

Key Commitments**Licence number: CR100399**

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| Service name | Hitmix Radio |
| Licence area | The town of Newcastle-under-Lyme (as shown in the licensed coverage area map) |
| Frequency | 107.5 MHz |

Description of character of service

Hitmix Radio provides a locally-based community service for people in the town of Newcastle-under-Lyme. Working with a team of volunteers from all areas of the community, the station offers access to live, interactive broadcasting and the facility for community members to express opinion, seek and share advice and information, and to enjoy quality entertainment and music.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are drawn from the 1960s to the present day. There are also specialist music shows including locally produced music.
- Speech: The main types of speech output broadcast over the course of each week are: topics of local interest, airtime for charitable groups, interviews and studio guests, local news, and national news bulletins.
- The service provides original output¹ for a minimum of 84 hours per week.
- The service provides locally-produced output² for a minimum of 13 hours per day.

The studio is located within the licensed coverage area.

Social Gain

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,
- the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[October 2015. Revised September 2016, February 2019]

¹ Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.

² Locally-produced output is any output made and broadcast from within the service's licensed coverage area. It may include all types of local production.