

LOCAL RADIO SERVICE UNDERGOING CHANGE OF CONTROL: REVIEW OF EFFECTS OF CHANGE OF CONTROL

(in accordance with sections 355 & 356 of the Communications Act 2003)

AL138/2 – SUNSHINE 855 (Ludlow)

EXISTING FORMAT

Description of Service:

A LOCALLY-ORIENTED MUSIC AND INFORMATION STATION FOR THE LUDLOW AND SOUTH SHROPSHIRE AREA.

Detail:

Sunshine is very much the voice of the area, and speech will include regular news, views and information for the target audience. There will be local news bulletins at least at breakfast, early afternoon and drive-time weekdays. At other times national news will feature. Speech would not normally comprise less than 15% of the daytime output.

The music can reflect a spread of hits from across the years. Records less than 15 years old will not normally comprise more than 60% of the music output. Specialist programmes featuring music which clearly complements the main music mix may be aired in non daytime.

REVIEW OF EXISTING PROGRAMME SERVICE

Scheduling and duration of any specific programmes or features required by the Format (e.g. specialist music shows, extended news bulletins, output for a specific ethnic minority, religious output, alternate language output etc).

Local news bulletins are broadcast on the half-hour, at 0730, 0830, 1230, 1330, 1630 and 1730hrs on weekdays, supplementing hourly national bulletins in these and most other hours.

Scheduling and duration of any such programmes or features not specifically required by the Format, but which the station is currently (or has until recently) been broadcasting regularly.

Saturday afternoons feature a mixture of music and sports results between 1400-1800hrs. A dance music show airs between 1800-2000hrs, followed by an 80's show between 2000-2200hrs. On Sundays, a Country music show airs between 1600-1800hrs, and a Soul music show is broadcast between 1800-2000hrs.

Quantity of programming that is currently automated (if any), and when this is scheduled. (Note: information about the precise scheduling of automated sequences may be supplied to Ofcom in confidence).

Up to 65 hours per week (precise scheduling information supplied to Ofcom in confidence).

Quantity, scheduling, duration and nature of programming currently being broadcast that is syndicated and/or networked (if any).

The evening show between 1900-2200hrs is shared with co-owned Hereford & Worcester station Classic Hits, and is broadcast from there.

Arrangements currently in place for the compilation, production and presentation of local news.

Local news is sourced and compiled by journalists based at Sunshine 855.

ASSESSMENT OF EFFECTS OF CHANGE OF CONTROL IN RELATION TO:

i) local material and locally-made programmes:

It appears to Ofcom that the relevant change of control would not be prejudicial to the provision of local material or locally-made programmes.

ii) character of the service:

It appears to Ofcom that the relevant change of control would not be prejudicial to the character of the service.

iii) quality and range of programmes included in the service:

It appears to Ofcom that the relevant change of control would not be prejudicial to the quality and range of programmes included in the service.

SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)

None.

19 December 2006