

# Action Stations!

The Output and Impact of Commercial Radio

Action

# Stations!

Contents		Page
Forewords		2
Introduction		5
Industry overview		7
Economic impact		11
Community and social action		15
Music and entertainment		25
New technology		35
News and sport		41
Speech and debate		49
Appendix		55

# Forewords

“

A thriving and sustainable local media sector is a vitally important part of the democratic landscape. With over 300 stations across the country, commercial radio can play a crucial role in holding those with responsibility to account, in addition to fulfilling its core remit to provide entertainment and information.

Commercial radio's accessibility and availability means that it is able to deliver high quality national and local news, music, sport, speech, travel and weather reports to listeners across the UK. Many stations offer a distinctive local service to a specific geographic area, but there are also those stations that provide a community of like-minded music fans with the songs they love, those that bring together a community of people who share the same interests and those that serve ethnic minority communities.

Commercial radio also plays an important economic role, particularly in local communities, where it supports local businesses by giving them a powerful means of communicating with local customers. In addition, stations are also highly effective in raising funds for specific charitable causes, increasing awareness of social issues and providing a forum for topical debate.

I therefore welcome this report, celebrating the vital contribution made by commercial radio stations within their local communities, not only as a source of entertainment but also as a public service.

”



Jeremy Hunt

**The Rt. Hon Jeremy Hunt**  
Secretary of State for Culture,  
Olympics, Media and Sport

“

The UK's creative economy is a great example of how we can use our skills and competitive advantage to be a genuine world leader.

These skills range from great international successes, like film and TV production, to small but highly valued local media industries, like radio, that are part of the fabric of our communities.

Looking at this report, it is intriguing how these creative forces can often work together. For example music and radio continue to have a great synergy, whether it is a platform for accessing the latest hits for free (and legally), or the exposure to new bands and artists at a local level.

While commercial radio does many things, it is the music that is often at its heart. Commercial stations sponsor and organise numerous live music events, from the smallest gig to the largest festival, giving people in every part of the country the chance to see their favourite artists. The report also details the fact that commercial radio stations give local, unsigned acts the opportunity to promote themselves with airplay and interviews, as well as free recording time through competitions.

I look forward to the commercial radio sector continuing to do what it does best, providing local content and playing a key role in supporting the UK's efforts to remain a powerful creative force.

”



A handwritten signature in black ink, which appears to read 'Ivan Lewis'. The signature is fluid and cursive, written on a plain white background.

**Ivan Lewis MP**

Shadow Secretary of State for Culture,  
Media and Sport

“

People have always relied on commercial radio as a highly valued source of music and entertainment, but what is striking from this report is how much commercial radio also does to support charitable causes.


Whether they are large or small, national brands or local stations embedded in their communities, these stations have a great record in promoting charities and galvanising support for social action campaigns.

Last year alone, brmb in Birmingham raised well over £300,000 for wounded soldiers, Real Radio North West ran an award winning Websafe campaign with the NSPCC, offering listeners expert advice on how to ensure their children use the internet safely, while the Bauer network of stations raised £7.4 million in 2010 for its Cash for Kids charities. These are only a few examples of the way commercial radio is having a significant impact across the country.

As a passionate supporter of local radio, I applaud the fact that commercial stations are able to act both as a source of entertainment and as a source for good, playing their part in building social cohesion. In a world in which there are now more ways than ever to listen to music, I believe that this is one of the reasons why radio is thriving.

I commend the work carried out by the commercial radio industry and I look forward to stations continuing to play an important role in the communities they serve.

”



**Don Foster MP**

# Introduction

“

It is a remarkable fact that nine out of ten adults in the UK listen to the radio every week. In an age when we are bombarded with new media choices, platforms and applications, it is extraordinary that the oldest broadcast platform retains such enduring appeal.

But why should this be such a surprise?

We know that people have come to expect their music and entertainment to be free, mobile and accessible. We know that they appreciate the intimate and personal communication, as well as the opportunity to engage in a shared entertainment experience. Above all, we know that consumers have come to expect choice. Whether that is a choice between the familiar and the challenging; the light hearted and the serious; or a national perspective and a local voice.

At its best, commercial radio offers all of these things. So it should be no surprise that commercial radio is thriving in today's multi-media world.

This report is an attempt to provide a snapshot of this, by going beyond the headlines, to assess the collective impact of this precious contributor to the local media sector.

The launch of additional national and regional brands in the last few years has been a big change for commercial radio and has helped offer a genuine alternative to the BBC across the UK. However, this is only part of the story and does not reflect the experience of very many local stations. As this report demonstrates, whether it's the community or social action programming, local music, grass roots campaigning, charity fundraising, local news and information or environmental initiatives, there is a huge collective power within local radio and its ability to inspire is alive and well.

Some people might call this the Big Society, and whether or not we choose that label there is no doubt that the best programming on commercial radio can change listeners lives for the better, through collective action within communities and a dose of local civic pride.

”



A handwritten signature in black ink that reads "Harrison". The signature is stylized and fluid.

**Andrew J. Harrison**  
Chief Executive, RadioCentre

March 2011



# Industry overview



**8,000 EMPLOYEES**

**3 NATIONAL ANALOGUE STATIONS**

**172 LOCAL STATIONS ON FM OR AM ONLY**

**150 STATIONS ON DAB**

**ACROSS EVERY COUNTY IN THE UK**

**MORE THAN 300 STATIONS**

**32 ETHNIC MINORITY STATIONS**

**33 MILLION LISTENERS**

**BROADCASTING OVER 440 MILLION HOURS  
PER WEEK**

**OVER £500 MILLION IN REVENUE  
EVERY YEAR**

**24 HOURS A DAY**

**39 STATIONS IN SCOTLAND**

**11 STATIONS IN NORTHERN IRELAND**

**16 STATIONS IN WALES**

**1 INDUSTRY BODY**

# Industry overview

## Commercial radio in the UK is now stronger than ever.

There are 300 licensed commercial radio stations across the country including 3 national analogue stations. Not only are these stations a valuable source of music and entertainment, they also play a vital role in communities and broadcast a range of public service content.

The commercial radio landscape is now more diverse than ever with stations ranging from rural, small scale ventures staffed primarily by volunteers, to large, prominent stations serving major metropolitan areas. Each station has a distinctive character and personality, known and loved by its listeners.

## For your part of the UK...

With 39 local commercial stations in Scotland, 11 in Northern Ireland, 16 in Wales and 234 in England,<sup>1</sup> commercial radio is key to providing local and regional news, travel, music and sport wherever you are in the UK. As a consequence, commercial radio has a 73% share of local listening.<sup>2</sup>

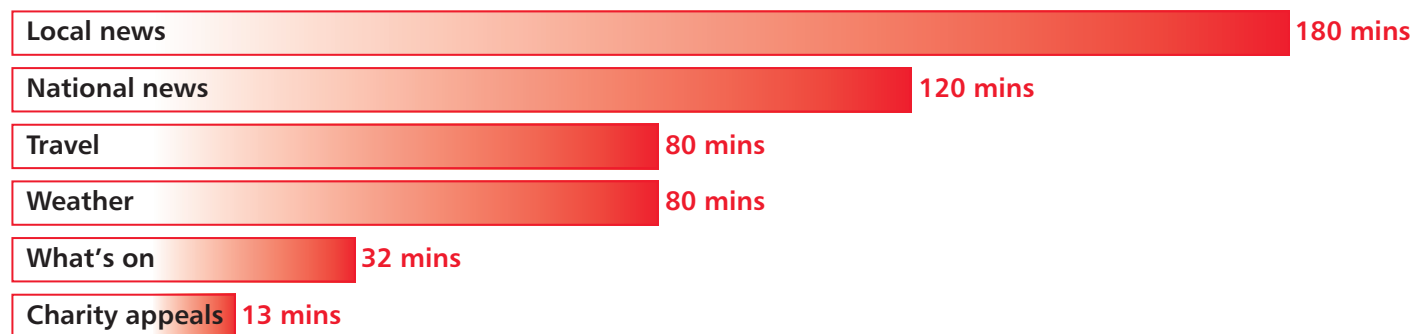
## For your community...

The diversity of commercial radio today means that there are more than 30 specific stations to cater for the wide range of cultural communities within the UK.

London Greek Radio, Sabras Radio and Colourful Radio are just some examples of those commercial stations that bring together an ethnic community of listeners. Listening figures continue to show that commercial radio is the market leader in reaching ethnic minority audiences. **Commercial radio now reaches two thirds of ethnic minority listeners, as opposed to BBC radio, which reaches less than half.**<sup>3</sup>

## Public service content on commercial radio

Commercial radio stations broadcast an average of 505 minutes (nearly 8½ hrs) of public service content each week.



<sup>1</sup> Ofcom, The Communications Market Nations and Regions, 2010

<sup>2</sup> RAJAR Q4, 2010

<sup>3</sup> RAJAR Q4, 2010

For your interests...

Commercial stations including Fun Kids (for children under 10), My Baby Radio (for families and new parents), Premier Christian Radio (Christian programming) and Gaydar Radio (serving the gay and lesbian community) cater for a broad range of interests.

For your music...

Stations such as Jazz FM, Planet Rock, Classic FM and the dance music station Kiss offer listeners the chance to hear their specific genre of music 24 hours a day and help to showcase those sections of the music industry.

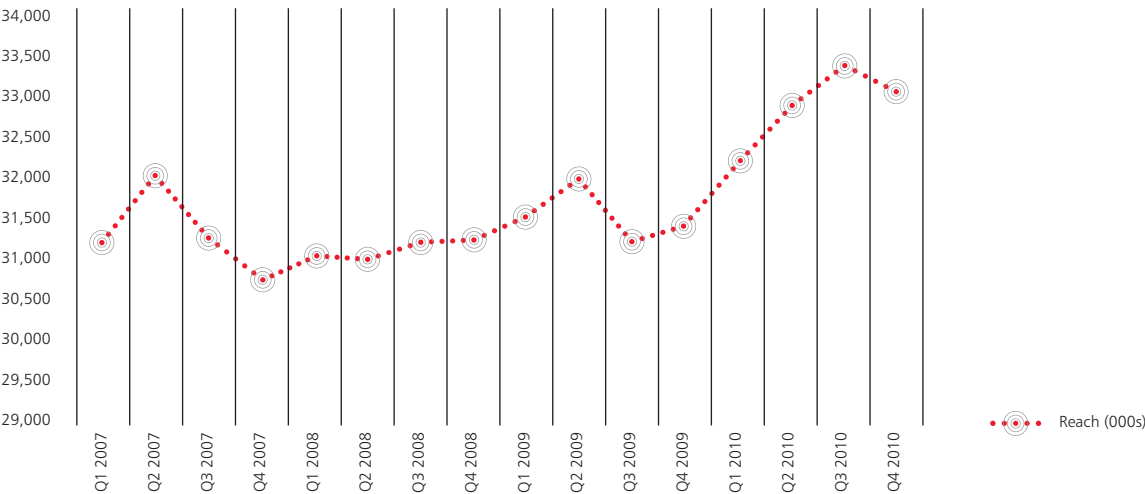
As well as specific genres, the launch of Absolute 80s, 90s and 00s (Noughties) now provide the opportunity to listen to music from different eras.

Recent changes also mean that there has been an expansion of national and quasi national commercial stations. From January 2011 Capital FM has been available to around 47m people across the UK, while Smooth Radio has been available nationally on DAB for the first time since October 2010.

Commercial radio continues to deliver strong audience reach.

The variety of commercial radio stations now available is one of the reasons why listening is now in extremely good shape. **In 2010 the industry defied expectations, adding an extra 1.7 million listeners.**

Commercial radio listening



# Economic impact



# Economic impact

## For your community...

Throughout its history commercial radio has played an important economic role. In communities across the country, commercial radio acts as both a local employer and as an affordable source of advertising for local businesses.

This role in driving the local economy has been more important than ever in the recent economic downturn. While a number of stations have had to restructure their operations in order to survive, the value they provide for local advertisers and the emphasis on providing entertainment, local news and information remains the same.

All local commercial radio stations broadcast local news, weather and travel bulletins, as well as promoting and involving themselves in community and charitable activities.

**We estimate that, at current rates, the value of this public service activity is equivalent to £1.8m per week across the whole commercial radio industry – or £93.6m in total per annum.**

## For advertisers...

Advertising in commercial radio remains an affordable, accessible and effective way to promote brands and businesses. The medium has a proven capacity to drive responses and its ability to connect with listeners at an emotional level.

The distribution of commercial radio stations across the UK also benefits smaller businesses by offering a valuable way for them to advertise to their communities.

Following significant reductions in Government expenditure, commercial radio is now less reliant on spending from the Central Office of Information (COI) than ever before. However, throughout the economic downturn, major UK brands continued to recognise the value of radio and invest in national campaigns.

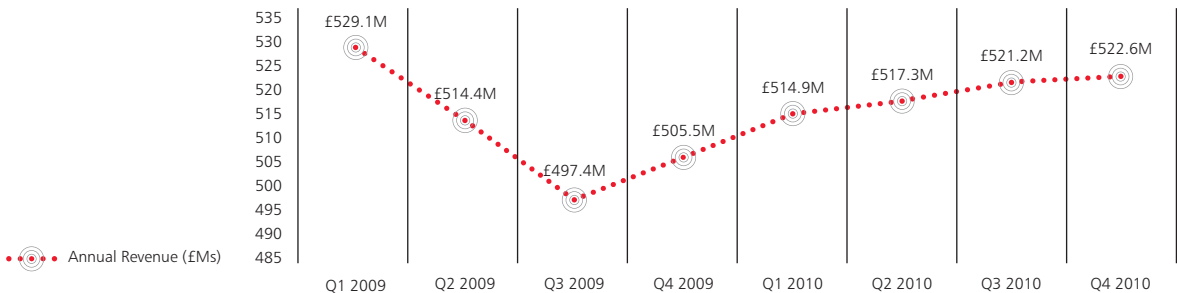
## In 2010 the top ten companies advertising on radio were:

- > British Gas
- > Autoglass
- > Volkswagen UK
- > Unilever UK
- > Blockbuster Entertainment
- > Gocompare.com
- > dfs Furniture Store
- > British Sky Broadcasting
- > News Intl. Newspapers
- > Renault UK Ltd

The diversity of stations within commercial radio is one of the key reasons why it is so appealing to advertisers. Commercial stations catering for specific regions, ethnic minorities, age groups and musical tastes offer advertisers a cost effective way to engage with their target audiences.

## Annual revenue (£Ms)

As with many sectors, commercial radio's revenue declined during the economic downturn. However, since the end of 2009, the industry has witnessed five quarters of sustained growth. This recovery comes despite the significant loss of COI advertising spend.



## Commercial radio advertises at a very local level.

Typically, a station's smallest local advertiser spends £300 per week, but there is as significant variety in the level of advertising spend, demonstrating the range of businesses that use radio. While the smallest stations (those serving populations of fewer than 50,000 people) have many advertisers spending less than £50 a week, these same stations may have advertisers who spend well over £1000 a week.

Similarly, the average spend by stations' largest local advertiser is £1,900 but this can range from under £100 a week to more than £15,000.

## As an employer...

The commercial radio industry is also an important local employer. Around 8,000 people work in the industry, with hundreds more involved in a voluntary capacity. The average commercial radio station employs 25 people whether on a full time, part time, freelance or voluntary basis. This ranges from smaller commercial radio stations such as Rutland Radio or Two Lochs Radio, which employ only 3 people, to the larger stations which employ more than 50.

The skills of this diverse workforce range from presenting and production, to sales and marketing. Many commercial radio employees multitask between roles. At some stations, the breakfast show presenter is also the programme controller, the station manager also sells advertising and the receptionist also manages promotional appearances.

In the UK, the vast majority of jobs in the creative sector are centered in the major metropolitan areas, and London in particular. Consequently, commercial radio's role in providing a valuable source of employment throughout the country in jobs involving the arts, media and journalism is really important.

In addition, UK commercial radio's content is almost wholly domestic in origination making the commercial radio sector a valuable contributor to the UK's creative economy.

## For the future...

**Commercial radio plays a crucial role in discovering and nurturing new talent in both broadcasting and journalism.** As well as being a valuable and widely distributed employer in the creative industries, commercial stations provide a fantastic environment in which broadcasting talent can be trained and developed.

Specific initiatives, such as the Global Academy, provide a structured and tangible programme which offer young people an opportunity to get experience in radio.

The commercial radio industry also recognises the important role played by student radio, both in helping to generate an interest in the medium among young people and as a source of future talent.

## Student Radio

In 2010 the annual Student Radio Conference took place in Nottingham. Sponsored by Global Radio, the local commercial station, Trent FM, played a major role at the event, conducting sessions and offering a valuable perspective from the commercial sector. With an estimated **one third** of those currently working in commercial radio having had some background in student radio, close co-operation between the two sectors brings mutual benefits.<sup>4</sup>

## Radio in Schools

The award winning Radio in Schools is an independent, not for profit organisation that offers a safe podcasting platform to allow schools, children and a new generation of listeners to get their voice heard in their own communities.

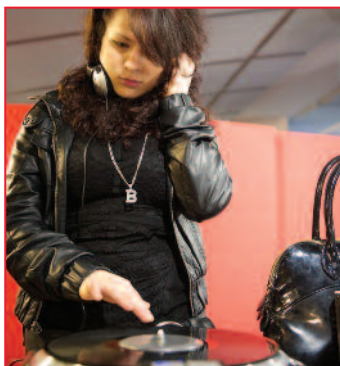
Aimed at all educational establishments from primary schools to universities and youth organisations across the UK, Radio in Schools provide links to local radio stations and the professional radio industry, offering high quality, professional advice for those wishing to get experience in radio.

## Route into radio

Skillset, the Sector Skills Council for the creative industries, is currently working with the radio industry to develop a number of Foundation Degree Internships as part of a radio production course at Birmingham City University. The scheme will provide opportunities for both employers and individuals.

Individuals undertaking the scheme will gain significant knowledge within radio production before being given an opportunity to apply the skills they have obtained through an internship at a radio station.

Radio stations themselves will equally gain from the internship in terms of business value, genuine enthusiasm from the individual and the diversification of their workforce.



### Choice FM – I Have A Choice

Urban station Choice FM set out offer people aged between 16-25 an opportunity to gain valuable skills in the creative sector by setting up workshops to deliver training in music production, mixing and film making.

Choice FM's '*I have a choice – Music Potential*' has already given 800 young people in Birmingham and London training in a range of media and music skills and the project will continue throughout 2011. Of those wanting to become a DJ, the most talented youngsters will go on to take part in an exclusive 30 hour course earning an accredited qualification, while the six who show the most potential will then get the chance to take part in a week long work experience placement with Global Radio, Europe's largest commercial radio company.

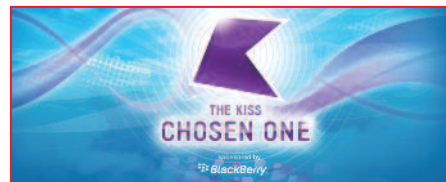


### Kiss – The Kiss Chosen One

In 2011 youth station Kiss held live auditions in shopping centres around London to search for their next presenter. Entrants were also able to upload their audition online, for the chance to be seen by the judges.

A judging panel made up Kiss presenters and programme directors set a gauntlet of trials and challenges for the hopeful candidates.

Eventually AJ King, a 28 year old student and part time DJ from Wimbledon, beat thousands of hopefuls to be crowned the Kiss Chosen One.





# Community and social action



**COMMERCIAL RADIO BROADCASTS  
SUPPORT FOR CHARITIES AND  
COMMUNITY GROUPS FOR AN AVERAGE  
OF 13 MINUTES EVERY WEEK**

**FOLLOWING THE EARTHQUAKE IN HAITI  
IN 2010, 24.9 MILLION RADIO LISTENERS  
IN THE UK HEARD THE DISASTER  
EMERGENCY APPEAL AT LEAST ONCE**

**FOR EVERY £1 THE COI HAS INVESTED IN  
RADIO IT IS ESTIMATED THAT  
GOVERNMENT HAS BENEFITTED FROM  
NEARLY £1 IN ADDED VALUE FOR PUBLIC  
SERVICE CAMPAIGNS**

## Community and social action

**Commercial radio stations across the country continue to play a central role in their communities.**

To cater for their listeners, commercial stations across the country vary hugely in size, genre and style. However, whether it's the Isle of Man, where no local daily newspaper means that Manx Radio and 3FM are the key providers of local news and information to an entire island, or LBC, one of the most popular commercial stations in London, with a reach of well over 900,000 people per week,<sup>5</sup> the presenters and the teams behind the scenes excel at creating a strong sense of 'community' with their listeners.

Not only is this a source of pure entertainment, it can also have an extremely positive effect in galvanizing activity throughout that community, whether it's raising money for a particular cause or raising awareness of a particular issue.



## Charity

**Commercial stations broadcast support for charities and community groups for an average of 13 minutes every week.**

This is in addition to the many millions of pounds in value provided to central government in community messaging and discounts.

**It has been calculated that, for every £1 the Government has invested in radio, it has benefitted from nearly £1 in added value. Therefore, in return for the £151.8m it spent on radio advertising over the past five years, the industry has provided Government with £133.3m in added value.**



### brmb – Walkathon

In the summer of 2010 Birmingham radio station brmb handed over a cheque for more than £330,000 from its massive fundraising event to help wounded soldiers.

The Walkathon raised money for a special unit in Birmingham's Queen Elizabeth Hospital which will help to enable soldiers and their families to adjust to the traumatic impact of injuries sustained in battle.

Around 8,000 people took to the streets to walk 26 miles round the Birmingham outer circle bus route in the summer. With the final amount raised totalling £333,454, it was one of the largest ever charitable totals raised by a single commercial radio station.



## Smooth Network – Starlight Supper

Smooth Radio wanted a new way to engage their listeners and raise money for charity. Its solution was to orchestrate a national dinner party to which listeners could donate money to take part.

The Starlight Supper show was broadcast across the country as an accompaniment for listeners to hold their own dinner party. Billed as the soundtrack to the perfect dinner party, the station played ‘drop-ins’ from the many celebrities who had lent their support. It also aired more recorded pieces from people who had been helped by the various related charities in order to reinforce the purpose of the event.

Listeners loved the inclusivity of the show and reaction from them was phenomenal; throughout the evening Smooth received thousands of texts and emails from around the country. Most importantly, in total the campaign raised over £137,000 for Smooth’s nominated charities.



## kmfm – Mount Kilimanjaro hike

Kent local radio station kmfm invited listeners to take part in a fundraising expedition to scale Mount Kilimanjaro in Tanzania. The response was overwhelming and not one but three trips were organised involving 70 listeners. Steve Fountain, KM Group’s Head of Radio, who was on one of the treks, was blown away by the response, *“I’m constantly amazed by people’s willingness to take part and get involved”* he said. The treks between July and September 2010 raised over £400,000 to provide more Marie Curie Cancer Care nurses in Kent.



## Heart Bristol – Bristol’s Big Give

Heart Bristol embarked on a two and a half day live broadcast from the Bristol Children’s Hospital, revealing the warmth, dedication, heartbreak and courage displayed there every day on the wards.

Interviewing children and their families who were going through the toughest times of their lives was a challenging, but hugely rewarding, experience for a team more used to doing *“fun breakfast shows”* and *“music based programming”*. The presenters did a fantastic job drawing the stories and emotions out of the children involved.

## Rock FM – Paris to Blackpool bike ride

In 2009 the Children's Society contacted Rock FM's Cash for Kids for help. They needed £30,000 to continue their work with the most vulnerable children and young people across Lancashire.

The money was raised by the breakfast show and a team of listeners who volunteered to cycle 500 miles from the Eiffel Tower to the Blackpool Tower. The trip was covered live by presenters who took part and eventually raised over £45,000 for the Children's Society.



## Jazz FM – Malaria No More UK

Commercial stations are involved in charitable campaigns overseas as well as in the UK. Tragically, malaria claims the life of a child in Africa every 30 seconds. To help to tackle this issue, Jazz FM and Malaria No More UK have formed an official partnership to raise funds and awareness until 2015, the year which marks the UN goal for near zero deaths by malaria.

As well as promoting the work of the charity and encouraging listeners to donate, in 2010, Jazz FM presenters took to the skies in the Malaria No More UK fundraising sky dive.



## Key 103 – Supports blast victims

While many fundraising campaigns from radio stations form part of a long term campaign, the fact that commercial stations are based in the heart of the communities they serve means that they are able to react quickly to local needs.

In November 2010 a gas explosion in Salford, near Manchester injured a number of people and destroyed several homes.

To help out, Manchester's Key 103 raised more than £13,500 in just 10 hours to help victims of the blast. The station also arranged for the five families affected by the explosion to enjoy a match at Old Trafford and go to Lapland in the run up to Christmas.



# Community

Commercial radio stations don't just raise money for charitable causes; they also play a central role in informing their listeners of difficult and sensitive issues by helping to create a conversation within the community.

## \* radiocity96.7

### Radio City – Cells Project

Liverpool's Radio City 96.7 travelled their transmission area with 'HMP Turnaround', the Cells Project mobile prison unit designed to deter young people from breaking the law. During the campaign, hundreds visited the realistic prison cells and got a brief experience of what life behind bars might be like.

Having heard the daily features on Radio City, numerous schools and youth organisations in Liverpool contacted the station asking for the cell to visit their establishment and talk to their young people. Due to the huge success of the campaign, HMP Turnaround continues to tour the region.



### Real Radio North West – Websafe

Real Radio's Websafe campaign had one main aim – to encourage parents to get more involved and take an interest in what their children are doing on the internet.

Real Radio carried out the biggest internet safety survey of 2009, involving 3,680 schoolchildren in all. The results were then used to give parents a snapshot of how teenagers are using the internet and the dangers they admit to putting themselves in.

On air, Real Radio broadcast advice for parents but also set up a special Facebook page to encourage them to have a go at social networking. This made parents and children aware of both the huge benefits, and the possible downsides, of the internet.

This ambitious and effective multi-media campaign was rewarded in 2010 with an Arqiva Social Action Award.



### Jack FM – Afghanistan

Jack FM Oxfordshire broadcast their daily show live back to the UK from the British Forces Broadcasting Studios within Camp Bastion with help from The Royal British Legion.

The project was officially endorsed by Prime Minister David Cameron, who personally phoned the breakfast show to wish the team good luck and asked the station to pass on how proud he was of the servicemen and women.

Programme Director Sue Carter said the aim was to *"Bring our audience throughout Oxfordshire a taste of what life in Afghanistan is really like for the thousands of our guys and girls who are serving out there."*



### Premier Christian Radio – Not For Sale

Since 2008, Premier Christian Radio has been involved in an anti-trafficking campaign to draw attention to the plight of more than 10,000 women held against their will and treated as sex slaves in the UK. In highlighting the harsh reality of human trafficking, the station's 'Not For Sale' campaign has brought this sensitive issue home to its listeners and created opportunities for them to encourage their local MPs to do more to tackle it.



### Metro Radio – Surviving suicide

Metro Radio in Newcastle upon Tyne has been involved in a number of highly successful campaigns and programmes to encourage men in the North East to talk about their problems, instead of using suicide as a way out.

Working in partnership with the Samaritans, Metro Radio's programmes have featured those affected by suicide, while offering advice to listeners who feel they, or someone they know, may be at risk of harming themselves.

Throughout its campaign, Metro Radio ensured that it got expert advice from health professionals and help groups on this issue. As a consequence, the station's programming has been widely praised for its sensitive and well thought out approach to the subject.

## Trent FM – Big Sleep Out

Trent FM worked to support Framework, a charity that helps the homeless and vulnerable to find new homes and confidence. The station carried out a range of advertising and programming initiatives to get Framework as many donations as possible and to achieve total public awareness across Nottingham. At the same time the station worked hard to challenge the stereotypes commonly associated with the homeless.

This culminated in the *'The Big Sleep Out'*, an event where people could be sponsored to sleep rough for the night, with all the money raised going to Framework. Trent FM's Breakfast presenters, Twigg and Emma, took part, sleeping rough themselves, and then doing the following day's show live from the event. This, tied in with audio recorded with Daryl, a homeless man himself before he was supported by Framework, really brought home the impact of the charity.

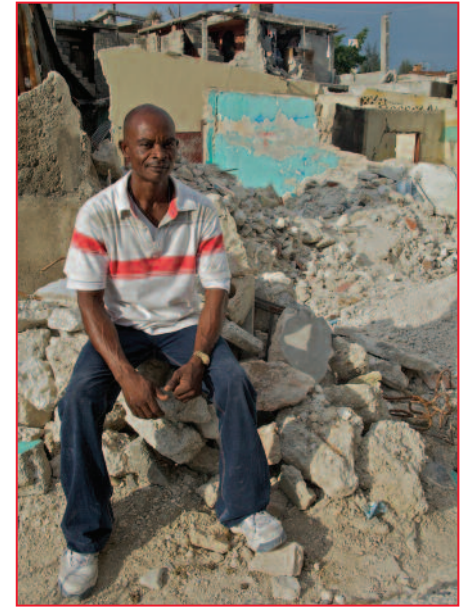


## Wave 105 – Charity Auction hits £38k

South Hampshire's Wave 105 ran an on air and online Cash for Kids auction which raised an impressive £38,000 by offering items for sale to listeners such as a trip of a lifetime to the Sahara desert and signed memorabilia from celebrities.

All the money raised went towards Wave 105's Cash for Kids group of charities which supports local children under the age of 18, who are financially, socially, emotionally or physically disadvantaged.





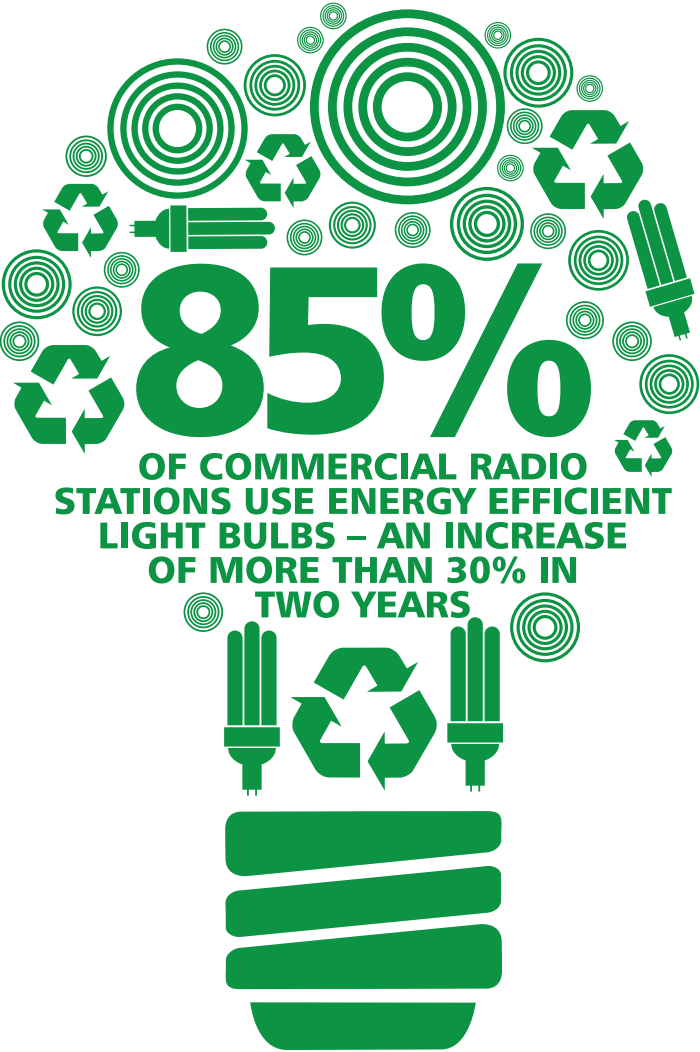
### **Disasters Emergency Committee (DEC) activity**

Commercial radio has broadcast approximately 15 DEC appeals since 2002 and generally runs no less than two DEC appeals a year – the most recent appeals were for Haiti in January 2010 and the Pakistan Floods in August 2010. In 2009 the industry broadcast appeals for Gaza, Indonesia, the Philippines and Vietnam.

90% of the commercial radio industry ran ads for these appeals, which typically lasted between 20 and 30 seconds.

For the Haiti appeal, 93 million impacts were achieved and 23 hours of airtime were transmitted. Approximately £100 million pounds was raised in total – with commercial radio contributing a significant proportion.

Environmental stats:



# Music and entertainment



**95% OF  
COMMERCIAL  
RADIO  
STATIONS  
PLAY LOCAL  
ARTISTS**

**92% OF  
COMMERCIAL  
RADIO  
STATIONS  
PLAY  
UNSIGNED  
BANDS**



**85% OF  
COMMERCIAL  
RADIO  
STATIONS  
FEATURE LIVE  
MUSIC**

# Music and entertainment

**With 300 licensed stations available across the UK, commercial radio caters for everyone's musical taste and every genre of music.**

Despite the growth of online streaming services for music, for a number of reasons, radio remains as popular as ever. For many listeners, the attraction is the one on one relationship that a skilled presenter can create. For others, DJs remain trusted musical guides responsible for introducing brand new music or classic songs they have simply never heard before. As a consequence, commercial radio plays a major, often underestimated, role in promoting the music industry, not only through playing the songs of an artist but by promoting that artists' tour or carrying out an interview.

It should be no surprise then that music companies have direct contact with around two thirds of stations to promote and market their artists, while the remaining third are contacted by music companies through the station's head office.

In addition, every year the commercial radio industry pays a significant proportion of its revenue to the collecting societies PPL and PRS for Music for the right to broadcast songs. At the same time, the collecting societies charge businesses for the right to allow their employees to listen to the radio in the workplace. In the last 12 months, nearly 70% of commercial stations have been contacted by listeners in regard to these fees. This may have contributed to the 14% decrease in radio listening in the workplace since 2007 (despite the fact that listening overall has increased throughout the same period).<sup>6</sup>

As overall listening remains high it isn't just the big name acts that benefit from radio. The commercial radio industry has always strived to promote those unsigned acts that struggle for exposure and airtime. After all, as well as ensuring that the station remains embedded in the community, these may also be the big name acts of tomorrow.



## Industry Awards

Every year the commercial radio industry gives its full support to a number of major industry awards such as the Sony Awards, which recognise excellence across the whole radio industry and the Arqiva Awards, which focus on the talent in the commercial radio sector.

Commercial radio also plays a key role in supporting the BRIT Awards, the premier event for British and International music talent. Stations across the country promote the event by featuring special playlists and interviews from BRITs nominated artists, along with competitions and ticket giveaways for listeners to attend the Awards.



# Major events



Throughout the year, commercial radio runs and promotes major music events across the country. Capital FM's Summertime Ball in August and the Jingle Bell Ball in December are two fantastic examples of how commercial radio attracts the biggest names in music today. In 2010 both events were run over two nights at London's O2 Arena and featured artists such as Kylie, JLS, The Black Eyed Peas, McFly, Dizzee Rascal and Justin Bieber. Part of the proceeds of the event were donated to support Capital's flagship charity, Help A London Child.



## brmb – brmb Live 2010

2010 saw the launch of brmb Live, a brand new live music event for the West Midlands.

Produced and promoted by brmb and supported by the other Orion Media stations, Live 2010 was a who's who of the current world of pop that saw The Script, The Saturdays, McFly, The Wanted, Alexandra Burke and many more perform to a crowd of 12,500 people at Birmingham's LG Arena.

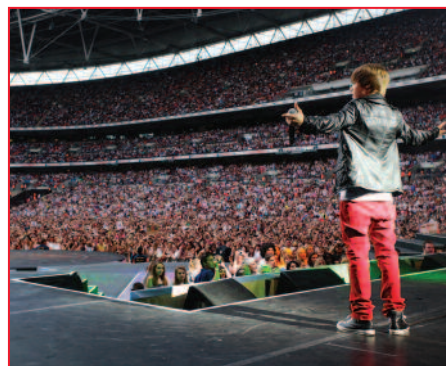
The event also helped raise additional money to add to the Walkathon fund to build a 'Home for the Brave' at the QE Hospital.

Live 2011 is set to return for what is now scheduled as an annual event in the Birmingham live music calendar.



## Kerrang! & Q Radio – Live Music

Kerrangfest was part of Europe's biggest free festival Arts Fest – an event held each year by Birmingham City Council. 70,000 people turned up to watch the bands put on by the station. In 2010 alone, Kerrang! Radio and Q Radio have been host to live performances and interviews with the likes of Paul Weller, Kasabian, Green Day, Muse, Tom Jones and Roger Daltrey.





### Absolute Radio – In Parliament

Scottish rockers Biffy Clyro rocked Parliament when Absolute Radio staged the first ever rock music gig to be held at the House of Commons. The band have been performing for over 10 years but confessed that the gig, held in the Terrace at the Palace of Westminster, was the most unusual place they have played to date.

Singer Simon Neil told Breakfast Show presenter Christian O'Connell: *"You get a bit more nervous when you know the Speaker of the House of Commons is watching. If you went to a Catholic school it's like doing a gig in the head nun's office"*.

### Absolute Radio – Intimate gig with Elton

In November 2010 Elton John did exclusive solo performance for Absolute Radio listeners at the Union Chapel in London to promote his new album *'The Union'*.



### Xfm – New Music Award

In 2010 Xfm launched its fourth annual New Music Award, with listeners being able to decide the Best British Debut Album of the Year.

The ten with the most votes were then shortlisted with the overall winner selected by a panel of industry experts including Elbow's Craig Potter, Happy Mondays frontman, Shaun Ryder, Brett Anderson from Suede and Tim Burgess from The Charlatans.

The esteemed judges chose the debut album from indie folk band, Stornoway in 2011. Previous winners of the award include The Enemy with *'We'll Live and Die in These Towns'* (2007), Glasvegas with *'Glasvegas'* (2008), and The xx with *XX'* (2009).



### Rapper Nelly joins Choice FM

In November 2010 American rapper Nelly joined urban station Choice FM to present a weekly show for a month.

The three-time Grammy Award winner was just one of a number of exclusive takeovers on Choice FM as the station provided listeners with a series of innovative and fresh programmes.





### Heart Sussex – Fun at the Fireworks with Olly Murs

Chart favourite Olly Murs was the star turn at Brighton's big fireworks display, hosted by Heart Sussex.

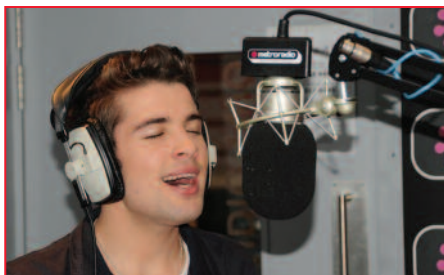
Around six thousand people were there to see Olly perform, including a number of lucky Heart competition winners, who had won an exclusive opportunity to meet the star in person.



### Metro Radio – Joe McElderry

Originally from South Shields, Newcastle X-Factor winner Joe McElderry grew up listening to Metro Radio.

Since releasing his new material, Metro Radio has given Joe a prime time Saturday morning show. During the show Joe presents and talks about what he has been up to, before performing his own material exclusively for Metro listeners.



### Isle of Wight Radio – Isle of Wight Festival

With one of the UK's biggest music festivals taking place on their doorstep every summer, Isle of Wight Radio plays a key role in creating a buzz among its listeners to welcome the top flight acts that come to the island to perform, such as the Rolling Stones, Neil Young and the Kings of Leon.

Reporters from the station are present throughout the festival, carrying out backstage interviews and compering between the live performances.





**REAL RADIO WALES** NATIONAL EISTEDDFOD 2010 FESTIVAL  
**RADIO CLYDE** T IN THE PARK FESTIVAL  
**BRMB** THE MIDLANDS MUSIC FESTIVAL  
**VIKING FM** BRID BASH & FREEDOM FESTIVAL  
**HALLAM FM** TRAMLINES MUSIC FESTIVAL  
**SILK 106.9** NANTWICH LIVE  
**GAYDAR** LOVEBOX WEEKEND  
**MANX RADIO** THE BAY FESTIVAL  
**CFM** CFM SUMMER FESTIVAL  
**ANDOVER SOUND** ANDOVER CARNIVAL  
**HIGH PEAK** BUXTON FESTIVAL  
**OAK FM** MELA FESTIVAL LOUGHBOROUGH  
**LAKELAND RADIO** MINT FEST ART FESTIVAL  
**DEE 106.3** CHESTERVILLE FESTIVAL  
**CENTRAL FM** STIRLING HOGMANAY FESTIVAL  
**BEACON RADIO** LIVE 2010  
**CITY TALK** LENNON REMEMBERED MEMORIAL CONCERT  
**METRO RADIO** MOUTH OF THE TYNE FESTIVAL  
**RADIO CITY** HUB YOUTH URBAN FESTIVAL  
**96.3 RADIO AIRE** PARTY IN THE PARK  
**ROCK FM** LIVE IN BLACKPOOL  
**COOL FM** FREEDOM LIVE  
**DREAM 100** HARWICH POWER FESTIVAL  
**CHANNEL 103** THE BIG GIG IN THE PARK  
**TFM** MIDDLESBROUGH MUSIC LIVE

# Local music



## Trax FM – Local Band Night

Since May 2010 Trax FM has been showcasing a local band from Doncaster and Bassetlaw every Friday night. Groups are invited into the studios to record a short interview and then play a track to allow listeners to hear the best unsigned music from across the area. This has been so successful that the station now has a waiting list for bands wanting to take part. Trax has now started a weekly podcast to allow people to listen again.

In 2010 Trax FM ran a competition to find an unsigned act to open the show and share a stage with hip hop artist Tinchy Stryder. The station received a huge amount of interest and shortlisted five groups. The winners, 'Hail to the Eskimo' have now received significant interest from record companies on the back of winning the competition.



## CityBeat – Young Star Search

The Young Star Search is a talent competition for children and young people. Based in Northern Ireland, the competition airs on CityBeat and invites applications from children aged 8–16 and 'Young Adults' aged 17–25. Young Star Search is now the biggest talent search for young people in Northern Ireland and currently boosts over 1,000 entries each year.



## Andover Sound – The Next Big Thing Unsigned Sessions

Every Sunday from 5-7pm Andover Sound play the very best new releases from both well known and unknown artists.

Through a deal with a local music producer the station regularly send local unsigned artists into a recording studio. The music they record is then played live on air, giving local acts valuable recording experience and exposure.



### Wave 105 – The Sunday Night Showcase

Every Sunday evening at 9pm Wave 105 in Bournemouth holds an unsigned band night to showcase a local unsigned act. This offers upcoming acts an opportunity to perform their music in a radio studio, often for the first time, and gives them the chance to be heard by listeners across the community.



### Touch FM – The First Break Show

Every Thursday, Touch FM gives local bands their first break in the music industry by offering them the chance to support an established artist on the show.

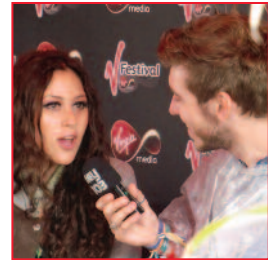
Once the local act has played on air, Touch FM makes the recording available on its website both as a podcast and as a video. The YouTube videos have so far accumulated 98,000 views and counting.



### MNA Unsigned

The Wyre and The Severn launched MNA Unsigned in October 2010; encouraging local unsigned bands to send in their music and be featured on their Sunday night music show; 'Hot Pop'. The response to the launch was incredible with hundreds of bands all over the Midlands keen to get their music played.

The stations have featured some incredible up and coming talent, such as Hill Valley High – a band from Shropshire with a huge following in Brazil (so much so that they were flown out there to perform several gigs in the country!)



New  
technology





**150 COMMERCIAL STATIONS AVAILABLE  
ON DAB ACROSS THE COUNTRY**  
**8.1 MILLION PEOPLE IN THE UK HAVE NOW  
DOWNLOADED A PODCAST**  
**32% OF ADULTS HAVE NOW LISTENED TO  
THE RADIO VIA THE INTERNET**  
**8.1 MILLION PEOPLE IN THE UK HAVE NOW  
DOWNLOADED A PODCAST**  
**85% OF COMMERCIAL STATIONS HAVE A  
SMARTPHONE APPLICATION AVAILABLE  
OR PLAN TO LAUNCH ONE SOON**



## New technology

**Commercial radio has always been skilled in adapting to new technologies while continuing to broadcast the same high quality content.**

Although the fundamental appeal of radio remains the same, what people want to listen to, and how they want to listen, has become increasingly more diverse and dynamic.

### Platforms

Commercial stations in the UK are now available on analogue (FM and AM), Digital Audio Broadcasting (DAB), online and through digital television. Listeners can now hear their favourite commercial stations not only in home or in car, but on the go, on their mobile phone or through their laptop.

### Digital

In 2010 DAB digital radio was the most widely-used means of listening to digital radio services, accounting for almost two-thirds (63%) of all digital listener hours, digital TV was the second most popular choice (17%) with streaming over the internet ranking third (13%).

**The level of digital listening looks set to increase as the devices that allow users to pause, rewind, download and purchase songs as they listen become more widespread.**

At the end of 2010, digital radio platforms accounted for almost a quarter of total radio listening hours. A growing number of households have access to the digital media platforms that support digital radio services with more than 90% having a digital television and over 70% of homes having access to the internet.



### % of stations on individual platforms



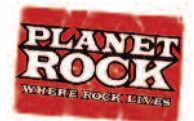


## DAB

DAB radio continues to grow in popularity with over 12 million DAB receivers in UK homes and over a third of UK adults owning a DAB digital radio at home. **Figures from the end of 2010 show that the amount of listening done through DAB sets had increased more than 20% over the previous 12 months.**

The technology industry is responding well to this demand, for example in 2011, Nokia launched mobile headphones with built-in DAB for selected smartphones.

Part of this growth has come about because of the increased choice brought by DAB. **There are now 150 commercial stations available on DAB across the country.** Ten of these are national stations including Classic FM, talkSPORT, Absolute Radio, Planet Rock, British Forces Broadcasting Services, UCB UK, Absolute 80s, Amazing Radio, Premier and Smooth Radio.





## Online / Internet enabled

**An online presence continues to be an important part of any commercial radio station's delivery.**

**32% of adults have now listened to the radio via the internet.<sup>7</sup>** As the speed and availability of the internet continues to improve, the number of people listening online and using station websites as a source of information and entertainment will increase.

**The commercial radio sector is seizing this opportunity by putting more focus and investment into its online presence than ever before.**

Virtually all commercial stations are now available online. In addition, **over 90% of stations update their websites at least once a day** and many provide additional content such as videos, interactive games, local news, weather reports and what's on information.

Stations of all types have been quick to seize the opportunities provided by new technologies. For example, the nine stations run by Tindle Radio, which include Island FM in Guernsey and The Beach in Suffolk, have ensured that they each have a distinctive Facebook presence to create a forum for fans to comment on playlists and request music. The stations also provide Twitter feeds to allow their listeners to keep up with events in their area.

The technologies detailed below offer more examples of how commercial radio has developed its online offering:

## Podcasts

**8.1 million people in the UK have now downloaded a podcast while nearly half of that number listen to a podcast at least once a week.**

Although the majority of podcast users listen at home, **50% listen to the podcast in the car or on public transport.**

The podcast phenomenon has helped to boost listening in general with **30% of those who use the service saying that they now listen to radio programmes to which they did not listen to previously.**

Commercial radio has embraced this new form of listening with over 50% of stations now producing their own podcasts to allow listeners to catch up with their favourite DJs wherever and however they want. Popular podcasts from commercial radio include Frank Skinner's Saturday morning breakfast show on Absolute Radio, which has seen 6.5 million downloads since it launched in March 2009, as well as Classic FM's weekly podcast and Nick Ferrari's combative show on LBC.



CLASSIC *fm*

## Radioplayer

With hundreds of stations across the country now available on the internet it makes sense to create a system whereby all of these stations can be accessed through a single online location. The development of the UK Radioplayer will offer just that opportunity.

Launching in 2011, Radioplayer brings together UK radio stations and allows them to be streamed and accessed through one, easy to use portal. With both BBC and commercial stations being made available, listeners will be able to search by station, programme, and favourites can be stored as pre-sets. This one-stop-shop for radio is now being replicated in various countries around the world.



## Smartphone

**Smartphones are changing the way we listen to the radio.** By the end of 2010, 6.6 million adults (13% of the population) had listened to the radio on their mobile phone at least once, almost half of those (44%) had done so at least once a week.<sup>8</sup>

**The popularity of smartphone applications is also spreading fast;** in June 2010 1.4 million people in the UK had downloaded a radio app, six months later, this had risen to 2.2 million people.<sup>9</sup>

**Consuming radio via a mobile phone is more popular with younger listeners.** Those under 24 are twice as likely to have done so.<sup>10</sup>

**Commercial radio has adapted well to this change in demand. 85% of all commercial stations now have a smartphone application available or plan to launch one in the near future.**

### The new way to buy music

Smartphones also allow users to tag songs that they like as they hear them on the radio so they can download and purchase them. This is undoubtedly a major opportunity for both the radio and the music industry as the way most people purchase the songs they want becomes increasingly diverse.

## Absolute – football app

In 2010, as part of its coverage of 32 Premiership football matches, Absolute Radio released its Rock 'N' Roll Football Live Scores smartphone application. The app is free and offers football fans Premiership scores, fixtures and information, to complement the station's sport output.

### Kerrang! & Q Radio apps

Kerrang! Radio and Q Radio's smartphone applications have been highly successful in allowing listeners to get backstage news and gossip from various live music events. The stations have released exclusive information about bands and their gigs through their apps to create a community of followers who can keep up with their favourite artists wherever they are.

### Heart

With huge audiences across the UK, the Heart network has created an app which allows listeners to connect to all of its local variants. This means that, if listeners are on the move, they can automatically find and listen to the local Heart station for that area.



<sup>8</sup> RAJAR, Midas 7 Research, Dec 2010

<sup>9</sup> RAJAR, Midas 7 Research, Dec 2010

<sup>10</sup> Ofcom, The Communications Market Report, 2010

# News and sport



**“ COMMERCIAL STATIONS BROADCAST  
AN AVERAGE OF 19 BULLETINS PER DAY ”**

**“ 80% OF STATIONS PROVIDE  
REFRESHED NEWS BULLETINS  
IN THE DAYTIME EVERY HOUR ”**

**“ THE AVERAGE COMMERCIAL STATION  
BROADCASTS MORE THAN 300 MINUTES  
OF NEWS EACH WEEK ”**

**“ ALMOST 70% OF NEWS BULLETINS  
CONTAIN LOCAL NEWS ”**

**“ 77% OF STATION WEBSITES  
CONTAIN LOCAL NEWS ”**

**“ THE AVERAGE COMMERCIAL STATION  
PRODUCES 180 MINUTES OF  
LOCAL NEWS EVERY WEEK, THAT’S MORE THAN  
25 MINUTES EVERY DAY ”**

## News and sport

**Radio plays a crucial role in providing communities with up to date, localised news on the issues that matter to them.**

As the most accessible, portable medium, radio is there when you need it, whether you're at work, at home, in the car or out on foot. That is why commercial radio, and its extensive online presence, works hard to make sure listeners receive relevant information on a regular basis.



### Real Radio North West

In 2010, in recognition of outstanding journalism, Real Radio were awarded with an Arqiva Commercial Radio Journalist/News Team of the Year for their passionate and in depth coverage of stories including the emotional 'Return to Hillsborough' documentary which marked the 20th anniversary of Britain's worst ever football disaster.



### News as it happens

The portable nature of radio means it is often the first port of call when a story is breaking. During the Cumbrian shootings in June 2010, local station Lakeland Radio suspended its usual programming to cover the tragic story as it unfolded. The local knowledge of the presenters and staff at Lakeland meant that they were able to keep track of what was happening and warn listeners to stay clear of the areas involved.

## Weather and Travel

When it comes to adverse weather conditions, local commercial radio comes into its own, responding to the needs of listeners with its coverage of adverse severe snowfall and flooding. **Commercial stations broadcast an average of 13 weather reports every day. In addition they broadcast an average of more than 80 travel reports every week.**

During the heavy snowfall in December 2010, millions of people across the country went online to radio station websites for live, up-to-the-minute reports about school closures, public transport problems, weather updates, and even the best locations for sledging. Listeners contacted their local stations in droves, keen to update others on travel and weather conditions where they were, or simply to share stories and pictures of themselves enjoying the snow.

**Web traffic increased of up to an throughout December 2010 by an incredible 5000% for some stations.<sup>11</sup>**





Radio stations were even acknowledged as the best source of trusted information by councils and schools which directed people to their local stations for snow-related updates. Station staff went to all lengths to ensure that listeners were continually able to access the latest information – in some cases even sleeping overnight in the studios.



### Real Radio Scotland

Scotland was the worst hit part of the country during the heavy snowfall at the end of 2010. The exceptional and unprecedented conditions meant the main routes across the central belt ground to a halt, meaning drivers, including parents travelling with children, ended up not only crawling along for hours but sleeping overnight in their cars.

Presenters, journalists and programming staff at Real Radio Scotland all put in long shifts and stayed overnight at the station to keep listeners up to date with the situation.

The station also tracked down and supported the good Samaritans who were handing out hot drinks and food to those stranded and a local hotel which was delivering hot meals to OAPs in their town.



### Two Lochs Radio

Situated in Britain's largest designated National Scenic area, Two Lochs Radio presents custom-produced mountain weather forecasts in addition to regular weather forecasts and inshore waters reports.

With the nearest major town, hospital and supermarket 70 miles away, Two Lochs Radio provides a crucial resource for the two-way flow of information for the community, a service that is even more vital in times of poor weather.

The local High School has a geographical catchment area the size of London, with pupils travelling up to 90 minutes in the dark in winter, so information on school closures and bus breakdowns are truly appreciated. Neighbouring communities have seen the value of Two Lochs Radio in its current service area and there are now calls for it to extend its coverage.





### **Sports coverage forms a key part of commercial radio's role in the heart of the communities it serves.**

Stations are proud supporters of local teams and in many areas they are the sole provider of live coverage. Phone-ins, guest interviews, competitions and exclusive news reports maintain the close relationships between communities and their sporting heroes across dozens of different sports from the very top flight to local leagues and competitions. Whether it's Moray Firth Radio covering Inverness Caledonian Thistle or brmb following the fortunes of Aston Villa, Birmingham City or West Brom in the Premier League, commercial radio keeps listeners close to the action.

### **Absolute Radio – Rock 'N' Roll Football**

In 2010 Absolute Radio secured the rights to broadcast 32 Premier League football matches for the first time. Throughout the 2010-11 season, the station's Rock 'N' Roll Football Show has provided first class pre-match build up and commentary with former England and Arsenal hero Ian Wright and expert pundits Jim Proudfoot and Russ Williams.

### **Baddiel & Skinner World Cup broadcasts**

During the 2010 Football World Cup in South Africa, Absolute DJ Frank Skinner reunited with his old Fantasy Football partner David Baddiel for a series of live shows and podcasts. The duo provided a daily podcast each morning and fronted a series of live shows from the tournament.





### Real Radio Scotland – Scottish Premiership deal

With Real Radio Scotland broadcasting live commentary of a selection of Scottish Premier League throughout the season. Presenters Ewen and Roughy, the hosts of the Real Football Phone-In, provide passionate live commentary for each selected game while the station also won the right to provide live goal flashes for a 'game of the day' every weekend.



### Trax FM – Doncaster Knights Squadcast

Trax FM broadcasts a weekly 'squadcast' from the Doncaster Knights Rugby team featuring player interviews, team news and information. Appealing to both fans of the club and regular listeners, the accessible nature of these broadcasts has greatly increased awareness of the team in Doncaster. The feature has become so successful it is now sponsored, with weekly ticket giveaways and a podcast.



### Bridge FM – Ryder Cup Radio

With the 2010 Ryder Cup taking place in Newport, Wales, Bridge FM broadcast live throughout the tournament providing bulletins four times per day.



### Radio City – Football coverage

As a station at the heart of a city passionate about its football, Liverpool's Radio City offers fans of both Everton and Liverpool football clubs with interviews, news reports and behind the scenes gossip from both clubs. Radio City has been responsible for breaking a number of significant stories and was the first to secure an interview with Rafael Benitez following his sacking as Liverpool Manager.





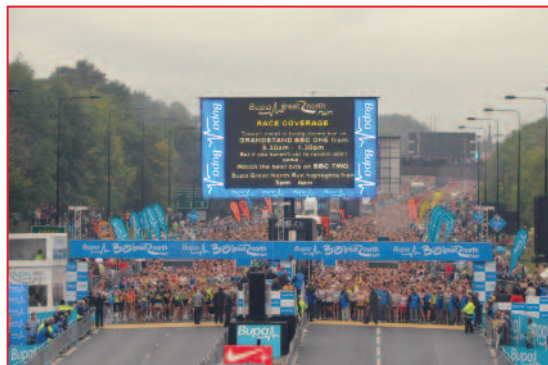
## Metro Radio – The Great North Run

Every year Metro Radio in Newcastle provides the most comprehensive radio coverage of the Great North Run.

In 2010, in the week before the event, runners both famous and courageous went on air to tell their stories. On the day itself, from 9am DJ Clive Warren was live from the start line – for all the build up.

Metro Radio's charity Cash for Kids had 280 listeners running raising £7,000 pounds.

Throughout the day, Metro had reporters on the route and a Traffic Helicopter to keep an eye on things from above. Two of their reporters even ran and read the news on route!



## Real Radio Wales – Sports coverage

Real Radio Wales has brought its listeners a number of exclusives from the world of football and rugby. The Real Radio Wales Sport Phone-In, which gives callers the chance to discuss the latest news and gossip, now comes in a catch up service so people can listen whenever they want.



## Rock Radio – Salford City Reds Rugby League Team

Manchester station 106.1 Rock Radio has become the official radio partner for rugby league side Salford City Reds for the upcoming season.

The agreement sees the station get its branding on players' shorts and pitch-side advertising boards in the final season for the club at their current stadium.

# Speech and debate



“

**OTHER THAN NEWS,  
COMMERCIAL RADIO  
STATIONS BROADCAST  
AN AVERAGE OF 12  
HOURS PER WEEK OF  
SPEECH ISSUES**

**THAT'S AN AVERAGE 7%  
OF EACH STATION'S  
DAILY OUTPUT.**

”



# Speech and debate

Commercial radio is valued as much for its speech as its music. While commercial stations such as LBC in London and City Talk in Liverpool specialise in speech radio, stations across the country continue to engage listeners across the country on politics and social issues.

## 2010 General Election

With the polls in the run up to the 2010 General Election showing that no one political party had a clear lead, the 2010 General Election campaign was one of the most dramatic in living memory. Stations across the country covered the campaign, carrying out interviews both with local candidates and party leaders. As the results came in, commercial radio stations were on hand to cover the events for their listeners.



## City Talk

City Talk had journalists at the major counts in Liverpool, Wirral and Halton on election night who sent live reports into the station's late night phone in show throughout the evening. The following morning on breakfast the station spoke live to local politicians who had become new MPs for the first time, including Labour MP for Liverpool Walton Steve Rotheram and the new Conservative MP for Wirral West, Esther McVey. Throughout the election period, the City Talk ran a number of phone ins on election topics to engage listeners such as: *"What would make you get out and vote"* and *"If you were the new PM what laws would you change?"*



## Real Radio Scotland

Throughout the election campaign Real Radio Scotland introduced and followed their *'Real Voters panel'*, which was made up of listeners including a professional woman in her 30s, a retired couple, a working family and a single parent. The station spoke to them on a weekly basis about how they thought the campaign was going and their views on significant events during the election.

Real Radio also had reporters at various counts including that of the then Chancellor, Alistair Darling MP, in Edinburgh South West.

**“LOCAL COMMERCIAL STATIONS CAN BE A GREAT PLATFORM FOR MPS TO SPEAK TO THE COMMUNITIES THEY REPRESENT, BUT THEY ALSO GIVE LISTENERS THE OPPORTUNITY TO CHALLENGE THEIR MP OVER ISSUES THAT MIGHT NOT RECEIVE NATIONAL COVERAGE.”**

Dame Anne Begg MP – Chair of the All Party Parliamentary Group on Commercial Radio



### TFM

TFM broadcast a number of reports from counts across the Teesside region, from midnight right through to the morning, to provide up to date information for its listeners. The station also spoke to voters to get their thoughts on the election and what the result might mean for Middlesbrough.



### Radio Clyde

Radio Clyde covered all of the key marginal seats in their huge broadcast patch. The station brought Gordon Brown to the area and made him face a live question time on air.

The station spoke to all of the local candidates in the build up to the election and ran what they called 'minute manifestos' on air and online.



With the Liberal Democrat Conference taking place in Sheffield in March 2011, Hallam FM gave listeners an exclusive opportunity to call and ask Deputy Prime Minister, Nick Clegg MP, any question they liked.



### High Peak Radio – In Westminster

With the new Government in office, High Peak Radio did a special outside broadcast following their new MP to Westminster.

Broadcasting a three hour live show from Central Lobby in the Houses of Parliament, High Peak spoke live to their new MP and those MPs in the adjoining constituencies. They also included some recorded pieces to take their listeners on a radio tour of Westminster.



### LBC – Nick Ferrari

The winner of two Arqiva Commercial Radio Awards in 2010, Nick Ferrari is one of the UK's most accomplished presenters. His unique breakfast show has seen him interview everyone from top politicians to accomplished entertainers and actors such as Sir Michael Caine. When he's not engaging in combative interviews he gets out to meet his listeners, whether joining Mayor Boris Johnson on a cycle around London, doing a shift on a post round or training as a marksman with the Metropolitan Police. In 2010 Nick even spent one morning broadcasting his breakfast show from one of the pods in the London Eye!



### Downtown Radio

With more than thirty years worth of experience covering politics in Northern Ireland, Downtown has been well placed to report on the major events in recent years, including the publication of the Bloody Sunday Inquiry and the Northern Ireland Assembly Elections.

“RADIO'S UNIQUE ABILITY TO CREATE A ONE ON ONE RELATIONSHIP BETWEEN THE BROADCASTER AND LISTENER CAN BE INCREDIBLY EFFECTIVE WHEN IT COMES TO A SOCIAL ACTION CAMPAIGN, WHETHER IT'S FOR A FUNDRAISING EFFORT OR TO RAISE AWARENESS OF A SOCIAL ISSUE.”

John Whittingdale MP – Chair of the Culture, Media and Sport Committee



### City Talk – Weekly Surgeries

Throughout the week, City Talk broadcasts a range of top quality programmes that give highly regarded expert advice to its listeners. On Monday, City Talk's 'Gadget Guru' answers questions on anything to do with technology, on Tuesday its expert advice on looking after pets, Wednesday sees resident lawyers in the studio to answer legal questions, on Thursday a GP answers health related questions from listeners while on Friday, a team of mediums answer questions on astrology and predicting the future.



### London Greek Radio – The Echo of the Community

As well as providing domestic news, London Greek Radio provides news updates and information specifically tailored for Britain's Greek community. Not only does this help to bring together the ethnic community in London, it provides a valuable link between that community and their country of origin, a service particularly valued by older people who may not have access to the internet.



### Original 106fm & Wave 102 – Fab Food Friday

To promote eating locally, Original 106 in Aberdeen and Wave 102 in Dundee scoured their respective towns for the best restaurants. Every Friday a top restaurant is reviewed and featured on air by each station. If listeners like what they hear, they can buy half price vouchers for the featured restaurant on the Fab Food Friday website set up by the two stations. The initiative has played a key role in getting people talking about good food and promoting local businesses.

# Appendix

## Methodology

### 2011 Programme Audit

All of RadioCentre's member stations were invited to participate in the 2011 Commercial Radio Audit. The Audit ran from Monday 4 October 2010 to Sunday 17 October, a total of two weeks.

In total 161 stations returned data for at least once a week. This represents 81% of RadioCentre membership.

Previous commercial radio audits have been run in 2004 and 2008.

### RAJAR

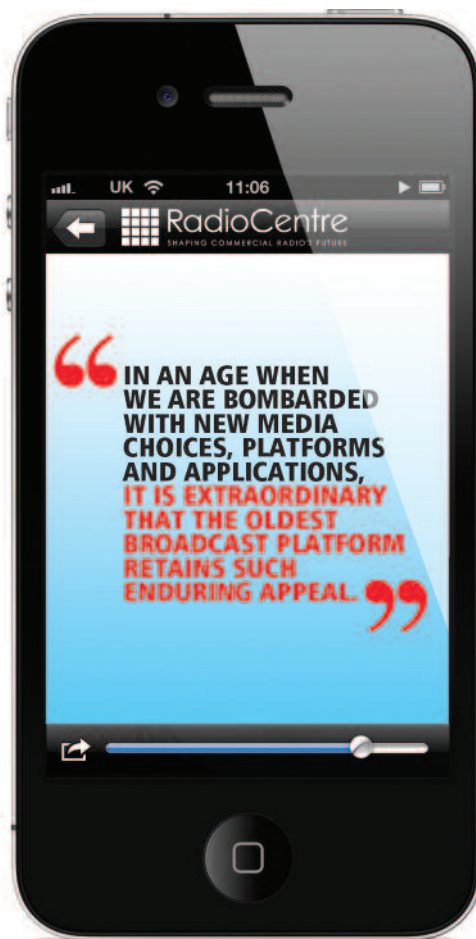
Where quoted, and unless otherwise stated, RAJAR figures refer to the period Q4 2010.

## About RadioCentre

RadioCentre is the industry body for commercial radio, formed in July 2006 from the merger of the Radio Advertising Bureau (RAB) and the Commercial Radio Companies Association (CRCA).

RadioCentre members account for 90% of commercial radio listening and 86% of industry revenue. The membership is made up of stations of all types – including the major commercial radio groups, small local radio groups, independent local stations and digital-only services. RadioCentre therefore represents the views and interests of a very broad range of radio stations small and large, and not just the interests of one or two of the largest radio groups.

The role of RadioCentre is to maintain and build a strong and successful commercial radio industry – in terms of both listening hours and revenues. RadioCentre operates in a number of areas including working with advertisers and their agencies, representing commercial radio companies to Government, Ofcom, copyright societies and other organisations concerned with radio. RadioCentre also provides a forum for industry discussion, is a source of advice to members on all aspects of radio, jointly owns Radio Joint Audience Research Ltd (RAJAR) with the BBC, and includes copy clearance services for the industry through the Radio Advertising Clearance Centre (RACC).







5 Golden Square London W1F 9BS  
t 020 3206 7800  
f 020 3206 7801

**[www.radiocentre.org](http://www.radiocentre.org)**