

Your response

Question	Your response
Do you have any comments on our proposals?	<p>Confidential? – N</p> <p>During the past 12 months, the radio broadcast sector has shown how important its output is to its listeners and communities. Many examples of the excellent work smaller radio stations have undertaken to educate their listeners and keep them informed during the pandemic has shown excellent communication, both from and to radio stations and their management teams and presenters, when broadcasting and informing listeners.</p> <p>Whilst there is still no clear route out of the current pandemic, I would like to see OFCOM be more active in its speed and approach to issuing any extensions or improvements to the community radio sector, speeding up application decisions for such stations and support for the dwindling number of smaller ILR stations that still exist by providing support for that and the community radio sector.</p> <p>The local radio and community radio sector is helping its communities more than any national broadcaster ever can, by reaching out to local communities directly where they are based rather than a mass audience who's interest is broad, too board and generic for smaller areas. Local radio can address local issues, they are based in those areas and therefore know the communities specific and required needs.</p> <p>Local radio has proved to be an important medium during the pandemic and the inclusion and inception of the "Covid RSLs" should see OFCOM applauded, allowing broadcasters to communicate to communities not normally served with traditional targeted radio broadcasting in those specific areas where Covid RSL stations have been created.</p> <p>I would like to see a clear and defined route to the introduction of SSDAB to enable more people to receive digital broadcasting. By having a more specific time frame, prospective SSDAB MUX operators can see and plan its</p>

finances for such operations. I also believe OFCOM need a proactive approach to prevent a larger group forming from an initial consultative role on SSDAB MUX operators into a large infrastructure provider with great power over the sector. I would rather see SSDAB MUX operators be small companies run entirely by local business than a larger company having a share in these small infant operators. I also believe more knowledge needs to be provided by the regulator to SSDAB MUX operators with technical requirements along with financial support through a loan scheme supported by DCMS for initial operator costs, paid back with little or no interest or a government backed loan scheme to get SSDAB off the ground. The successful SSDAB trials were so long ago, technology has moved on and therefore this new and exciting radio landscape needs to be planned and information shared in order for it to be successful from launch.