

## Kingston-upon-Hull independent local radio licence applications

# Questions and responses: King FM

*These are the responses received from King FM on the non-confidential questions asked by Ofcom regarding their application for the Kingston-upon-Hull licence.*

- 1. The application notes that you [Richard Johnson] are currently the launch director of Original 106 (p.8). What impact would this have, notably in terms of time constraints, upon your role as launch director at King FM?**

Seven Broadcast has a launch consultancy contract with Original 106 in the Solent. Specifically, Richard Johnson is launch director of the station. Richard has undertaken the role of launch director/consultant on six previous occasions. The consultancy remit is to help in the recruitment the management team, and to provide advice, assistance and support on a continual basis through to launch. This role involves some daily contact and a physical presence at the station for one day a week.

Original 106 is due to launch Q4 2006, circa six months before the planned King FM launch in March 2007. We see no impact in terms of time constraints on the launch directorship of King FM.

Whilst King FM is a stand alone station, it will also have the advantage of the support and significant expertise of the Original 106 management team. Renata Hayward, MD of Original 106, is an extremely experienced commercial radio manager and John Evington, PD Original 106, is one of the UK's most experienced commercial radio programmers.

- 2. How would the term "eclectic" be defined in the context of the music policy described in the Format?**

The OED defines eclectic as "deriving ideas or style from a broad and diverse range of sources".

Our format proposition as a whole is therefore "eclectic" in a broad sense because it emphasises genuine variety.

But in the specific context of our Format, we intend "eclectic" to be understood in the narrower sense of highlighting songs which deliver texture and spice by being "outside the norm" of mainstream ILR. These songs can be summarised as "diverse in terms of era and genre, and imaginative in artist and song selection, going beyond the obvious familiarity of well-known hits from major artists".

- 3. Please supply a sample playlist for two typical daytime hours in order to aid our understanding of your music policy.**

The sample playlist below is typical of King FM's daytime output.

Our format states our music policy will feature "Predominantly melodic Adult Contemporary music and will also include rock and eclectic songs. No decade will

dominate output. Songs that are or have been in the Top 20 will account for no more than 70% of the station's output."

1	Lighthouse Family	Ocean Drive
2	Nerina Pallot	Everybody's Gone To War
3	Rod Stewart	Young Turk
4	Crowded House	Four Seasons In One Day
5	Jack Johnson	Better Together
6	Jane Wiedlin	Rush Hour
7	Eric Clapton	Promises
8	Coldplay	Fix You
9	Aretha Franklin	Think
10	Pet Shops Boys	I'm With Stupid
11	Eurythmics	I Saved The World Today
12	Squeeze	Labeled With Love
1	Santana	Smooth
2	Shawn Colvin	Every Little Thing (He) Does Is Magic
3	The Beautiful South	Manchester
4	The Connells	74-75
5	George Michael	Heal The Pain
6	KT Tunstall	Suddenly I see
7	Fleetwood Mac	Don't Stop
8	Belle and Sebastian	The Blues are Still Blue
9	Garbage	Stupid Girl
10	Beulah	Sweet Kinda' Something
11	Des'ree	Life
12	Simple Minds	Glittering Prize