

Southend independent local radio licence applications

Questions and responses: Seacoast Sound

These are the responses received from Seacoast Sound to the non-confidential questions asked by Ofcom regarding their application for the Southend licence.

1. Could you explain the methodology used to explain the projected TSA of 193,989 adults?

To establish the projected TSA, we took the Census 2001 data for the local authority areas of Southend-On-Sea and Rochford and calculated the adult 15+ population.

The map and related population statistics originally provided by Arqiva for a transmitter on Maitland House did not take into account the required interference of Wave and XFM. To enable research to be undertaken before receiving a re-plotted map, we regarded the council areas of Rochford and Southend-On-Sea to be the closest to the TSA for quantitative research being undertaken and other relevant statistics.

When the second Arqiva map was plotted, it showed a 15+ audience of 184,860 based on a field strength of 60 across a comparable TSA area. This was delivered with the original application and is attached for comparison to the Census 2001 Key Statistics and map.

2. Please supply a sample for two typical daytime hours in order to aid our understanding of your proposed music policy?

A sample playlist for two daytime hours is attached, guided by our quantitative research.

	Title	Artist	Chart Pos	Year Release	Comment
1	Keep The Customer Satisfied	Simon and Garfunkel	-	1969	Familiar track from 'Bridge Over Troubled Water'
2	They Can't Take That Away from Me	Rod Stewart	-	2002	Familiar American Standard Song by The Gershwins
3	You Gotta Be	Desrée	20	1994	Hit single
4	Yesterday's Songs	Neil Diamond	-	1981	Familiar Track from 'On the Way to Sky' album
5	(Get your Kicks On) Route 66	Rolling Stones	-	1964	Familiar track from 'The Rolling Stones' album
6	Unbreak My Heart	Il Divo	1	2004	Hit Single
7	Venus	Barry Manilow	-	2006	Track from new release Mar 06 (1959 Hit for Frankie Avalon)
8	How Can I Be Sure	Dusty Springfield	36	1970	Familiar Song

9	Sailing To Philadelphia	Mark Knopfler	-	2001	Title track of album
10	Angel Eyes	Abba	3	1979	Hit Single
11	My Girl	Otis Redding	11	1965	Hit Single
12	The Longest time	Billy Joel	25	1984	Familiar Song
13	All you get from love is a love song	Carpenters	-	1977	Familiar song

Hour Two

1	Bright Side Of The Road	Van Morrison	-	1979	Familiar Song
2	It's Alright With Me	Gwynneth Herbert	-	2004	Cole Porter Standard
3	Joanna	Scott Walker	7	1968	Hit Single
4	Nowhere Man	Beatles	-	1965	Track from 'Rubber Soul'
5	Ai No Corrida	Quincy Jones	14	1981	Hit Single
6	We Have All The Time In the World	Louis Armstrong	3	1994	Used in the 1969 Bond Movie On Her Majesty's Secret Serv
7	Shy Boy	Katie Melua	-	2005	Track from Current CD
8	You Win Again	Bee Gees	1	1987	Hit Single
9	Cat's In The Cradle	Harry Chapin	-	1974	Popular American Hit
10	If You Leave Me Now	Ive Mendes	-	2004	Cover of Chicago Hit
11	For Once In My Life	Stevie Wonder	3	1968	Hit Single
12	Driftwood	Moody Blues	-	1978	Track from 'Octave'
13					

3. Please define what is meant by the term “except by arrangement” in the context of your commitment to locally produced and presented material at peak time?

All peaktime programmes will be locally produced/presented, except by arrangement with Ofcom for special one-off occasions like Radio Aid Day or UK Music Week, should we consider the content to be suitable for our output.

4. Please define the term “hit records” in the context of your music policy?

The term 'Hit Records' refers to singles that are, or were UK Top Twenty Hits as listed in the Guinness Book of Hit Singles or UK singles chart.

5. Could you define the term “album tracks” in the context of your music policy?

Album tracks are songs taken from albums which were not released as singles (or if they were, never made it into the charts). These could be tracks from new albums or classic albums, including longer album versions, special acoustic or 'live' versions of a hit single. Album tracks, as defined, do not include most “greatest hits” compilations and compilations like the “Now That’s What I Call Music” Series, comprised solely of hit singles.

6. 'Could you define the term "familiar songs that may not have been chart hits" and explain the distinction from the term album tracks?

Familiar songs that may not have been chart hits' refers to songs sometimes referred to in the media as 'turntable hits'. Familiar songs are often made popular through radio airplay, use in movies, stage musicals, TV commercials or could be cover versions of songs made popular by other artists. In some cases there is no distinction between a familiar song and an album track since many artist albums have become known from start to finish, e.g. any Beatles song. However, while an album track from a classic album may be familiar for various reasons, an album track from a new CD usually is not. *Our House* by Crosby, Stills, Nash and Young only ever reached no 30 in the Billboard chart in the 70's, yet it has gained familiarity through airplay, use in a recent TV commercial and a major episode of *Only Fools And Horses*.

7. Were any steps taken, either in setting quotas or in weighting the data, to account for the time of year (i.e. the run-up to Christmas 2005) that the consumer research study was conducted?

Quotas were set in line with the population according to the Census, and sampled across the whole area, achieving a representative geographic spread. All quotas were achieved and therefore no weighting was necessary at all.

8. Please could you explain the rationale behind the selection and construction of the ten music sets shown to consumers in Question 4 of the research?

The ten music sets, played in short montages to respondents were designed to provide a general picture of the eras and genres the artists or groups represent and the appeal to adults in the Southend-on-Sea area. A variety of songs were selected within each group with no particular bias.

The 60's, 70's, 80's & 90's were designed to test the popularity of eras through a general selection of songs from each. We felt there was a need to test two levels of the more recent material (one set easier on the ear) to determine any differing attitudes through age to modern popular music.

Common popular genres of Rock, Crossover Country and Soul appeal to all ages but how much? Worthy of a specialist show? The 'Hip Easy' set has relatively recently crossed all boundaries either through artist popularity or the standard repertoire and was also important to test.

We intend to build on these basic results through more detailed music and speech research, should the application be successful.