

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)

HEART 100.7 (WEST MIDLANDS)

AL169-1

EXISTING FORMAT

Description of Service:

A MELODIC ADULT CONTEMPORARY MUSIC-LED SERVICE FOR 25 to 44 YEAR-OLD WEST MIDLANDERS, SUPPLEMENTED WITH NEWS, INFORMATION AND ENTERTAINMENT. THE SERVICE SHOULD HAVE PARTICULAR APPEAL TO PEOPLE IN THEIR 30s

Detail:

The station's music will provide a variety of contemporary and non-contemporary tracks targeting an adult audience. It will exclude the extremes of dance, rap, teenage pop, indie, and heavy rock. Older material will be drawn predominately from the past 30 years and current material must never dominate. Some non-daytime hours may be devoted to specialist music which complements the main music mix.

Speech will never rise above 25% of output. It must include a reasonable balance of news and information for the target audience across each day. Entertainment information should also feature as part of the output. Bulletins containing local/regional news should run hourly at least during peaktimes. National news will feature at other times

REVIEW OF EXISTING PROGRAMME SERVICE

Scheduling and duration of any specific programmes or features required by the Format (e.g. specialist music shows, extended news bulletins, output for a specific ethnic minority, religious output, alternate language output etc).

The format requires 'some' non-daytime hours to be devoted to specialist music. This requirement is fulfilled by the Club Classics shows, consisting of classic dance and party anthems from the 70's / 80's / 90's / 00's, broadcast on Friday 7pm-2am and Saturday 6pm-2am

Scheduling and duration of any such programmes or features not specifically required by the Format, but which the station is currently (or has until recently) been broadcasting regularly.

The format requirements are not specific with regard to the number of hours of specialist programming required. For details of current specialist programming, see above

Quantity of programming that is currently automated (if any), and when this is scheduled. (Note: information about the precise scheduling of automated sequences may be supplied to Ofcom in confidence).

12 hours per week are automated (Friday night 10pm-2am & Saturday Night 6pm-2am)

3 hours per week are pre-recorded and played out as live (Sunday breakfast (6am-9am) this show also has local news on the hour from 7am onwards)

Quantity, scheduling, duration and nature of programming currently being broadcast that is syndicated and/or networked (if any).

Sunday afternoon (The A-list) 4pm-7pm

Arrangements currently in place for the compilation, production and presentation of local news.

A team of 6 journalists generate local news 7 days a week at the following times

Mon-Fri

6:00, 6:30, 7:00, 7:30, 8:00, 8:30, 9:00, 10:00, 11:00, 12:00, 13:00, 14:00, 15:00, 16:00, 17:00, 18:00, 19:00, 22:00

Sat

7:00, 8:00, 9:00, 10:00, 11:00, 12:00,

Sun

7:00, 8:00, 9:00, 10:00, 11:00, 12:00,

Additionally there are 3 news bulletins provided by Sky Radio News during the A-list on Sunday afternoons (16:00, 17:00, 18:00)

All news is generated, written, produced and presented locally (with the exception of Sky Radio News during the A-List on Sunday afternoons).

This local news resource also generates, produces and presents news for its sister station Galaxy Birmingham. There is an informal agreement in place with Smooth so very occasionally it will share stories (eg two major things happen in the West Midlands so Heart will cover one, they'll cover the other and they swap stories).

ASSESSMENT OF EFFECTS OF CHANGE OF CONTROL IN RELATION TO:

i) local material and locally-made programmes:

It appears to Ofcom that the relevant change of control would not be prejudicial to the provision of local material or locally-made programmes.

ii) character of the service:

It appears to Ofcom that the relevant change of control would not be prejudicial to the character of service.

iii) quality and range of programmes included in the service:

Heart West Midlands is a clearly targeted station. It appears to Ofcom that the relevant change of control would not be prejudicial to the quality or that range of programmes..

OFCOM'S CONCLUSION AFTER MONITORING/PLAYLIST ANALYSIS AND VERBAL SCRUTINY. SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)

None

14 08 2007