

Manchester local commercial radio licence applications

Questions and responses: Manchester Sound

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

1. What existing relationships (page 16) does Asian Sound currently have with local educational establishments?

Asian Sound takes work experience/student placements from The University of Central Lancashire, Salford University, Manchester Metropolitan University, Leeds University and various Schools on an as required basis and has been doing this in order to build relations with education training recruitment companies for last five to ten years.

Asian Sound Radio is also the only Asian station in the North West that has held 4 recruitment and training fairs over a 4 year period with the next one scheduled for February 2007, hence we have now finalised a talent school college using a foundational trust with a charity and commercial, also to be launched in 2007.

2. Were the advertisers you spoke to (page 17) existing advertisers on Asian Sound?

The advertisers spoken to were a mix of existing and prospective clients.

3. For the purposes of the Format, please can you define (in terms of clock hours) the phrase “from dawn to dusk,” and clarify the times and days of the week that your local news service operate.

A. “from dawn till dusk “ refers to :

Local news bulletins in English – Monday to Friday at 3 minutes past the hour from 7am until 6pm. IRN news bulletins at all other times.

On Saturday from 8am until 2 pm – at all other times IRN news bulletins are broadcast.

B. URDU news bulletins are broadcast – Monday to Friday from 7 pm to 9 pm. Saturday and Sunday from 3 pm to 6 pm.

Sunday – IRN news bulletins followed by local news 7am – 10pm, then IRN overnight.

We are also committed to delivering both breaking news and sport content from 2 football clubs as well as various new agencies. This has come from 10 years of crossover experience.

4. Also regarding the Format document, can you confirm that traffic news and weather updates would be broadcast only at peak times.

Traffic news will be broadcast during the Prime – Time programmes of Breakfast and Drive-time and also if there is breaking traffic news, then that will be broadcast during other programmes. Weather updates will be given throughout the day following the news at the top of the hour.

5. Please could you provide six weekday daytime sample music hours (listing title, artist and genre of each track), imagining that Manchester Sound was currently on the air.

MANCHESTER SOUND

Sample Play list - Weekdays

MONDAY - Breakfast Crew		
ARTIST	TITLE	GENRE
TAIO CRUZ	I Just Wanna Know	R'n'B
DJ BABZ	Ek Pal (Hindi Remix)	R'n'B
JUSTIN TIMBERLAKE ft TI & TIMBERLAND	My Love	R'n'B
GUNGAN G	Tum Mile (can't let you go) Hindi Remix	R'n'B
KANK	Where's The Party Tonight	Bollywood
ROUGE	Don't Be Shy (J-HAS mix)	R'n'B/Bhangra
SYC	We Fresh	Bollywood
CRAIG DAVID ft RISHI RICH	Rise and Fall (Remix)	R'n'B/Bollywood
MOHABBATEIN	Soni Soni (Remix)	Bollywood
FUNDAMENTAL 03	Jump (dr.zeus mix)	R'n'B/Bhangra
RAGHAV	Bad Bad Bad	Asian Pop
SONU NIGAM	Falak Dekoun	Bollywood
GUITARA	Mi Amore (Arabic)	R'n'B
DADDY YANKEE ft G-UNIT	Rompe (Remix)	Hip-Hop
HUNTERZ	Hare Hare (Hip-Hop)	Bollywood
MAC-G	Ambarsariya	Bhangra/Garage

TUESDAY - Daytime Show		
ARTIST	TITLE	GENRE
JAY SEAN	Stolen (Skyolne remix)	Asian/R'n'B
MICHAEL JACKSON	Billie Jean	Pop
RISHI RICH	Kendey Naina (mellow / Drum'n'Bass)	Bhangra
HIMESH RESHAMIYA	Aap Ki Khatir	Bollywood
PARDESIA	Jal Bin Machali (remix)	Hip-Hop/Hindi
NEW EDITION	Hot 2 nite	R'n'B
DJ JITEN	Chunnari Chunnari	Hindi/Remix
DR ZEUS	Kangna	Bhangra
OUTLANDISH	Guantanamo (Spanish)	R'n'B
DJ AQEEL	Tere Liye	Dance/Remix
Dr ZEUS	Ah ni Kuriye	Bhangra
DHOOM2	Touch Me	Bollywood
USHER	You Make Me Wanna	R'n'B
JAY SEAN	One Night	British/R'n'B
BAS EK PAL	Bas Ek Pal (Title Song)	Bollywood
MAROON5	She Will Be Loved	Indie
WHO LAMHE	Kya Mujhe Pyaar Hai (Remix)	Bollywood

WEDNESDAY - Drive Time		
ARTIST	TITLE	GENRE
2PAC	My Unborn Child	Hip-Hop
YARAAN NAAL BAHARAAN	Lein Mein Tere	Bollywood
FANAA	Chand Sifarish	Bollywood
ULTRABEAT	Pretty Green Eyes	Dance
DJ SAMMY	Baby You're All I Want	Dance
FAT JOE ft JON/EMINEM/MASE	Lean Back (Remix)	Hip-Hop
BAS EK PAL	Tere Bin (Official Remix)	Bollywood
5RB	Akhiyan	Bhangra
GROOVE COVERAGE	Poison	Dance
LINKIN PARK ft JAY Z	Encore	Rap'n'Rock
CASSIE ft R KELLY	Hotel	Rap
SHAADI NO1	Hello Madame	Bollywood
SHAMUR	Let The Music Play	Punjabi Pop
B2K	Badaboom	R'n'B
DRU HILL	How Deep Is Your Love	R'n'B
CHEMICAL BROTHERS	Galvanise	Pop/Drum'n'Base

THURSDAY - Evening Show		
ARTIST	TITLE	GENRE
STUDIO B	I SEE GIRLS	POP/DANCE
BUNTY AUR BABLI	NACH BALIYE	BOLLYWOOD/DANCE
KABHI ALVIDA NAHI KEHNA	WHERE'S THE PARTY TONIGHT	BOLLYWOOD/DANCE
DMX	WE RIGHT HERE	HIP HOP
BUSTA RHYMES FEAT		
PAPOOSE	TOUCH IT	HIP HOP
FUNDMENTAL	PLAYGROUND	R'N'B
BODY ROCKERS	I LIKE THE WAY YOU MOVE	ROCK/DANCE
CASCADA	EVERYTIME WE TOUCH	DANCE
JA RULE FEAT LLOYD	CAUGHT UP	R'N'B/HIP HOP
	HAI ISHQ KYA EK KHATA (OFFICIAL	
BAS EK PAL	REMIX)	BOLLYWOOD/DANCE
J-NAS FEAT KAMEL	YOU GOT ME ADDICTED	URBAN ASIAN
NICHE	YOU ARE SO BEAUTIFUL	R'N'B/DANCE

FRIDAY - Twilight Zone		
ARTIST	TITLE	GENRE
MARIAH CAREY	WE BELONG TOGETHER	R'N'B
DA BRAT FEAT TYRESE	WATCHU LIKE	R'N'B
P DIDDY FEAT NICOLE		
SCHERZWINGER	COME TO ME	R'N'B
CASSIE	LONG WAY TO GO	R'N'B
PUSSYCAT DOLLS	BUTTONS	R'N'B
JUSTIN TIMBERLAKE	SEXY BACK	R'N'FUNK
CRAIG DAVID	SPANISH	R'N'B
JAY SEAN	EYES ON YOU	R'N'B
KEVIN LYTTLE	TURN ME ON	R'N'B/DANCE HALL
SAMMIE	FEELIN IT	R'N'B/CRUNK
CIARA	GET UP	R'N'B/CRUNK
CHAMILLIONAIRE	GROWN AND SEXY	HIP-HOP

SATURDAY - Relax - Asian		
ARTIST	TITLE	GENRE
WOH LAMHE	SO JAON MEIN	SLOW BOLLYWOOD
MARVIN GAYE	SEXUAL HEALING	SOUL/MOTOWN

TYRESE
JAAN-E-MAN
DRU HILL
BRIAN MCKNIGHT
FANAA
LYFE JENNINGS
KEISHA COLE
WOH LAMHE
JODECI
SHAI
UMRAO JAAN

SWEET LADY
SAU DARD HAI
THESE ARE THE TIMES
BACK AT ONE
MERE HAATH MEIN
HYPOTHETICALLY
I SHOULD'VE CHEATED
TU JO NAHIN
CRY FOR YOU
IF I EVER
SALAAM

SOUL/R'N'B
SLOW BOLLYWOOD
SOUL
SOUL
SLOW BOLLYWOOD
SOUL
SOUL/R'N'B
SLOW BOLLYWOOD
SOUL
SOUL
SLOW BOLLYWOOD