

Kingston-upon-Hull independent local radio licence applications

Questions and responses: Wyke FM

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

1. Could you clarify how you envisage Wyke FM would benefit from its association with the wider UTV group in practice (p.16)?

Being part of the UTV group will be of key importance to Wyke FM, and will benefit the station at a number of levels.

First, at a plc level, Wyke FM will benefit greatly from the financial stability and access to cash that being part of a profitable, listed company brings. This financial robustness and capital efficiency/simplicity will be a considerable advantage to Wyke FM in its launch phase.

Second, Wyke FM will benefit by being part of the UTV Radio group in a number of ways. Structurally, UTV run a central management hub out of our offices in Stoke that provides all our ILR stations with a number of central services, such as:

- Traffic
- Accounts and Finance
- Credit Control
- Purchasing
- HR and personnel
- Health and Safety
- Engineering and IT support
- Group Training Initiatives (covering each of management, sales, programming and engineering)
- Central programming expertise and resource, including music and format research
- Access to group-wide promotions and content (e.g. "How low", World Cup)
- Bi-monthly senior management meetings at station level
- Weekly S&P conference call

These central services fit around each of our stations, and are structured to support the station management team. The benefits of such a structure are that each station is free to run their business at a local level, and that any new station can be added in to the structure very easily.

Finally, the success of any devolved management system such as that employed by UTV, rests on the quality of local station management, and gaining access to high quality local station management will be a crucial issue that any new licensee will face. The benefit of Wyke FM's association with the larger UTV group makes this recruitment process much easier than would be the case for standalone applicants.

2. How would the term “adult focused contemporary music” be defined in the context of the music policy described in the Format?

In Section 105 (B) of our application we set out our strategy to meet the musical tastes of our target 25 to 64 year old adult audience. Central to this strategy is a move away from programming music on a Formative Years basis, towards one which reflects the ‘psychographic typical’ preferences of listeners (i.e. the notion that if someone grew up with and liked listening to The Beatles and The Rolling Stones, they would also enjoy listening to new music from say Coldplay and U2). The Table below sets out some examples of psychographic typical preferences.

If They Like Classic Hits	They Probably Like Contemporary Hits
Beatles	Coldplay
Rolling Stones	U2
Pink Floyd	Travis
Eagles	Stereophonics
Temptations	Gabriel
Marvin Gaye	Craig David
Aretha Franklin	Mariah Carey
Wilson Picket	Gnarls Barkley
Elton John	Lighthouse Family
George Michael	Dido
Tina Turner	Savage Garden
Rod Stewart	Westlife
Queen	REM
Chicago	KT Tunstall
Dire Straits	REM
Fleetwood Mac	Keanne

As a result, “adult focused contemporary music” in the context of our format can therefore be defined as the new music that psychographically fits the tastes of our target audience.

3. What age were the seven individuals who took part in the two RSL focus groups (p.56)?

Group 1: 30, 37, 41, 46
Group 2: 33, 44, 50