

Southend independent local radio licence applications

Questions and responses: Estuary FM

These are the responses received from Estuary FM on the non-confidential questions asked by Ofcom regarding their application for the Southend licence.

1. Please supply a sample play-list for two typical daytime hours in order to aid our understanding of your proposed music policy.

Our music policy is based on breadth and variety. These are key features for listeners, shown in our research both in relation to the range of titles from today and across the previous four decades and the spread of musical styles and titles played (Application pages 26-27).

As set out in our Application and draft Format, daytime programming will include an average of 30% speech. The music schedules therefore assume inclusion in the programme output of: hourly locally-produced news bulletins (around 4 minutes), half-hourly Travel Centre reports, what's-on, community action or other features, presentation and discussion.

To illustrate this, the table below sets out a typical music schedule for two consecutive daytime hours, without extended news or other special features, for example between 10am and midday on weekdays.

Cat	Level	Chart	TITLE	ARTIST	NOTES
9	1	29	FINALLY	CE CE PENISTON	"FINALLY" & "WE GOT A LOVE THING" BIG FLOOR FILLERS IN EARLY 90s; STILL AROUND WITH ALBUM "ESSENTIALS" 2004
A	1	C	SORRY	MADONNA	2-CD SET RELEASED ON 20 FEB IN UK PUBLICITY SHOWS "QUEEN OF THE UNIVERSE" T-SHIRT
G	1	1	YOU TO ME ARE EVERYTHING	THE REAL THING	DEBUT REACHED #1 IN 76. "CAN'T GET BY WITHOUT YOU" CONTINUED THEIR BRAND OF SWEET-SOUL BEFORE MOVING INTO DISCO
2	2	13	HARDER TO BREATHE	MAROON 5	FIRST UK SINGLE #13 IN JAN 2004. PAVED THE WAY TO THEIR BREAKTHROUGH TRACK "THIS LOVE" IN MAY
8	1	2	TAKE ON ME	A-HA	ONE OF BEST 80s VIDEOS NEW ALBUM & SINGLE "ANALOGUE" PRESENTED BRIT AWARD TO COLDPLAY
9	2	10	YOU'RE STILL THE ONE	SHANIA TWAIN	CURRENT QUEEN OF COUNTRY FROM SHANIA'S FIRST ALBUM "COME ON OVER" THAT SOLD 36m+ WORLDWIDE
B	1	C	WISEMEN	JAMES BLUNT	RELEASED A YEAR AGO & DID NOTHING. ALBUM HAD SOLD 6,000 COPIES BACK THEN AND NOW 5.5 MILLION!
G	3	N/A	DAWN IS A FEELING	MOODY BLUES	FROM MOODY'S 1967 DEBUT ALBUM "DAYS OF FUTURE PAST" THAT ALSO INCLUDED "NIGHTS IN WHITE SATIN" - ALBUM STILL AVAILABLE
8	2	24	WHO WANTS TO LIVE FOREVER	QUEEN	FROM MULTI PLATINUM 1986 ALBUM 'A KIND OF MAGIC' - WRITTEN BY BRIAN MAY 5 YEARS BEFORE FREDDIE DIED IN 1991?
2	1	1	BEAUTIFUL DAY	U2	PART OF THE CURRENT VERTIGO TOUR. BONO CHANGING LYRICS TO REFLECT WHERE THEY ARE IN THE WORLD

Cat	Level	Chart	TITLE	ARTIST	NOTES
8	1	6	TWO HEARTS	PHIL COLLINS	FROM COLLINS 1988 FILM 'BUSTER' THAT ALSO FEATURED HIS REMAKE OF MINDBENDERS 'GROOVY KIND OF LOVE'
A	1	C	BETTER TOGETHER	JACK JOHNSON	INTERNATIONAL BREAKTHROUGH ARTIST OF THE YEAR AT BRIT AWARDS TOUR DATES & TIX – WEBSITE
G	1	3	ONE AND ONE IS ONE	MEDICINE HEAD	THE ONLY BIG HIT FROM THIS PROLIFIC 70's BAND – STILL ACTIVE WITH ALBUM "DON'T STOP THE DANCE" IN 2005
2	2	35	THE BEST THING	SAVAGE GARDEN	FINAL SINGLE BEFORE SPLIT IN OCT 2001. DARREN HAYES SUCCESSFUL SOLO CAREER, DANIEL JONES STILL IN MUSIC IN AUSTRALIA
9	3	N/A	I SHALL BELIEVE	SHERYL CROW	FROM ACCLAIMED 1993 ALBUM "TUESDAY NIGHT MUSIC CLUB"; WAS BACKING SINGER WITH MICHAEL JACKSON TOUR
B	1	C	MOODSWINGS	CHARLOTTE CHURCH	RELEASED 27 FEB FROM TOP 5 ALBUM "TISSUES & ISSUES"; APRIL TOUR INC LONDON SHEPHERD'S BUSH ON 20th
8	2	8	SUSPICIOUS MINDS	FINE YOUNG CANIBALS	TOOK NAME FROM OBSCURE 1960 MOVIE "ALL THE FINE CANNIBALS"; BIG ALBUMS IN 1985 & 1989; CLASSIC ELVIS TRACK
9	1	5	YOU GET WHAT YOU GIVE	NEW RADICALS	ONE-HIT-WONDER FROM 1999; GREGG ALEXANDER SPENT YEARS GETTING SUCCESS & THEN DIDN'T LIKE IT
G	2	34	AIN'T NO THIN' LIKE THE REAL THING	MARVIN GAYE & TAMMI TERRELL	MINOR HIT IN 1968. A YEAR LATER HE TOPPED THE CHARTS WITH THE ALL TIME CLASSIC "HEARD IT THROUGH THE GRAPEVINE".
B	1	C	ALL TIME LOVE	WILL YOUNG	FROM WILL'S LATEST ALBUM 'KEEP ON'. RELEASED AS A DUALDISC - AUDIO CD & DVD. GREAT WEBSITE WILL-YOUNGONLINE.COM
8	2	23	MIRACLE OF LOVE	EURYTHMICS	THOUGHTFUL 1986 TRACK FROM BAND'S FIFTH ALBUM 'REVENGE'; REISSUED 2005 WITH BONUS TRACKS

Categories: A & B = Currents; 2 = 2000s; 9 = 1990s; 8 = 1980s; G = 1960/70s Gold
Levels: L1 = Tested Favourites; L2 = Broader, less well-known hits; L3 = Album Tracks
C = Chart variable for current/new releases

2. Please define the term “extensive music library” in the context of your proposed music policy.

It is well-known that many of the existing ILR FM stations programme their music from a very limited number of tested hit songs, frequently as few as 500-800 active tracks. Essex FM (like all GWR/GCap stations) is no exception.

Our monitoring was over a limited period, but clearly showed the high level of repetition on Essex FM, the consequence of which is that only a small selection of songs are played (Application page 32).

We will have a considerably more extensive library of songs in active rotation, as stated in our Application: “our active music library will feature in excess of 3,500 songs, augmented by an even larger number of occasional and ‘feature’ songs”. The result will be more variety and lower repetition, as detailed below.

3. In the Format you have committed to “music variety and low repetition, relative to existing stations in the area”. Could you define the term “relative to existing stations in the area”, in the context of your proposed music policy?

Our monitoring of Essex FM confirmed that many current titles were repeated as many as 5-7 times during an 18-hour period, on average therefore repeating every two-and-a-half to three hours. Although not strictly relevant in terms of measured

coverage, we note the out-of-area stations that can be heard in Southend (particularly London stations Capital, Kiss, Heart) also feature high repetition of songs, whilst even Magic and Capital Gold frequently repeat "gold" titles as often as daily.

Our "low repetition" is therefore a significant qualitative difference, warmly endorsed by listeners. Expressing this in quantitative terms, we would say: "Music variety and low repetition are distinguishing features with current/recent titles played no more than 3 times a day and catalogue titles at most once a week". Indeed, we would expect many classic songs and album tracks would play only monthly.

We therefore take "relative to existing stations in the area" to mean specifically Essex FM and Classic Gold Breeze, though we also take account of London competition. We expect this distinctive feature to continue but, of course, could not prevent existing stations from also adopting a less repetitive music policy, in which case the relative difference that exists today would be reduced through no action on the part of Estuary FM.

Our Format promises "music variety and low repetition". We would naturally expect to provide on-going statistics and explanation of how we meet those requirements in the station's Public File.