

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

SIGNAL 107 (Kidderminster)

Licence number	AL294
Licensed area	Kidderminster area
MCA population	83,588
Frequency/ies	107.2 MHz

Character of Service

A LOCALLY-FOCUSED BROAD MUSIC, NEWS AND INFORMATION SERVICE FOR 25-54 YEAR OLDS IN THE KIDDERMINSTER AREA.	
Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the licensed areas of Kidderminster (AL294) or Wolverhampton (AL199).
	<i>Locally-made hours:</i> At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
	<i>Programme sharing:</i> All programmes may be shared between the Telford licence (AL237), the Shrewsbury & Oswestry licence (AL310), the Kidderminster licence (AL294), and the Wolverhampton licence (AL199), subject to satisfying the character of service requirements above.
Local news	At least hourly during peak-time weekdays and weekends. At other times UK-wide, nations and international news should feature.

Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

Notes This Format should be read in conjunction with Ofcom's published Localness Guidelines.

Last amended: February 2012