

Southend independent local radio licence applications

Questions and responses: Southend Radio

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

1. Could you please provide a polar diagram of the directional antenna used within your transmission plan?

Our apologies, it appears the image we inserted in the engineering appendix 6 was not viewable on the page. Please now find attached a separate PDF file of the polar diagram.

2. Could you clarify how the term “current songs” would be defined in the context of the music policy described in the Format?

The music clusters table on Page 31 of the application includes a box which gives the definition of current and recurrent tracks. This definition applies to the format text – i.e. current songs would be tracks from the past three months.

3. Tindle Radio Group has recently applied to Ofcom to re-locate the studios for Dream 107 from Chelmsford to Colchester. Could you please explain how the sharing of news resources with Tindle Radio (page 28 of application) to achieve non-daytime local news would be achieved were Ofcom to approve this re-location request ?

The re-location request would have no impact upon Southend Radio's plans. We propose to receive non-daytime news from Tindle Radio's planned regional news centre which is to be based at their new Ipswich station and headquarters. (We define non-daytime as 1900 to 0500 on weekdays and 1300 to 0600 at weekends; i.e. those hours which fall outside Ofcom's definition of “daytime”).

During these non-daytime hours, the Tindle Radio news centre will monitor news and information sources across Essex and will also serve Dream 100 and Dream 107. Bespoke hourly news bulletins and key information such as important local traffic news will be compiled, presented and electronically delivered to the Southend Radio studios where it will be remotely inserted into the play-out system using RCS MasterControl with the integrated Burli news system. During these periods, the Southend Radio newsroom telephones will be re-routed to dedicated lines at the Tindle Radio news centre, where calls will be answered as Southend Radio. The Tindle Radio news centre would always be staffed by at least one journalist who will

also be able to contact an on-call journalist and, if necessary, other key staff at Southend Radio should a major incident occur within the Southend coverage area.

As we have stated on page 6 of the confidential financial appendix of the application, our budgets are not reliant upon this sharing arrangement. However, we do believe that it provides the most cost-effective solution to our strategy of greatly enhancing non-daytime output through the provision of the latest news and information 24 hours a day.

4. Please could you provide copies of the questionnaires used in the consumer and advertiser research, complete with showcards/sample tracks used for music questions, as well as the station concept used for Q11 of the consumer research questionnaire?

Please find attached copies of both the consumer and advertiser survey questionnaires. As both surveys were CATI (Computer Aided Telephone Interviews), there were no Showcards; the concept statement at Q11 was instead read out at the question. The example music tracks used in the series of questions Q9 (a-d) can be found at the end of the Consumer Research questionnaire provided. In addition the tracks are shown on the table in Page 31 of the application document. Respondents listened to each group of music in turn and commented as requested. Music groups were randomly rotated, a facility easy to employ on CATI surveys. We would be pleased to supply Ofcom with a copy of the audio used in the survey, should this be required.