

# 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)

## AL256/1 – KICK FM (Newbury)

### EXISTING FORMAT

#### Description of Service:

**A FAMILY-FOCUSED INTENSIVELY LOCAL MUSIC AND INFORMATION STATION FOR ADULTS AGED 25-54 YEARS, IN NEWBURY, HUNGERFORD, THATCHAM AND SURROUNDING VILLAGES.**

#### Detail:

Music programming will be predominantly (up to 100%) a broad mix of adult contemporary, popular classic hits, soft rock and 'easy to listen to' music, none of which should account for more than around a third of output. Specialist music programmes for the target audience, which complement the main music mix, and which may include Country Rock, Jazz Funk/Blues, Rhythm n Blues, Rock, soul, Dance and New Music, may be broadcast in non daytime. The station will be music-led, but information and/or features of particular local relevance, such as weather, traffic and travel, what's ons, history, problems, vox pops, interviews, quizzes, community news, hobbies, entertainment will be strongly in evidence throughout programming, with bulletins containing local news run hourly at least during weekday peak-time and during weekend breakfast. Two extended news bulletins of at least 15 minutes will be broadcast each weekday. National news will feature at other times. Speech should account for at least 20% of weekday daytime output. The service must be based within the licence area.

### 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).***

#### **- Local news**

*Bulletins containing local news air between 0630-1900hrs (incl.) weekdays and 0800-1300hrs at weekends (including headlines on half-hour at peaktime), exceeding Format requirement. Two 15 min. extended bulletins feature each weekday, at 1300 & 1830hrs. IRN features outside these times.*

#### **- Specialist music**

*Club Classics (soul & dance) – Saturdays, 1800-2200hrs*

*Easy listening – nightly, 2300-2330hrs*

*Retro Rewind (music from a classic year) – 0900-1000hrs weekdays & 1200-1400hrs Saturdays*

#### **- Travel news**

*Weekdays: coverage from 0530hrs weekdays; three updates hourly between 0600-0900hrs and 1600-1900hrs; once hourly in most off-peak daytime hours.*

*Weekends: hourly between 0800-1200hrs; additional bulletins as required.*

#### **- What's-ons/community news**

*Scheduled as a feature (generally hourly) throughout live programming*

#### **- Interviews with local people and organisations**

*West Berkshire People (15min. interview in three segments separated by music) – weekdays, 1845hrs*

**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.**

*Sports news – hourly during peaktime, and during the two extended weekday bulletins.  
Outside broadcasts are a regular part of Kick's output, recent OBs include a weekend live from the Royal County of Berkshire Show (Sep), Thatcham Firework Display (Nov), Newbury's Christmas Lights Switch On (Dec) Newbury's Pancake Race (Feb), the St Bartholomew's Street Fair (Nov), Valentines Day Flower Delivery (Feb), Newbury Racecourse (Mar).*

**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).**

*Up to 91 hours per week (precise scheduling information supplied to Ofcom in confidence)*

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

*The A List – Sundays, 1600-1900hrs  
Totally 80s – Sundays, 1400-1600hrs  
Pat Sissons' Weekend Retro Rewind – Saturdays, 1200-1400hrs (made by Kestrel FM; local inserts)*

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

*Two journalists (one of whom also undertakes a daily presenter shift) each work a five day week and alternate weekends, supplemented by freelancers. There is some resource sharing with Kestrel FM (and Passion 107.9, prior to its sale), mainly to provide different voices and share regional 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 the service.*

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

*It appears to Ofcom that the relevant change of control would not be prejudicial to the quality and range of programmes included in the service.*

## **SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)**

**None.**

08 September 2006