

## COMMERCIAL RADIO STATION FORMAT

### MIX 96

#### Character of Service

**A LOCALLY ORIENTED, BROAD MUSIC AND INFORMATION STATION FOR THE AYLESBURY AREA WITH A STRONG COMMITMENT TO LOCAL NEWS**

|                      |  |
|----------------------|--|
| Licensed area        | Aylesbury area (as in Ofcom advertisement)   |
| Frequency            | 96.2 MHz   |
| Service duration     | 24 hours   |
| Locally-made hours   | At least 10 hours a day during daytime weekdays (must include breakfast).<br>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 : 91,765**

**Licence number : AL 159-2**

#### 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 FEB 2008**