

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

SAM FM (Swindon)

Licence number	AL102608
Licensed area	Swindon area
MCA population	139,722
Frequency	107.7 MHz

Character of Service

A locally oriented, broad music and information station for the Swindon area.	
Service duration	24 hours
Locally-made programming	<p>Studio location: Locally-made programming must be produced within the licensed areas of Bristol (AL000319), Bath (AL102407), Swindon (AL102608) or Warminster (AL000268).</p> <p>Locally-made hours: At least 7 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.</p> <p>Programme sharing: All programmes may be shared between the Bristol licence (AL000319) and the Swindon licence (AL102608), subject to satisfying the character of service requirements above.</p>
Local news	<p>At least hourly during daytime weekdays and peak-time weekends. At other times UK-wide, nations and international news should feature.</p>

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:
<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>