

CONTENT SAMPLING REPORT

Station: 96.3 Rock Radio (Paisley)

Dates Sampled: Thursday 17 May and Saturday 19 May 2007

Content Sampling Finding

The station's required 20% speech minimum is achieved through news, traffic and travel updates, weather, what's on items and general presenter chat about the classic rock tracks played.

The 24-hour news provision, covering international, national and local stories, is over and above what the Format requires. The Format obligation is to provide local news hourly during daytime.

News bulletins were 3-4 minutes in duration, with two extended bulletins at 1pm and 6pm, which examined local stories in some depth. Some stories concentrated on the local perspective, for example, the Madeline McCann case - as her father is from Glasgow, the local impact of post office closures, and local reaction to the election of Alex Salmond as first minister of Scotland.

There is provision within the musical direction of the Format for the station to focus on a classic rock formula. This it does with a variety of tracks from a core of classic rock artists during daytime, with a broader spread at other times. A limited amount of, relatively, more contemporary rock artists are in evidence with bands such as Good Charlotte and Snow Patrol.

The station's public file outlines its obligations together with general information about the station.

This station is operating within its Format

Station Character of Service:

A LOCALLY FOCUSED MUSIC AND INFORMATION STATION FOR THE PAISLEY AREA.

Station Format Detail:

Speech and information are important ingredients for the station and will include such content as local news, weather, traffic and travel, what's on details and regular listener participation. Speech will not normally fall below 20% of daytime output. Bulletins with local news will be broadcast at least hourly during daytime, with extended local bulletins at least twice each weekday during peaktime. National news will feature at other times.

The music is mainly a spread of ex-top 40 hits from the 60s to the present day. Current and re-current tracks will never make up more than 45% of the music output.

Locally made output may originate from the studios of co-owned service Real Radio (Scotland) in Baillieston.

Format Obligations: Pre-sampling observations

96.3 Rock Radio (formerly known as Q96) began broadcasting on 1 September 1992. Ofcom granted permission for the station to co-locate its studios with those of Real Radio in September 2006, and on 8 January 2007 the station relaunched as 'Rock Radio'.

The station should provide a commitment to the Paisley area, with relevant news provision, traffic and travel information, together with what's on items. There should be two extended news bulletins during daytime and bulletins with local news should be in evidence at least hourly during daytime. There should not be too great a reliance placed on Glasgow-centric stories, as this would dilute the Paisley emphasis that this service should demonstrate.

Music should be a spread of hits from the 60s onwards and there should not be a reliance on current or recurrent music.

Localness and General Format Findings (excluding news)

Weekday – regular weather, traffic and travel updates together with what's on items, which included details of rock concert dates in Glasgow. Presenters' speech largely hinges on the music and there was an interview with band members '*Magnum*' whose music was being showcased across the day. A listener participation feature, entitled '*Godfather of Rock*', invites a listener to suggest their top 5 rock tracks and there was also an initiative for listeners to vote for their all-time favourite British rock guitarist.

Saturday programming contained sports news, with particular focus on St Mirren's quest for a place in the Scottish Premier League and the FA Cup final, and the premiere of *Pirates of the Caribbean* also received coverage.

News

The station provides 24-hour international, national and local news. Bulletins are routinely 3-4 minutes in duration, with a one-minute sports update running up to the hour. Extended bulletins are at 1pm and 6pm (10 mins). There is also a headline service on the half-hour during breakfast, lunchtime and drivetime.

Local stories included an appeal for witnesses to come forward in relation to a local murder, a new food factory to open in Inchinnan following a fire that forced the closure of its previous premises, teachers in Renfrewshire to be offered counselling for stress, Renfrewshire's new council to meet for the first time, Glasgow's subway closed for a period due to toxic fumes, the clean-up operation following the UEFA Cup final at Hampden, local man appears in court for attempted murder, Alex Salmond sworn in as first minister of Scotland, and the announcement of post office closures – a national story given a local perspective.

In addition to world and national news, there were also rock-related news stories about artists (e.g. Ozzy Osbourne joining Birmingham's 'Walk of Fame', casting details for the film portrayal of Iggy Pop, and Keith Richards being offered a publishing deal to write his autobiography).

Music

The daytime music mix relies on a variety of tracks from a core of classic rock artists, such as: Jimi Hendrix; Led Zeppelin; Thin Lizzy; Rolling Stones; Queen; AC/DC; Pink Floyd; ZZ Top; The Who; Def Leppard; Guns N Roses; U2; Primal Scream and Aerosmith. Outside of daytime the range of artists is widened to include tracks from: Uriah Heep; Rory Gallagher; Bob Seger; Jefferson Airplane; Tom Petty; Judas Priest; Santana; Placebo; Ted Nugent; Bluetones and The Doobie Brothers.

While not heard during this sampling period, the station also includes output from locally-based musicians whose sessions are aired across the output. Recent sessions have included Biffy Clyro; Logan; Ricky Warwick; Elmo and Shine.

Notes on Content Sampling

Ofcom's Content Sampling Procedure:

In Ofcom's move of emphasis from input regulation towards output regulation, content sampling has become an important regulatory process. Ofcom has already published the methods to be applied when formally listening to local commercial stations to create a content sampling report. These methods and processes are published at: www.ofcom.org.uk/radio/ifi/contentssampling.

Background Information

Content sampling is a major Ofcom tool in judging the level of station compliance with regard to

- a) Public File*
- b) Localness*
- c) Music*

Content sampling may be carried out as part of an organised process, or may be as the result of a complaint.

Public File

Public File obligations are [to be] enshrined within each station Format. The Public File and/or station website will, in many cases, not only support the findings of content sampling, but signpost monitors to output that enhances specific aspects of localness and music, whether or not it involves the specific days being monitored.

Localness and Music

Localness guidelines are available on Ofcom's website at: www.ofcom.org.uk/radio/ifi/contentssampling/ and station localness and music obligations will vary considerably from Format to Format.