

Ipswich local commercial radio licence applications

Questions and responses: Today FM

These are the responses received from Today FM to the non-confidential questions asked by Ofcom regarding their application for the Ipswich local radio licence.

1. In what respects (if any) would Today FM's music policy be different to that of the company's Star FM-branded stations?

As with all UKRD radio stations, Today FM's music policy will be tailored to suit its local marketplace. Our research in Ipswich has provided a broad overview of the types of music that will form the basis of the music policy for Today FM 102; the station's music database will be completely formed with the assistance of further research prior to launch.

In general terms, Today FM will differ from the Star-branded stations in that it will sound more guitar-led, slightly older and less rhythmic. To make the comparison easier, we have prepared an hour of typical Today FM 102 daytime music: this is shown alongside a Star FM daytime music hour from week commencing October 10th 2005.

Star Brand:

I Luv You Baby	The Original	(1995)
Bad Day	Daniel Powter	(2005)
Everything She Wants	Wham!	(1984)
When A Woman	Gabrielle	(2000)
Candle in the Wind	Elton John	(1974)
Crazy Chick	Charlotte Church	(2005)
Long Hot Summer	Style Council	(1983)
The Best Things in Life...	Luther Vandross/Janet Jackson	(1992)
Night Fever	Bee Gees	(1978)
Breathe In	Lucie Silvas	(2004)

Today FM 102:

Don't Leave Me This Way	Communards	(1986)
Handbags and Gladrags	Stereophonics	(2001)
You're the first, the last, my everything	Barry White	(1974)
Always	Bon Jovi	(1994)
With or Without You	U2	(1987)
Suddenly I see	KT Tunstall	(2005)
Suspicious Minds	Elvis Presley	(1969)
Dancing in the Moonlight	Toploader	(2000)
Woman	John Lennon	(1981)
Torn	Natalie Imbruglia	(1997)

2. Your draft Format states that all programming will be locally produced and presented, "save for the occasional syndicated programme/feature." This would appear to be a more stringent requirement than was set out on page 39 of the application, which refers to up to ten hours per week being non-locally

produced/presented. Please could you clarify what your intention is in this regard.

The ten hours per week (representing less than 6% of the total output) was intended to take into account for non-daytime national news bulletins (totalling 4'45" across the week) whilst allowing leeway for occasional syndicated programme elements – a recent example is UKRD's Robbie Williams 'Hour of Power' which we would envisage running on Today FM 102.

In hindsight, we acknowledge that the wording may be considered contradictory and confirm that we are happy with the "save for the occasional syndicated programme/feature" commitment in the Format.

3. Assuming that this is indeed the case, please could you confirm that your draft station Format should read that news will be broadcast 'at least hourly' (so as not to make the broadcasting of additional bulletins a technical breach).

We confirm that the Format should read '*bulletins containing local news will be aired at least hourly*'.

4. Please could you provide a copy of the quantitative questionnaire 2, and in the data table shown at the top of page 52 of your application document, please could you indicate the margins of error associated with the findings for each of the formats – in particular for the reach, trial and demographic profile data. Please could you also indicate the extent to which these margins of error were considered when "we concluded that the Broad Adult format represented the most appropriate solution."

The requested quantitative questionnaire is attached. While it is possible to calculate the margin of error for any particular single question asked of the Broad Adult Group (since we know how many respondents fit into this category), unfortunately, it is not possible to calculate this margin for the demographic subsets of that group; a subset is part of the composition of the Broad Adult segment and is not, of itself, a question. And each of the format opportunities, listed on page 52 of the application, relies upon calculations based upon a number of *different* questions, within the survey.

As to the survey's general and overall margin of error, we took advice from our research company, Paragon Media Strategies, who reported that at the 95% confidence level, a sample size of 350 produces results with a maximum sampling error of plus or minus 5.3%.

Page 2 of the Paragon report, of which you have a copy, discusses the methodology in much more detail and great care and attention was taken, as you will observe. As to the "extent to which the margin" was considered, naturally, we discussed the appropriateness of the sample and there was little to be gained by increasing the size of the sample to achieve a finer margin of error.

Within the specific context of the question, each of the format opportunities, listed on page 52 of the application, relies upon calculations based upon a number of different questions, within the survey. The consequence of this is that the data attached to each separate Format must, logically, be considered as equally reliable.

There comes a moment, particularly in a behavioural study, when the interpretation of data becomes just as important as its calculation. In choosing the Broad Format this team carefully debated the opportunities presented by each of the Formats. Each

member of our application team, without exception, has many years of hands-on radio experience and it is our judgement that the Broad Format offers the best solution, taking into consideration all the elements summarised on page 52 of the application and the general context of the Ipswich radio market.