

## Your response

Question	Your response
<p><b>Question 1:</b></p> <p>Respondents are invited to comment on whether they agree with Ofcom's preliminary view and are asked to frame their views and responses with reference to, or in the context of, the statutory criteria in section 19(3B) of the Broadcast Act 1996</p>	<p>The Community Media Association (CMA) is the national sector body for community media practitioners in the United Kingdom. We seek to represent the interests of nearly 300 community broadcasters to Ofcom the regulator, to the Department of Digital, Culture, Media, and Sport (DCMS), and to the wider media industry.</p> <p>Community broadcasters work with undeserved communities and provide education, training, work experience, access to the media, and volunteering opportunities at a neighbourhood level.</p> <p>Sheffield Live TV, a long-established member of the CMA, provides a valuable service to the local community in Sheffield and the surrounding area. The station has been a pioneer project in the community media sector through its community ownership structure and its partnership with Sheffield Live!, the community radio station.</p> <p>The proposed changes to the programming commitments for Sheffield Live TV, as set out in Ofcom's consultation, appear to be wholly reasonable and strive to maintain the overall character of the existing service and continue to best serve the local interest.</p> <p>It should be noted that Sheffield Live TV will continue to produce more local content than many other local TV channels and that the proposed changes will increase opportunities for sharing content among independent and community-focussed local TV channels. As such, the proposal from Sheffield Live TV is highly likely to have support from local audiences and the fundamental character of the service will remain unchanged.</p> <p>It is therefore the position of the Community Media Association to agree with Ofcom's preliminary view to approve Sheffield Live TV's</p>

proposed changes to its programming commitments.