

COMMERCIAL RADIO STATION FORMAT

PULSE 1

Character of Service

A LOCALLY ORIENTED CONTEMPORARY AND CHART MUSIC AND INFORMATION STATION FOR UNDER 40s IN THE BRADFORD AND HUDDERSFIELD AREA

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|----------------------|--|
| Licensed area | Bradford and Huddersfield area (as in Ofcom advertisement) |
| Frequency | 97.5 and 102.5 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)

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|-------------------|-----------------|
| Co-location | No Arrangements |
| Programme sharing | No Arrangements |

Definitions

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|----------------|--|
| 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 : 1,088,038

Licence number : AL 073-2

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**