

I think Sam FM should stay as it is and keep its distinct identity which serves Bristol so well with its unique style and a good range of music that it plays out which is very popular in the Bristol area.

We have already seen Global swallow up most of our local radio stations to create a rather bland semi-national network such as Heart and Capital we should not be allowing the same fate to happen with our remaining local radio stations. In fact we should be protecting them and demanding that the big players such as Global and Bauer restore many of their radio stations that they now own to truly local or at least regional stations that have a true local or regional appeal with their own shows, freedom to choose their playlists, and have a more local news sport and weather teams.

Ofcom should play their part by reducing the licence fees that you demand to help local or regional commercial AM/FM radio stations to set up and establish themselves.

I think it's about time Ofcom realise it's not just about making money but about helping smaller stations stay in existence and protect them from being swallowed up by large players such as Bauer and Global and help them keep their local identity that serve and reflect the needs of the local communities so much better than these quasi-national stations can ever do.

I suspect this is already a forgone conclusion and have already succumbed to the pressure that Bauer has exerted on you and the fate of SAM FM and probably Pirate FM in Cornwall has already been sealed.