

Sam FM (Bristol) – questions and answers

These are the non-confidential questions asked to Celador Radio Ltd's 'Sam FM' application for the Bristol (106.5 FM) licence. The responses from the applicant appear below.

Q1: Noting the significantly increased MCA for Sam FM Bristol starting from RAJAR Q2 2018, what is the current awareness level of Sam FM, as measured by RAJAR?

The current awareness level of Sam FM Bristol in RAJAR is 39%.

Q2: Can you confirm that Sam FM Bristol currently shares all of its local programming hours with the Sam FM Swindon licence, and that this will continue in the new licence period?

We confirm that Sam FM Bristol shares almost all of its local programming hours with the Sam FM Swindon licence, and that this will continue.

However, whilst the music on Sam FM Bristol and Sam FM Swindon is identical, there are many differences in output. We broadcast: -

- 23 daily travel bulletins which are all split with relevant local travel information
- 14 daily presenter links split with local content for each licence at both breakfast and drive
- 14 daily news bulletins split with targeted individual local news for each of the two TSAs
- 14 daily weather bulletins split with targeted separate local weather for each of the two TSAs
- 6 daily what's on guides with separate local information for each of Bristol and Swindon
- 6 daily local sport bulletins for Swindon to reflect the local Ice Hockey team
- Ad-hoc competitions with localised prizes split by presenters between the two outputs

We also annually broadcast ten three hour shows that cover the home games of Bristol Rugby (now called the Bristol Bears) exclusively on Sam FM Bristol. During these programmes we broadcast a separate music show in Swindon.