

**SIBC 96.2 fm**  
Market Street, Lerwick, Shetland, ZE1 0JN

Ofcom  
Riverside House  
2a Southwark Bridge Road  
LONDON, SE1 9HA  
Attn: Soo Williams

Dear Soo


**Local Sound Broadcasting Licence no AL131-1 held by:  
Shetland Islands Broadcasting Company Limited  
Service name: SIBC  
Consultation on licensing community radio**

In all the consultations so far, the Shetland Islands Broadcasting Company Limited has had one overwhelming concern over the future regulation of broadcasting and that is costs, the minimising of which is essential to the survival of a small station.

Our concern about the effect of licensing of community radio is financial and we therefore believe that:-

- 1) community radio must not be allowed to take any commercial advertising and on-air credited sponsorship whatsoever; and
- 2) community radio must not be allowed to masquerade as "What's ons" any messages that are legitimate commercial message on commercial radio (as BBC "community" opt-outs already do).

Regards



Inga Walterson  
Managing director  
22 February 2004

**SIBC is the radio station of the Shetland Islands Broadcasting Company Limited**

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