

Plymouth local commercial radio licence applications

Questions and responses: Plymouth's Pirate FM

These are the responses received from Plymouth's Pirate FM to the non-confidential questions asked by Ofcom regarding its application for the Plymouth local commercial radio licence.

1. Can you confirm that the “daytime music-based sequences”, weekdays 10.00-15.00 (p.38) will be presenter-free (aside from news, travel and other information inserts).

To say that the output will be “presenter-free” would be incorrect, because output during this time will be a flow of music-based programme features which may have varying degrees of locally produced speech segments and/or some presenter links. Whilst there will be an emphasis on music content, some features might have little or no speech, whilst others will have more – this is reflected in the sample of features given on Page 32 of the application document. It should be noted that the staffing budget actually includes provision for a full-time daytime presenter / content producer; this person will oversee 10:00 to 15:00.

Daytime non-peak output is heavily music focussed, specifically responding to local tastes and demands musically, as evidenced within the results of the research conducted. The station will still respond to the need for regular, essential local items, like news and travel information. The proposed non-peak daytime output will not be a jukebox or sound like a night-time radio station running on automatic.

However, should we wish to move to greater speech content in “peak”, or for that matter, in “non-daytime,” the resource is available and the budget will allow us to respond as appropriate. As a case in point to evidence this, Cornwall's Pirate FM has, only some months ago, responded to local circumstances and demand by introducing additional, traditional, live presenter-led programming during weekday and weekend ‘non-daytime’ day parts.

What we propose for Plymouth's Pirate FM, is flexible and realistic for a station of this size and reflects, very specifically, the findings of extensive research, whilst at the same time building in the flexibility to adapt to market demands.