

I don't see why not read on

I believe all Stations (including Blast) ought to be able to request changes to their key commitments. It has been proved over the last 10 years that with the best will in the World circumstances change and sometimes the original key commitments can't be fulfilled. It also appears to me that in the case of Blast 106 things have been learnt over the last 5 years where some things have become more popular than others, this naturally changes the ball park area. We learn as we go along and some things fall by the wayside. It is not through anything deliberate it is due to circumstances. I suppose we call it, going with the flow. Likewise, things could change again at a later date and there are tweaks taking the Station closer to where they made their original commitments. The classic example is us at the moment. We are 2 - 3 hours a day down on live broadcasting Monday to Thursday. This isn't because we have failed, this is because we are a SUCCESS ... two Presenters (who had never done Radio before) have been trained, gone through the Mill, gained experience and have got jobs in larger Stations/Companies thus plying their trade on a bigger stage. Our key commitments has been affected temporarily as we are victims of our own success ... this is not a crime and no one should be punished or put in breach. It is circumstance. Sadly in this Bill "circumstances" have never been taken into consideration and they ought to be.

It is also fairly obvious that certain music genres take a hit and others become more popular, they become more popular because more people are tuning in and participating because of it. The point I am making is that audiences change, we have to change sometimes with the audience ... the Communities that we serve also move on and as I have always said, we have to be careful that we don't end up with the minorities dictating to the majorities. If the not so popular genres are still catered for outside of the main hours but within reason ie:- not overnight, then the boxes are ticked. We provide programming including Jazz / World Music / Swing ... we don't do it at 12:30pm on a Tuesday lunchtime, if we did, we wouldn't be having this debate now as we would be shut.

Providing Stations do not go absolutely off-piste then there must be room for manoeuvre any situation where Ofcom are taking someone to task or some Station is taking Ofcom to task then we have all failed.

If something isn't working but there are other areas in the listenership/community that can benefit then change it. At least someone benefits.

We have Rock music in our key commitments, our Rock music output is now down to around 4% due to circumstances. We are surrounded by Rock Music Stations in this area and that is where the Rockers listen do we carry on broadcasting to one rocker and his Dog?? of course we don't, we put on an extra Soul Show because more people in our Community want one ... we know that because they have asked us. I don't get this key commitments as a ruling .. ? I have always maintained it ought to be a guideline with room for manoeuvre.

Ironically, as I type this e-mail a Rock song has just come on the airwaves at our Station. 80% - 20% or 90% - 10% who cares ? ask the listenership and the Community ... and go with the flow

I suggest letting everyone suck it and see, if complaints come flooding in from the community regarding what they are 'not' doing, then take action ... if there are no complaints then let it be. Remember, some people make their complaints known simply by turning off, that catches up with you in the end.

Apologies for my general response but I do not know the full ins and outs of Blast's Key Commitments