

**3i) Do you agree with Ofcom's assessment that television continues to have an essential role in delivering the purposes of public service broadcasting?:**

Yes, TV is important, but how much PSB do present providers really give? There is a preoccupation with ratings, and competition for viewers, albeit in a market that is increasingly diverse, and such an approach does not produce good programmes. PSB should provide programmes that aims to improve society by providing information. It should be available to all - that doesn't work well in UK, even with broadband coverage. It should cater for all tastes, cater for minorities, be concerned with national identity and not restrict programme makers - the BBC fails consistently on all counts.

**3ii) Do you agree that UK-originated output is fundamental to the delivery of public service broadcasting purposes?:**

UK-produced output is fundamental. We can, and do, produce good programmes, but then exchange these for tawdry rubbish usually from our friends across the Pond. The UK is part of a larger political structure - the EU - but that receives very little coverage, and as a result the British people are resistant to our European allegiances.

We must engender a spirit of national pride, be proud to be a citizen of this land. PSB can clearly assist - but it rarely does.

**4i) Do you agree with Ofcom's conclusions about the way that other digital channels and interactive media contribute towards the public purposes?:**

Broadly yes, but as a community media station, serving a rural area of 400 square miles, with no funding we recognise huge gaps in public service coverage. Local BBC coverage is regional, and so news, let alone public service information is sparse.

We'd urge the government to consider apportioning digital bandwidth to create a network of truly local TV stations, supported by public funding, perhaps linked to the BBC, but free from their clumsy editorial and managerial control.

**5i) Do you agree with Ofcom's assessment of the implications of different economic scenarios for the UK TV market for the future prospects for delivery of the public purposes?:**

Delivery methods are changing, and so are the methods audiences choose. Individual selection is probably the way forward, so how will public service information be distributed? Should the BBC be asked to attach such information to other broadcasts? (that would be better than the endless adverts for their own programmes we now see, as they attempt to cater for the US market with programme length).

Volunteers are cheap... community TV will use volunteers. Most community radio stations get by on hope and the equivalent of a BBC executive lunch. That creates resentment, and more importantly, fails to provide the essential training platform that this country sorely needs.

Give community channels a fraction of the licence fee and see broadcasting transformed in UK. We could then challenge the world.

This country must recognise the importance of Broadband and mobile phone networks. It was a mistake to diversify these providers - BT had plans to create a viable network - but will not do that if forced to share facilities with others, who make no contribution.

Without a 100Mb broadband service this nation is doomed.

### **5ii) Do you agree with Ofcom's analysis of the costs and benefits of PSB status?:**

There's no doubt that agencies of state spend money on PSB. How effectively is questionable. We have seen a generation of poorly-created and maintained web sites - at great public cost.

We are not convinced the nation does want more innovative programming - the supply companies may see it that way, but are they serving the public? It's doubtful, when MySpace, YouTube and community stations attract considerable international audiences are the mainstream providers really giving value for money? Or providing the platform that PSB requires? We don't think they do. In reality there's too much inward thinking - read Broadcast any week to see how introverted they all are.

PSB is an afterthought well behind ratings - and that spells failure to provide the information that the public deserves to have. As a result we are largely uninformed or ill-informed as a nation. The blame rests with the present PSB networks.

### **6i) Do you agree with Ofcom's vision for public service content?:**

Yes, it is a good assessment. However we must begin to reject words such as consumers, or even audience. The new media will be inter-active, and the user has both choice and the ability to contribute - and to do more than a phone-in chat show (the mainstay of BBC local radio).

At Felixstowe Radio our team is seeking funding for a children's soap series, rurally-based, aimed at older children, it seems perfect but always falls through the cracks. we will persevere but it's hard work outside of the cosy club.

### **6ii) How important are plurality and competition for quality in delivering the purposes of public service broadcasting, and in what areas?:**

Plurality is OK, competition is a redundant theory when considering PSB. We should make programmes that appeal because of their content, not because of the hype created by a marketing team. The outline in 1.21 is correct.

It's true (1.22) that the present structures will struggle to provide competition.

On demand must increase, but we need to recognise that audiences may decrease for each broadcast. Exciting, innovative, and such terms work in the short-term, but true PSB must take a term view, making informative programmes with lasting appeal. They will be more effective than trying to chase the latest gimmick.

**6iii) In maximising reach and impact of public service content in the future, what roles can different platforms and services play?:**

Many and varied

**6iv) Do you agree that the existing model for delivering public service broadcasting will not be sufficient to meet changing needs in future?:**

Probably not - throw a small amount of money into many different pots - and see what happens. You'll lose some, but something surprising will happen.

Is it the function of OfCom to second guess the future? Or to assist broadcasters?

**7i) What are your views of the high-level options for funding public service broadcasting in future?:**

Community broadcasting deserves more than the half-million pa it gets now (and only for radio) - and it's not even considered in this report

**7ii) Are the proposed tests of effectiveness for future models for public service broadcasting the right ones?:**

Who can really tell?

**7iii) Of the four possible models for long term delivery of public service content, which, if any, do you consider the most appropriate and why? Are there any alternative models, or combination of models that could be more appropriate, and why?:**

The licence fee must remain - it is the only system that keeps us from the dogs of commerce. That fee should not be monopolised by the BBC which may be past its sell-by date. Funding should be available to many, perhaps project-based - although to say so is to encourage the nightmare of administration seen at Arts Councils and local governments.

**8i) What do you think is the appropriate public service role for Channel 4 in the short, medium and long term? What do you think of Channel 4's proposed vision?:**

It's OK, and C4 continues to do a reasonable job

**8ii) Which of the options set out for the commercial PSBs do you favour?:**

Rejected - commerce can never properly supply PSB

**9i) To what extent do you agree with Ofcom's assessment of the likely future long term issues as they apply to the nations, regions and localities of the UK?:**

Community broadcasting?

**9ii) Which model(s) do you think will be most appropriate in each of the nations and in the English regions in the long term, and why?:**

Where's community broadcasting fit into any of these models?

**9iii) What are your views on short/medium-term issues referred to, including the out-of-London network production quotas?:**

Out-of-London must be recognised - and the Film Council's regional organisations should be giving more support to TV, not just full length features.

**9iv) What are your initial views on the preliminary options set out relating to ITV plc's regional news proposal? (Please note that Ofcom will put forward firm options on these issues, and consult also on ITV plc's regional news proposal, in phase 2 of this Review.):**

If ITV can't do the job give the money to community broadcasters - we'll do it.

**10i) Do you agree with our assessment of the possible short term options available relating to children's programming:**

It's clear the option are difficult to identify. As a team we have wide experience in children's broadcasting, which need not be expensive to produce - and can attract a good audience. Some long-standing children's programmes prove that case. Children enjoy stability. Yes, they also like innovation, but within a stable, understandable framework.

They also like participation and to be treated as equals - rarely seen these days as programmes are created for kids to gawk at whilst mum does something else.

Older children need to identify - we have a series, written by an award-winning write, with an experienced production team - but large companies are not interested, saying it's not exciting and innovative enough - we say Cinderella still works - try it.

**11i) Do you agree that new legislation will need to be in place by 2011 in order to ensure continued delivery of the public purposes in the medium and long term?:**

Yes - and that must include an allocation of bandwidth and funding to enable community broadcasting to expand, particularly to rural areas, which are already deprived.

**Comments:**