

## Cornwall independent local radio licence applications

# Questions and responses: Itchy FM

*These are the responses received from Itchy FM to the non-confidential questions asked by Ofcom regarding the group's application for the Cornwall licence.*

- 1. The proposed Format states that "daytime automated local output will not exceed 3 hours". Such a level of automation would exceed the current limits for a station with an MCA of 50,000 adults or more, and thus would be permissible only with an exemption. On what grounds does Itchy FM seek such an exemption?**

Itchy FM does not intend to use automation in the sense of purely playing music and generic station branding or recurring voice links. Our intention is to use automation technology to allow some time-shifting of presenter links which would be recorded within the same day or even the same hour. We would envisage this being done during the mid-morning programme. This will enable the presenter to multi-task on other areas which will enhance programming, such as editing features and interviews. We believe this "smart working" is important within a tightly managed environment, but will serve to benefit overall programming standards. It may be we should not have included these plans within the context of automation, in which case we are sorry for any confusion.

If Ofcom regards this use of technology as pure automation, then we would welcome the opportunity to discuss the matter in the event of being awarded the licence. We would not necessarily intend to apply for special exemption, rather we would seek to reduce the amount of "automation" to within current limits. Such adjustments would have no impact on our business plan, although we would always wish to seek ways of delivering the highest quality output using the most efficient methods. We hope this clarifies our position.