

Submission policy – June 2022

Our radio stations receive hundreds of items of information for potential broadcast each year – this includes music, local events information, news items and shout-outs.

We consider all items submitted as speculative and we do not generally contact the contributor unless we require more information or to conduct a broadcast interview.

All of the services we operate are commercial radio stations operating under a license issued by OFCOM.

Some of our services have additional local broadcasting obligations which are laid out in the station Ofcom format which is available in the public file section relevant station websites or at www.ofcom.org.uk

With the exception of commercial paid-for advertising where we enter a contract with an advertiser to deliver a schedule of advertising, we are under no obligation whatsoever to broadcast any material submitted to us.

We do not therefore consider ourselves under any contractual obligation with the contributor of unsolicited material.

Local event listings

Our services have a history of supporting local community events and have received much feedback from groups on the value of this service. We offer a free-to-submit local events listing service on selected local radio station websites. This source is also used by the presentation team for programme content.

We generally make every effort to consider and broadcast material but we do not provide schedules of whether and when they will be broadcast or the frequency of broadcast.

We only accept local events listings via the submission section of the relevant station website.

You will be notified once the submission has been approved by our team.

On certain occasions we are presented with material which we do not consider suitable for broadcast in our local events listings.

Here is a non-exhaustive list of some of the common reasons we may decline to list your event:

Items containing outright commercial content (e.g., our new shop opens today).

Events taking place in commercial premises where an admission fee is charged (e.g., cinema, theatre, pubs).

Charity events which require significant purchase (e.g., 20% of profits will go to xxx).

Major Events / events held by large organisations / Councils / large charities where marketing budget is or is likely to be available.

Events involving or supported by competitor media – especially competitor radio stations – or competitor media staff.

Events taking place outside the transmission area.

Events which are not in keeping with the brand values of the radio station.

Events of a political nature.

FAQs

We are contacted by a small number of contributors with queries that generally fall into the following categories:-

Q: Have you received and considered our information?

A: We will usually approve submissions within a maximum of 48 hours after submission – you will receive a notification if your event is approved.

Q: When / how many times will the information be broadcast?

A: As we are under no obligation whatsoever to broadcast the information, we leave the scheduling to individual broadcasters / journalists. The frequency of editorial information is not tracked (unlike our paid-for advertising) and cannot be provided.

Q: Why is my event not being broadcast?

A: If we have taken a decision not to broadcast material, we will usually ask a member of the sales team to contact the contributor to offer a commercial airtime package which we consider more appropriate but as we consider all broadcast material as speculative, we do not feel obliged, nor do we have the resources to contact all contributors.

Q: Why won't you list my event when your competitors will?

A: For the reasons outlined above, we are free to make editorial decisions without reference to guidelines in place at the BBC or our commercial competitors

Q: I wish to take my complaint further.

A: You can raise a complaint using the contact us page from the station website.

June 2022.