

**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)

L2/041– Choice FM (Brixton)

EXISTING FORMAT

Description of Service:

Music and news for Afro-Caribbean and black music aficionados in Brixton

Detail:

Community news & other info of relevance/interest to target audience with local news peaktime. Music predominantly of black origin - Soul, Reggae/Ragga and R&B with some Gospel, Rap and Caribbean music. Soul-influenced hits limited to no more than 30%. Specialist music **may** be aired and can include Reggae, House/Garage (max 8 hours a week), Hip Hop/Jazz, Funk, Gospel and Soca/African

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

None

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

Reggae 1900-2100 weekdays and 2100-0100 Sat; Gospel 0600-1000 Sunday (simulcast); Soca 1800-2100 Sunday.

Quantity of programming currently automated, and when scheduled.

None

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

Programmes shared with North London from 0300-1000; 1600-1900 weekdays; 0100-1200 weekends

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 compiled locally in studios in Borough High Street (all discrete)

Assessment of the effects of the change of control in relation to:

Local Content and Character of Service

Not prejudicial

Character of Service:

Specialist programmes are not mandatory but provide outlets for genres of music likely to be appreciated by target audience and not available elsewhere.

Quality and Range of Programmes

Not prejudicial

SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)

There is no requirement for any specialist output on this service and only 4 hours per week on the N London output. Programming is primarily for a niche audience whose tastes/interests are unlikely to differ because of a North/South London location. Consequently, recommend that licences are varied to include specific requirement for at least 21 hours of specialist music output (as currently aired on S. London) to replace discrete output

30 March 2004