

**Name and title under which you would like this response to appear:**

Rinse FM

**What are your comments on these proposals?:**

Rinse FM has dominated London's radio airwaves for more than a decade as a hub of the capital's thriving underground music community. In stark contrast to the homogenised commercial radio landscape, Rinse has championed London's diverse cultural needs, reaching massively under represented communities with grass roots music. Made by London's communities for London's communities, artists and DJs supported by Rinse ? Dizzee Rascal, Skream, Ms Dynamite, Kode 9, Wiley's Roll Deep, DJs Plastician, Hatcha, Logan Sama, Target have gone on to reach world wide audiences either through chart success, by winning awards like the Mercury Music Prize or gaining a foothold in mainstream radio broadcasters. We appeal to a young audience, a station they can identify with that has worldwide respect for the music it plays. We have organically become an influential force in the local community giving hope to aspiring teens wanting to get into the radio and music industry. Rinse is unique, vibrant and doesn't want to be considered illegal.

Pirate radio often throws a crucial life line to young radio enthusiasts. If you want radio to compete with the many other media you need to make it easy for a young creative radio industry to grow. The tired, boring, old fashioned outlook on pirate radio is out of date, only a minority of stations cause problems in the real world. It seems so obvious that should pirates as a whole be really that bad they would be documented in the daily news and society in general would actually be aware of the negative effects. Instead society gains great positive benefit from some pirates, come on, London knows this by now! You have the answer to generating instant officially recognised listeners by acknowledging the good and working with existing illegal broadcasters. The hoops one has to jump through to acquire a licence is unrealistic, without the money, lawyers, PR people and control the mainstream commercial 'big' radio groups have to help them, it's pretty much a dream that we realistically have no chance of achieving. This isn't inspiring to a new possible generation of radio industry, it's hopeless.

Currently no pirate broadcasters or their listeners know this consultation is taking place, how can the future of radio be decided without sourcing opinions from the actual people who are likely to be involved in radio in the future? It's a fact that many key broadcasters come from a pirate background. Whilst the old guard continues to loose its grasp of a radio industry that doesn't exist in the future we will continue to broadcast by any means necessary not wanting to be considered illegal, for the sake of our listeners, creativity, and for British music in general.

'When I'm in London I listen to the pirates as much as I can, there's a station I particularly like called Rinse FM'

John Peel, July 26 2004, The Guardian