

Edinburgh independent local radio licence applications

Questions and responses: Virgin Radio Classic Rock

These are the responses from Virgin Radio Classic Rock to the non-confidential questions asked by Ofcom regarding the group's application for the Edinburgh licence.

1. Will the departure of Virgin Radio chief executive John Pearson affect the application in any way, and if so how?

Should SMG's bid be successful, we plan for John to remain on the Board of the new business. His 20+ years of radio industry experience would be of significant value to this start-up operation.

2. What is the maximum extent to which you plan to automate programming?

I confirm that 100% of programming on the station will consist live, local presentation. We are happy for this to be enshrined in our Format.