

Supplementary letter of clarification :

29 July 2004

Martin Campbell
Head of Radio Content and Standards
Ofcom
Riverside House
2a Southwark Bridge Road
London SE1

Dear Martin,

Kismat Asian Talk Radio

Further to our submission regarding the change of format for Easy Radio 1035am, and our subsequent meeting yesterday, I have set out below some additional clarification regarding our intentions regarding the minimum speech levels proposed and the style of music that will be played.

Where we have committed to over half the daytime output being speech based, it is our interpretation that this will represent a minimum speech commitment. In practice we would expect the average would be naturally higher than this figure and closer to 65%, falling back in non-peak hours. Clearly the nature of the speech elements of this station, with the wider multi-lingual interaction, means that presenters will need to be both professional and driven by issues of the day. In some days where current issues raise a significant response from the audience our programming proposals will allow the presenters to incorporate a higher level of speech within the output.

The music that we intend to broadcast particularly the folk music, ghazals and qawaalis is currently not played to any significant extent on any of the London commercial Asian stations. Sunrise itself plays less than 15% of these music styles within its output, whilst Club Asia rarely plays any – only around 2-3%. Conversely BBC Asian Network has a much heavier emphasis on this type of output.

I hope that this clarifies our position and in particular the fact that this proposal is for a station where speech is the mainstay of the format and where the music that is proposed genuinely broadens choice within the commercial sector.

Yours sincerely,

Avtar Lit.