

LOCAL RADIO SERVICE UNDERGOING CHANGE OF CONTROL: REVIEW OF EFFECTS OF CHANGE OF CONTROL

(in accordance with sections 355 & 356 of the Communications Act 2003)

AL258 – 2BR (Burnley and Pendle)

EXISTING FORMAT

Description of Service:

Locally-focussed music and information station for the Burnley and Pendle area.

Detail:

2BR mixes a spread of classic hits from the last four decades with a strong service of news and local information. Speech is an important aspect of the station and should include daily community action features and phone-ins; a weekly programme for the Asian community (containing a mix of appropriate music and speech) of at least 2hrs duration, will be aired. Speech should comprise at least 25% of daytime output. Current/recurrent hits must not account for more than 55% of the music played, but outside daytime, more current and recent material may feature, to cater for a younger audience. Local news will be aired at least hourly during peaktime.

REVIEW OF EXISTING PROGRAMME SERVICE

Scheduling and duration of any specific programmes (music, speech, local or linguistic) required by the Format.

Weekly 2hr programme for the Asian community is broadcast on Saturday evenings, 2000-2300, with contemporary material predominating. Target audience is 2nd/3rd generation Asians.

Content, duration and scheduling of any specific programmes (music, speech, local or linguistic) the station has currently or recently been broadcasting not specifically required by the Format

Weekday lunchtime magazine programme, 2BR Today, 1200-1300, includes speech packages of up to 4 mins. duration approx. on a range of issues.
2BR Rock Show, Sundays 1900-2100hrs

Quantity of programming currently automated, and when scheduled.

Weekday overnights 2100-0600 (voice-tracked until 2359 and from 0500). No daytime automation on weekdays; slightly more at weekends, but 1700-2000 Saturday is only non-overnight sequence.

Quantity of programming currently being broadcast that is syndicated and/or networked, and when scheduled.

Hit 40 UK (Sundays 1600-1900) is only programming that is not locally produced and presented.

Arrangements in place for the compilation, production and presentation of local news (e.g. any sharing of resources with other radio stations, local newspapers or other sources).

All locally produced/presented.

ASSESSMENT OF EFFECTS OF CHANGE OF CONTROL IN RELATION TO:

i) Local Content and Character of Service:

Not prejudicial.

ii) Character of Service:

Not prejudicial.

iii) Quality and Range of Programmes:

Not prejudicial.

SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)

None.

21 December 2004