



CAMPAIGN for INDEPENDENT BROADCASTING

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Formerly-National Commercial Radio Movement

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STATEMENT OF POLICY

The Conservative broadcasting policy intends the setting up of purely LOCAL radio under an expanded I.T.A. ("Independent Broadcasting Authority").

The Campaign for Independent Broadcasting, whilst broadly supporting the introduction of alternative services to the B.B.C., has a number of reservations regarding these plans.

The I.T.A. reduces the programme companies to contractors. It does this by building and renting out transmitters to contracting companies, whose programmes are controlled by the I.T.A.

The programme contractors produce programmes to I.T.A. specifications. These specifications are developed by a relatively small group of people.

Competition in radio should come at the point of operation, with several radio companies producing programmes and competing against each other. A system similar to the I.T.A. brings the competition into the gaining of the franchise to operate, and there is no competition in the actual broadcasting ("Licence to print money").

The News broadcasts are centralised into one body, Independent Television News, and only very limited scope is given to the programme contractors to produce their own news programmes. By having one centralised news service, the Campaign for Independent Broadcasting considers it self-evident that such a system is against the public interest, as there is only one source of news. This would have the same disadvantages as having one national newspaper in this country.

We consider that a BROADCASTING COUNCIL should be set up, as an advisory body. The programme companies would own their own transmitters, equipment, etc., as a newspaper owns its printing press. We consider the Council would issue 3-5 year renewable licence frequency to operators (with adequate safeguards against monopolies). The Council would produce a "code of conduct" which would be used as guide lines to all broadcasts and advertising. The companies would be answerable to the Council for complaints from any source.

The only limitation on the number of stations per region would be technical feasibility concerning wavelengths and commercial viability.

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