

## Your response

Question	Your response
<p><b>Question 1: Respondents are invited to comment on whether they agree with Ofcom's preliminary view and to frame their views and responses with reference to, or in the context of, the statutory criteria in section 106(1A) of the Broadcasting Act 1990 (as amended).</b></p>	<p>I do not agree with Ofcom preliminary view on the change of format. If the change goes ahead this leaves the radioscape in Bristol decimated with no choice of music. Many of SAM FMs listeners are mid 30s and above and enjoy the wide range of music played. Music from the 70s to selected items from the last 10 years this range is diverse and supports the musical tastes of the city.</p> <p>We currently have KISS broadcasting Urban music from the last 20 years, Heart which plays mostly pop from the last 20 years and then Greatest hits radio which is playing a more pop orientated music. This gives listeners no choice in the city at all if you wipe out the only alternative. When Original 106.5 (Now SAM FM) started broadcasting in 2007 it gave a welcome haven for citizens with local content.</p> <p>Ian Downs (SAM FM) drive time presenter has been instrumental in helping citizens of Bristol accept gay male lifestyle in the city by talking on air about meeting his now husband and wedding. This format change would see this local work lost and replaced will dull pop from the last 20 years. Changing the format is effectively trying to replicate broadcasting already provided in the city by National stations such as BBC 6 Music and Radio 1. SAM FM's alternative outlook is part of the charm of local radio. Without which the only local radio left with be BCFM &amp; Ujima. Both of which provide great content but should be complimented with the current format of SAM FM.</p> <p>Ofcom should be preventing the rise of national radio stations providing the same service everywhere. If we want to protect FM and DAB services we should be looking to keep them local rather than allowing big companies to buy them up just to spit out the same broadcast in London, Birmingham and Bristol. This format</p>

change is bad for listeners and removes choice for the city and surrounding areas.

SAM FM is the only local station providing this mix of music and should continue to do so . I am deeply concerned about the research provided to support the application as it does not represent the local demographic and the questions could have been swayed in order to support the proposed change. One only has to look at the number of newspaper reports over the changes to Greatest Hits radio at the end of August to see that people are deeply unhappy about loosing local radio and the way that changes have juts been allowed without large scale consultation. Ofcom should be contacting every household within a broadcast area not just an online consultation.

Please allow the citizens of Bristol to continue to have an alternative haven for music rather than just another copy of a national format.