

JBD Media

Greenway. 1 Harrington Lane, Pinhoe, Exeter. EX4 4PF . Telephone: 01392 499272 .

Dear Neil.

4 March 2004

We are a consortium of residents and business people who live in and love the city of Exeter.

We have been reading with interest your strategy for licensing of FM Commercial Radio stations and would to share our thoughts with you regarding plans for future licences in the South West.

At present, the people that we talk to in the community feel that Exeter is not catered for with a specific licence solely for the city.

I note in your strategy there may be a plan for a regional South West Licence, we feel that this already exists with the GWR Group having a monopoly in this region, providing networked programming, a centralised news hub and a rigid format that seems to neglect the basis of what a true local radio station **should** be about.

We feel a generic regional licence would only echo the services already in place by stations such as Gemini Fm, Lantern Fm, Orchard Fm, Plymouth Sound and Pirate Fm, which give a very broad overview life in their area but yet in geographic terms are to big to serve anyone part of their TSA effectively.

In conclusion we'd like you to consider the merits of advertising a licence solely for the Exeter area. We not only feel it would be a very viable local business but would also be a very valuable service for this growth city which has no specific local radio service at this time.

Yours Faithfully

Daniel Singleton
On Behalf of JBD Media, Exeter.