



Cayman Islands  
Government

# Public Communicators Meeting

20 September 2024



Cayman Islands  
Government

- **Welcome** – Lisa Parks, Training & Engagement Manager – DoC
  - Awards & Recognition event in December (CIG & SAGC)
- **Radio Cayman** – Raymond Singh, Account Executive & April Cummings, News Director
- **AOB & Closing Remarks**



Cayman Islands  
Government

# Radio Cayman Overview

Raymond Singh & April Cummings





**CAYMAN ISLANDS  
GOVERNMENT**

**COMMUNICATORS  
MEETING**

**RADIO CAYMAN'S  
SERVICES**

**SEPTEMBER 20TH**

# Radio Cayman



## Management

- Norma McField – Director
- Paulette Conolly-Bailey – Deputy Director

## Chief Engineer

- Dean Bremmer

## Announcers & Producers

- Susan Watson
- Paul Akal - DJ Silver Fox
- Aaron Solomon - DJ Da Docta
- Linbern Eden - DJ Lin
- Joel Wilson
- Jarrod Coe - DJ Iceman

## Talk Show Hosts

- Talk Today – Sterling Ebanks
- For the Record – Orrett Connor (OC)
- Business Buzz – Kathy Miller
- For The Health Of It – Tara Bush
- Sports Xtra – Dionne O’Garro-Anglin
- Money Sense – Simon Cawdery

# Team Radio Cayman

## Cont'd

News

April Cummings – News Director

Felicia Rankin Saelens - News & Sports Reporter

Jevaughnie Ebanks - News & Sports Reporter

Carsley Fuller – News & Sports Reporter

Dionne O'Garro-Anglin – News & Sports Reporter

# **Team Radio Cayman**

## **Cont'd**

### **Traffic & Accounts**

- **Traffic Manager - Martha Watler**
- **Linbern Eden - Traffic Assistant/Announcer**
- **Kadie Ebanks - Accounts Officer**
- **Ava Elliott-Jaggernath – Clerical Officer**

# Team Radio Cayman

Cont'd

## Sales

- **Account Executive  
Anita Khan**
- **Account Executive –  
Kathy Miller**
- **Account Executive -  
Raymond Singh**



# OUR REACH

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- Over 30 Voters      Higher Education
- Professionals      Drive a car Matriarchs
- Radio Cayman is #1 for Talk Radio - Two Primary Shows for Government Comms: Talk Today - Mon - Fri 12:15-2:30 PM - Booking [Sterling.Ebanks@gov.ky](mailto:Sterling.Ebanks@gov.ky)
- Allocation for Government on Talk Today is 1pm to 2:30 on a Wednesday, but they can book outside of that time if required.
- For The Record - M/W/F - 7:30 -10:00 AM - Booking [Orrett.Connor@gov.ky](mailto:Orrett.Connor@gov.ky)
- The designated day for Government Ministries/Departments/Units/Statutory Authorities is Monday. Opposition Day is Wednesday. Friday's can be used by either as available.
- Business Buzz on Tue/Thu is also an option, but at the discretion of Radio Cayman. - Booking [Susan.Watson@gov.ky](mailto:Susan.Watson@gov.ky)

# Sales Team

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## What does our team do?

Commercial Sales and Production

Public Service Announcements

Organize Events

Remote Broadcasts

Talk Shows

How can we assist your communication goals?

Public Service Announcement

Bulletin Board Posting

Interviews

News

Remote Broadcasts

# Public Service Announcement

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A public service announcement is a message in the public interest to raise public awareness and change behavior.

- PSA Tips
- Keep it very concise
- 15 Second Spot - 30ish words
- 30 Second Spot – 60ish words
- Use only 1 phone #
- Practice reading it out loud to determine length and how listeners will interpret
- Keep it Fresh - Be mindful of diminishing rate of return. Generally a PSA will "decay", and lose 1/2 of it's impact within 3 weeks.



# Public Service Announcement Guidelines

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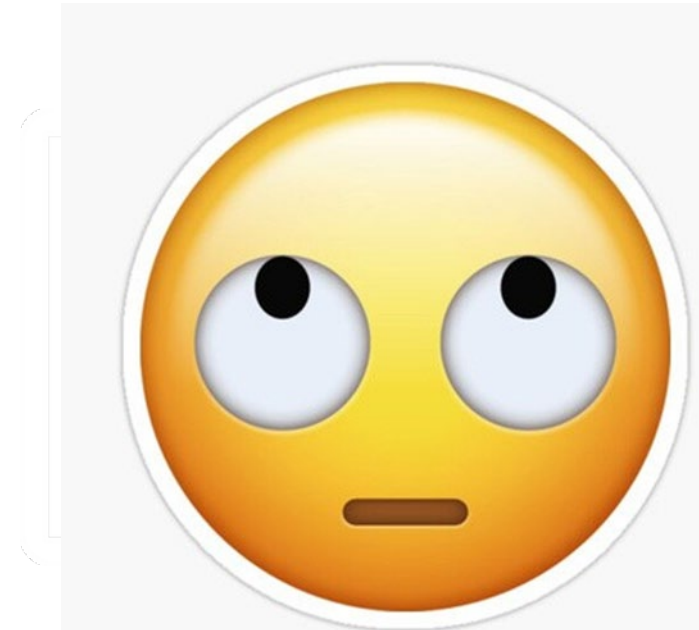
Use ChatGPT - BUT - Review what ChatGPT is putting out Make sure script is accurate

Submitting Department is required to provide the voice talent. We can record in studio, or you can submit high quality phone recordings.

Phone Recording Tips:

- use mic if available
- record in a small room
- no background noise or A/C
- can even use a blanket to buffer

Allow for 48 hours for produced results. Produced PSAs that require script changes after production will incur a severe eye-roll and risk further delays



# Public Service Announcement Guidelines cont'd

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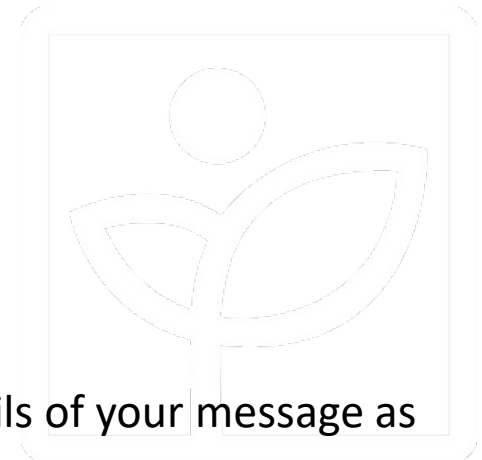
We receive PSAs submissions via embedded communicators, Department of Communications, and Policy Professionals.

Ensure all parties are on the same page prior to reaching out to your A/E  
How can your A/E Help?

- Writing Scripts
- Assist with Creative Concepts
- Schedule Suggestions
- Production Advice

Script Writing: If you require our assistance to write PSA scripts, please provide core details of your message as approved by the policy advisor/project lead.

**Do not send a press release and ask us to create a PSA from the material.**



# Public Service Announcement Guidelines cont'd

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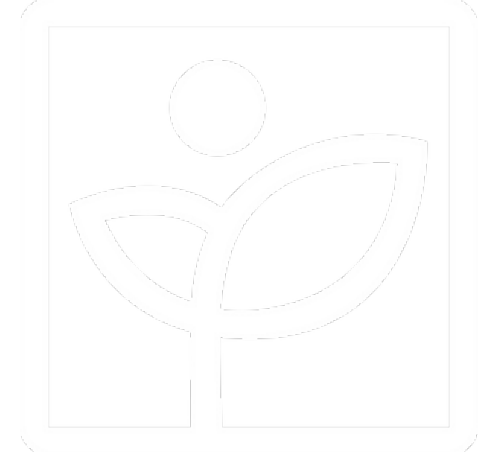
## Scheduling

PSAs 2x Per Day between 7A - 10P on Radio Cayman & Breeze FM.

Depending on the nature of the PSA or to avoid schedule congestion frequency can be both increased or reduced at the discretion of Radio Cayman.

PSA Cost - No Cost - Yay! Exceptions

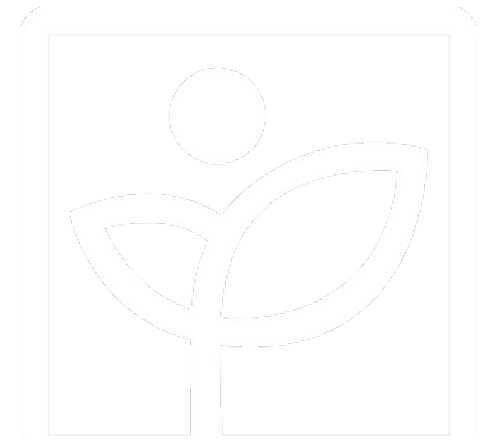
- Tied to private entity sponsors and NGOs
- Charge admission or if coordinated through a marketing firm
- Producing PSA only to air on another station
- Show Sponsorship



# Public Service Announcement Guidelines cont'd

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- Fees are applicable for Statutory Authorities and Government Owned Companies.
- Radio Cayman allows for PSAs to go over 30 seconds within reason. Private stations will charge you more.
- PSAs are yours to use in other media.
- Sometimes PSA ain't the Way!
- The Bulletin Board Perfect for Events and Meetings.
- This can be sent direct to our newsroom [rcnews@gov.ky](mailto:rcnews@gov.ky) Keep to the Basics: who, what, when, where and why





# Social Media

- Talk Shows are Livestreamed and Archived on Youtube and Facebook
- Do you have a flyer or information that you would like to share via Radio Cayman Facebook, Instagram or X?
- Send size appropriate flyers to your account executive or [rcsales@gov.ky](mailto:rcsales@gov.ky)
- [WWW.RADIOCAYMAN.GOV.KY](http://WWW.RADIOCAYMAN.GOV.KY)
- Youtube, Facebook, Instagram & X



# Introduction to Working with Radio Cayman News

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Effective communication with Radio Cayman is crucial for ensuring your news and events are covered in an accurate and timely fashion.

Understanding the processes and best practices for radio news will enhance your media interactions.

Our job is to provide news and information to the public, to ask questions, get clarity and support a thriving democracy.

# Introduction to Working with Radio Cayman News – Our Channels

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- Radio Cayman 89.9 FM & 93.9 FM in Cayman Brac
- Breeze 105.3 FM & 91.3 FM in Cayman Brac
- Radiocayman.gov.ky
- Radio Cayman App for Android and IOS
- Evening News podcast on Spotify, Apple Podcasts and a variety of pod catchers



# Our News Products



Replays on Breeze at 8:30 am, 11:00 am, 1:30 pm, 4:00 pm, 7:00 pm and 9:00 pm

# Submission Deadlines

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## **NEWS ITEMS:**

30 MINS PRIOR TO EACH  
NEWSCAST AT THE LATEST.  
THE MORE COMPLEX THE  
SUBJECT, THE EARLIER WE  
NEED IT



## **BULLETIN BOARD:**

7 DAYS IN ADVANCE



## **PRESS RELEASES:**

SAME DAY, PREFERABLY  
WITH AUDIO.



## **EVENT COVERAGE:**

ONE WEEK  
(ESPECIALLY FOR  
EVENINGS, WEEKENDS,  
OR PEAK NEWS HOURS)



## **STORY IDEAS:**

ANYTIME!



# Submission Tips for Bulletin Board and Press Releases

## BULLETIN BOARD SUBMISSION TIPS

Send to rcnews@govky  
Attn: Bulletin Board

Submit in Word  
document format, not  
PDF or image files.

Avoid long links or  
complicated email  
addresses

Keep it clear and  
simple, under 15  
seconds

## PRESS RELEASE SUBMISSION TIPS

Remember to make it  
broadcast friendly

Sent it fast!  
Same day or  
immediately following  
events.

Bullet points are fine.  
(We can write)

Avoid complex contact  
details ie. long hyperlinks  
or email addresses that  
sound different than they  
are spelt



## The Power of Audio

- Adds impact and authenticity to stories Allows listeners to hear directly from sources.
- Breaks up the monotony of voice-only broadcasts.
- Captures the emotion and energy of a story.
- Increases the likelihood of coverage.



# How to Record Audio Effectively

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- Use phones or WhatsApp for recording (voice memos and voice notes are fine).
- Stay close to your subject.
- Windy? protect the phone microphone with your cupped hand.
- Send audio files to individual reporters or 938-8834 (but tell us it is coming).



# How to Record Audio Effectively

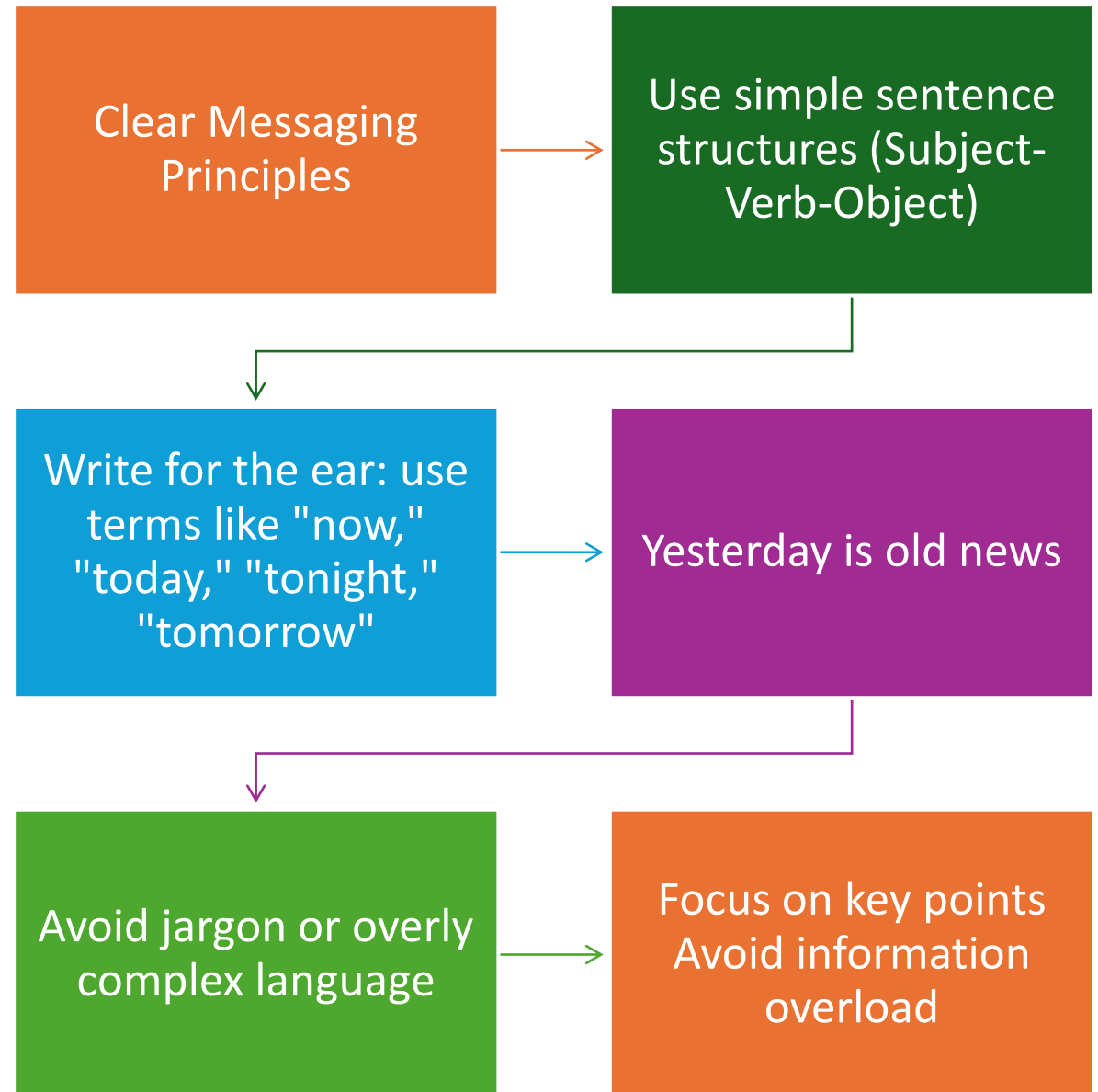
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- Capture memorable moments and natural sound.
- Think Short and sweet, describe, share, emote.
- Remember - we can edit (and we will).





# Clarity Makes the Difference in Messaging



# Off-the-Record Conversations

Use background  
information to  
clarify complex  
topics

Use off-the-record  
sparingly to ensure  
understanding and  
alignment

If we don't  
understand  
something, neither  
will our listeners



# Understanding the Value of Embargoes

Provides journalists time to understand key information and prepare for broadcast

Allows for more in-depth coverage and supplemental coverage

Enables gathering of audio and interviews

Facilitates accurate and engaging storytelling.

**TIP - BE CLEAR ABOUT WHAT TIME THE ITEM CAN AIR!!**

# Building a Strong Relationship with Media

Follow-ups	Benefits of Inviting Media	Building Relationships
<ul style="list-style-type: none"><li>• Stay in touch and offer additional information or resources.</li><li>• Express interest in other stories or follow-ups/sidebars.</li><li>• Provide a variety of angles (give it legs).</li></ul>	<ul style="list-style-type: none"><li>• Keeps your event on the radar.</li><li>• Creates opportunities for additional stories and brainstorming.</li><li>• Demonstrates a commitment to open communication.</li></ul>	<ul style="list-style-type: none"><li>• Foster trust and mutual respect by sharing relevant information and insights.</li><li>• Understanding the formats, deadlines and needs of different types of media leads to more effective communication</li></ul>

# Conclusion: Key Takeaways

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**Deadlines + Format = Speed to air:** Timely and correctly formatted submissions ensure quick coverage



**Audio Matters:** No audio may mean no story



**Broadcast requires simplicity and clarity:** Clear messaging is crucial



**Advance the story:** Keep the narrative moving forward



**Answer questions promptly:** Be responsive to media inquiries



**Remember your mission to communicate:** Our goal is inform and educate.



# QUESTIONS

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THANK YOU



Cayman Islands  
Government

# Thank you!

*See you at the next in-person PCM  
on Friday, 25<sup>th</sup> October*