

## Exeter independent local radio licence applications

# Questions and responses:

*These are the responses received from Sunshine Radio to the non-confidential questions asked by Ofcom regarding their application for the Exeter licence.*

**1. Please define, for the purposes of your Format, the terms “significant proportion” [of album tracks] and “album tracks”.**

When we say that our music will include “a significant proportion of album tracks by popular artists” we mean that not less than one-fifth and not more than one-third of the station’s music output will be album tracks by popular artists. The precise amount at any one time will vary according to the topical availability of new albums by artists relevant in appeal to the target audience. So, Sunshine Radio’s musical output will include tracks from such current albums as:

*Secrets of Soho* – Tim Arnold  
*Eric Clapton* – Eric Clapton  
*Come Here* – Cass Fox  
*Triniti* – Triniti  
*Taking The Long Way* – Dixie Chicks  
*Under The Iron Sea* – Keane  
*Loose* – Nelly Furtado  
*Smile...It Confuses People* – Sandi Thom  
*In Between Dreams* – Jack Johnson  
*Trouble* – Ray LaMontagne

Unafraid to deliver the occasional surprise, the output will also include, from time to time, album tracks by such artists as the Venezuelan pianist Gabriela Montero, the American flute, violin, viola and cello chamber ensemble the Silverwood Quartet who have just released *The Classic Rock Album*, and the Australian country singer Keith Urban.

That said, Sunshine Radio will do far more than play only tracks from new recordings and will, indeed, feature such classic albums as:

*Graceland* - Paul Simon  
*Pet Sounds* - The Beach Boys  
*Goodbye Yellow Brick Road* – Elton John  
*Tapestry* - Carole King  
*Bridge Over Troubled Water* – Simon & Garfunkel  
*Songs For Swinging Lovers* – Frank Sinatra  
*Sgt Pepper’s Lonely Hearts Club Band* – The Beatles  
*Revolver* – The Beatles  
*Blonde On Blonde* – Bob Dylan  
*Band On The Run* - Wings

and many, many more. The key element to all the above is melody, intelligent lyrics and quality performance, all of which will attract listener’s from Sunshine Radio’s target demographic. Few, if any, existing UK commercial radio stations venture further than the hit singles of the artists referred to, and while those hits

will also be part of the Sunshine Radio sound, so too will some of the other fine tracks featured on those albums.

Our definition of an “album track” in this context then, is a track that has probably not been released as the feature track on a single or, if it has, has not been a Top 30 hit.

**2. Please supply the format of the trial RSL, in relation to the proposed Format of Sunshine Radio.**

Broadcasting as ELR, Exeter Local Radio actually ran two RSL’s in the area.

The first in 2002, was highly experimental, trialling music in various formats with a vary light presentation style and did little more than provide a guide to build on for the second RSL, at the end of 2003, as referred to in the application.

This followed much more closely the format we now propose for Sunshine Radio, though with less emphasis on album tracks than we have included in our application. Familiar hit songs were played in the main to ensure that the artists we included were appropriate to our target audience.

Local news and other speech features were programmed throughout the day, for example a discussion around the activities of the campaign group D.U.S.T. (Devon Under Serious Threat), who challenged a proposal to build a bio-mass power station on agricultural land that had also been a WWII airfield.

The second RSL had a daily lunch programme presented by a local farmer, and also specialist music shows in the evening, including jazz, soul and country. While it did not follow the precise programme structure of our application, it included all the building blocks we wanted to use in our research and thus contributed to the design of the format we now propose.

**3. How were businesses identified to take part in the “evidence of local business demand research?”**

Our research partner company, M-Lab, used a mixture of D&B sample and company information from local council websites. The D&B information was sourced by postcode and the person responsible for the advertising budget was identified.