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Dear Ms Parry

ITV Yorkshire – Calendar News

I am aware that Ofcom is currently undertaking a review of public service broadcasting and wish to contact you in relation to ITV Yorkshire and Calendar.

Being Yorkshire born and bred and working in media relations in the area since 1990, I believe that Calendar has served the Region well for the last 40 years. I also think that competition between ITV and the BBC in regional news reporting is a very important for Yorkshire and brings real diversity to news coverage.

Calendar plays an important role in Yorkshire life, reaching our target audiences very well, and I would wish to see this continue into the future.

Aside from the BBC, I am aware that other broadcasters like Channel 4, Channel 5 and Sky offer no regional news or programmes to people living in Yorkshire.

In the modern media world while change is being considered we believe that the key emphasis should be placed on ensuring a relevant, sustainable, high quality model is achieved that offers the best chance of plurality in regional news for the future.

Cancer Research UK has seen and directly benefited from the power of regional television following extensive coverage given to our major fundraising event, Race for Life.

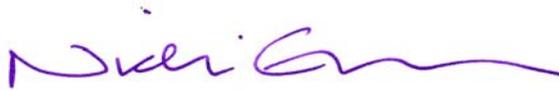
Over the last four years, I have worked closely with the Calendar news team who have helped us raise awareness of the event across the region. It is evidently clear to us - from both sign-up to Race for Life and feedback

from those taking part - just how important regional news is in reaching a mass audience and that to have only the outlet of the BBC to engage with would be a real loss for Cancer Research UK. It would also be a great loss to the thousands of women across the region who take part in Race for Life events, who, along with their families, really appreciate cameras being there and look forward to tuning later to see themselves on Calendar News.

Whilst recognising the media world has changed dramatically in recent years we feel regional news on ITV is highly valued and that this is demonstrated clearly by the response we have to coverage of Race for Life events and to stories about cancer awareness and research – especially where we are able to highlight cancer symptoms and cancer prevention messages.

In a world of more and more television stations it is vital that real choice and competition with the BBC is still available to people living and working in Yorkshire in a way that can endure in the years ahead.

Yours sincerely



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