

## COMMERCIAL RADIO STATION FORMAT

### SIGNAL ONE

#### Character of Service

**A LOCALLY ORIENTED CHART AND ADULT CONTEMPORARY STATION AIMED PRIMARILY AT 15-45 YEAR-OLDS IN THE STOKE/STAFFORD AREA**

Licensed area	Stoke-on-Trent and surrounding parts of Staffordshire and Cheshire (as in Ofcom advertisement)
Frequency	96.4, 96.9 and 102.6 MHz
Service duration	24 hours
Locally-made hours	At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
Local news bulletins	At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, nations and international news should feature.

#### Shared arrangements (if applicable)

Co-location	No Arrangements
Programme sharing	No Arrangements

#### Definitions

Speech / Music	Excludes advertising, programme/promotional trails & sponsor credits
Peaktime	Weekday breakfast and drivetime, and weekend late breakfast
Daytime	0600 to 1900 weekday and weekend
Locally-made	Production and presentation from within the licensed area

**MCA population : 818,797**

**Licence number : AL 089-2**

#### Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines as updated with additional text from "The Future of Radio : The Next Phase" (2007) **AGREED MARCH 2008**