

CONTENT SAMPLING REPORT

Station : 96.2 The Revolution (Oldham)

Dates Sampled: Wed 20 June, Thurs 21 June & Saturday 23 June 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 the 'Revolution Notice Board'. Presenters appear eager to talk about the music they play and display enthusiasm and a keen knowledge.

News provision is on the hour with local content at peak times. There are two extended bulletins at lunchtime and drive time.

The music mix is distinctive and reflects the genres specified in the Format. A proportion of the daytime playlist is drawn from the fringes of mainstream popular/rock music.

Evening specialist shows include music dedicated to adult rock, electro and dance/hip hop.

The station's Public File is accessible on its website and gives a comprehensive explanation of the station's obligations.

This station is operating within its Format

Station Character of Service:

A TRULY LOCAL 'FULL SERVICE' STATION AIMED AT 25-54 YEAR OLDS AND PLAYING PRIMARILY A BROAD MIX OF ADULT CONTEMPORARY AND SOFT ROCK HITS

Station Format Detail:

Speech, which would not normally fall below 20% of weekday daytime output, will include frequent and regularly updated traffic, travel and weather information; daily local entertainment guide; hourly community noticeboard; twice daily weekdays business report/financial information; sports reports and results service (as appropriate); and a number of clearly identifiable daily speech-based community features during weekday daytime.

Local news will run hourly at least during peak time and will include at least two weekday daytime extended news bulletin each of a minimum of 5 minutes. At other times national news will feature.

Music will be a mix of Adult Contemporary/Adult Alternative/Soft Rock/Ballads. Other compatible music genres can feature, but should never comprise more than half of the music output.

Specialist programmes featuring music which clearly complements the main mix may be aired in non-daytime.

Format Obligations: Pre-sampling observations

96.2 The Revolution began broadcasting on 30 August 1999. A Format request change was agreed, in February 2007, to include 'adult alternative' to the mix of genres it is required to play. This inclusion of a further music strand is designed to complement the adult contemporary style of the output and not dominate it.

The station should provide a local service to the Oldham area, with relevant news provision, together with community information and what's on items pertinent to its listeners.

Localness and General Format Findings (excluding news)

Weekday – included the hourly 'Revolution Noticeboard', which promotes local charity initiatives. In addition to regular traffic and travel updates, there were also what's on items covering comedy and music events and information about an Oldham film society promoting international films.

The topics for the two listener 'text debates' were initiated from local news stories. Manchester singer Mick Hucknall has become a father at 47; was late parenthood a blessing? Alan Turing (the Enigma code breaker) was to be honoured in Manchester. What would be a suitable commemoration? Listeners' views on these matters were incorporated into general programming.

Saturday – in addition to traffic and travel, dedications, music news and what's on items, there were references to the Oldham Carnival that was taking place.

News

3-minute bulletins mixing national and local news on the hour, during peak time, with extended bulletins of 5/6 minutes at 1pm and 6pm that also included business and sports news. Breakfast and drive time sequences had a brief headline service on the half-hour.

Bulletins included stories pertinent to the Oldham area, with an average of two stories per bulletin. Local stories covered during these dates included: Drug raid on five addresses; man charged with attempted murder; serious sexual assault of 11-year-old; appeal for witnesses for road traffic accident; appeal for witnesses for attack on security guard; arson attack on industrial estate; report on policy initiative to improve transport links; local Jessops stores could be targeted in proposed closures.

Music

Across daytime, tracks from artists representing the various genres were in evidence. These included: Elvis Costello; Cherry Ghost; Amy Winehouse; The Spinto Band; Reverend and the Makers; The Doobie Brothers; Lovin Spoonful; Maximo Park; The Ting Tings; Stone Roses; Roxy Music; REM; Arcade Fire; The Who; David Bowie; Crosby Stills Nash & Young; The Rumble Strips; Blondie; Oasis; New Order; Black Grape; The Mamas & Papas; Jeff Buckley; The Beatles; Van Morrison and The Style Council.

There was also a selection of music from northern soul to classic dance and pop from artists such as: Ike & Tina Turner; Curtis Mayfield; Smokey Robinson; Isley

Brothers; Edwin Starr; Sly and the Family Stone; Jimmy Cliff; Staple Singers; Aretha Franklin and Marvin Gaye.

'The Adult Rock Show' - Wednesday 2200-2400 encompassed tracks from Nirvana; The Stranglers; Marilyn Manson; My Chemical Romance; The Clash; ACDC; Queens of the Stone Age; The Damned and Ash.

'Transmission' – Thursday 2200-2400 features an array of tracks from artists that are largely ignored by the mainstream: Starless & Bible Black; Mahogany; Francoiz Breut; The Beta Band; Trost; The Gun Club and The Pony Collaboration.

'Old Skool Dance and Hip Hop' - Saturday 23 June 1800-2200. This programme included music genres from garage to rave, hip hop and soul.

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.