

Local radio

IN recent issues of the "News" you have been promoting the idea that Hereward Radio is the first local radio station for Cambridge. This is incorrect on two counts; namely that Hereward is really a local station for Peterborough and that CAM Radio has been serving Cambridge for six months now as a local community radio station.

CAM Radio closed down last weekend due to staff shortages, but whatever replaces it as a Cambridge radio station, be it BBC, IBA or an independent community station, should aim to serve the city of Cambridge as a truly local station in

every sense of the word, with local news, information and music emphasised in its programming.

The mistake most BBC and IBA local radio stations have made is to follow a daytime Top 40 music format with no local material apart from weather reports. This is unimaginative programming (and cheap to produce — hence high profits) bearing in mind that Radio One exists to provide this service nationally.

Such stations could be far more involved in the local community than at present. In fact, if local stations were truly local (rather than regional) local programming should be easier to achieve.

It is regrettable that Hereward Radio (and Radio Cambridge, if it ever materialises) will probably follow the well-worn path of stations like Capital Radio.

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