



CAMPAIGN for INDEPENDENT BROADCASTING

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Formerly-National Commercial Radio Movement

For and Against Local/Regional Radio

It is generally accepted that local radio stations will centre on towns and large urban conurbations devoting a large amount of their programme time purely to matters of interest to that specific area. Transmitters will be on low power, covering a very limited area.

Whilst we, in principle, would support such a system run on a commercial basis, this system does not go nearly far enough to cover the country's broadcasting needs. The reasons are as follows:

1. Due to economic feasibility, it is unlikely that rural areas will be provided with local radio.
2. Local commercial stations will compete only with B.B.C. local stations (and also, of course, with other commercial stations in the same area). There will be no competition with B.B.C. Radios 1, 2, 3 or 4.
3. The "pirates" showed that people want commercial radio in addition to the B.B.C. But the pirates' popularity lay solely in their competition to B.B.C.'s entertainment programmes and were by no means local. The proposed local commercial stations will therefore not compensate the large section of the listening public who lost the freedom of choice when the Marine Offences Bill became law in 1967...
4. By their very nature, local stations will have to rely on local small advertisers for their revenue. It is therefore very unlikely that any ambitious entertainment programmes will be produced.
5. Due to the real need for alternative entertainment programmes to the B.B.C., it is very probable that local stations alone will result in all stations throughout the country networking programmes for much of the time to obtain larger audiences and thereby attract big national advertisers. This would completely defeat the idea of a local radio.

We believe that a two-tier system of local and REGIONAL stations would have the following advantages:

1. Local stations would be purely local and therefore do the job they are meant to do.
2. REGIONAL stations would be in a position to provide entertainment programmes as a real alternative to B.B.C. Radios 1, 2, 3 and 4.
3. REGIONAL stations would be available to both urban and rural listeners.
4. REGIONAL stations would be able to highlight and promote regional talent and other items which would compensate for the present B.B.C. policy in the opposite direction.
5. We believe that the only criteria for the limitation on the number of stations in any region or locality should be:
 - (a) the technical feasibility regarding wavelengths etc.
 - (b) the natural self limits imposed by commercial viability.

In this manner most (if not all) listeners' wants would be catered for by the simple rules of supply and demand.

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For further details, please contact the Press & Public Relations Officer, Martin Rosen (Tel. 01 203 0861)

A statement of policy of the C.I.B.

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The Campaign For Independent Broadcasting is a listeners' organisation financed by members' subscription. We owe no allegiance to any political party. We believe that it is basically wrong for a monopoly to exist in radio broadcasting. The public must have the right of choice of individual stations. This is an accepted fact in the field of newspapers and television.

We are advocating the introduction of legal land-based independent regional commercial and non-commercial radio, to provide choice for listeners at no extra cost and scope for broadcasting staffs at present restricted to a monopoly employer.

Please write for further details (s.a.e. please) or phone our Public Relations Officer, Martin Rosen, at 01-203-0861.