

# **OFCOM CONTENT SAMPLING REPORT**

**Station:** 10Radio (Wiveliscombe, Somerset) Community Radio Station

**Dates sampled:** Thursday April 14<sup>th</sup>, Friday April 15<sup>th</sup> and Saturday April 16<sup>th</sup> 2011.

## **Content Sampling Report finding:**

This Content Sampling Report of a community radio station forms part of Ofcom's ongoing monitoring regime. Community stations have an obligation to deliver certain key commitments including social gain objectives.

This report concentrated solely on the on-air delivery of station objectives, and found that the station meticulously delivered each of the programming commitments.

It delivered wide-ranging local news and information, music and discussion, fostering a true community feel. It delivered its required amount of live programming and made good use of programmes which were suitable for repeat broadcasts.

**10Radio (Wiveliscombe, Somerset) is delivering its key on-air commitments.**

## **10Radio (Wiveliscombe, Somerset) Character of Service**

(Taken from the station's key commitments, which can be found on Ofcom's website: [www.ofcom.org.uk/static/radiolicensing/Community/commitments/cr109.pdf](http://www.ofcom.org.uk/static/radiolicensing/Community/commitments/cr109.pdf))

### Community to be served :

Those who live, work or undergo training or education within the Ten Parishes of Wiveliscombe, Milverton, Ashbrittle, Stawley, Bathealton, Fitzhead, Chipstable, Huish, Champflower, Clatworthy and Brompton Ralph.

### Licence area :

The Ten Parishes area

### Frequency :

105.3 MHz

### Character of Service:

We will aim to provide a radio service that meets the needs of the local community for news, information, discussion and debate and also entertainment through drama, comedy and, not least, music. 10Radio is and will remain entirely for and by the people of the Ten Parishes.

## **Full Content Sampling Report :**

### Background and commitments

This Content Sampling exercise was undertaken as part of Ofcom's ongoing duty to ensure commercial radio stations are delivering the requirements of their Format and that community radio stations are delivering their key commitments.

10Radio's on-air commitments require the station to:

- provide a wide range of radio listening to include many music genres, chat, discussion and investigation.
- provide a platform for local organisations, associations and businesses
- provide opportunities for local people to express their views

- provide particular opportunities for schoolchildren to make and present radio programmes
- foster a sense of community
- broadcast 50 hours of live programming each week (live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced.

Therefore the licence sets out clear requirements for the station regarding its output, and the commitments schedule requires that:

- Live output should typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Daytime music, during the 50 hours of weekly broadcasts, should usually feature traditional & broadly popular musical styles, with a range of specialist music programmes from mid evening.
- Music broadcast at other times should reflect a wide range of tastes and styles
- Speech output should include current affairs led programming with some local and national news items, community based interviews, arts discussion.

### Content sampled

We found the station met each of its commitments through a carefully crafted schedule which allowed each area to be addressed to a greater or lesser extent through the course of the week.

The majority of live programming is scheduled through Friday and the weekend, and all programming is locally produced. Some of the discussion and specialist programmes are repeated through the week, and there is a limited element of pre-recorded sustaining programmes, but it is the live programming which delivers the thorough sense of community which is at the station's core.

Much of the Saturday daytime programming was devoted to younger listeners and presenters, discussing a range of issues from school trips to films and the Turner Prize.

These sections, like many others on the station, also kept listeners aware of what events are taking place in the area.

Formal news bulletins – in association with the BBC local station and a weekly local newspaper – are broadcast during live weekday breakfast shows, with a minimum of two local stories in each bulletin or headline sequence.

The live breakfast shows contained many live guests, whats-ons and discussions as well as music. One show ran a lengthy live sequence (interrupted by music) with organisers and participants from the Somerset Rural Youth project.

One repeated morning show carried part one of an interview with local MP and government minister Jeremy Browne. Daytime programming carries most of the local audio with evening shows featuring local presenters.

We heard few commercials or sponsorships, but a full rolling schedule of in-house trails.

Specialist programmes range from sixties and blues to Dance and Club, many pointing out local gigs and artists.

As well as a broad general feel to its music programming, with oldies and new tracks sitting alongside each other, the station also championed local musicians such as Stuart Smith in its programmes.

The live programmes were particularly community-oriented and all were flexible enough to react to listener texts, messages and calls as well as creating in-studio discussions on local issues, local politics and local events as well as general presenter banter about national issues.

### **Conclusion:**

**It is a clear a lot of thought has been put into the programming schedule, with each of the commitments being given a slot or slots through the week. In addition there is much programme promotion, ensuring each section of the audience is aware when their particular interests and areas will be addressed.**

*10Radio is delivering its on-air key commitments.*

### **Notes on Content Sampling**

*In order to check that community radio stations are broadcasting according to the requirements of their key commitments, Ofcom may, from time to time, listen to a station's output. This is called 'content sampling'. The sampling of a particular station may be prompted by a complaint concerning key commitments, or may be entirely routine (a 'spot check'). For further information please see 'Regulation of community radio key commitments' published on our website:*

<http://stakeholders.ofcom.org.uk/binaries/broadcast/radio-ops/kc-changes-guidance.pdf>

*The key commitments form part of a station's licence. The key commitments for each community radio station can be found on Ofcom's website:*

<http://www.ofcom.org.uk/static/radiolicensing/Community/community-main.html>