



## PRESS RELEASE

Thursday 10 January 2019

# **BBC's Sam Bailey appointed to run Audio Content Fund**

Sam Bailey has been appointed as Managing Director of the Audio Content Fund, funded by the UK Government, which will award grants to independent production companies to make public service content for commercial radio.

The scheme, which was announced by the Government in October and will award up to £3m for original public service radio content, will open its first funding round in April 2019.

A familiar name to many in UK radio, Sam is currently a Commissioning Executive for BBC Radio 1. He has worked at the BBC for 14 years, and most recently led the award-winning Radio 1 Vintage for the station's 50th anniversary. As a commissioner, he has been responsible for documentary content and ran Radio 1's iPlayer TV channel. Previously, he led the BBC's digital coverage of Glastonbury. He is also a trustee of the Radio Academy.

Sam Bailey will start in the new role on 1st April 2019, and will launch the first funding round later that month.

Appointments are currently being finalised for the specialist Funding Panel which will assess bids. More information for those wishing to bid for funding will be made public shortly. Content can be made for broadcast to all audiences and the eight assessment criteria include out-of-London, diversity, and new voices.

Sam Bailey said:

"I'm thrilled to be appointed as Managing Director of the Audio Content Fund. The UK indie sector is bursting at the seams with talent and incredible ideas - and the opportunities within commercial radio and elsewhere seem boundless. I can't wait to get started."

Will Jackson, a Director of the Audio Content Fund, said:

"We're really pleased that Sam has agreed to be the Managing Director of the Fund. His experience and understanding of content commissioning and radio platforms will be invaluable and we really look forward to working with him."

Siobhan Kenny, a Director of the Audio Content Fund, said:

"The Audio Content Fund is a great initiative with the potential to broaden the range of public service content on commercial radio. Sam's appointment is a crucial step in making this happen. We are delighted to have him on board".

ENDS

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**Notes:**

1. The **Audio Content Fund** will be responsible for distributing funding to support original radio and audio production in the UK. It is a pilot scheme supported by a grant of up to £3m (including administration costs) from the UK Government. Funding will be used to produce distinctive, public service radio programming that is traditionally more difficult to support on a commercial basis (such as, but not exclusively, documentaries, comedy, drama, events). The fund will invite bids from audio production companies that are working in conjunction with Ofcom-licensed radio stations who have agreed to broadcast the output. More at [www.audiocontentfund.org.uk](http://www.audiocontentfund.org.uk)
2. **Will Jackson** is also Managing Director of AudioUK, the trade body for audio production companies in the UK. More at [www.audiouk.org](http://www.audiouk.org)
3. **Siobhan Kenny** is also Chief Executive of Radiocentre, the industry body for commercial radio stations in the UK. More at [www.radiocentre.org](http://www.radiocentre.org)