

Liverpool independent local radio licence applications

Questions and responses:

These are the responses received from All Talk FM to the non-confidential questions asked by Ofcom regarding their application for the Liverpool licence.

- 1. Please clarify the proposals for the coverage of sports news (paragraph five of the Detail in your draft Format.) Does the reference to 'locally led' sports bulletins mean that a local sports story will always lead the bulletin? Should the reference to sports news being broadcast half-hourly during other daytime be taken as meaning that sports news will be broadcast once per hour on the half-hour during off-peak daytime?**

As a local station speech station for Liverpool, it is imperative that we create a USP in the marketplace in order to differentiate ourselves from other nationally led speech stations. The reference to "locally led" reflects that the vast majority of the sport bulletin content will be concerned with news about local teams, sports and events rather than a dictate that the lead story must be local.

Clearly where there are major national sports stories of common interest across the TSA, (e.g. England Football International, World Cup, Ashes Squad) these will be incorporated into the bulletin under the direction of our Sports Editor who will determine the priorities, and which stories will lead.

To clarify, the reference to sports news being broadcast half-hourly during other daytime should read that sports news will be broadcast on the half hour during other daytime.

- 2. It is noted that "at least two weekday bulletins will be 15 minutes in duration". Please confirm that both these bulletins would be in daytime hours (as is suggested by the converse reference to 'non-daytime' in the sentence immediately following).**

To clarify both these extended bulletins will be carried within daytime hours and will be broadcast at 1300 and 1800.

- 3. Is it correct to assume that 'locally focussed business bulletins' will only be broadcast on weekdays (as indicated in the specimen programme schedule), rather than throughout the week as is implied by the wording used in the draft Format?**

To clarify, the locally focused business bulletins will be broadcast only on weekdays and not carried during weekend peak time.

4. **In the consumer study, what were the quotas set on 40+ year olds? How does this compare to the quotas set on the 15-39 year olds? How do the quotas compare with the population?**

For the Consumer Study we interviewed a representative sample of the all adult (15+) population based on the known profile of the population in the Radio City 96.7 TSA and sourced from the RAJAR/RSL Qtr 1 2006 survey.

Quotas were set among the over 40+ population as follows: 40-44, 45-54, 55-64 and 65+. Again, these reflected how these age groups appear in the population. Quotas for the under 40 sample were set as follows: 15-24, 25-34, 35-39 and these also reflected how these age groups appear in the population. The net affect of this was that the sample comprised of 38% aged under 40 and 62% aged 40 plus.

5. **Why was it decided to only ask 40+ year olds about the format?**

Analysis of audiences for existing speech-based stations shows a much higher interest among those aged over 40 compared to the under 40 population, though the two groups do come closer together where sport is a dominant feature of the output. For this reason we felt it was more useful to solicit detailed opinion of our proposed format from among those most likely to listen to it (i.e. the over 40s).

We did of course ask the under 40 population to score their likelihood of listening to a station like allTALK in the first part of the survey. Out of a total of nine formats we tested, the allTALK format came fourth overall as the service this sub group would most likely listen to. The three formats they scored higher were of course what one would perhaps expect the under 40 age group to be most interested in, namely pop, indie and R & B. So, being such a distinctive fourth choice was satisfying and we feel certain the format will indeed generate interest among the under 40 population, not least for our coverage of local sports, in addition to our core audience of over 40s.

6. **Does the reference on page 51 to “Among those most likely to listen” refer to those most likely to listen to allTALK fm, or something else?**

That is correct; this refers to the 26% of over 40s who said they would ‘definitely listen’ to a station like allTALK fm.

7. **What were the recruitment criteria for the qualitative research?**

Qualitative research consisted of four focus groups. Recruitment quotas were set for age, gender and current radio listening preference. Two groups comprised of 10 males divided between ages 35-49 and 50-64. There were also two groups of 10 females, each divided between ages 35-49 and 50-64. The composition of the groups in total was designed to reflect the anticipated target audience profile of the proposed new station.

In respect of radio listening preference, respondents had to have listened to one or other of the following stations with high or significant speech content: BBC Radio 2/Century 105.4 FM, BBC Radio 4, BBC Radio 5 Live/talkSPORT and/or BBC Radio Merseyside. Out of each group of 10 respondents, each **station had to have been**

listened to in the last 7 days by 2 people. In addition, respondents had to have listened in the last 7 days to one or other of the local or regional commercial stations in the area (Radio City, 107.6 Juice FM, Magic 1548 AM, 100.4 Smooth FM, The Rocket, MFM/The Buzz, Wire FM, Dee 106.3 FM and/or Dune FM).

8. What were the recruitment criteria for the advertising research? What was the profile of respondents?

A total of 50 interviews were carried out between Advertisers and Agencies in the Liverpool area. 35 interviews (or 70% of the sample) were conducted among Advertisers and of these, 30 were conducted with companies who advertised locally and 5 were with companies who advertised nationally. The people we spoke to had responsibility for their company's advertising budget and/or the buying of advertising on behalf of the company.

Companies were also selected on the basis that they were providers of products or services likely to be of broad appeal to the over 40 population and listeners to a station like allTALK fm, and were already advertising themselves using local media of one form or another.

The remaining 15 interviews (30% of the sample) were conducted among representatives from Advertising Agencies. 10 interviews were conducted with people from Agencies working on a mostly local/North West basis and 5 were with people working with Agencies working with clients and brands on a national level.