

Sent: 29 June 2011 22:47  
To: Andrea Jackson  
Subject: North Devon Radio

Andrea

Sorry I do not think your online questionnaire is fair to north Devon people. It reads to be more like do Exeter people want north Devon to receive their broadcasts!

As a local person, businessman and fund raiser I think I have a number of important issues to raise.

Sara Bond

Sara bonds comments show that north Devon people like and listen to local radio. Well done.

Her other opinions are pointless as she is protecting her own job by supporting global fm in their world domination. You need to listen to north Devon people.

70 news stories is nothing, I would guess that voice fm talk about more then 70 local issues and news stories every week with far more depth and passion.

Lantern over the years

The original lantern fm has changed hands over the last 15 years and each time has become more about making profits and less 'local'. I have been part of Barnstaple round table for many years and every year the likes of hops and chapel have tried to help and support us where possible. However in the last year this was almost zero as the rules from global made this nearly impossible for them to talk about local community events like our fireworks and Santa sleigh.

[www.barnstapleroundtable.co.uk](http://www.barnstapleroundtable.co.uk)

Thank you Festive Fm

I was the Round Table chairman last year and the support that festive fm gave us with our Santa sleigh fundraising was amazing including visits from santa on his sleigh to the radio station and broadcasts from santa to all the boys and girls of the town telling them which streets he would be visiting that night. All this resulted in us collecting £8,500 for local north Devon charities and good causes.

The Sign Shop

As a local business we see lots of new business start ups and business re-branding and looking to increase their local profile.

- Personally advertenting with signs is top of the list (vehicles, shop fronts etc)
- Next a business must have a website!
- After this the next most powerful form of advertising (for any business selling to the general public) should be 'local radio' however for a number of years this has not been possible in this area due to high costs of adverts and lack of choice!

Keep it local

Why can't we have a local station?

A. Money?

A. Politics?

Ok DAB is great for extra choice but NOT as a replacement to LOCAL radio

If you need any clarification or additional information just ask.

Bruce Isaac  
Managing Director  
The Sign Shop

Ex chairman of Barnstaple Round Table