



Guidance: Ministerial Appearances on Radio Cayman's *For The Record* (Government Fridays)

Department of Communications – July 2025

All scheduled or pending appearances must be placed in the central [Communications Calendar](#).

1. Purpose of Government Fridays

For The Record with Orrett “OC” Connor airs every **Friday from 7:30 AM to 10:00 AM** on Radio Cayman One. The Friday segment is dedicated to **Members of Government**, offering a platform to:

- Provide updates on key policies and initiatives
- Engage the public in meaningful dialogue
- Reinforce transparency and trust in leadership

This programme is one of the most **listened-to talk shows** in the Cayman Islands. According to the 2025 Audience Insights Report:

- **60% of Caymanians** tuned in to Radio Cayman in the past 3 months
- Talk shows were ranked among the **top three most trusted sources** for government information
- *For The Record* has particular reach among adults aged 35+, including civil servants, retirees, and community leaders

2. Booking an Appearance

Ministers or their designated Communicators can request a booking by emailing:

- PublicRelations@gov.ky
- Norma.McField@gov.ky
- Orrett.Connor@gov.ky



Include the following information:

- Requested date
- Name and title of the guest(s)
- Ministry or portfolio
- Key topic(s) to be addressed
- Any supporting information for briefing or preparation

Note: Bookings are granted on a **first-come, first-served** basis.

View Calendar of Appearances

All scheduled or pending appearances are in the central Communications Calendar:

[🔗 https://view.monday.com/3563294622-4aed6559ca9f2361989b9dd8bb094c91?r=use1](https://view.monday.com/3563294622-4aed6559ca9f2361989b9dd8bb094c91?r=use1)

3. Promoting the Appearance

To maximise visibility and engagement with your audience, each confirmed radio appearance should be promoted through the Ministry social media channels.

Promotion Templates

The Department of Communications is developing **branded templates for each Minister**, to be used in promoting radio appearances across platforms. These will:

- Ensure consistency in style and voice
- Make promotion quicker and easier for communicators
- Reinforce Government branding and recognition

Templates will be delivered in July, and will be made available via:

- Direct email to Ministry Communicators
- Shared folder accessible to all Departments
- Individual distribution to Ministers

Once received, Communicators are encouraged to use the templates to create social media posts announcing the appearance.



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4. Collaboration and Tagging

To increase reach, please **tag and invite collaboration** on social media posts from:

- **@RadioCayman**
- **@Caymangov** on Instagram and Facebook

Where possible, publish promotional posts **24–48 hours before** the scheduled segment. A post-show follow-up (e.g. a quote, photo, or clip) is also encouraged where available.

5. Support and Contact

For additional guidance or creative support:

✉ PublicRelations@gov.ky