



**Nuisance Calls Media Broadcast Schedule
- Wednesday 25 February 2015**

The news broadcasts listed below included contributions from the **fair telecoms campaign**.

To watch / listen - Click on the link icon



Link	Channel	Broadcast	Note	Also contributing
	Sky News	6:00 AM	1	
	BBC Radio London 94.9	8:40 AM		
	LBC 93.7	8:50 AM		
	BBC Hereford & Worcester	9:15 AM	3	Ed Vaizey Minister of State, DCMS
	BBC Radio Lincolnshire	9:40 AM		
	ITV News	1:30 PM	2	?
	BBC News	3:30 PM	1	Mike Lordan Direct Marketing Association
	BBC 5Live	4:40 PM		Simon Entwisle Information Commissioner's Office
	BBC Radio Wales	5:20 PM	4	Ann Jones Assistant Information Commissioner
	BBC Radio Ulster	5:50 PM		Richard Herman, (David Cameron)
	Channel 5 News	6:30 PM	1	

Notes

- See [the blogging](#) introducing this item.
1. A composite video, showing only the specific TV contributions is available at [this link](#).
 2. No copy of the lunchtime ITV news is retained. A later item, with a contribution from "industry expert" Steve Smith is available at <http://www.itv.com/news/story/2015-02-25/tougher-rules-to-deal-with-cold-call-companies/>.
 3. We find the comment from Ed Vaizey, *"The fair telecoms campaign is getting a lot of airtime by giving my measure a good kicking"*, to be disingenuous.
His suggestion that *"The people I would urge you to talk to are Which?"* can only be seen as disturbing.
 4. The claim, *"There has been a 60% improvement in legal compliance where an organisation has seen a fine issued to another body in their sector"* is disturbing. This would likely be taken to mean a 60% reduction in non-compliance (but that is not the same thing). The more interesting figures would be absolute rates of compliance before and after the fine!