

Devon Sound Q&As (non-confidential)

When will the 40 hours of programming specifically for Torbay be broadcast, and what will be the editorial content of these Torbay-specific hours?

Our proposed programme schedule is illustrated below, with Torbay-specific programmes indicated in blue, shared programmes between Torbay and Exeter in orange, and automated programmes in green. With seven hours of South Devon-specific programming each weekday, and at least three hours each on Saturdays and Sundays, this totals 41 hours a week.

	WEEKDAYS	SATURDAYS	SUNDAYS
6	South Devon breakfast	Wake up Devon	Wake up Devon
7			
8			
9			
10	Classic Years	South Devon Saturday	South Devon Sunday
11	Dinnis in Devon	Your Devon Saturday <i>With sports updates</i>	Dinnis on Sunday
12			More Music Sunday
1			
2			
3	South Devon drive	Funky Weekend	Flashback
4			
5			
6	Your Devon evening	Funky Weekend	Flashback
7			
8	Live & Local		
9	Music marathon	Music marathon	Sunday night love
10			
11-12			

Editorial content of the Torbay-specific programmes will follow the philosophy of our existing station, tailored for the South Devon audience. The proposition is to deliver the most music and Devon's news; in the Radio Exe area addressing in our bulletins and programming: "what does it mean for me in Exeter, Mid and East Devon?" whilst in the Torbay area the starting point is "what does it mean for me in Torbay, Mid and South Devon?"

In weekday programmes, in addition to the specific top of hour news bulletins described in question 3, below, we will have:

- Six daily half-hourly headlines specifically for the Torbay licence area; three at breakfast, three in the afternoons
- At least 12 daily traffic and travel reports specifically for the area
- Competitions and quizzes specifically for the area. For example, these could be a replica of our existing Radio Exe breakfast show quiz the Cash Dash, for the Torbay licence area, with a separate cash prize; an equivalent of our 'Movie Monday' competition in association with a local cinema, or bespoke competitions that run on Devon Sound alone.

In both weekday and weekend Torbay-specific programmes, we will also include:

- South Devon weather forecasts and tide times
- South Devon what's on and events information
- South Devon community noticeboard bulletins
- South Devon sports updates covering National League side Torquay United
- Promotions in association with South Devon businesses and charities that are of specific relevance to the licence area

These programme elements are in addition to station positioning, such as South Devon-specific sweepers and station idents, programme trails and commercials featuring businesses and public sector services specifically for the licence area. Additionally, in shared programmes, specific South Devon content will also feature, such as community news and gig guides, with split transmissions using our playout system, RCS Zetta. This is in addition to South Devon content that is shared across both FM transmitters and DAB, such as listener comments and requests.

When considered alongside off-air elements, such as a Devon Sound website, mobile app and local events attended by our presenters, journalists and street team, we will ensure the station enjoys a truly local feel catering for tastes and interests different from those provided by existing services or the incumbent's networked brand.

Could you please confirm that the station's locally-produced news bulletins will be shared between both the Torbay and Exeter licence areas?

No, news bulletins will be produced separately for both the Torbay and Exeter licence areas. Although we had mentioned specific news bulletins for South Devon in our executive summary and in the appendix of our application, we apologise for not making this explicit in the main body of the document.

For the avoidance of doubt, whilst the two licence areas will share journalistic resources and undoubtedly some content, especially international and national news and some Devon-wide coverage, local stories will be specific for each of the two areas. News content for Torbay will be gathered by a full-time presenter/reporter and by an apprentice (who on completion of the apprenticeship becomes the news trainee), costed within our financial projections. At peak times, when different programmes are being broadcast in the two licence areas, one bulletin will be read live and the other recorded shortly before transmission. During shared programmes, separate local bulletins of equal length will be recorded shortly ahead of transmission.