

Dear Parents/carers

18.06.2020

Please see below a letter that has been received at school from Carey Smith, who is spearheading the local campaign to Save Yorkshire Coast Radio, and is asking for your help.

Gladstone Road Primary School supports Yorkshire Radio in many of its appeals and charity events, especially Bring a Pound to work day in support of our local St Catherine's Hospice.

Please take a minute to lend some support to Carey's campaign.

Thank you

Jane McLeod.

Dear Head teacher

I write in respect of the news that Yorkshire Coast Radio will become a national station "Greatest Hits Radio" from this September. You can read more about this here:

https://radiotoday.co.uk/2020/05/most-of-acquired-bauer-stations-to-become-greatest-hits-radio/?fbclid=IwAR1hiklijDAmegDHFkT4eI_VedIGBBVv1gxMh_rVr01eLXssDd8Sw0-S1D8

What will this mean for our coast? It means there will be NO LOCAL PRESENTERS AND NO LOCAL SHOWS, a disaster for our community. As you are aware, Yorkshire Coast Radio is an anchor of our community, it quickly spreads messages and many locals view it as a life line. I passionately believe that its demise will be disastrous for our community and therefore I write to ask that you assist in promoting the campaign to save it, especially as schools use the station for advertising galas, promoting charity events, school closures and other announcements, and so on.

Overall, Yorkshire Coast Radio have always provided Proper Local Radio. They have their audience at the heart of everything that they do, and every presenter and manager who will soon be out of a job, work relentlessly and passionately to promote our area.

If they go, there is going to be a massive void. The new station state that they will enhance local content, but how can they when operating from London, Manchester or Leeds? The presenters live, work and play here, and are extremely loyal to the station they have built, with consistent outstanding audience figures (the best in the country).

Bauer has advised that they are monitoring the public response, so the more noise we can make, the better so that we can have an impact. This is where you come in. Bauer have listened and has U Turned on a station in Wales. You can read about this here:

<https://www.walesonline.co.uk/whats-on/whats-on-news/bosses-confirm-swanseasound-keep-18418136?fbclid=IwAR1RySg4RrLbRdtZmqhWykeXNGAz8W0462gRelpjCluODOkXz3ni0BbEXMU>

Please can you promote the the Save Yorkshire Coast Radio Facebook Page and sign and circulate the petition which is here:https://www.change.org/p/yorkshire-coast-radio-listeners-save-yorkshire-coast-radio?recruiter=487721966&utm_source=share_petition&utm_medium=copylink&utm_campaign=share_petition

In addition, we have posters and would like to display them. If you are able to display some for me in a prominent place, please let me know.

Finally, may I add that around here, people do take Yorkshire Coast Radio for granted. It is a service

used by most. Even if they do not always listen, they follow the Facebook page, use the website and attend events that they are promoting, not to mention all the charities that they support who will be badly affected by this.

Thank you for your time and I hope that you are able to assist.

I look forward to hearing from you as soon as possible.

Kind regards

Carey Smith