

Roylance, Ms.

Question 1: Should Nation Radio Ltd be permitted to make its proposed changes to the Format of Nation Radio, with particular regard to the statutory criteria set out in Section 2 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes):

I don't think Nation Radio Ltd should be permitted to make its proposed changes. As a 15 year old girl, I consider Nation Radio Ltd to be my favourite radio station; it is the only radio station that plays music that I listen to. Since discovering it roughly six months ago I listen to it every day.

I feel my generation is well represented on the medium of Radio through popular music stations such as Capital FM, Kiss FM and Heart FM but not well represented at all in the rock/classics genre such as Nation Radio Ltd. In short, there are many popular music stations but almost none to cater for alternative music tastes.

Furthermore, there are already many radio stations capable of representing and playing music for the 'male oriented' audience, such as Jack FM.

In my opinion Nation Radio Ltd is unique through its selection of music (both old and new, but both of considerable quality) and to alter its intended audience and genre would risk alienating my generation and also be an attempt to 'push away' female listeners such as myself (I consider the idea of a male targeted audience mildly sexist). Ultimately I feel neither Nation Radio Ltd FM nor the listeners would benefit from this change.