

Your response

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<p>Question 1: Do you agree that Ofcom’s duty to secure ‘localness’ on local commercial radio stations could be satisfied if stations were able to reduce the amount of locally-made programming they provide? If not, please explain the reasons and/or evidence which support your view.</p>	<p>No – I am very concerned that local commercial radio has become very non local and over consolidated already. I see no listener benefit for stations to be allowed to reduce still further their local commitments. We are headed for the situation where the BBC is the only “local” station in any particular area- BBC stations tend to cater for older listeners. People under 50 need local radio too – I mean radio that has a local focus rather than a national station trying to sound local with minimal news and local ads.</p>
<p>Question 2: Do you agree with our proposed amendments to the localness guidelines relating to locally-made programming? If not, please specify any amendments you think should be made instead (if any), and explain the reasons and/or evidence which support your view.</p>	<p>No I don’t agree with reducing locally made programmes. The existing number of hours is insufficient and its important that OFCOM maintains regional media. I think you should look at the populations each station is covering and increase the number of local hours for large population stations. I totally disagree with the lack of weekend local programming.</p>
<p>Question 3: Do you agree with our proposed new approved areas? If not, please specify any alternative proposals you think should be considered (if any), and explain the reasons and/or evidence which support your view.</p>	<p>No definitely – these areas render local radio totally pointless. We have already been merged into the East Midlands region and now it’s the whole Midlands. These regions are distinctive. Liverpool and Manchester are very distinct local markets but you aim to merge them ! It seems to me that some of the areas have been designed to make merging stations easier by the 2 main radio groups. This will destroy local radio ! Local radio should be more than just a 60 second news bulletin. OFCOM needs to be worrying about quality which has already slipped drastically rather than worrying about localness. I am concerned that very little listener awareness will allow these drastic changes to go through on the nod. They should have been publicised on air.</p>
<p>Question 4: Do you agree with our proposed amendments to the localness guidelines</p>	<p>No - Local material should have a broad audience interest. Local news on commercial</p>

relating to local material? If not, please specify any amendments you think should be made instead, and explain the reasons and/or evidence which support your view.

radio is already very weak. Local presenters need to connect with their audience. Accurate travel news and the ability to deal with local emergency situations needs to be maintained. It seems to me that these proposals will only satisfy still further the 2 main operators wish to produce national stations and is unfair on other local radio operators.