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Dear Colleague,

### **Benefits of Membership of the Caribbean Broadcasting Union**

The listing below, while not exhaustive, highlights some recent examples of benefits CBU members have enjoyed.

- **Preferred access to high-demand programming** – the CBU signed an MOU with CANOC for the radio, television and cable rights for the 2016 Rio Olympics. Under this agreement broadcasters were not required to pay cash up-front for access to the eleven (11) Olympic Broadcast System channels and the specially produced ESPN Caribbean Olympics programming
- **Access to free programming** The CBU has established an on-line portal **CBU Media Share** which provides access to rights-free programming from other members as well as international sources. In addition members of CBU are entitled to English-language news material from AIL, a news sharing service covering the US and Latin America.
- **Recognition of member systems' programming through the Caribbean Broadcasting Awards** - In addition to the usual US\$500 cash prize, winners receive trophies, certificates of Special Mention and regional visibility during the Awards Ceremony which is broadcast live around the region on affiliate channel *Caribvision*.
- **Customized broadcast production, operations and management training in the region** – CBU has staged workshops in media management, broadcast engineering and TV production; on Responsible Coverage of Children's Issues in November 2015 and Investigative Journalism in a Digital Context in February 2016.
- **Participation in regional and international advocacy on critical policies affecting broadcast and media operations in the Caribbean** – As a valued member of the World Broadcasting Unions (WBU) the CBU's voice has been strongly projected to decision-makers such as the International

- Telecommunications Union (ITU) on preserving primary allocation of lower UHF spectrum to broadcasters.
- Piracy of broadcast signals has a major negative impact on the viability of indigenous producers and broadcasters. The CBU's ongoing lobbying with national broadcast regulators, CARICOM, the World Intellectual Property Office (WIPO) and the US government is directed at seeking an end to this harmful illegal practice as well as the introduction of the long sought Broadcast Treaty.
  - Like broadcasters around the world, Caribbean television stations are engaged in digital transition. The CBU is actively advocating for Caribbean governments to introduce national "road maps" to facilitate the technology change in a way that limits the negative impact on regional broadcasters and their audiences.
  - The CBU, supported by the ITU has completed a study on the policy requirements to mitigate e-waste arising from the transition from analogue to digital television, and other ICT equipment which is being discarded throughout the region and having an negative environmental impact.
- **The CBU Annual General Assembly** – the CBU AGA is the premier media event in the region. The 2017 conference, to take place in Nassau, the Bahamas from August 21-24 with offer forums on topical themes addressed by high-profile regional and international presenters from international and regional organizations.

Sincerely,



Sonia Gill  
Secretary General