

18. Name withheld

Question 1: Should Nation Radio Ltd be permitted to make its proposed changes to the Format of Nation Radio, 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).:

Yes.

As a 46-year old man, who is a fan of rock music, I enjoy listening to contemporary rock, but my 'era' is the period from the mid-1970s through to around 1990. The corresponding period for 15-year olds would be the last 5 years or so, and for 34-year olds it would be the late 80s to the early noughties.

So increasingly there is little overlap. Nation Radio is far and away the best local station for rock fans, but I don't think they should feel limited in their play-list to songs from the late 80s onwards. Much of the greatest rock tracks pre-date that period and there have been some relatively barren periods since. Nation should of course continue to showcase contemporary rock, but I think that denying them the opportunity to bring older classics to a younger audience would be a mistake.

As for the move towards targeting a more male-oriented audience, I expect that their audience is/will be largely self-selecting (i.e mainly males). However, I'm not aware of any similar offering in the region