

Manchester local commercial radio licence applications

Questions and responses: Jack FM

These are the responses received from Jack FM to the non-confidential questions asked by Ofcom regarding its application for the Manchester local radio licence.

1. Can you confirm our understanding that Jack FM would be presenter-free outside the weekday and weekend breakfast shows?

We confirm that outside the weekday and weekend breakfast shows, JACK fm will be presenter free. This is a key point of difference, keeping the station free of 'cheesy DJs', unlike some other stations in Manchester and in line with the expressed preferences of our core target audience.

Our breakfast output will be highly produced and anchored by presenters with the personality and talent to communicate directly with our mature male core audience.

However, we would emphasise that being presenter free outside of weekday and weekend breakfast is a style issue and certainly does not mean the station will be 'content free'. Far from it!

As detailed on pages 36 to 40 of the application, our topical and irreverent "Jackism" liners will raise more than a laugh or two as we poke fun at ourselves. These will include contributions from listeners in the form of anecdotes, jokes and comments. Our team of content producers will ensure that all liners are kept continuously fresh and topical.

Then there is 24 hour-a-day local news, traffic and travel at peak times, Five Word Weather and our hourly Jackivities what's on feature in daytime. All this demonstrates that JACK fm is much, much more than a Classic Rock iPod, despite the lack of DJs! JACK fm is positively packed with engaging and different content which is especially relevant to our target audience.

2. Please can you explain the inclusion of a 10% "pop/rock" category in Jack's proposed music output (chart, page 45) given that the Format, as drafted, would only permit the station to air "a wide selection of Classic Rock" (defined as "guitar based music with a strong beat at least 15 years old from time of broadcast").

Sorry, the chart has a stray figure. Actually, we inserted this chart to highlight our point of difference, i.e. that we will not play any Pop/Rock, but somehow the zero got a 1 added before it, showing a 10% which is incorrect. The Format draft is correct – JACK fm will not play any Pop Rock. Our research suggests that this will better extend listener choice and it will give focus to the station's Classic Rock theme.

3. Did the quantitative 'consumer study' conducted in 2006 use exactly the same questionnaire as 2004? The one included in the submission is dated 2004.

The starting point for the questionnaire was that used in 2004 but it was revised and updated for 2006 to cater for more recent developments such as the coming on air of Xfm and to probe items of specific interest.

Certain of the questions were exactly the same in 2006 as in 2004. In particular, the questions dealing with consumer listening habits, awareness and satisfaction with existing stations were identical and this allowed us to track movements in the intervening two years. Through this, we were able to identify the increasing dominance of BBC services in Manchester and the rising levels of dissatisfaction with commercial services, especially among men aged 45-59.

The reference to the 2004 date relates to the footer of the Main Consumer Research questionnaire which was an oversight, it not having been updated from the original 2004 version. For clarity, we attach a properly dated version of the questionnaire used in the 2006 survey. Apologies for any confusion.

4. Was the data for each survey weighted? If so, how?

The main Consumer Research was weighted, as shown below.

	Completes	Weighted Completes	Weight
Men 15-24	169	110	0.6509
Men 25-34	70	105	1.5000
Men 35-44	122	108	0.8852
Men 45-54	60	90	1.5000
Men 55-64	71	71	1.0000
Women 15-24	106	117	1.1038
Women 25-34	68	116	1.7059
Women 35-44	187	111	0.5936
Women 45-54	74	99	1.3378
Women 55-64	75	75	1.0000

The follow-up survey was a call-back study and only sampled men aged 40-49. Edison Media Research has confirmed that it was un-weighted.