

**Soo, Mr R**

**Question 2: Should the licensee (Sound of Merseyside Ltd) be permitted to make its proposed changes to the Format of City Talk, with particular regard to the statutory criteria set out in Section 2 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes).:**

Absolutely not. Sound of Merseyside Ltd (owned by Bauer) applied for and were granted that licence in 2008 for a speech-based radio station. They were permitted to add some music some years later and are now pushing to abandon the format altogether on the frequency allocated in favour of yet another pop station. This was foreseen from the start, as the company have previously owned a licence to broadcast speech on AM and after it failed, it was reformatted into Magic 1548. Now they want to put speech back on AM, knowing it did not work before. This is an abuse of their monopolistic position on local commercial radio in Merseyside, and my considered view is that they should hand back the licence they were given for a speech station if they cannot make it work, so that another locally-orientated company can offer an alternative to the repetitive and networked output churned out by Bauer.

**Additional comments:**

**Question 1: Should the licensee (Sound of Merseyside Ltd) be permitted to make its proposed changes to the Format of Radio City 2, with particular regard to the statutory criteria set out in Section 2 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes).:**

No they should not. This frequency was used in 1988 for the original City Talk, which failed and was reformatted into Magic 1548. The local content of this station was gradually whittled down until just the breakfast programme came from the Radio City Tower, and ultimately abandoned altogether. If Bauer cannot commit to locally-sourced programme content on all of the stations they hold licences for in this city, then they should give them up for a company who can.