

## Kidderminster independent local radio licence applications

# Questions and responses: The Wyre FM

*These are the responses received from The Wyre FM to the non-confidential questions asked by Ofcom regarding the group's application for the Kidderminster licence.*

**1. Would Tim Boswell have any executive role at the station? For whom is he currently working? Please indicate when he left the Ace FM team.**

Tim resigned his role with Ace FM when he left CN Group in October 2003. At the time he was developing and running the Ace FM RSLs with a view to applying for the Kidderminster licence. Tim was acting as intermediary between CN and Ace FM having brought the parties together. Tim was also responsible for obtaining all the written support before the eventual application. Tim now works for the Murfin group with responsibility for programming. He also worked on the Kidderminster RSL and the licence application. Should our application be successful Tim will be responsible for the setting up and running of the station. Tim's unrivalled knowledge of the local area and audiences lay behind the approach. He has produced and programmed radio for all or part of Worcestershire throughout a career spanning 10 years.

**2. The Format does not include any commitment to the level of live output. The application (page 28) states that automation will be used "outside of weekday and weekend output". Please clarify what the statement on page 28 means ("weekday and weekend output" seems to be the whole service), and explain why there is no commitment in the Format in relation to live output.**

A key word is missing from the statement on page 28 'outside of weekday and weekend output'. Put in context, this should actually read *"The use of automation and voice-tracking outside of weekday and weekend daytime output will allow The Wyre to sound local, while making sure programming costs are channelled firstly towards creating and maintaining a local news service for the area to be proud of, and secondly towards the times when the local radio audience is at its most demanding."* By explanation, The Wyre believes a small level of automation is key to providing financially viable local radio service in a TSA of its size. However, automation will be limited to non-daytime, throughout the week and at the weekend; thus ensuring local news, plus the information-rich breakfast and drive-time programmes, are top programming priorities. Indeed, as our weekday programme schedule reflects, we anticipate non-live programming being limited to a maximum seven hours (2300-0600), weekdays and to a maximum 6 hours outside of daytime Saturday and Sunday. This would guarantee weekend live programming from 0600 to 2400 Saturday and 0600 to 2300 Sunday. We would be happy for these timebands to be placed within the format - reading "Live programming will be provided for a minimum 17 hours weekdays and 18 hours weekends". Naturally, this does not impact on the existing format promise to provide locally produced and presented output 24 hours a day - we do not anticipate networked programming being included. During periods of automation, we guarantee levels of local information will be similar to those during daytime - featuring local weather forecasts, listings from the *Events Wyre* and *Action Wyre* appeals, and other items of

local interest. It goes without saying that live programming will be extended at any time deemed to be important to the local audience, with particular attention always being paid to the level of the River Severn - a key concern to residents of Stourport and Bewdley.

**3. References on page 32 (first paragraph), and elsewhere in the application (pp11,12,16,18,22,23,28), imply that you have carried out consumer research. However the application does not provide any details of such research, in response to the question about “evidence of demand”. Please explain this apparent contradiction.**

Consumer research was all done “in-house” although an experienced NOP employee prepared the questionnaire. As an independent research company was not used it was decided to submit the application on the basis that independent research was not used. The application called for evidence of demand or support. As operators of neighbouring AM stations we have long recognised the demand for a local station for Kidderminster. To clarify your question about research, we attach the results of our in house survey. Our research led us to the view that our core audience should be 25-54 age range. This is borne out in the results of other applications for the Kidderminster licence.

**4. Which eight stations did you include in your research into audience figures (page 12 of the application)?**

The stations considered were:

- The Oak 107
- Bath FM
- Spire FM
- Rugby FM
- Star 107 Stroud
- Delta FM
- South Hams Radio
- Radio Borders

Reference RAJAR September 2004

**5. Can you provide the source for the “anticipated industry average” of £30 per 1,000 hours referred to in your application (page 12)?**

The figure is based on extrapolating advertising revenue reported by RAB for the year to September 2004 together with RAJAR figures reported to September 2004 in relation to listener figures re all commercial radio stations.

Figures were cross-checked with reports taken from the Advertising Association. The figures are a check only but provide a degree of comfort that WYRE FM forecasts are within acceptable parameters.

Rough calculation		'000
RAJAR September 2004	weekly total hours	360,685
	Annual say	<u>18,756,000</u>
RAB September 2004	Advertising Revenues	£546,000,000
	(airtime)	
Income per '000 hours	£29.11	