

COMMERCIAL RADIO STATION FORMAT

SPIRE FM

Character of Service

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

Licensed area	Salisbury area (as in Ofcom advertisement)
Frequency	102 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	Up to six of the ten locally made weekday hours (other than breakfast) may be shared regionally with the Warminster licence (AL 268-1)

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 : 74,802

Licence number : AL 145-2

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**