by the accounts officer and kept on file.

All contracts valued under \$200 must be paid in full before the commercials are aired.

New clients must pay a 50% deposit on contracts of over \$200 and less than three months duration.

Payment must be made within 20 days of the invoice date.

All commercials will be discontinued once the credit limit that has been established has been reached, or if the client's account falls into arrears of more than 60 days.

No new advertising campaigns will be aired for clients with an outstanding balance.

A finance charge of 1.5% will be levied on all past due accounts. Accounts are considered past due if they are not paid within 30 days.

Radio Cayman accepts payment by cash, cheque, debit and credit cards (*Visa/MasterCard only*).

# IT Revocation of Access Policy

The purpose of this policy is to implement procedures for terminating access to Radio Cayman's visual traffic (*billing and accounting module*). All other IT systems are governed by the policies and procedures as outlined by the Cayman Islands government's Computer Services Department, CSD.

**When an employee is terminated or leaves voluntarily, the following should be followed:**

1. All password access must be revoked by the engineer. In the case of the engineer being terminated or leaves, then access is withdrawn by the director or deputy director on the last day of employment.
2. In the event of involuntary termination of any staff member, access is revoked immediately.
3. A screen print of the software's administration area, showing that access has been revoked must be sent to the Director, or the Deputy Director, in the absence of the Director.
4. All swipe or other access cards to the building must also be deactivated on the last working day or immediately for involuntary termination.

Failure to comply with this policy will result in disciplinary action.

## Personal Behaviour in the Workplace

All staff members are required to behave in a manner consistent with the professional work environment desired for Radio Cayman.

### Staff members are expected to be:

- Courteous and display a helpful attitude to all clients.
- Courteous and respectful to each other and not behave in a manner that could be viewed by their colleagues as inappropriate or as a form of harassment (sexual or otherwise) or bullying and
- To be considerate of others and keep noise levels to a minimum.

Smoking and/or the taking of illicit drugs are prohibited in the workplace at all times.

Staff members are not to report for duty under the influence of alcohol or illicit drugs and may be required to take a blood test or, at the discretion of the Appointing Officer or Head of Department, have other medical procedures done to ascertain whether this situation exists.

## Use of Radio Cayman's Resources

Staff members are not to use Radio Cayman's Resources – including stationery, computers, internet, photocopier, and phones – for other than minimal personal or private purposes.

Email is not to be used for other than minimal private use and is not to be used to send or forward chain letters, spam or junk mail.

The internet must only be used for work purposes and not for private browsing. Under no condition should inappropriate websites be accessed.

## Confidentiality

Staff, especially administrative staff, must make sure that sensitive or confidential documents are put away from sight when absent from their desk. As a general rule, work files, both hard and electronic copies, should not be taken from the workplace without the permission of a supervisor. If permission is received the security and confidentiality of all files must be maintained.

Staff should not discuss matters relating to the specific elements of their duties with any persons, including other civil servants and family members, other than is appropriate on relevant day to day tasks.

## Time Management

All staff members are required to be punctual.

All staff members are required to keep track of the time they spend producing outputs and to record this in the Time Recording System (TRS) on a weekly basis. TRS is to be completed before leaving the office at the end of each business week. Staff going on leave must ensure that TRS is completed before starting their leave. All TRS must be completed by 5pm on the last day of the month.

Staff should not be conducting personal business during work hours.

## Security

The inner door at the entrance of Radio Cayman should be locked at all times (*do not obstruct the door for any reason, it defeats the purpose of having a secure door*).

Visitors to Radio Cayman's studios must be accompanied by a staff member at all times.

The last person to leave at the end of the night must make sure that all doors are locked securely. All lights and office equipment must also be turned off by the last person to leave each section.

## Absence from Office

Staff are to obtain approval from their supervisor before being absent from their respective offices for any reason. When you are taking a sick day you are required to notify a supervisor. When on sick leave for more than three days a doctor's note is required. In exceptional circumstances, Supervisors may require staff to provide a Doctor's note for being off for less than three days.

## Misc.

All users of common areas (e.g studios and kitchen facilities) are required to assist with maintaining the cleanliness of those areas, by ensuring they are left clean and tidy after each use.

## Statement of Commitment

Radio Cayman is committed to the continuous training and development of its employees both in the area of job related skills training and lifelong learning for personal development.

Radio Cayman's employees are its greatest assets and helping them develop is crucial to the achievement of the station's goals. All training practices and procedures will endeavour to support individuals to strive to achieve these goals.

The training and development strategy will be focused on creating a motivated workforce which is capable of meeting new challenges, is skilled and competent in all aspects and will tie in with the organisation's objectives both short and long-term.

## On-Going Job Related Training and/or Professional Development

Job related training needs are identified as a means of an employee being enabled to improve their performance, their development as a professional within the organisation and as a means of their retaining and developing key skills and competencies.

## Personal Development

Personal development is encouraged and supported as a course of study which an individual undertakes, in their own time, which may improve their academic qualifications or give them an additional skill and/or improve their future employment prospects. This can relate to the type of work they do within the organisation, but not necessarily so.

# Complaints Policy For External and Internal Complaints

## External Complaints

Radio Cayman welcomes feedback from the community. It recognizes the right of the public to comment and make complaints concerning the station's programme content and the service provided to the community. We will aim to respond to any complaint within 30 days.

Immediately upon receipt of an external complaint, the issue must be brought to the attention of the Director or the Deputy Director. Complaints should preferably be made in writing, but complaints in person, by phone or email will also be accepted.

Complaints, whether taken in person by a staff member or submitted by letter or email, should be channeled to the Director or in the absence of the Director to the Deputy Director.

The Director or Deputy Director should take the following actions in an attempt to resolve the issue:

Bring the complaint to the attention of the section supervisor and the staff member involved so that an explanation can be gained.

If it is obviously the negligence of a staff member or a process, an apology, if appropriate, will be issued immediately and the situation corrected.

Depending on the nature of the complaint (e.g *libel or defamation*) legal advice must be sought from the Legal Department. In this case the complainant should be notified, in writing that the matter has been turned over to the Cayman Islands Legal Department.

If the complaint is received by phone and if a mutual resolution is not reached, the staff member taking the complaint must inform the caller that the complaint will be turned over to the Director or the Deputy Director and the staff member taking the complaint must ensure that they have taken the complainants name, mailing address and or email address. The date that the complaint was received must also be noted.

If the complaint is received by letter and if it has a return address, a letter acknowledging receipt must be sent to the complainant through the Director or the Deputy Director.

If the complaint is of a legal nature it must be forwarded to the Cayman Islands legal department for vetting.

When complaints are vetted at the department level, it must be decided if it is serious enough to warrant an apology or discussion on air or if it should be dismissed as frivolous.

## Internal Complaints

All internal complaints or problems must be taken to the Director or Deputy Director. Complaints will be dealt with promptly, responsibly and without prejudice; to foster an atmosphere within the station where problems can be addressed professionally and appropriately.

It is generally in the best interest of staff if issues are addressed by the section head, if the officer involved feels that the situation is not being dealt with in an acceptable manner, then it may be taken to the director or deputy director for resolution. Do not make personal issues into station wide issues as this is counter-productive and does not make for a good working environment.

If a staff member feels that their issue is not being handled effectively by the director or the deputy director, it may be taken to the office of the ministry's human resources manager, which is located in the government administration building.

# Radio Cayman's Vehicle Use Policy

It is the policy of Radio Cayman that the Outside Broadcast, OB/sales van must only be used for the business of Radio Cayman i.e. sales calls and outside broadcasts.

If you require the van for limited personal use you must make a request in writing. A decision to allow the use of the van for this purpose shall be based upon past driver performance and anticipated usage.

Radio Cayman does not allow its employees to drive the OB van home at nights or on weekends, unless you are setting up for an early morning OB in the district in which you live, once it is outside of George Town.

The use of the van is restricted to employees of the company only. Non-employees such as spouses, children, other relatives or friends are not authorized to drive or ride as passengers in Radio Cayman's van at any time.

Radio Cayman will consider any unauthorized use of the vehicle as the equivalent of theft and the driver may be held responsible (*liable*) for consequences of any accidents.

The consumption of alcohol or transportation of alcohol inside the van is prohibited.

All drivers must stay within the prescribed speed limits.

Usage of the vehicle will also be monitored. Each driver will be asked to record the number on the odometer when they leave on an assignment and the number when it is returned to Radio Cayman (*forms will be provided for this purpose*). Persons returning the van with excessive mileage will be liable for the cost of fuel.

Any employee not abiding by this policy will be given a warning. A second Warning will be cause for termination of the privilege to drive Radio Cayman's van.

**\*See appendix for copy of form.**

## SOURCES:

1. Radio Cayman's Existing Policies
2. Relevant Cayman Islands Government policies
3. The Utility Regulation and Competition Office (OfReg) (Law governing Broadcasters)
4. BBC Policies and Guidelines
5. Community Broadcasting Association of Australia
6. Canadian Journalists Association
7. Commonwealth Broadcasting Association Editorial Guidelines 2004
8. Radio New Zealand Editorial Policies 2007



## Radio Cayman's Policy on Sponsorship of Fundraisers

Radio Cayman proudly sponsors events that add value to the community. These include fundraisers for Schools, Sporting organizations, Service Clubs and Churches. Radio Cayman gives sponsorship via trades, meaning that commercials not exceeding forty five (45) seconds are aired at varying times of the day, in exchange for the organizers giving Radio Cayman adequate exposure in their other advertising campaigns.

Radio Cayman expects its logos to be featured prominently on the sponsors advertising banners, mentioned as a sponsor in all magazine ads, radio and TV interviews. Radio Cayman must also be given sponsorship credit during the event (*spoken, billboards or posters, as appropriate*).

Sponsorship requests are limited annually to no more than three advertising campaigns per year.

Any spots requested which exceed the amounts outlined below will incur a charge of twenty (20) dollars per spot.

The following outlines the limits:

Sponsorship Value	Entitlement	Duration Of Advertising Campaign
\$2000	100 spots, interviews & opportunities for giveaways	One month
\$1000	50 spots, interviews & opportunities for giveaways	Within two weeks
\$500	25 spots, interviews & opportunities for giveaways	Within one week

Only two changes, per produced commercial, are allowed by the client. Any other changes will incur a fee of \$50. Radio Cayman will not endorse any event, with the exception of government programmes.

All sponsorship requests must be approved by the Director or Deputy Director.

**NB: This policy does not preclude the purchase of commercials.**

## Radio Cayman Sponsorship Request

Name of Event		
Date of Event		
Level of Sponsorship Requested	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000 <input type="checkbox"/> \$500
Contact Person		
Contact Number		
What is the Purpose of the event?		
How will your organization promote Radio Cayman and what is the estimated value to Radio Cayman?		

FOR OFFICIAL USE:		
Date Received		
Status	<input type="checkbox"/> Approved	<input type="checkbox"/> Approved with conditions <input type="checkbox"/> Rejected
Conditions, if any:		
Level of Sponsorship Requested	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000 <input type="checkbox"/> \$500
Approved By:	<input type="checkbox"/> Director	<input type="checkbox"/> Deputy Director
Name & Signature		
Date		
Name & Signature of Account Executive		

## PART V – Local programming

### Licensee's duties in respect of local broadcasts

- 55.** It shall be the duty of a licensee to ensure that local programming broadcast by the licensee —
- (a) protects persons under the age of eighteen;
  - (b) includes nothing which —
    - (i) offends against good taste or decency;
    - (ii) is likely to encourage or incite to commit a crime or lead to disorder;
    - (iii) is likely to be offensive to public feelings; and
    - (iv) is an offensive representation of, or reference to, a person (living or deceased); and
  - (c) presents with due accuracy and impartiality any news broadcast.

### Standards for local broadcasts

- 56.** (1) It shall be the duty of the Office to set, review and revise, such standards for the content of such broadcasts as appear to it best calculated to secure the standards specified in section 55.
- (2) The standards set by the Office shall be contained in one or more published codes and, in setting or revising the codes, the Office may consult with such persons as it sees fit.
- (3) In setting or revising standards, the Office may consult with such persons as it sees fit and shall have regard to —
- (a) the degree of harm or offence likely to be caused by the inclusion of any particular sort of material in programmes generally, or in programmes of a particular description;
  - (b) the likely size and composition of the potential audience for programmes included in local programming generally, or in local programming of a particular description;
  - (c) the likely expectation of the audience as to the nature of a local programme's content and the extent to which the nature of that content can be brought to the attention of potential members of the audience; and
  - (d) the likelihood of persons who are unaware of the nature of a local programme's content being unintentionally exposed, by their own actions, to that content.
- (4) The Office shall ensure that the standards in force under these Regulations include —
- (a) minimum standards applicable to all local programmes; and



- (b) such other standards applicable to particular descriptions of local programmes as appear to the Office to be appropriate for securing the standards' objectives.

### **Supervision of local broadcasting**

- 57.** (1) A licensee shall retain a recording of the local programming in a viewable and accessible form for a period of twenty-eight days after its broadcast.
- (2) For the purpose of maintaining supervision of local programming, the Office may make and use recordings of those programmes or any part of them and such use shall be deemed not to infringe any intellectual property rights in that programming.
  - (3) Nothing in this Law shall be construed as requiring the Office to view or listen to local programmes in advance of their being included in local programming services.
  - (4) The Office may issue guidelines as to the duties of licensees under sections 55, 56 and subsection (1) of this section.