

*'Working for quality
and diversity in
British broadcasting'*



PO Box 401, Gravesend, Kent DA12 9FY
Telephone: 01474 338711 / 01474 338716
Fax: 01474 325440

Founded in 1983 by Jocelyn Hay CBE

E-mail: info@vlv.org.uk
Web: www.vlv.org.uk
Twitter: @vlvuk

Ref: 1234:12

Voice of the Listener & Viewer (VLV)

Response to

DCMS's Communications Review 2012

Seminar 5 Supporting growth in the radio (audio) sector

September 2012

Response by Voice of the Listener & Viewer (VLV) to the Government's Communications Review 2012

Voice of the Listener & Viewer (VLV) is an independent, non-profit-making association, free from political, commercial and sectarian affiliations, working for quality and diversity in British broadcasting. VLV represents the interests of listeners and viewers as citizens and consumers across the full range of broadcasting issues. VLV is concerned with the structures, regulation, funding and institutions that underpin the British broadcasting system.

This response should be read in conjunction with the response from VLV to the earlier four seminars in this series.

VLV does not have any direct involvement in the management or production of commercial radio services. Therefore this response will cover the importance of commercial radio to the citizens and consumers of the UK.

1. Radio is principally a local medium and we welcome the assurances given by the managers of local radio stations at the seminar that they are committed to providing a service that meets the needs of local communities. We do not totally accept the arguments that the radio services do not need to be located within the communities they serve and can be provided from broadcasting hubs. There is no substitute for the community seeing the operation physically based in their cities and towns with the staff out and about amongst their listeners.
2. We are concerned about the number of hours some stations broadcast automatically which means that they are often unable to respond to local disasters and emergencies. This is particularly important as, when all other communication fails, radio usually continues to be available.
3. Radio is particularly important to elderly, isolated, poor and vulnerable citizens. It is therefore important that the format of local radio stations, while still being commercially viable, meets the needs of this important part of our communities.

We hope that the new legislation will not weaken the requirements of local commercial radio stations to serve their communities properly by remaining local and broadcasting content that appeals to all segments of the community.

[Type text]

Cover sheet for response to a DCMS consultation

BASIC DETAILS

Consultation title: Response by Voice of the Listener & Viewer to DCMS Communications Review

To DCMS: Henry Anderton

Name of respondent: Robert Clark, Secretary, VLV Board

Representing (self or organisation/s): Voice of the Listener & Viewer

Address (if not received by email): info@vlv.org.uk

CONFIDENTIALITY

What do you want DCMS to keep confidential?

Nothing **Name/address/contact details/job title**

Whole response **Organisation**

Part of the response, which parts? **If there is no separate annex,**

Confidentiality Statement No part of this submission is confidential

DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response. It can be published in full on DCMS's website, unless otherwise specified on this cover sheet, and I authorise DCMS to make use of the information in this response to meet its legal requirements. If I have sent my response by email, DCMS can disregard any standard e-mail text about not disclosing email contents and attachments.

Name Robert Clark 28 September 2012

Signed (if hard copy)