

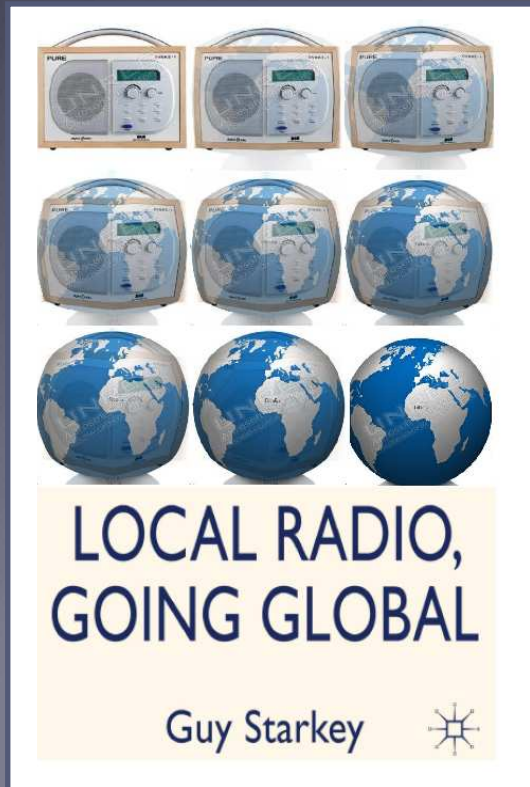
The sustainability of local TV and local radio.

**Dr Guy Starkey,
Professor of Radio & Journalism.
37th EPRA meeting, Krakow, 8-10 May 2013**

The sustainability of local TV and local radio.

- the importance of local radio and TV in their contribution to general interest purposes
- diversity, pluralism, local identities, etc.
- the sensitive points a public/regulatory authority should be aware of when it comes to local media (ownership questions, access to local advertising by national actors, audience measurement, EPG prominence on digital TV, ...)
- the future of local radio and TV

Starkey, G (2011) (Palgrave Macmillan)



Not primarily about Global Radio in the UK, although they are mentioned as a significant recent stakeholder

Traces and discusses the growth and evolution of local radio in the UK, with some comparisons with other markets

Could be characterised as a 'rise and fall' narrative in terms of local ownership, local content origination and local distinctiveness

Draws comparisons with continuing trends in globalisation in socio-economic activity

The political economy of the media is changing in the face of new technology



This newsagent expects to make more money from drinks, chocolate, game cards and excursions than from selling newspapers.

'New' media in abundance



Radio: going places



Radio: the benefits of passivity

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 4, 2009

Issued February 3, 2010, at 17.00hrs



Radio Joint
Audience
Research
Limited

STRICTLY EMBARGOED UNTIL 07.00 HOURS, FEBRUARY 4, 2010

- ***46 million adults are tuning into radio each week***
- ***Radio digital listening hours up 11% year on year***
- ***DAB ownership up 13% year on year***
- ***Listening to radio via mobile phone up 7% year on year***

46 million adults or 89.6% of the UK population (15+) tuned in to their favourite radio station each week* in the last quarter of 2009, it was revealed today, February 4, 2009, when UK radio audience data for Quarter 4, 2009 was released by RAJAR (Radio Joint Audience Research Ltd). This figure is up year on year (cf. 45.5 million in Q4, 2008) and also up almost 250,000 listeners quarter on quarter (cf. 45.7 million in Q3, 2009).

Radio listening via digital platforms: Share of radio listening via a digital platform has

Audiences for local content in transformation

- Pull factors towards on-line and mobile media
 - Existing media putting content on-line and on mobile
 - Local press seeking to recover lost circulation and revenue
 - PSB and commercial broadcasters exploiting new opportunities to reach existing and new audiences
 - Interesting/attractive new sources of local content
 - New entrants into the market bypassing traditional gatekeeping
 - Web 2.0, social networking, geographically-based web sites (eg FourSquare)
 - Hyper-local web sites offering journalistic content
 - News and content aggregators, including global brands (eg MSN)
- Push factors towards on-line and mobile media
 - Diminution of existing provision
 - Increasingly competitive media environment
 - Technological advance
 - Regulatory changes

The 'virtues' of localness for local audiences

- Local ownership
 - reflecting (privileged) stakeholders in the community
 - resisting external influences on local distinctiveness
 - resisting exclusion of local distinctiveness
 - resisting homogenising (globalising?) influences
- Local production
 - enabling local access
 - reflecting local distinctiveness and cultural diversity
 - promoting audience involvement in local discourse
 - stimulating local participation and democracy

Pejorative claims about localness

- Local ownership
 - excessive influence of a privileged few
 - promotion of parochial perspectives and assumptions
- Local production
 - parochial content and contributors
 - exclusion of more mainstream (international/national/regional) content and contributors
 - lower production values through smaller budgets
 - lower standards of 'professionalism'

UK local and regional press ownership, July 2011

	Number of titles	Weekly circulation
1 Trinity Mirror plc	168	10,889,071
2 Johnston Press	253	7,046,685
3 Newsquest Media Group	183	6,399,077
4 Northcliffe Media Ltd	115	5,326,075
5 Associated Newspapers Ltd	1	3,628,870
6 Evening Standard Ltd	1	3,009,800
7 ARCHANT	69	1,812,760
8 D.C. Thomson & Co Ltd	6	1,612,089
9 The Midland News Association Ltd	17	1,608,258
10 Tindle Newspapers Ltd	74	1,133,678
11 Iliffe News & Media	40	1,018,954
12 Independent News & Media	6	507,559
13 NWN Media Ltd	14	446,843
14 CN Group Ltd	10	371,229
15 Bullivant Media Ltd	9	369,717
16 Kent Messenger Ltd	18	355,937
17 Irish News Ltd	1	265,332
18 Dunfermline Press Group	14	224,214
19 Clyde & Forth Press Ltd	14	214,671
20 Topper Newspapers Ltd	1	212,793
Total Top 20 publishers	1,014	46,453,612
Total other publishers	153	1,529,774
Total all publishers (87)	1,167	47,983,386

Source: Newspaper Society

Consolidation of regionally-based federal ITV structure

Early regional representation on company boards

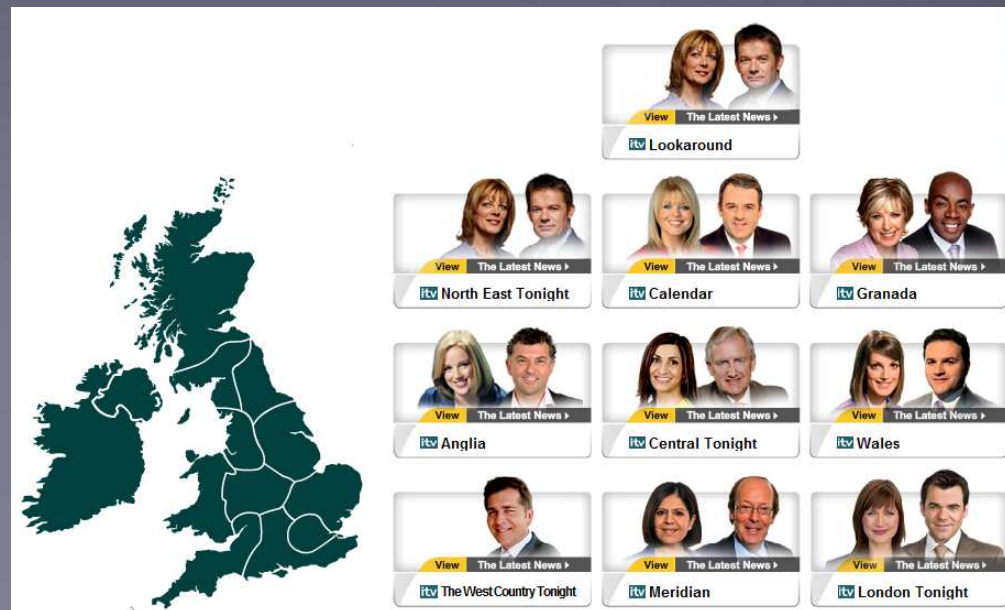
eg Lord Harlech (HTV), Peter Cadbury (Westward)

Most other regional companies taken over by Carlton and Granada

Post-Communications Act 2003 merger to form ITV plc in England

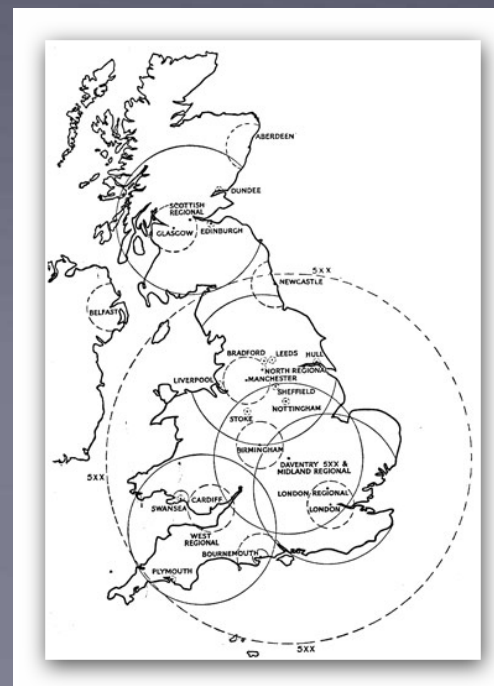
Only UTV, STV and Channel Television remain separately owned

Diminished regional production and regional news content



Early *regional* radio in the UK (relays in italics)

2LO London	14 November 1922
5IT Birmingham	15 November 1922
2ZY Manchester	15 November 1922
5NO Newcastle-upon-Tyne	24 December 1922
5WA Cardiff	13 February 1923
5SC Glasgow	6 March 1923
2BD Aberdeen	10 October 1923
6BM Bournemouth	17 October 1923
6FL Sheffield	<i>16 November 1923</i>
5PY Plymouth	<i>28 March 1924</i>
2EH Edinburgh	<i>1 May 1924</i>
6LV Liverpool	<i>11 June 1924</i>
2LS Leeds/2LS Bradford	<i>8 July 1924</i>
6KH Hull	<i>15 August 1924</i>
2BE Belfast	14 September 1924
5NG Nottingham	<i>16 September 1924</i>
6ST Stoke-on-Trent	<i>21 October 1924</i>
2DE Dundee	<i>9 November 1924</i>
5SX Swansea	<i>12 December 1924</i>



Challenging the BBC monopoly from international waters: the offshore pirates



RADIO ESSEX IS MY STATION 24 HOURS A DAY **222 METRES**



270 Shows

6.30 a.m.

LEON TIPLER
BREAKFAST SHOW

PAUL BURNETT
BREAKFAST SHOW

9.00 a.m.

DENNIS THE MENACE
SHOW

ROGER KEENE SHOW

12.00 noon.

NEDDY NOEL SHOW
BOOTS BOWMAN SHOW

2.00 p.m.

DENNIS THE MENACE
SHOW

ROGER KEENE SHOW

4.00 p.m.

NEDDY NOEL SHOW
BOOTS BOWMAN SHOW

7.00 p.m.

HAL YORKE SHOW
PAUL BURNETT SHOW

9.00 p.m.

ANDY KIRK SHOW
ALEX DEE SHOW

12.00.

THE MIDNIGHT HOUR

1.00 a.m.

END TRANSMISSION

Horne and Son, Ltd., Whitby.



The BBC Local Radio 'experiment'

Radio Leicester
Radio Sheffield
Radio Merseyside
Radio Nottingham
Radio Brighton
Radio Stoke
Radio Leeds
Radio Durham

8 November 1967
15 November 1967
22 November 1967
31 January 1968
14 February 1968 (became Radio Sussex in October 1983)
14 March 1968
24 June 1968
31 July 1968 (closed down 25 August 1972)

BBC Radio Manchester

100, Piccadilly, Manchester M4 7TD. Telephone 231 1911

87 88 89 90 91 92

VHF

Monday

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Michael Buerk joins the BBC at Radio Bristol



‘It was... local radio, which I thought was a bit beneath me... They wanted a programme assistant, which sounded like somebody to empty the ashtrays... The little stations were Auntie’s bastard children. Their pioneers thought it would take the corporation back to its cat’s-whiskered roots and bring it closer to its audience. A fair slice of the BBC shuddered at the very idea... In private they called us Toytown Radio’. (2004: 91-3).

Heath introduces *local* commercial radio



- *Conservative Party General Election Manifesto: A Better Tomorrow* (1970)

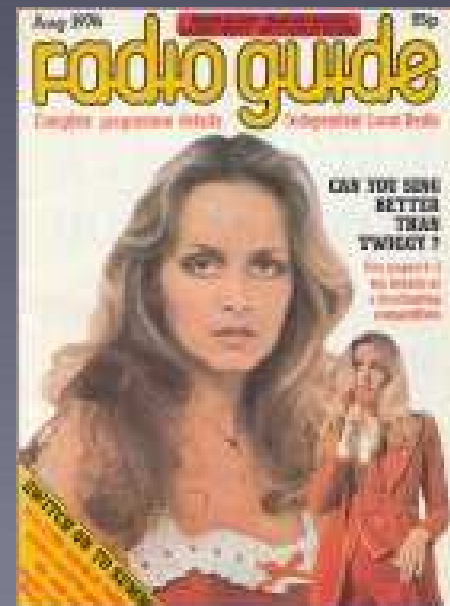
‘We believe that people are as entitled to an alternative radio service as to an alternative television service. We will permit *local private enterprise radio* under the general supervision of an independent broadcasting authority. *Local institutions, particularly local newspapers, will have the opportunity of a stake in local radio, which we want to see closely associated with the local community.*’ (my emphasis)

- Sound Broadcasting Act 1972 empowers the new IBA to licence *locally-owned* commercial radio with *local content*

Specialist programming on music-based ILR stations in 1976.

Source: *Radio Guide*

	Soul	Country	Black bands	Folk	Classical	Big bands	Organ	Jazz	Religion	Motoring	Kids	Children's/consumers	Books, hobbies, leisure, and forecasts
Capital Radio	Sat	-	-	-	-	-	-	-	Sun	Sun	Sun	-	-
Radio Clyde	W	Th	Sat	M, Tu	F	M, F	-	Sun	Sun	-	Sat	W	M, Tu, W
BFMB Radio	-	F	-	-	Sun	-	-	-	-	-	-	-	-
Piccadilly Radio	F, Sun	Sat	-	Sat	-	-	-	W, Sun	Sun	-	Sun	-	Tue, Sun
Mam Radio	M	F	-	-	Sun	-	-	-	Sun	-	-	-	-
Swansea Sound	Sat	Th	-	Tu	F	-	-	M, W	Tu	-	Sun	-	F, Sat
Radio Hatter	Sat, M, Tu	Th	-	Sun	Sun	-	-	W	Sun	-	-	-	Sun
IP4 Radio City	Sun	M, Sat	-	-	Sun	-	-	W, Sat	Sun	F	Sun	-	Sun
Radio Forth	Sat	M	M	Tu	Sun	Tu, Sat	-	Sat	Sun	-	Sat	Tu, W	W
Plymouth Sound	-	Sun	-	Sun	Sun	-	-	Sun	Sun	-	-	-	-
Radio Tees	W	-	-	-	-	-	-	-	Sun	-	-	-	F
Radio Trent	-	-	-	-	-	-	-	-	-	-	-	-	-
Pennine Radio	Tu	W	-	Th	M	-	-	F	-	-	-	-	Sat
Radio Victory	Tu	Th	-	W	Sun	-	-	Th	Sun	M	-	-	-
Radio Orwell	-	Sat	-	-	Sun	-	-	-	Sun	-	-	-	-
Downow n Radio	M	Sat, Sun, Tu	F, Sat	-	-	-	Sat	-	Sun, Mon-F	-	Sun	-	-



Titled, extended news bulletins on music-based ILR stations in 1976, weekdays.

Source: *Radio Guide*

	Lunchtime	Evening
Capital Radio	-	19:00-19:30 London Today
Radio Clyde	-	-
BRMB Radio	-	18:00-18:30 News and Sports Round-Up
Piccadilly Radio	-	17:30-18:00 News and Sport
Metro Radio	-	19:00-19:30 Metroworld
Swansea Sound	13:00-13:10 Newswatch at One	17:30-17:45 Newswatch at Five-Thirty
Radio Hallam	-	17:30-18:00 Newscene
194 Radio City	-	18:00-18:30 City at Six
Radio Forth	13:00-13:15 Forth Report	17:00-17:15 Forth Report
Plymouth Sound	-	-
Radio Tees	13:00-13:15 257 Today	18:00-18:20 257 Tonight
Radio Trent	12:30-13:00 Trent News	18:00-18:30 Trent News
Pennine Radio	12:30-12:45 Newscene	-
Radio Victory	-	-
Radio Orwell	-	18:00-18:30 Late Edition
Downtown Radio	12:45-13:05 Newslane	17:50-18:30 Newslane
Beacon Radio	13:45-14:03 Midday Report	17:45-18:00 Evening Report

Jon Snow recalls his arrival at LBC in 1973



‘There were builders everywhere, carpenters putting up partitions, electricians laying cables... I was standing in the bowels of the building in Gough Square, off Fleet Street, where... (LBC) was to start broadcasting in eight weeks’ time’ (2004: 72).

Localness in abundance? Number of licensed commercial radio stations in the UK, 1973-2008

Source: Stoller (2010: 358)

1973	3
1976	19
1981	33
1986	51
1991	130
1996	177
2001	255
2008	299

UK commercial radio group ownership, January 2011

Sources: group web sites

	Number of commercial analogue radio licences held
Global	47 FM (including Classic FM), 23 AM
Bauer	24 FM, 13 AM
GMG	13 FM
UTV	11 FM, 4 AM (including TalkSport)
Absolute Radio	1 AM (Absolute Radio)
The Local Radio Company Group (UKRD controlled)	13 FM
Lincs FM	9 FM
UKRD	4 FM, 1 AM
Sunrise Group	4 FM, 3 AM
Tindle Radio	9 FM
Town & Country Broadcasting	7 FM
Quidem	6 FM
KMFM	7 FM
Orion	5 FM, 3AM
CN Group	3 FM

William Rogers, UKRD



‘There are scores of radio stations losing money that will never work and the regulator has got to have a serious look at how to manage this sector. It would have been almost unethical to sell the licence on, it’s not a sound business and never would have been. The industry has got to wake up. As long as people keep buying and selling these loss-making assets we will never get the change we need to see’ (Day 2006).

Consolidation in the post-recession, Con-Dem digital age of the globalised radio village

- Automation
- Voicetracking
- Syndication
- News hubs
- Co-location
- Programming hubs (eg Heart, Capital)

Relaxation of regulation: new focus on output, rather than process

Radio – Preparing for the Future
(Ofcom 2004)

Lost heritage brands, lost localness?

- Rebranded as Heart in 2010:

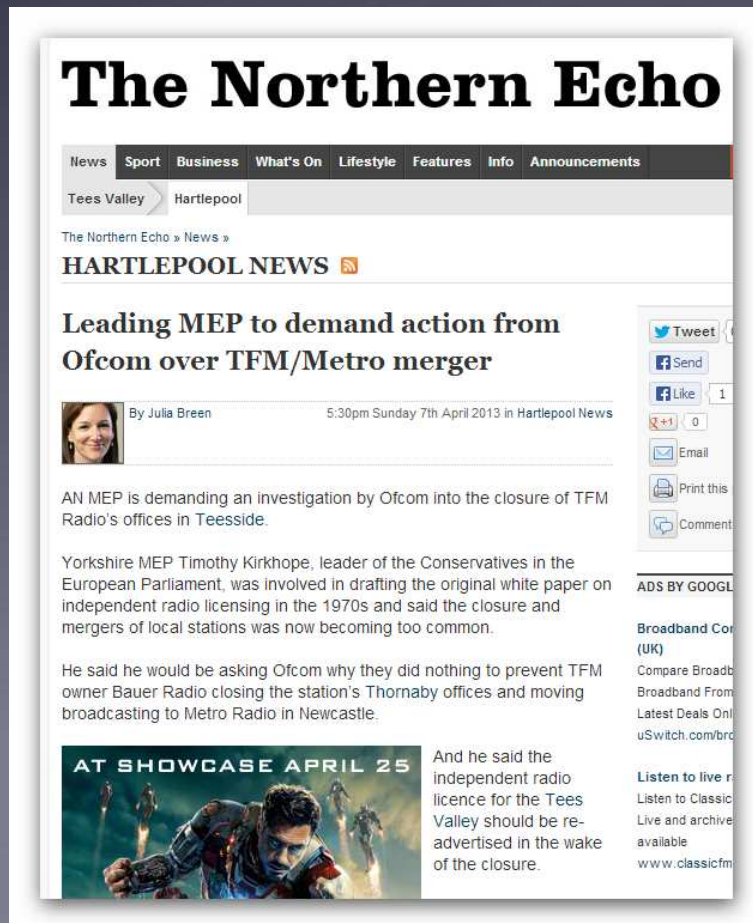
2CR , 2-TEN FM, Champion, Chiltern , GWR, Marcher Sound, Gemini, Q103, Essex FM, Severn Sound, Ocean, Invicta, Lantern, Coast, Fox, Plymouth Sound, Orchard FM, Southern FM, The Buzz, SGR (was Orwell and Saxon until 1992), Horizon, Broadland, Northants 96, and Hereward, Mercury and TEN-17

- Rebranded as Capital in 2011:

Galaxy (South Coast), Galaxy (Birmingham), Galaxy (Manchester) Galaxy (Yorkshire), Galaxy (North-East), Red Dragon, Trent, Ram and Leicester Sound

Capital FM: 'Local radio delivered nationally'

April 2013: Bauer Media closes TFM studios on Teesside



All content now from Metro on Tyneside



A heritage station in a region with strong local rivalries, mainly based around football



Craig Beck · a month ago

Radio continues to die a long and painful death

18 ^ | v Reply Share >



Len Groat · a month ago

So it's going to retain 'local connections' ~ I REALLY hope Ofcom monitor these VERY carefully...

..... what an awful state I(L)R is in.....

10 ^ | v Reply Share >



Paolo · a month ago

I can't even put into words my disgust for the morons who make these decisions. How on earth has it come to this? There are no words.

8 ^ | v Reply Share >



Graham Welford · a month ago

This is so bad for Teesside and N Yorks. Now Teesside has lost TFM, Magic 1170 and further back its own regional show and opt outs at 6pm on itv and BBC Tees is networked after 7pm as well.

Teesside needs its own station based in its own area and does not need another network from Newcastle. Why bother keeping its name afterall it will be produced by Metro.

8 ^ | v Reply Share >




No Sleep Till Saltburn · a month ago


Too true Joni - Consider how badly the numerous simulcasts of Night-Owls have been received over the decades and how swiftly they've gone back to local programming! Imagine that impact across the entire schedule!! I grew up

An old Tfm promo used to brag "not from Newcastle!"



Really?

We don't want ,

we want the old 
and back on Teesside!

Petitioning Cath Gort ▾

Bauer Media: Bring Tfm Radio back to Teesside



Petition by
Stephen Dixon
Sunderland, United Kingdom

TFM has got rid of staff & jobs from Teesside, then has upped sticks & gone to Newcastle where it is networking all of the same programmes as Metro Radio. We want it back on Teesside where it belongs! Please sign & get as many of your friends to sign too. Share

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