

14. Hughes M – Pembroke Tourism

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).:

Having read the proposal submitted by Nation Radio, I believe it to be a fair and reasoned request, and support approval of it. There is an increasing lack of 'local' radio output in the area, both in terms of content and the associated jobs delivering such content brings.

Listeners in the area have a keen local interest and as identified in the proposal have a preference for genre of music over age related content. Catering for this market will be of benefit to Nation Radio Ltd and assist in further establishing the station as a strong 'local' voice in a market that has an increasingly broad spectrum and more 'national' view.

As previously stated, I support the proposal as submitted by Nation Radio Ltd and as a business who advertises with stations in the same group, welcome any move that will further enforce the reach of a locally targetted and driven station.