

## COMMERCIAL RADIO STATION FORMAT

### SPIRIT FM

#### Character of Service

**A BROAD MUSIC AND INFORMATION STATION FOR WESTERN WEST SUSSEX, HIGHLY FOCUSED ON LOCAL ISSUES WITH A STRONG COMMITMENT TO LOCAL NEWS**

<b>Licensed area</b>	Chichester, Bognor Regis, Littlehampton and Midhurst area (as in Ofcom advertisement)
<b>Frequency</b>	96.6, 102.3 and 106.6 MHz
<b>Service duration</b>	24 hours
<b>Locally-made hours</b>	At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
<b>Local news bulletins</b>	At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, nations and international news should feature.

#### Shared arrangements (if applicable)

<b>Co-location</b>	No Arrangements
<b>Programme sharing</b>	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 : 271,387**

**Licence number : AL 100971**

#### 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**