

# ACTION STATIONS!

The Output and Impact of Commercial Radio



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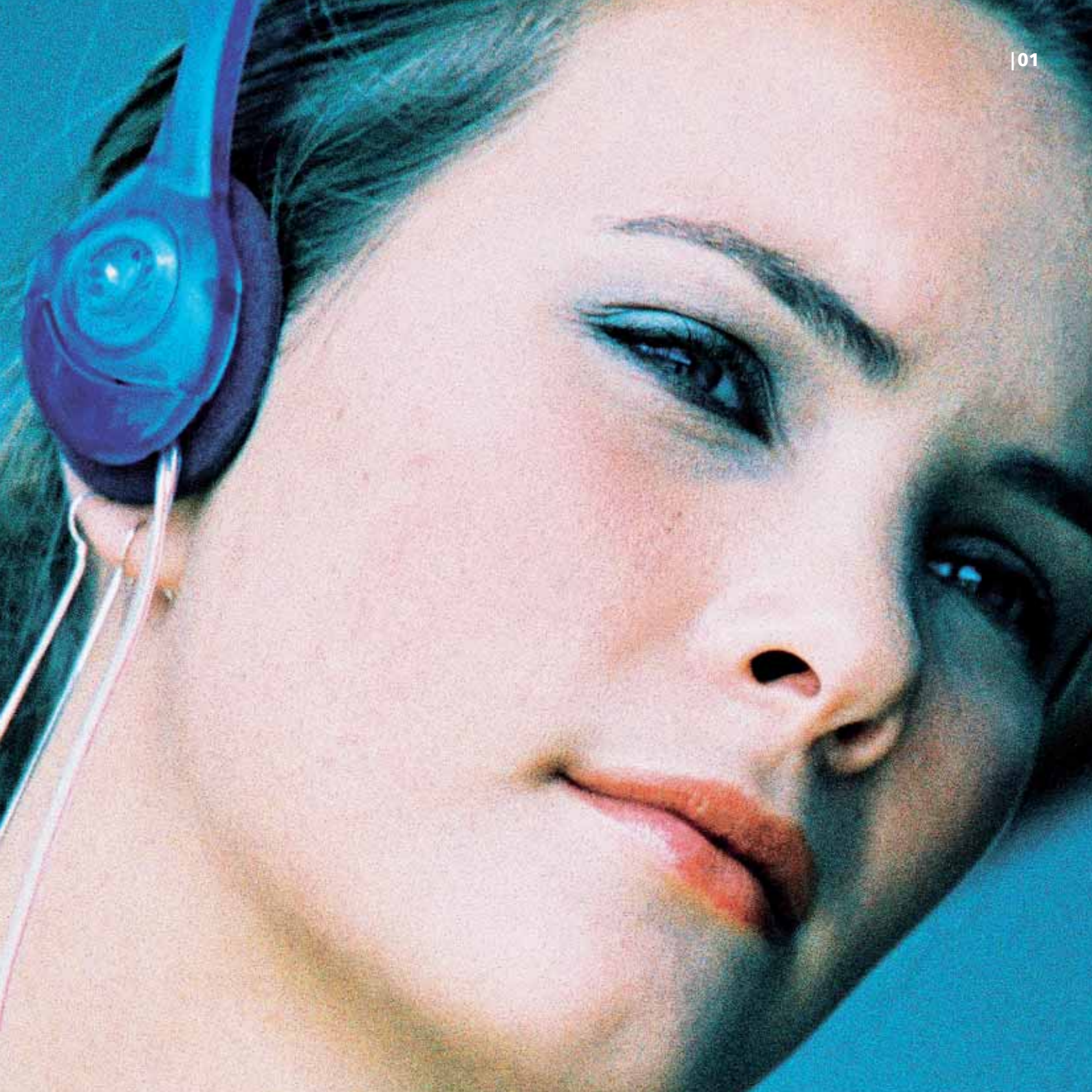
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# FOREWORDS



Whether it is a traffic jam avoided because of a report on the way to work, a new song discovered while listening at our desk or a community inspired to work together by a news report, every day Commercial Radio can connect with us and enrich our lives.

But personal experience alone is insufficient evidence when we want to understand in greater detail the contribution which Commercial Radio makes to our broadcasting ecology.

I therefore welcome this report from RadioCentre because it measures many of the things which listeners care most about from their radio: services like news, weather and travel as well as community involvement, charitable activities and creative ways of keeping audiences entertained.

A handwritten signature in black ink, appearing to read 'A Burnham'.

**The Rt Hon Andrew Burnham MP**  
Secretary of State for Culture, Media  
and Sport

**45.4 MILLION ADULTS LISTEN TO RADIO EVERY WEEK – THAT'S 90% OF THE POPULATION.**

**UK LISTENERS TUNE INTO THE RADIO FOR AN AVERAGE OF NEARLY 23 HOURS PER WEEK.**



With a turnover of around £600m, Commercial Radio is a relatively small industry.

But it makes a big impact on our country.

This diverse and dispersed industry, with almost 350 stations from Shetland to the Channel Islands, reflects the diversity of our society with a range of services targeting those with a thirst for news, music aficionados, phone-in fans, football addicts, clubbers, families and minority communities. Commercial Radio also has tremendous economic importance, particularly in local communities, where it supports local businesses by giving them a powerful means of communicating with local customers.

The contents of this report not only illuminate Commercial Radio's contribution but also impel us to ensure it has a bright future.

A handwritten signature in black ink that reads "Jeremy Hunt".

**JEREMY HUNT MP**

Conservative Shadow Secretary of State  
for Culture, Media and Sport

**IN THE BIG LISTEN, RADIO SCORED MORE HIGHLY AS 'TRUSTWORTHY', 'BETTER COMPANY' AND 'INVALUABLE' THAN ANY OTHER MEDIA.**



Of all media, radio remains the most personal and the most local.

Stations can respond to a local event in minutes, not hours or days. People connect with their local stations because the people behind the microphone care about the same issues as their listeners.

I believe passionately in the importance of local radio, and this report sets out the vital contribution which local Commercial Radio makes to the lives of people up and down the country and, more importantly, on our own doorstep.

A handwritten signature in black ink, appearing to read 'Don Foster'.

**DON FOSTER MP**

Liberal Democrat spokesperson on  
Culture, Media and Sport

**64% OF COMMERCIAL RADIO LISTENERS BELIEVE THEY WILL SPEND MORE TIME LISTENING TO RADIO IN THE FUTURE.**

## DID YOU KNOW...?

| The **347** UK Commercial Radio stations attract a weekly audience of **31 million adults**, who listen for **over 424 million hours** each week. | **93%** of Commercial Radio stations stream their audio online and **57%** of Commercial Radio stations produce podcasts or non-live audio. | Commercial Radio broadcasts **7,897,527 minutes of news** every year and **69%** of news bulletins contain local news. | An average Commercial Radio station broadcasts **10.73 hours** of specialist music

programming each week. | Almost **a third** of stations play live music at least once a month and **83%** of stations include local music in their schedules. | Stations broadcast an average of **23.7 hours of speech content** each week. | Last year, Commercial Radio dedicated **808,085 minutes to What's On bulletins** and stations promote an average of nearly **28 different community events** per week. | Last year, Commercial Radio directly raised over **£17 million** for charity. |

# INTRODUCTION

**Commercial Radio is thirty five years old, or perhaps thirty five years young. As an industry it is younger than many of the people working, regulating and listening to it. But, at thirty five, it is more mature and established than many of the other media with which it competes.**

That contradiction is, in many ways, both its strength and its challenge. This report sets out how Commercial Radio has embedded itself as a critical disseminator of important news and information, as a social bond within communities, and as a creative and cultural force; but it also demonstrates how Commercial Radio is changing to keep pace with the times: finding new ways of communicating with audiences increasingly hungry for media on the move.

In 2004, one of RadioCentre's predecessor organisations, the Commercial Radio Companies Association, undertook an audit of the public service broadcasting output of analogue UK Commercial Radio stations. At the time, it was thought to be the largest ever survey of public



service broadcasting output in the UK, and it followed a much smaller survey undertaken in 2000. The 2008 Commercial Radio Audit sought to capture hard data and much more about our industry: we asked a set of wide-ranging questions, on subjects ranging from specialist music programming to environmental initiatives, from broadcast platforms to charity fundraising and everything in between.

The listeners' perspective in this report is gained from The Big Listen, a large-scale survey conducted by RadioCentre in June 2007.

There is a lot of data to digest in the following pages. But there are also some extraordinary stories of how, on a daily basis across the UK, the people who work in radio stations literally change their listeners' lives for the better. At a time when the role of the media is under increasing scrutiny, the trust that develops from such a close relationship is more important than ever. I take great heart from the fact that Commercial Radio matters to its listeners because listeners matter to Commercial Radio.

**ANDREW J. HARRISON**  
Chief Executive, RadioCentre

July 2008

# THE SHAPE WE ARE IN

Thirty-five years after the birth of Commercial Radio, there are almost 350 Commercial Radio stations in the UK; including **323 local** stations, **22 regional** stations and **3 national** analogue stations.

These stations range from rural, small-scale ventures staffed primarily by volunteers, to large, prominent stations serving major Metropolitan areas. Each station has an individual character and personality, known and loved by its listeners.

It's wealth of choice and diversity of output means that Commercial Radio appeals to those sections of society that other forms of traditional media often find hard to reach. These include...

...the **young**; Commercial Radio stations play a significant part in the lives of young people: **73% of 15-24** year olds and **69% of 4-14 year olds** listen to Commercial Radio every week.

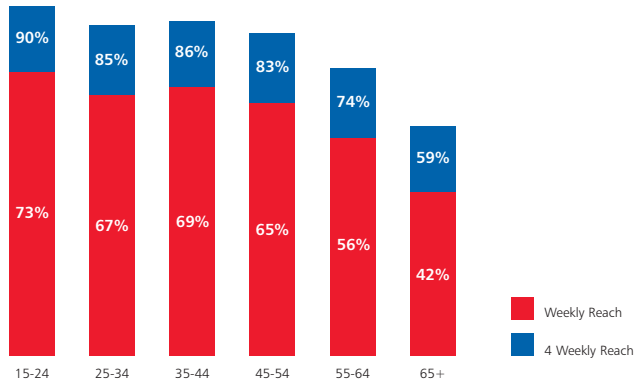
...**ethnic minorities**; currently, there are 33 Commercial Radio stations targeting ethnic minorities. Commercial Radio has **58% share of ethnic minority listening**, with 67% of the UK's ethnic minority population listening to Commercial Radio every week.

...the **Nations and Regions**; Commercial Radio extends to the four corners of the United Kingdom; its presence is as strong in Norfolk as it is in Newcastle, similarly Belfast and the Borders. There are 36 Commercial Radio stations in Scotland, 17 in Wales and 10 in Northern Ireland. Consequently, Commercial Radio has a **75% share of local listening**.

...and those with **particular interests**. Specialist stations include Passion for the Planet (with an environmental focus), Premier Christian Radio (Christian programming), Fun Radio (for children under 10), Rainbow Radio (for the African community) and Gaydar Radio (serving the gay and lesbian community).

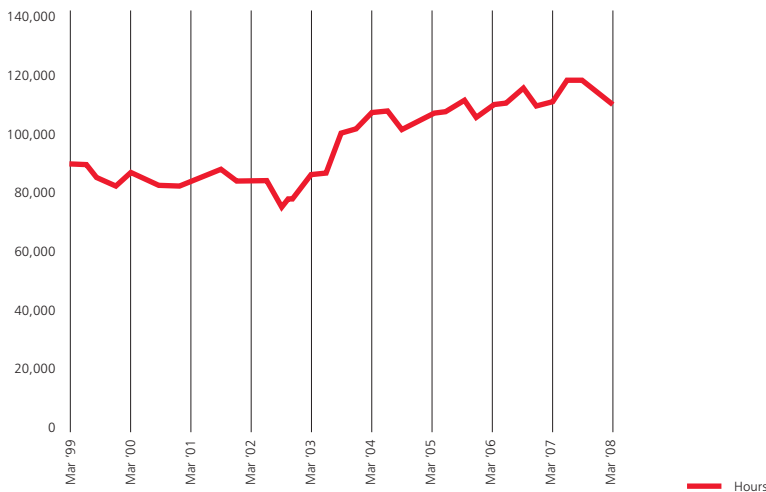
The more Commercial Radio stations that listeners have to choose from, the higher Commercial Radio's share of listening is likely to be. In Glasgow, where listeners have approximately 13 stations to choose from, Commercial Radio has a 63% share of radio listening. In both Birmingham and London, where listeners have a choice of approximately 16 and 40 Commercial Radio stations respectively, Commercial Radio enjoys a 51% share of listening.

Commercial Radio's weekly and 4 weekly reach



Source: RAJAR Q1 2008

Growth of national Commercial Radio listening



Source: RAJAR

COMMERCIAL RADIO ATTRACTS A WEEKLY AUDIENCE OF **31 MILLION** ADULTS EVERY WEEK – A FIGURE THAT RISES TO **36.5 MILLION** WHEN 4-14 YEAR OLDS ARE TAKEN INTO ACCOUNT.

LISTENERS SPEND OVER **424 MILLION** HOURS TUNED INTO COMMERCIAL RADIO EVERY WEEK.



*'I know the important role Commercial Radio can play in a local community. Stations not only provide entertainment and local news, they are also involved in local campaigning'*

ANNE BEGG MP, Chair of the All Party Parliamentary Commercial Radio Group

### A Valuable Economic Force

Commercial Radio performs a valuable economic role.

As Commercial Radio stations are dispersed across the entirety of the UK, rather than concentrated in one locality, Commercial Radio's economic benefit is widely distributed. Despite being populated by small and medium sized companies, the Commercial Radio industry had gross revenue of c. £600m in 2007-08.

Radio is a powerful advertising medium. The diversity of stations within Commercial Radio allows businesses to target their audience carefully. Local businesses are therefore able to reach out to their local community in a highly targeted and cost effective way. Typically, a station's

smallest local advertiser spends £300 per week, but the smallest stations (those serving populations of fewer than 50,000 people) have many advertisers spending less than £50 a week. Similarly, the average spend by stations' largest local advertiser is £1,500 but this can range from under £100 a week to over £20,000.

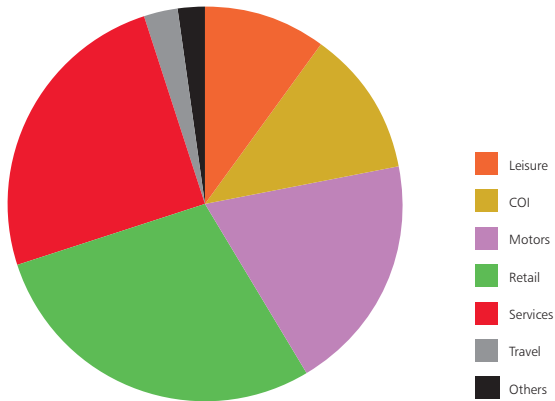
The Commercial Radio industry is also an important local employer, employing over 10,000 people, with hundreds more involved on a voluntary basis. The average Commercial Radio station employs 30 people. The smallest Commercial Radio station, Two Lochs Radio, in North Scotland, employs just 2 people whilst the larger London stations employ upwards of 100. The skills of this diverse workforce range from presenting and production

to sales and marketing, and many Commercial Radio employees multitask between roles such as the breakfast show presenter who is also the programme controller, the station manager who also sells advertising and the receptionist who also manages promotional appearances.

UK Commercial Radio's content is almost wholly domestic in origination. Consequently, the Commercial Radio sector is a valuable contributor to the UK's creative economy.



Commercial Radio's highest spending advertisers, by sector



**NATIONAL COMMERCIAL RADIO REACHES 14.1 MILLION ADULTS EVERY WEEK.**

**COMMERCIAL RADIO HAS A 75% SHARE OF LOCAL LISTENING, 73% SHARE OF 15-24 LISTENING AND A 58% SHARE OF ETHNIC MINORITY LISTENING.**

**COMMERCIAL RADIO HAS A 63% SHARE OF RADIO LISTENING IN GLASGOW AND 51% IN LONDON.**



## COMMERCIAL RADIO IN NUMBERS

**10,000**  
employees

**£600**  
million of advertising

**3** national analogue  
stations

**36** Scottish  
stations

**10**  
Northern Irish stations

**348** stations

**33** ethnic  
minority  
stations

**31** million listeners

**1** industry body

**17** Welsh  
stations

**1 love:  
great radio**



# THE CHANGING FACE OF RADIO

**RADIO IS OF INCREASING IMPORTANCE IN THE DIGITAL AGE.**

As well as being the oldest and most established broadcast medium, radio continues to be a dominant force in the digital age. Commercial Radio is facing up to the challenges of the twenty-first century with creativity and investment in a range of new services and platforms.

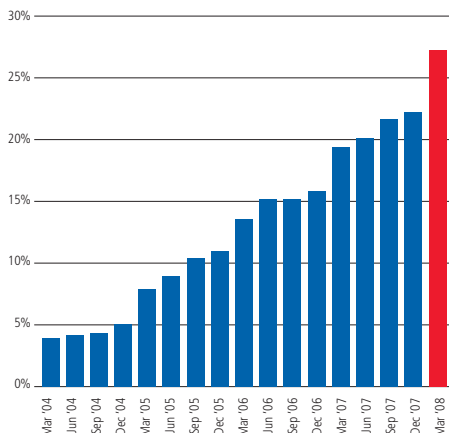
Digital Audio Broadcasting, DAB, is the UK's digital radio transmission standard which broadcasts both locally and nationally and is supported by the BBC and Commercial Radio. There are currently over 7 million DAB receivers in UK homes. In the time it will take you to read this report, that figure will have risen by a further 300 sets.<sup>1</sup>

Digital listening across platforms reached a record high in the first half of 2008. 19.5% of adults listen to a Commercial Radio service via a digital platform every week. DAB is leading the digital charge, taking a 9.3% share of listening across Commercial Radio and an impressive 39 million hours of listening.

Listeners want to receive their radio on as many platforms and devices as possible. Commercial Radio is now available in more places than ever before; not just at home or in the car but also on the go, on a mobile phone or MP3 player or a laptop.

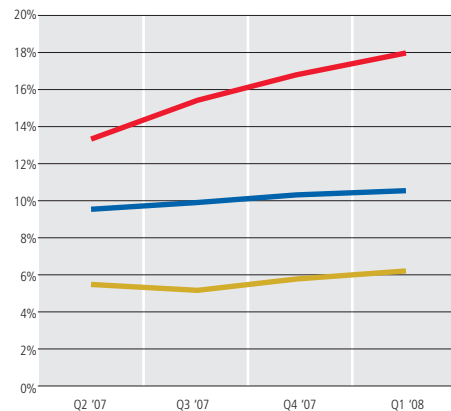
48% of Commercial Radio stations are available on DAB. 15% of stations can be found on satellite, 9% on DTV and 14% on cable. Radio's ubiquity and portability is as important today as it has ever been.

**% Adults (15+) who own a DAB set**



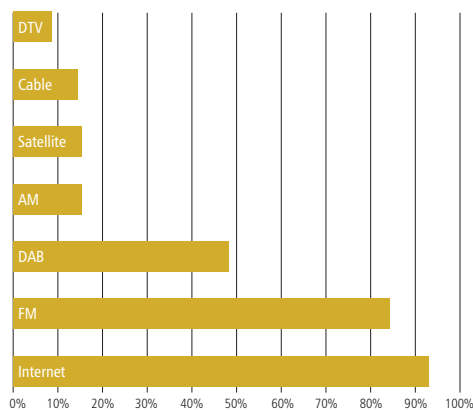
Source: RAJAR

**Audience by digital platform over time**  
15+ audience (%)



Source: RAJAR

**% of stations on individual platforms**



<sup>1</sup> The Digital Radio Development Bureau estimates that 2.6 million DAB sets will be sold in 2008; approximately 7000 per day. This calculation is based on the estimate that the reader will take one hour to read this document.

An online presence has become a vital component of today's Commercial Radio stations. Research has shown that radio listening complements online activity more than any other media. At any given moment, a fifth of online users are listening to radio. 93% of Commercial Radio stations can be found live on the internet.

Commercial Radio's online presence does not stop at live audio.

Commercial Radio is an important disseminator of information. The vast majority of stations – 80% – therefore update their website daily. This figure is even higher for stations that target younger audiences and stations in particularly competitive markets; 88% of Contemporary Hits Radio stations and 92% of London Commercial Radio stations update their websites daily.

These websites contain a wealth of information: 87% of station websites contain local news, 77% weather information and 55% travel information.

Station websites are particularly useful for supplementing on-air activity, when the amount of information that can be conveyed by the presenter is restricted.

87% of websites contain What's On data, informing listeners of activities and events in their locality or community of interest. Competitions can be found on 91% of Commercial Radio websites, alongside the terms and conditions of entry. Many station websites also contain live webcams, video clips and blogs, providing listeners and stations with further means of interaction.

Undoubtedly, portable music players have become an important part of our lives today. To cater for this, over half – 57% – of Commercial Radio stations now produce podcasts or other similar content. The majority of podcasts are produced on a weekly basis, although 10% of stations provide daily updates. The larger the station, the more likely it is to produce non-live content, but smaller stations also continue to produce high quality podcasts. Examples of podcasts available from Commercial Radio include Horizon Radio's unsigned band podcast, Dearne FM's podcast updates on Barnsley Football Club and Chill's 'Living a Chilled life' podcast, designed to help listeners relax.

**ALMOST 1 IN 5 ADULTS LISTEN TO A COMMERCIAL RADIO SERVICE VIA A DIGITAL PLATFORM EVERY WEEK.**

**48% OF COMMERCIAL RADIO STATIONS ARE AVAILABLE ON DAB.**

**72% OF BIG LISTEN RESPONDENTS THOUGHT THAT, IN THE FUTURE, RADIO SHOULD BE ON AS MANY DEVICES AS POSSIBLE; YOUNG PEOPLE WERE PARTICULARLY LIKELY TO THINK THIS.**

**AT ANY GIVEN MOMENT, A FIFTH OF ONLINE USERS ARE LISTENING TO RADIO.**

**93% OF COMMERCIAL RADIO STATIONS STREAM THEIR CONTENT ONLINE.**



### Northants 96

Northants 96 launched a website to welcome Polish newcomers to Northamptonshire. The website contains local information and on-air material, all translated into Polish. Here's a taster...

Northants 96 to radio dla Northamptonshire, grajace wiele rodzajow muzyki dwadziescia cztery godziny na dobe, siedem dni w tygodniu.



### My Classic FM

My Classic FM allows classical music fans to listen to seven new channels of classical music and even create and listen to personalised services. Channels include Jazz, Smooth Classics, Opera, Baroque and Movie music.



### 107.6 Juice FM - Juice Tube

Liverpool's Juice FM has launched its own web based TV channel, which reflects the station's young, vibrant attitude. The site allows Juice listeners to upload their own content, as well as featuring celebrity interviews and coverage of music festivals and gigs.



# CULTURAL AND SOCIAL ACTIVITY

**COMMERCIAL RADIO STATIONS ARE AT THE HEART OF THEIR COMMUNITIES.**

**Community Involvement**

Local Commercial Radio remains immensely popular, taking a 75% share of all local listening in the UK.

25 million adults tune into local Commercial Radio every week. They do so because the UK's local Commercial Radio stations place themselves at the heart of community life, working with creativity and determination to provide the locally relevant programming which their listeners need and enjoy.

Commercial Radio stations know that their listeners want to be kept up-to-date with developments in their locality. 84% of Big Listen respondents agreed that they like to know what is going on in their local community

Stations therefore broadcast regular What's On bulletins. The average

stations broadcasts at least five of these information segments every day and over 37 bulletins every week.

Specialist Commercial Radio stations broadcast a higher than average number of What's On bulletins – at least eight per day. Commercial Radio has always served niche audiences and communities of interest particularly well. Specialist stations such as Sabras Sound Radio, aimed at Asian listeners, and Planet Rock, serving rock music fans, tailor their output to provide appropriate audio that keeps their listeners informed of developments within their community of interest.

These What's On bulletins contain information about a wealth of community events. The average station promotes nearly 28 different community events and organisations

per week. The nature of these varies dramatically, to suit a differing audience. In the same week that Central 103.1 FM publicised the work of the Forth Valley Group of the Scottish Bonsai Association, Gaydar Radio promoted the London Gay and Lesbian Film festival and Southend Radio covered the Pi-Project, a 8.33 mile human chain around Southend Pier.

Even within stations, What's On bulletins encompass a wide spectrum of activities. Polish Radio London, which broadcasts across London on DAB, publicised both the Polish rock legend Dezerter's concert and the 'Polish Paths to Freedom' exhibition at the Imperial War Museum in the same week.

**COMMERCIAL RADIO HAS A 75% SHARE OF LOCAL LISTENING.**



**IN THE BIG LISTEN, RESPONDENTS WERE MORE LIKELY TO SAY THAT RADIO KEPT THEM IN TOUCH WITH THEIR LOCAL COMMUNITY THAN NEWSPAPERS, TV, THE INTERNET OR MAGAZINES.**

The average Commercial Radio station devotes more time to What's On bulletins than ever before. The average duration of a What's On bulletin is just over a minute, an increase of 33% on 2004. What's On bulletins on Full Service Local stations last longest; with small and clearly defined geographical coverage areas, these stations are often the most intimately connected with their listeners. These stations also publicise the largest number of events on-air – nearly 45 per week.

Stations' involvement in their community does not stop at on-air activity. Stations promote over 22 events on their website every week. This amounts to an industry total of nearly 400,000 events promoted on station websites across the year, an increase of 26% on the figure from

2004. This reflects stations' increasing utilisation of the internet to enhance their offering to listeners and their continued commitment to community involvement.

Moreover, station representatives personally attended nearly 40,000 community events last year, including Dearne FM at the All Barnsley Diversity Festival, Ivel FM at Cheddington Street Fair and Oak 107 FM at the Leicester Mela.

**EVERY WEEK, THE AVERAGE COMMERCIAL RADIO STATION PUBLICISES NEARLY 28 DIFFERENT COMMUNITY EVENTS ON-AIR AND 22 ON THEIR WEBSITES.**



**COMMERCIAL RADIO STATIONS EACH BROADCAST MORE THAN 37 WHAT'S ON BULLETINS EVERY WEEK.**





### Radio City 96.7

As official radio stations of the 2008 Capital of Culture, Radio City 96.7 and Magic 1548 have played an important role in Liverpool's success. The two stations initially supported the bid campaign, and then spent much of 2007 accompanying the Capital of Culture roadshow as it travelled around the region, generating interest and excitement in the project. Both stations have also been involved in associated Capital of Culture events, including the Turner Prize, Youth Urban Festival and Liverpool: The Musical.



### Manx Radio

Manx Radio worked with Albert Road School, Isle of Man, to produce a documentary about the history of their school over the last century; station staff taught the pupils about radio production and interview techniques.



### Two Lochs Radio and Cuillin FM

Two Lochs Radio and Cuillin FM are two of the smallest Commercial Radio stations in the UK. As well as providing much needed local radio services and support for their communities in Gairloch and Skye, they offer local people experience of radio broadcasting. A group of young trainee radio stars took over the airwaves for the afternoon, and arrived in style at the studio – in a high-speed inflatable craft.





### Rother FM

Listeners to Rother FM heard all about healthy eating when Jamie Oliver popped in to the breakfast show before cooking up some favourite recipes in a makeshift studio kitchen. Jamie was in town to promote the benefits of eating healthily to the residents of Rotherham.



### Kingdom FM

Kingdom FM co-sponsors the award-winning Radio Waves project, which encourages pupils of local schools in Fife, the listeners of the future, to produce and write for their own internet radio station.



*'The Prince's Trust is always delighted to receive support from Commercial Radio. We need to raise £1 million a week to run our personal development programmes for disadvantaged young people. Radio plays a vital role in helping us reach both our supporters and young people across the UK'*

**ROB COPE**, Deputy Director of Communications,  
The Prince's Trust

**A selection of the many events attended by Commercial Radio stations last year...**

Carmarthen River Festival | Somerset 999 Day | Notting Hill Carnival | Airbourne: Eastbourne International Airshow | Sherborne Castle Country Fair | 25th Rugby Beer Festival | Oxford Literary Festival | Totnes Festival | Yarmouth Beer Festival | 02 Wireless Festival | London Lesbian And Gay Film Festival | Yeovil Festival | Ale Festival | Dragon Boat Festival | Women's Arts International Festival | Abbey Hill Steam Fair | Harrogate International Festival | UK Ironman Triathlon | Jack In The Green Festival | Admiral Big Weekend | Great Yorkshire Show | Dartmouth Regatta | Royal Bath And West Show | Knaresborough Charity Bed Race | Braunstone Carnival | Party In The Park | Stratford International Festival Of Literature | Evesham Asparagus Festival | World Bonnag Championships | Crick Boat Show | Devonshire Park International Ladies Tennis Tournament | Tenby Town Criers Festival | Nidderdale Show | Heritage Flower Festival | Westmorland County Show | Langport Walking Festival | United Dance | Godiva Festival | Holocaust Memorial Festival | Salcombe Festival | Kendal's Torchlight Carnivall | Hastings Bonfire Parade | Thurton Beer Festival | All Barnsley Diversity Festival | Llandovery Carnival Committee | Summer In The Streets | RNAS Yeovilton Airday | Bristol Harbour Festival | London Marathon | Salisbury Arts Festival | World Nettle Eating Championship | Edinburgh Hogmanay | Wilberforce Weekender | Kingsbridge Show | Centenery Carnival | Wear Valley Food Festival | Rugby Spring Fair | Festival Of Senses | Hastings Half Marathon | Truckfest South West | Leicester Mela | Swansea Life Film Festival | Cheddington Street Fair | Plymouth Summer Festival | Dickensian Festival | Royal Cornwall Show | North Devon Festival | Eastbourne Extreme | Oakham Festival | Bexhill In Bloom | Mosterton Show | Hackney One Love | Kirkland Festival...

## Social Action Activity

The significant fundraising capabilities of Commercial Radio are widely recognised and stations know that a key part of their presence within the community involves helping those people most in need.

Stations broadcast, on average, nearly 25 charity bulletins every week, each of which lasts over a minute. Full Service Local stations – such as Compass FM in Grimsby and Wessex FM in Dorchester – broadcast nearly 35 charity bulletins per week, reflecting their very close relationship with their community.

The average Commercial Radio station supports nearly six different charities every week. In addition, 86% of Commercial Radio websites contain information on charities' current campaigns, contact details and how to donate.

As a result, Commercial Radio supports over 100,000 different charities every year and over 500,000 minutes of the industry's annual output is devoted to charitable causes.

Charities recognise that the exposure they receive on Commercial Radio not only allows them to access a large audience free or charge, but also to interact with audiences that they may otherwise struggle to reach; in particular, the young and ethnic minorities. The value of the airtime that Commercial Radio donated to charitable causes last year would equal tens of millions of pounds.

But Commercial Radio's charitable support is also more direct: stations each raise an average of £62,411 for charity each year. Many stations have their own charity, such as Radio Clyde's 'Cash for Kids', which raised an incredible £350,000 in one night at 'An Evening with...Gordon Ramsey' and Capital Radio's 'Help a London Child' charity, which raised over £1.5m in a year.

It is therefore not surprising that, last year, Commercial Radio raised a huge £17,188,079 for charity.

## THE AVERAGE COMMERCIAL RADIO STATION BROADCASTS 25 CHARITY BULLETINS AND SUPPORTS 6 CHARITIES EVERY WEEK.

*'Macmillan is extremely grateful for all the support it receives from Commercial Radio stations. Not only does it help to raise vital funds, but also awareness of the services Macmillan provides to improve the lives of people living with cancer. Continued support will help us to achieve our ambition of reaching everyone affected by cancer by 2010'*

**MARC SILVERSIDE, Head of Communications,  
Macmillan Cancer Support**



### JACK fm – The Forgotten Army?

JACK fm in Oxford broadcast a week of special reports from Afghanistan when the station's breakfast show presenter, Greg Burke, spent a week with Oxfordshire troops. These aimed to highlight the work being done by the soldiers and explain the realities of life on deployment. The station also interviewed the families of Oxfordshire soldiers and local politicians, including David Cameron, who took part in a three-way conversation with the JACK fm studio and Greg in an Apache helicopter.



### Bauer – For The Kids Day

Bauer Radio's 20-strong Big City Network all backed the 'For The Kids' initiative, which involved children local to each station in a day's programming dedicated to raising awareness and money for Save the Children. The voices of local children were heard, sharing their thoughts on the world and encouraging support for Save the Children, alongside compelling stories of the plight of children in the world's poorest areas. The Prime Minister, Gordon Brown, was amongst those who lent their support.

*'Bauer Radio's involvement with the campaign (For The Kids Day) helped us secure interviews with some of the most powerful and important political leaders in the UK. This provided essential talk-ability around the UK's first day dedicated to children'*

**JOE BARRELL, Head of Communications, Save the Children**

*'We are all fighting for peace on our streets. It's a multifaceted problem and therefore needs innovative solutions. Choice FM have been championing Peace on the Streets for years, I remember listening and phoning Choice before I became an MP'*

**MS DAWN BUTLER MP**

*'I believe The Local Radio Company group of radio stations has made a valuable contribution towards the work we are doing with communities to make the places we live better and safer'*

**BARONESS SCOTLAND**





### Choice FM – Peace on the Streets

Peace on the Streets, one of Commercial Radio's longest running social action campaigns, aims to prevent young people from falling victim to gun and knife crime. At the heart of the campaign is the station's support for positive community initiatives, such as the UK Youth Parliament's 'Youth in the City' and Southwark Council's Enough is Enough campaign.



### The Local Radio Company – Inside Justice Week

In Autumn 2007, The Local Radio Company's stations worked with the Criminal Justice Department to promote Inside Justice Week. The campaign informed listeners about the criminal justice system, through interviews with both victims of crime and those who work for criminal justice agencies.



### Swansea Sound – Making Swansea Proud

For more than two years, Swansea Sound has supported 'Making Swansea Proud'. The project will take more than 70 local volunteers to South Africa to build ten houses in a township. Meanwhile, in the heart of Swansea, Swansea Sound has contributed to the building of a township shack to emphasise the squalid conditions that inhabitants currently live in. The station's outside broadcasts aim to raise awareness of the initiative, helping to increase volunteer numbers and raise essential funds for the trip.



Academy of Irish Dancing, Acorns, Altrincham Chamber of Commerce, Alzheimers society, Ambleside Horticultural and Craft Society, Annan Activity & Resources Centre, Anthony  
Banff Marina Gala, Barnardos, Barnsley Bridge Club, Barnsley Fencing Club, Barrow Community Trust, Barrow Schools Initiatives, Basingstoke  
Beacon Fellowship, Beacon Hill Light Brigade, Beavers, Beckford centre, Bellarussian Ray of Hope, Bike Africa, Bilton Social Club Downs Syd  
sessions, Bluebell wood Children's Hospice, Blythswood Foundation, BNI Network Group, Bobath Cymru, Bobby Robson North East Cancer C  
Bournemouth Chamber of Commerce, Bournemouth International Centre, Bournemouth Town Centre Management, Bournemouth University  
British Heart Foundation, British Red Cross, British Stammering Association, Brookes University, BSAC Diving Club, Buchan IT & Learning Cen  
Male Voice Choir, Business in the Community, Business Link and Tourism South East, Butterfly Events, Cancer Help, Cancer Research UK, Can  
Dads, Caring For Kids, Caring for the Disabled, Carlisle and Border Art Society, Cash for Kids, Catmose Club Oakham, Catmose Films, Caxton  
Tennis Club, Chester Football Club, Chester Jets Basketball team, Childline, Children in Ghana, Children's Adventure Farm Trust, Children's Ho  
Advice Bureau, Clic Sargent, Clough's Crafty Club, Coleg Menai (local college), Collyweston Village Hall, Coniston Sports and Social Centre, Co  
FC, Coventry Rugby Club, Coventry Transport Museum, Crabble Corn Mill, Craig's Heartstrong Foundation, Crazy Hats Cancer Appeal, Cressex  
Trust, D&G Aviation Museum, Dalbeattie Community Initiative, Dales Park School Nursery, Damilola Taylor Trust, Darlington Council, Deaf Av  
and Dramatic Society, Dream Catcher, Drug and Alcohol Support, Dumblane Accordion & Fiddle Club, Durham City FBM, Durham City Forum  
Meon Country show, East Sussex Wildlife Rescue, Eating Disorder Awareness, Education Fund, Education Leeds, Ellel Ministries, Ellon Care H  
Gaidheal, FGW Trains, Fibromyalgia, Fight for sight, Fire Service, Fire Service Charitie, Fire Service National Benevolent Fund, Fix the Fells Campa  
Darts League, Fraserburgh Heritage Centre, Friends of Anchor, Friends of Hatfield Church, Friends of Lowestoft Hospital, Friends of South Pem  
Gambian Horse and Donkey Sanctuary, Give A Child A Chance, Glangwili Hospital, Great Western Hospital, Greenfields Community Centre, G  
Gulbenkian Theatre, GWR Kids, Hailsham Air Cadets, Halesworth Community Housing Care Fund, Hammer Hill Recreation Association, Handyc  
Hayfever awareness, Hearing Concern, Hearing Dogs for Deaf People, Heart of Kent Hospice, Heartlink, Help A Local Child, Help for Heroes, H  
Start, Hope and Homes for Children, Hope House, Hospice of St Francis, Hospice of the Good Shepherd, Hospice of the Valleys, Host Families, Ho  
ltschen Valley Country Park Volunteers, James Paget Hospital Intensive Care, James Paget Hospital Palliative Care, Jockey Foundation, Jog Scotl  
Kendal Town, Kennet District Council, Kids 4 Kids, Kids Count, Kids Miles of Smiles Charity, Kingsley sports Club, Krafty Fingers Craft Club, Lancas  
Heritage Fund, Leicestershire Villages, Leonard Cheshire Disability, Leukaemia Care, Leukemia Research, Life Line Equipment Installers, Lions C  
Church, Llanmiloe Community Association, London Clay Pigeon Shooting Club, Local Heritage Museum classes, Local Heroes, Local History Soc  
Careers, Loughborough Churches, Loughborough Lions, Loughborough Rugby Club, Lutterworth Railway Society, Lydden Bikeathon, Macmillan  
Make Swansea Proud, Manchester Methodist Housing Association, Manx Bird Atlas, Manx Blind Welfare Association, Manx Cat Sanctuary, "M  
Wildlife Centre, Mapplewell Village Hall Walking Group, Marie Curie Cancer Care, Market Overton Bowls, Masai warriors raising money for  
Appeal, Middlesbrough Football Club, Mile Cross primary school, Milford Haven Port Authority, Mintlaw Cancer Support Group, Miss Rugby Com  
College, Morriston Hospital, Mountain Rescue, MS Society, MSPCA, Music for Africa, Narcotics Anonymous, Narnocon Rehabilitation Centre,  
Orchestra, National Childrens Home, National Gardens Scheme, National Gulf Veterans and Families Association, National Housing Federatio  
Nene Valley Railway, Nestle Trust, Newcastle Children's Heart Unit, Nightingale House, Non & Afon Stroke Club, Nordoff-Robbins Scotland, Norfo  
Town Football Club, Various, Northamptonshire Police, Northern Sinfonia & the Sage Gateshead, Northsound's Cash For Kids, Norwich Arts  
North MP Ian Gibson, Norwich Playhouse, Nottingham Cares, Nottingham Trent University, NSPCC, OMF Missionaries, One Community Learn  
Out of Africa-Appeals, Over-60s group, Oxfam, Oxford United Football Club, Oxford University, PACE, Pancreatic Cancer Research Fund, Para O  
Community Safety Partnership, Pendine Bowling Club, Penygroes RFC, Peterhead Boys Brigade, Peterhead Care Home, Peterhead Community Ho  
Polegate Hard of Hearing group, Poole Tourism, Poppy Campaign, Primary Care Trust, Prince Philip Hospital, Princes Trust, Quarriers Magic Gar  
Hospice, Rape Crisis, Reading Bowls Club Appeal, Reading Hindu Temple, Reading Single/Homeless Project, Real Action, RICE, RNLI, Rock fo  
Orchestra, Royal London Society for the Blind, Royal National Lifeboat Institution, Royal Naval Association, Royal Philharmonic Society, Royal so  
Council, Rugby Gateway Support, Rugby Lions Football Club, Rugby Myton Hospice Cancer Barn Dance, Rugby Natural History Society, Rugby  
Musical Theatre, Rutland Three Arts Society, Safer Roads for Cumbria Road Safety Campaign, Sainsbury's Centre, Saints Rugby Club, Salvation A  
Hall, Sheffield Childrens Hospital, Shelter, Shethorpe Community Association, Shiv Kinner group, Skye Dolphins, Snowball Appeal, Sobell Ho  
Aid, Spring Harvest, SSPCA, St Catherine's Hospice, St Christophers Hospice, St Cuthbert's Hospice, St Georges Hall, St John Ambulance, St John's  
Show, St. Andrew's Hospice, St. Anne's Church, St. Ann's Hospice, St. Theresa's Hospice, Stage Struck, Star Appeal, Staveley Village Society, Ste  
College, Support our Paras, Surrey Motor Neurone Association, Swim Wales, Swindon Borough Council, Swinton Lock Activity Centre, Table T  
Hospice, The Childrens Heart Association, The Chronicle and Echo (Newspapers), The Country Cat Shelter, The Flying Colours Appeal at Yeov  
Awards, Theatre Royal, Together Trust, Town Kids Trust, Transport Museum, Trash, Tresham College, Trinity Academy, Trinity All Saints Colleg  
Ulverscroft Grange, Ulverston Inshore Rescue, University of Cumbria and Lancaster, Veterans Raising Money for War Injured, Victoria Theatre  
Wellchild charity, Wellie Waddle Weston Hospice, Welsh National Opera, West Berkshire Education Business Partnership, West Coast Arts, Wes  
team, Whizz Kids, Willow Brook Hospice, Willows Animal Sanctuary, Wiltshire Police, Windermere Model Boat Club, Windermere Town Counc  
for Blind, World AIDS Day, World Health, World Manx Association, World Voice Day, Worldvision, Wrexham Disability Forum and Disabili





### Disaster Emergency Appeals

Radio's real time nature allows it to respond quickly and effectively to unexpected events.

At times of overseas emergency, the Disaster Emergency Committee brings together a unique alliance of the UK's aid, corporate, public and broadcasting sectors to publicise the situation and rally the nation's compassion.

Commercial Radio plays a key role in the DEC appeals. In the past four years, Commercial Radio has been intrinsically involved in the following appeals, and



has helped raise a significant proportion of the funds donated to them.

**2008 – Burma Cyclone**

**2007 – Bangladesh Cyclone**

**2006 – Darfur and Chad Crisis**

**2005 – Niger Crisis**

**2005 – Asia Quake**

**2004 – Asia Tsunami**

UK Radio Aid was run in conjunction with the DEC Asia Tsunami appeal. Held on 17 January 2005, it marked an unprecedented moment in UK



Commercial Radio history. 200+ stations suspended their usual schedules to focus on raising money for the children affected by the Tsunami. One single star-studded programme was broadcast to an estimated audience of over 20 million listeners, the biggest ever UK Commercial Radio audience. As well as appealing for listener donations, participating stations donated one day's profits. This one day of radio programming raised an incredible £3.3 million.

*'Commercial Radio is very important to DEC appeals...DEC have been very fortunate to have the support of radio stations who promote our appeals at breakfast time and drive time'*

**PATRICIA SANDERS, Communications and Promotions, Disaster Emergency Committee**

## KEEPING IT GREEN

Commercial Radio stations are doing their bit to reduce their carbon footprint and raise awareness of climate change among their listeners.



**91%**  
OF COMMERCIAL RADIO STATIONS RECYCLE.



**54%**  
OF COMMERCIAL RADIO STATIONS USE ENERGY  
EFFICIENT LIGHT BULBS.



### Capital 95.8 – ‘Lights Out....’ London

In June 2007, Capital 95.8 carried out a unique experiment – Lights Out London. All Londoners were encouraged to switch off all of their non-essential lights for an hour, on the longest day of the year. The high-profile campaign was conducted on-air, on-line and via mobile phones. Some of London’s highest profile buildings took part, including Buckingham Palace, Canary Wharf, the House of Parliament, St. Paul’s

Cathedral and the lights of Piccadilly Circus – whilst a host of celebrities also pledged their support. During the Lights Out hour, EDF Energy estimated that 2% of the normal amount of energy consumed in London was saved.

Similar Lights Out campaigns have since been run across the country including Kent, organised by Invicta FM and Lancashire, championed by 97.4 Rock FM.

*‘I won’t be in London for Lights Out London, but I’ll turn my lights off in LA to show my support’*

**JUSTIN TIMBERLAKE**

*‘Lights Out London is a brilliant way of sending a message and showing, with some simple changes, we can change the way in which we pollute the atmosphere’*

**THE RT HON DAVID MILIBAND MP,  
then Environment Secretary**





### Kiss – Kiss The Planet

Kiss The Planet, the green initiative from the dance network Kiss, appointed Sam Branson, son of Richard, as their first Green Ambassador. Sam exclusively reported back to listeners, through a blog and regular broadcasts on the breakfast show, from his three-month, 1,400 mile dogsled Arctic expedition. The multi-media initiative highlighted awareness of global warming in an engaging style, encouraging Kiss listeners to do their part for the environment.



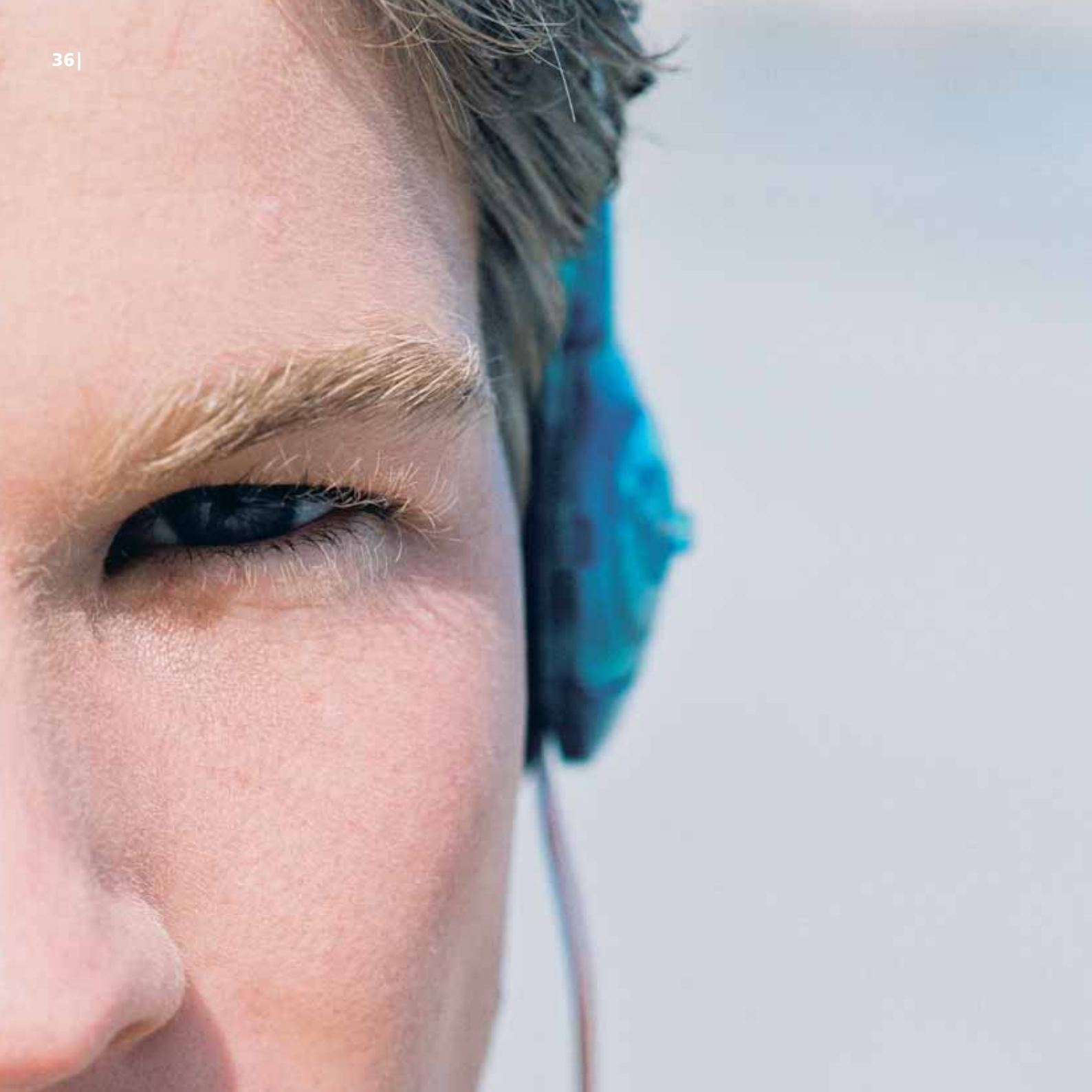
### Radio Aire – Green Project

Radio Aire's Green Project started within the station but soon grew into an on-air initiative as the station realised that, by encouraging all of their listeners to do their little bit, they could make a big difference. The multi-platform campaign, including on-air, online, video and an e-magazine, informed listeners and advertising clients about environmental issues and simple green tips, through simple and fun messages such as 'Everyone leaves a mess. It's what we do with it that matters.'

*'I approached Kiss to cover the trip because it reaches millions of people my kind of age. Kiss and I agreed (global warming) is the biggest issue of today but also that it can all get a bit technical like some boring science lesson... Just as we're all hooked on our favourite music, it would be great to get a few of the listeners hooked on the trip, and what I'm doing'*

**SAM BRANSON, Kiss's Green Ambassador**





# NEWS AND INFORMATION

### COMMERCIAL RADIO IS CONSTANTLY KEEPING YOU UP TO DATE.

In a fast-paced and constantly changing world, radio continues to be a crucial source of news and information. Radio is an instant medium and its ability to provide relevant, up-to-date information in real time has always been one of its greatest assets.

Consequently, Commercial Radio provides listeners with a high volume of news. On average, stations broadcast 22 news bulletins per day, each of which lasts a total of 3 minutes. Cumulatively then, stations each broadcast over an hour of news every day.

Speech radio stations, such as Edinburgh's Talk 107, London's LBC and the national AM station talkSPORT, broadcast the highest number of news bulletins – an average of 35 per day per station. News bulletins on speech radio also last longer than the average bulletin, as these stations recognise that their listeners expect up-to-date, in-depth information 24 hours a day.

Local news is a vital strand of almost all Commercial Radio stations' output. The proportion of news bulletins containing local news has increased by almost 5% since 2004: now almost 70% of news bulletins contain news from that station's local community. Additionally, 87% of station websites contain local news.

**WHEN ASKED WHICH MEDIUM IS THE BEST FOR PROVIDING LIVE INFORMATION, 77% OF BIG LISTEN RESPONDENTS SAID RADIO (VERSUS 62% FOR TV AND 52% FOR THE INTERNET).**

**69% OF NEWS BULLETINS CONTAIN LOCAL NEWS.**

**IN THE BIG LISTEN, RADIO WAS RANKED HIGHER THAN TV, NEWSPAPERS, MAGAZINES AND THE INTERNET FOR PROMPT DELIVERY OF LOCAL NEWS.**

**WHEN ASKED WHICH MEDIUM PROVIDES CONTENT THAT CAN'T BE FOUND ANYWHERE ELSE, RADIO CAME SECOND ONLY TO THE INTERNET.**

**COMMERCIAL RADIO BROADCASTS 2,687,499 MILLION NEWS BULLETINS EACH YEAR.**



### Radio Clyde – Going for Gold

When it was announced that Glasgow had been awarded the 2014 Commonwealth Games, Radio Clyde was on hand to provide award-winning live coverage. In addition to station journalists reporting live from Sri Lanka in the anxious final hours before the winner was announced, the news team produced a documentary tracing the progress of the bid from its conception right up to the announcement of the winner.

*'Congratulations to Radio Clyde, one of the broadcasting outfits that actually managed to cover the live announcement of the Commonwealth Games!'*

ALEX SALMOND, First Minister of Scotland



### 96.4 The Wave – Live Drugs Raid

Since 2006, 96.4 The Wave has worked closely with South Wales Police to tackle drug-related crime in the city. As well as working with the Swansea Drugs Project, the news team has reported live from drug raids and interviewed the officers involved to raise awareness among listeners of the dangers and societal costs of drugs use.

*'Drug-related crime is at the forefront of the Swansea Division's priorities and the assistance we receive from the local press and radio and, in particular, The Wave is invaluable'*

PETER AZZOPARDI, Detective Chief Inspector,  
Swansea Police Officer



### Bridge FM

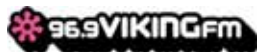
Bridge FM was praised by South Wales Police for its sensitive coverage of a spate of teenage suicides in South Wales. In the aftermath of the suicides, Bridge FM also launched a Community Action feature, which highlighted the work of the Samaritans in Bridgend County and the work of Paypyrus, a charity that offers help and support to family members affected by suicide.





### 96.9 Viking FM

Reflecting the concerns of local people, Hull's Viking FM conducted a special investigation into teen binge drinking. This included emotional interviews, with a 16 year old homeless female who had been forced into prostitution in order to fund her drink habit and children as young as 11 who have been hospitalised for drink related problems. The health implications of binge drinking were also stressed on-air by a doctor and youth worker.



### 105.4 Century FM

Century Radio North West was one of the first media outlets to broadcast the tragic news of Rhys Jones's death. Century's journalist, Sean Woods, reported live from the scene, and secured a compelling eye-witness account. Over the following days, Century Radio's news team produced a series of special reports, covering the outpouring of grief, an interview with Rhys' parents, interviews with gang members and the funeral and memorial service. The station also broadcast a Gun Crime Special, focussing on gun crime in Manchester.



*'I would like to take this opportunity to thank Severn Sound for your support during the water emergency. Distribution of key messages and accuracy of reporting have been crucial, and I am grateful for all that you and your team have done'*

**TIM BRAIN**, Chief Constable Gloucestershire Constabulary

## WEATHER & TRAVEL

Of course, news is not the only form of information provided by Commercial Radio. In addition, the industry is an important disseminator of weather and travel bulletins.

Stations broadcast, on average, over 17 weather bulletins and 12 travel bulletins each day.

The average weather bulletin lasts just under one minute, an increase of 29% on the 2004 audit. On average, stations broadcast over an hour of weather updates per week.

The average travel bulletin lasts just over one minute, representing a 10% increase on 2004. On average, stations broadcast nearly an hour and a half of travel bulletins per week.

Commercial Radio travel bulletins help to alleviate traffic chaos at the key time periods, breakfast and drive time. For example, when the Forth Road Bridge was closed for an entire day due to a fuel spillage, Forth One was able to provide regular traffic updates and inform listeners of alternative routes, thus preventing gridlock on the routes into Edinburgh.



To enhance Capital 95.8's coverage of the 2008 Flora London Marathon, extra travel bulletins were broadcast to ensure that Londoners were able to enjoy the special day.

### 2007 Summer Floods coverage

In June and July 2007, severe rainfall hit parts of Britain, resulting in floods that were the worst to hit the UK in modern history.

The unprecedented weather paralysed parts of the country, leaving tens of thousands of homes without clean water or electricity. In these times of crisis, people turned to their local Commercial Radio stations.

Stations in the affected areas went into overdrive, stepping up their local news



coverage, broadcasting emergency advice and launching relief appeals, often despite having been directly affected themselves. Gloucester's Severn Sound and Star 107.5 were both forced to evacuate their studios, but, like others, managed to continue broadcasting in their community's time of need.

*'The media, particularly local radio, has a pivotal role in passing important information to the large numbers of people affected by flooding or loss of essential services... In many cases, the media acted as a 'friendly voice', listening to public concerns and providing a sense of reassurance, especially to people isolated by the floods and those living alone.'*

Extract from the Cabinet Office report, 'Pitt Review: Learning Lessons from the 2007 Floods'



### **National Blood Service Donor Recruitment**

This extensive radio campaign aimed to raise awareness and change the perception of blood donation amongst ethnic minorities, a traditionally difficult to reach audience. Presenter donation diaries and interviews with the National Blood Service were broadcast. Religious concerns were allayed through interviews with faith leaders.

### **Home Office Stop and Search**

The Home Office Stop and Search radio campaign sought to increase awareness amongst young urban communities of their rights when stopped and searched by the police. A live question and answer forum, giving young adults the chance to ask questions face to face with key policy makers, was broadcast on the Choice FM website.

### **The Big Quit**

The Big Quit was England's biggest ever initiative to encourage people to quit smoking. It received unprecedented support across Commercial Radio in 2006-8 and will run again in 2009.

Other campaigns include a Home Office campaign to inform the public about Neighbourhood Policing teams, the Energy Savings Trust's awareness-building campaign and the Department of Transport's drive to inform listeners about changes in mobile phone legislation.

### **The Central Office of Information**

The largest advertiser on Commercial Radio is the Government's Central Office of Information. The COI's Public Information campaigns cover a wide range of topics including health, safety, welfare, skills and recruitment.

Listeners typically describe their favourite Commercial Radio station as their friend. The very personal relationship between stations and listeners, and the fact that radio is often privately consumed, means that Commercial Radio is able to deliver sensitive information to targeted and often difficult to reach audiences in a discreet and tactful manner.

# MUSIC AND ENTERTAINMENT

## RADIO REMAINS THE NO 1 PLACE TO DISCOVER NEW MUSIC.

For 35 years Commercial Radio has been introducing audiences to new and exciting music. Of the 347 UK Commercial Radio stations, there is a station to suit everyone's musical taste and every genre of music is represented somewhere, at some time.

Classic FM has brought classical music to the masses; stations such as Galaxy and Kiss cater to dance music fans; stations such as Planet Rock satisfy rock aficionados. DAB radio has also provided a new platform for dedicated music stations like The Hits, Chill and NME.

Presenters remain a trusted musical guide. Consequently, radio continues to be the most vital driver for both discovering new music and stimulating music purchase.

Three times as many respondents cited radio as the most important source for discovering new music compared to the internet.

68% of respondents said that hearing music on the radio influenced them to go out and purchase it, compared to just 24% for the internet and 22% for TV.

The research also reveals that the internet, far from detracting from

radio's role, actually adds another stage to the process for discovering and then driving purchase of music. 57% said they have at some time downloaded a song as soon as they've heard it on the radio while 44% said they've gone to the station's website to see the name of a song playing right there and then.

As well being expert at knowing the perfect song to play at the right moment, stations expand their listeners' musical horizons with specialist and live music that challenges and educates, as well as entertains.

The vast majority of Commercial Radio stations include specialist music programming<sup>1</sup> within their schedules. Stations<sup>2</sup> broadcast an average of nearly 11 hours of specialist music programming each week; an average of an hour and a half each day. In London this figure rises to an average of 25 hours of specialist music programming every week, reflecting the wealth of dedicated music stations within the capital.

The most common genre of specialist music programming is rock, followed by dance and disco, jazz and blues and folk and country.

**ACCORDING TO THE BIG LISTEN, 83% OF 15-19 YEAR OLDS, 87% OF 20-24 AND 66% OF 40-44s AGREE THAT THE RADIO GIVES THEM IDEAS OF WHAT SONGS TO BUY.**

**COMMERCIAL RADIO STATIONS BROADCAST NEARLY 11 HOURS OF SPECIALIST MUSIC PROGRAMMING EACH WEEK.**

**71% OF LISTENERS STATED THAT RADIO INTRODUCED THEM TO AN ARTIST THEY WOULD NOT HAVE HEARD ELSEWHERE.**

**70% OF SPECIALIST STATIONS PLAY UNSIGNED BANDS EVERY WEEK.**

**83% OF COMMERCIAL RADIO STATIONS INCLUDE LOCAL ARTISTS SOMEWHERE IN THEIR SCHEDULE.**

<sup>1</sup>Specialist music programming consists of shows that are not based upon the station playlist or listeners request.

<sup>2</sup>When speech stations are excluded from the analysis.

Commercial Radio provides a platform for new and unsigned acts. Over a quarter of Commercial Radio stations – 27% – play unsigned bands at least weekly. Specialist music stations outperform the rest of the industry in this respect: 70% of specialist stations play unsigned bands every week; 24% playing them every day.

And Commercial Radio stations do not simply play well-known, international artists but instead strive to reflect their communities. 10% of stations play local bands on a daily basis and a further 25% do so weekly. Shows which champion local artists and bands include Mix 96's 'Live and Local', Brunel FM's 'The Frequency' and Wessex FM's 'Unplugged'. In fact 83% of Commercial Radio stations include local artists somewhere on their schedule. The liveliness of the Welsh music scene is reflected by the fact that 55% of Welsh stations play local bands and artists every week.

Nothing quite beats a live performance from a favourite artist. Commercial Radio stations therefore strive to broadcast live music as much as possible. 30% of stations play live music at least once a month, 15% weekly. 24% of specialist music stations play live performances daily.

### GMG – Rolling River of Rock

GMG's Smooth Radio and Real Radio networks broadcast a six part documentary series, 'Rolling River of Rock', exploring the musical heritage along the route of the Mississippi river. The series sought to uncover why certain types of music were born and flourished in certain areas and how the banks of the Mississippi brought us the roots of all today's popular music.



### Virgin Radio – One Last Dream

Reigniting the hopes of thousands of old rockers, Virgin Radio conducted a nationwide competition to find Britain's best 'lost' group. The competition received a tremendous response and it made for compelling audio as missing band members were reunited, having been tracked down by on-air and on-line appeals, some having not spoken for decades. The winning band, chosen by Virgin listeners, was the Steve Boyce Band, which had formed in 1977, splitting three years later. The Steve Boyce Band, reunited, was given the chance to play in front of 60,000 fans in Hyde Park.





### Classic FM – When Classic meets... & In The Frame

The 'When Classic meets...' series explored the combination of classical music and other music genres. Jazz, rock, pop (presented by Courtney Pine, Rick Wakeman and Blur's Alex James respectively) all featured. 'In The Frame' brought together classical music and art; celebrity guests discussed their favourite works of art, to the soundtrack of the best classical music.



### Xfm Manchester – Heart and Soul

To correspond with the release of Control, the film that dramatised the events that led to the suicide of Ian Curtis, Xfm Manchester produced a special Joy Division documentary. 'Heart and Soul' explained Ian's story from the point of view of the three remaining band members, all of whom were interviewed by Xfm Manchester. The documentary also highlighted the influence of Manchester on the band and Manchester's renowned musical heritage.



### Club Asia – Backstage

'Backstage', the UK's first Asian Rock radio show, is broadcast every Sunday on Club Asia, a London based AM station targeting 15-44 year old British Asians. The show aims to reflect the diversity of the Asian youth music scene and has welcomed many Asian guitar and rock artists onto the show.



## A selection of local music shows...



### Alpha 103.2 – Sunday Night Live

Broadcast every Sunday evening, 'Sunday Night Live' gives local Darlington bands the chance to perform two live acoustic sets and promote their upcoming gigs and albums.



### 99.9 Radio Norwich – The Unsigned

Every Monday evening 99.9 Radio Norwich offers air-time to local unsigned bands and promotes their website and forthcoming gigs.



### Spire FM – Live and Local

Broadcast every Sunday, 'Live and Local' is dedicated to supporting and promoting the eclectic range of music that lurks in the towns of the South Wiltshire and West Hampshire area.



### 107.8 Arrow FM and 107.5 Sovereign Radio – Sunday Rocks

'Sunday Rocks' features local bands and musicians performing acoustic or full electric sets. As well as supporting musicians, 'Sunday Rocks' also works to assist other local music initiatives in the community, including 'Showcase 2007', a battle of the bands style competition.



### 107.7 Brunel FM – The Frequency

Broadcast every Sunday, 'The Frequency' is a unique collaboration between 107.7 Brunel FM and a local arts and culture magazine. Exclusive artist sessions are made available in a weekly podcast. The show has grown to include 'Frequency Airborne', a battle of the bands style competition.



### Q103 – Made in Cambridge

Q103's monthly local music show uncovered such a wealth of talent the station decided to produce a CD, 'Made in Cambridge', comprising new music from unsigned Cambridge bands. Sold in local music stores, profits from sales were donated to local charities.

### I'M IN THE MOOD FOR...

The variety of music played across the whole Commercial Radio industry is unmatched. Specialist music stations allow listeners to concentrate on their preferred genre of music, hear their favourite songs, discover relevant new and unsigned music and keep up to date with the latest news on the music scene.

<b>Classic FM</b>	– the UK's only 100% classical radio station
<b>Gold Radio</b>	– classic pop from the last five decades
<b>Chill Radio</b>	– chillout music from around the world
<b>Planet Rock</b>	– the UK's classic rock station
<b>The Hits</b>	– the biggest hits across all music genres
<b>NME</b>	– the best in new and alternative music
<b>Smooth Radio</b>	– melodic music from the past six decades
<b>Kerrang! Radio</b>	– a mix of modern and classic rock
<b>Choice</b>	– focus on hip hop, soul, rap, reggae, garage and gospel
<b>Kiss</b>	– dance, R&B and urban

**In the past year, Commercial Radio attended the following music festivals:** Liverpool Music Week | Royal National Mòd | Canterbury Festival | The Oakley Hall Music Festival | Richmond Live | International Festival of Music and the Arts | Creamfields | Marvellous 07 Festival | Dart Music Festival | V Festival | Darwen Music Festival | Kiss Does Summer | Smithsonian Folk Festival | Furness Fest 2008 | Knowsley Hall Music Festival | Hobbles on the Cobbles | Isle of Wight Festival | Keep Riverside Free | Two Moors Festival | Kingsbridge Music Week | Lanhydrock Festival | Glastonbudget | Laxey Blues Festival | Tribfest | Menuhin International Violin Competition | Carling Festival | Mumbles Mostly Jazz And Blues Festival | DPercussion | Bryn Terfel's Faenol Festival | Pontardawe Festival | Barnsley Original Music Festival

*'Radio is much more important for musicians than it has ever been due to the lack of other opportunities'*

GARY BARLOW



### UK Music Week

During May 2007, 250 of the UK's Commercial Radio stations took part in UK Music Week, a week of special programming to celebrate the best in new and established UK artists. Sessions and exclusive interviews with Amy Winehouse, Mika, Paolo Nutini, Travis and Natasha Bedingfield were broadcast.

*'It makes perfect sense for UK Commercial Radio to get together and celebrate music that is actually coming out of the UK and by UK artists...I'm really excited to be part of this'*

MIKA



### 2008 BRITs Radio Week

Over 170 Commercial Radio stations took part in the 2008 BRITs Radio Week, with special BRITs radio programming including special interviews with BRITs nominated artists. The week culminated with a three hour show on the night of the Awards.



*'UK Music Week is an opportunity for more diversity on the radio and this is a breath of fresh air for listeners. We congratulate the Commercial Radio sector for giving their listeners an opportunity to hear more of the great music made in this country'*

ALISON WENHAM, CEO,  
Association of Independent Music



# SPEECH AND DEBATE

## COMMERCIAL RADIO GENERATES TALKABILITY AND DEBATE.

### Keep Talking

The speech content of Commercial Radio is as diverse as its musical output.

Commercial Radio stations typically broadcast 23.7 cumulative hours of speech each week<sup>3</sup> – almost a whole day's worth. Full Service Local stations – such as Kestrel FM in Basingstoke and Fire 107.6 in Bournemouth – exceed this average, broadcasting 25 hours of speech every week.

Stations that target a niche audience tend to broadcast more speech content than the average. Thus Premier Christian Radio and Polish Radio, both of which broadcast across London on DAB, broadcast 70 hours and 50 hours respectively. Manx Radio, broadcasting to the Isle of Man, has at least 55 hours of speech each week.

Commercial Radio has a proud tradition of speech radio. In addition to the national speech station,

talkSPORT, Commercial Radio has a number of regional speech stations, including Talk 107 in Edinburgh, City Talk in Liverpool and LBC 97.3 FM in London. These all inform, educate and entertain their listeners, through speech and debate, 24 hours a day, 7 days a week.

Commercial Radio pioneered the listener phone-in and today's stations broadcast, on average, over two hours of phone-ins per week. Adult Contemporary and Contemporary Hits Radio both exceed this total, hosting two and a half hours and over four hours of phone-ins on a weekly basis. This interaction with the listener is one of radio's key strengths, and enhances the community of listeners that radio stations naturally cultivate.

Another form of radio's interactivity is its frequent engagement with guests, whether local community figures or A-list celebrities. The average Commercial Radio station produces around an hour

of guest interviews per week, whilst speech stations broadcast an average of 13 hours. Full Service Local stations produce over an hour and a half of guest interviews whilst London commercial stations produce over 3 hours of guest interviews a week.

And, just as Commercial Radio stations feature specialist music programming alongside their usual playlists, stations also feature dedicated speech programmes in their schedules. On average, stations broadcast around an hour and a half of magazine style programming every week. Again, Full Service Local stations produce more than average, just under two hours, reflecting their aim to act as the voice of their community. Speech features include Bridge FM's daily Welsh lessons and Smooth Glasgow's weekly book review show.

<sup>3</sup>When speech stations have been removed. Speech content was defined as including news, travel, weather, DJ chat, phone-ins and magazine style programming.



### High Peak Radio – The Bradshaws

High Peak Radio broadcasts a short radio play every afternoon. 'The Bradshaws' tells the story of a family who live in 1950s Northern England. All the voices are performed by their creator Buzz Hawkins. 2.30pm has become afternoon teabreak for many factories and offices in the High Peak area, as listeners tune in to hear the latest from The Bradshaw family.



### Oxford FM – Girls Talk

The award-winning 'Girls Talk' show on Oxford FM features guests, information and chat on a different topic every week. Recent subjects discussed have included abortion, sexual health, vegetarianism, stress and the paranormal. The interactive nature of the show ensures that as many different views are heard as possible.

**THE AVERAGE COMMERCIAL RADIO STATION BROADCASTS ALMOST A DAY'S WORTH OF SPEECH PROGRAMMING EACH WEEK.**

**THE AVERAGE STATION BROADCASTS OVER AN HOUR OF GUEST INTERVIEWS PER WEEK.**

**COMMERCIAL RADIO STATIONS BROADCAST AN HOUR AND A HALF OF MAGAZINE STYLE PROGRAMMING EVERY WEEK.**



### Channel 103 FM – Sunday Roast

Jersey's Channel 103 broadcasts a weekly topical news programme which gives islanders the chance to hear about community issues and, in turn, have their voices heard. 'Sunday Roast' features a combination of live studio guests, including prominent Jersey politicians, recorded interviews and vox pops, allowing for a wide selection of issues to be covered, including the Haut de la Garenne abuse investigation, domestic violence and fostering and adoption.



### Lite 106.8 – Talking Peterborough

Local issues are given a prominent place in the schedule of Lite 106.8. 'Talking Peterborough', the daily four hour discussion show, gets to the heart of issues of local importance and sees a variety of guests including a weekly local health slot, and regular visits from the Council Leader and local theatre manager.



### Hallam FM – The Confessional

Hallam FM's late night talk show, The Confessional, features local listeners' most revealing secrets and feelings. Each episode is completely listener-led and presenters do not shy away from asking the difficult questions. The degree of intimacy and honesty from listeners creates a strong sense of community around the show.





### Radio Pembrokeshire – Reverend Peter Lewis

The Rector for Narberth, the Reverend Peter Lewis, is a valued member of the team at 102.5 Radio Pembrokeshire. In addition to playing some of his musical favourites, Peter regularly welcomes local guests to the studio, including representatives from local charities and community organisations.



### Rutland Radio – The Romantics

Rutland Radio has been a keen supporter of the Oakham Arts Festival for over five years. In 2007, the drama group Oakham Festival Creates produced a bespoke radio play. The Romantics, a comedy about a working class boy who dreams of fame and stardom, was broadcast on Rutland Radio every evening over the two weeks of the festival, alongside other festival events.



### Spire FM – Festival Live

During the Salisbury International Arts Festival, Spire FM broadcast Festival Live; two weeks of features, previews, reviews and interviews with the performers, including a Zulu dance group, who performed at Stonehenge. Live music from musicians participating in the festival was also played on Spire FM.



## POLITICAL COVERAGE

Commercial Radio plays a key role in informing listeners about the operation of political processes and the latest developments in Westminster and the respective devolved political institutions. This is especially important given Commercial Radio's high share of listening amongst the young and ethnic minorities, audiences that the news-providing media often find it difficult to reach.

At the 2007 Political Party Autumn conferences, 120 MPs were interviewed by their local Commercial Radio station. This gave MPs the opportunity to directly engage with Commercial Radio listeners in their constituencies.



### Coast 96.3 and Champion 103

Coast 96.3 and Champion 103, based in North Wales, gave extensive on-air and online coverage to the recent Welsh Assembly elections. As well as interviewing local assembly members about important community matters, the two stations also frequently hear from the Senedd, the main meeting place of the Assembly. Whenever First Minister Rhodri Morgan is in the area he pops into the studio, and listeners are given the chance to question him.



### 97.3 Forth One

Edinburgh's 97.3 Forth One keeps a close eye on the Scottish Parliament. Forth's 2007 election night special consisted of seven hours of live speech programming and culminated in Forth's Political Editor, Colin Mackay, breaking the news of the SNP's victory. Colin regularly provides live inserts on breaking news from Parliament, as well as exclusive stories. First Minister Alex Salmond has hosted Forth 2's Sunday Phone-In programme.





### LBC 97.3

LBC 97.3 and LBC News 1152 kept listeners up to date with the 2008 London Mayoral campaign. The two stations broadcast the first radio debate, when all three candidates – Ken Livingstone, Boris Johnson and Brian Paddick – took questions from listeners. In addition, every week during April, breakfast presenter Nick Ferrari had a panel of listeners giving their views on topical election issues.



### Downtown Radio

Downtown Radio has been covering Northern Irish politics for more than three decades. Over the years, Downtown’s award-winning political reporter, Eamonn Mallie, has interviewed Nelson Mandela, Margaret Thatcher, Bill Clinton and Mother Theresa. The station frequently breaks political exclusives, including the news that Ian Paisley was standing down as First Minister. The tenth anniversary of the Good Friday agreement, in April 2008, was marked by interviews with Former Prime Minister Tony Blair and Agreement architect George Mitchell.



*‘I think that local Commercial Radio serves the political process very well...Commercial Radio is a vital component of communication for people like me’*

THE RT HON CHARLES KENNEDY MP



### SPORTS PROGRAMMING

Commercial Radio's close links to local communities has led it to develop a strong tradition in sports programming. Stations are key supporters of their local teams and provide passionate coverage of their regular trials and tribulations. Sport-focused Commercial Radio shows often include a high amount of listener interaction, through phone-ins, guest interviews and competitions, allowing listeners to voice their opinions and engage with the pundits.

talkSPORT, the UK's national commercial speech station, is a respected voice in the sporting world. It became the first national commercial radio station to win the rights to broadcast live top-flight Premier League football games and also broadcasts live from the Champions League, UEFA Cup Finals, FIFA World Cup and Rugby World Cup.





### 96.4 Eagle Radio

Eagle Radio followed local basketball club Guildford Heat, winners of the British Basketball League, to Sarajevo and Barcelona when they competed at the European level. Eagle broadcast the build up to each game, making for compelling listening, despite The Heat suffering defeat in all of their matches.



### Six FM

Broadcasting in the mid-Ulster region of Northern Ireland, Six FM is passionate about sports reporting. The team focus on those sports which are keenly followed by people in the area – in particular the Gaelic Athletic Association, football and motorsport.



### Talk 107

Talk 107's 'The Kickabout' is a light-hearted football show, which features regular ex professional pundits from East of Scotland making appearances voicing their opinions on the performance of Edinburgh's sport's teams.



### Radio City

Radio City's Sports Team proudly followed Liverpool Football Club to the final of the 2007 Champions League. In addition to reporting from the match, the team found themselves investigating why the ticketing system in Athens had failed so badly. The award-winning coverage broadcast fans' disappointment as well as exposing UEFA's failings, through a secretly taped phone call.



### The Bay

The Bay's sports feature, 'Team Talk', closely follows the fortunes, both on and off the pitch, of local football clubs Morecambe, Lancaster, Kendal and Barrow. The station speaks to the team managers on a weekly basis, ensuring that listeners hear the very latest developments, straight from the bosses themselves. 'Team Talk' also contains details of the biggest seasonal sporting events, like Wimbledon, the Olympics and the European Championships.



### West FM

West FM's weekly four-hour live sports show, 'Superscoreboard', is broadcast throughout the football season. The focus is primarily on local football teams, including Kilmarnock F.C, Queen of the South and Annan Athletic, and includes pre-match build-up and interviews, half-time goal updates and post-match analysis. 'Superscoreboard' also gives coverage to all junior and amateur football within the locality and other sports, including Scottish Rugby and horse racing.

# APPENDIX

## METHODOLOGY

### 2008 Programme Audit

All UK Commercial Radio stations were invited to participate in the 2008 Commercial Radio Audit. The audit ran from Monday 7 April to Sunday 27 April, a total of three weeks.

In total, 233 stations returned data for at least one week. This represents 79% of RadioCentre membership, and 67% of the Commercial Radio industry as a whole.

While the survey ran over 3 weeks (to give as many stations as possible the opportunity to participate) compliance was set at one week's data, it having been demonstrated that findings are broadly consistent from one week to the next. Where stations submitted more than one week's data (171 stations submitted all across all three weeks), an average across the period was taken.

In order to produce industry-wide conclusions, results were weighted according to station genre (Adult Contemporary; Contemporary Hits Radio; Full Service Local; Gold; Rhythmic; Specialist; and Speech) and then summed to give a realistic analysis across the whole Commercial Radio industry.

A previous Commercial Radio audit ran for 6 weeks from 14 June 2004. 218 stations participated.

### Radio and music research 2008

In 2008, RadioCentre commissioned new research into the roles of music and radio in the lives of our listeners. Findings referred to in this publication derive from the quantitative stage that was carried out by Clark Chapman between Monday 7 and Friday 18 April 2008. This comprised face-to-face in-street interviews across six cities with 628 18-55 year olds.

### The Big Listen 2007

In 2007, RadioCentre commissioned a wide-ranging study of today's radio listeners called The Big Listen. Findings referred to in this publication derive from the quantitative stage that was carried out by Ipsos-MORI during April and May 2007. The sample comprised 1001 ex-RAJAR respondents aged between 15 and 44 who filled out a self-completion questionnaire.

### RAJAR

Where quoted, and unless otherwise stated, RAJAR figures refer to the period 31 December 2007 – 23 March 2008 (Q1 2008), source RAJAR/Ipsos-MORI/RSMB.

## GLOSSARY

**Adult Contemporary** = a music-based format which features a variety of popular recent and classic songs, targeting a 25+ adult audience .

**Contemporary Hits Radio** = a music-based format featuring current popular songs, targeting a younger 15-24 adults

**Full Service Local** = a mix of news, music and speech from the local perspective

**Gold** = stations which focus on classic hits from the last four decades

**Rhythmic** = a music mix of rhythmic pop, R&B, Hip Hop and dance

**Specialist** = a music service focused on a particular genre of music e.g. rock, indie or classical

**Speech** = exclusively, or overwhelmingly, speech output

## ABOUT RADIOCENTRE

RadioCentre is the industry body for Commercial Radio.

Its members consist of the overwhelming majority of UK Commercial Radio stations who fund the organisation.

The role of RadioCentre is to maintain and build a strong and successful Commercial Radio industry – in terms of both listening hours and revenues.

As such, 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, and working with stations themselves.

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).

## GETTING IN TOUCH

RadioCentre is always happy to hear from anyone with an interest in Commercial Radio.

We look forward to hearing from you.

## AUDIT TEAM

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