

Name and title under which you would like this response to appear:

Lord Kilclooney (Chairman)

Representing:

Northern Media Group

What are your comments on these proposals?:

The Future of Radio is a magnificent consultation document.

I only wish to make a brief response in relation to illegal broadcasting - page 111.

Throughout the document there is much reference to controls; licensing; and regulation. Yet there is a hint of acceptance of illegal broadcasting simply because there is a significant audience demand para 5.144.

Regulation loses respect if those, who are not regulated, are tolerated.

Pirate Radio Broadcasting exists all over the United Kingdom especially in London and along the land boundary with the Republic of Ireland. There is good co-operation between Ofcom and its equivalent organisation in the Republic.

However raiding illegal stations is NO answer. They simply go 'on air' again within 24 hours if not less.

Pirate Stations are illegal and those who help to finance them by advertising with Pirate Stations are aiding and abetting this illegality. The best way to curtail the activities of Illegal Stations is to take effective action against those advertising with Pirate Stations.

Ofcom should take up the challenge and act more effectively. Ofcom should advise potential advertisers that they must not use Pirate Stations.

Notice of this should be broadcast widely on Legal Commercial Stations and by notices in the local weekly newspapers where Pirate Stations exist.

For example on the UK/Irish border such advertisements should appear in weekly papers such as the Dundalk Democrat; County Down Outlook; Tyrone Courier; Northern Standard; Impartial Reporter; Anglo/Celt etc.

Procedures should be put in place and advised in these advertisements that anyone using the Pirate Stations is acting illegally and that **THEY WILL BE PROSECUTED. THIS, MORE THAN ANYTHING ELSE, WOULD CURTAIL PIRATE RADIO STATIONS.**