

**Summary of plans by Devon Sound compared to The Breeze**

<b>Devon Sound</b>	<b>The Breeze</b>
Locally owned by Devon people	Owned by a media conglomerate
Promises 96 weekly hours of local programming	Promises 43 weekly hours of local programming
A wide range of music from the 1950s to the current day across many genres; equally split before and after 1990	Mainly older songs, with a high proportion of love songs and ballads
Plays about 4,200 unique tracks a year	Plays about 2,600 unique tracks a year
Specialist programmes for local music; occasional special news hours	No specialist programmes
Four minute news bulletins, with a high proportion of local stories	Two minute bulletins plus 20 seconds of weather, with an average of one local story a day
Made in Devon, all day, every day	Made in Southampton, with the exception of 43 hours a week of local programmes.
An average of 1.65 journalists on the company's stations, if it wins, to provide local stories for news and longer pieces for specialist programmes and digital media	An average of 0.4 journalists per station, providing about one local story a day
Targets a broad audience and does not discriminate based on age, gender, wealth or any other criteria	Targets an upmarket audience of 35-64 year olds who are "aspiring, cosmopolitan and discerning"
Will keep entertainment and celebrity stories out of news bulletins	Includes stories such as "Take That to appear on Ant and Dec's Saturday Night Takeaway" in news bulletins
Promises more news coverage and more music	Promises more of the same, based on its networked output
Committed to DAB digital broadcasting to provide additional choice for listeners	Broadcasts on FM only



THE MOST MUSIC AND DEVON'S NEWS

