

10 FORMATS IN 10 DAYS

Star's
**Great Radio
Experiment**

IT'S BEGUN! Tell us what you like or don't like



Star is Changing...

Hello... this radio station is about to change and we are looking to find the new sound of Star.

From Monday January 21st, we will play a different radio format every day for 10 days as we start to reposition ourself in the changing radio landscape.

In the North East we're about to have a Heart, we've already got a Capital and a Smooth plus TFM and Metro so it's about time we had something totally different and we are about to create something very different and very hopefully special.

And we are the little guys... and we always will be... and to be brutally honest we have to change in order to survive.

If you have any comments or suggestions... then please do get in touch and let us know.

We have set up a special number for all comments, good or bad!

The number is 01325 341 820

A new Star is on the air from Monday 4th February 2013.



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01325 341 820

On the NEWS page...

Quick Poll

What's your favourite format?

☐ 60's

☐ 70's

☐ 80's

☐ 90's

☐ 00's

☐ Love

☐ Rock

☐ Soul & Motown

☐ Disco & Dance

Recently Played

- **So What**
P!nk
- **Affirmation**
Savage Garden
- **Little L**
Jamiroquai
- **Hey There Delilah**
Plain White T's
- **Sk8er Boi**
Avril Lavigne

[> Earlier Tracks / Buy Songs](#)

Recent tweets on 10 Formats in 10 Days

<div>Star Radio @thisisstarradio</div> <div>1h</div> <div>10 Formats In 10 Days continues with nothing but...00's! - thisisstar.co.uk/10formats/#10formats</div>	<div>Star Radio @thisisstarradio</div> <div>1h</div> <div>#nowplaying 'Fill Me In' by @CraigDavid because TODAY it's all about the 00's! - thisisstar.co.uk/10formats/#10formats</div>
<div>Star Radio @thisisstarradio</div> <div>28 Jan</div> <div>We're playing ROCK music all day! - thisisstar.co.uk/10formats/#10formats</div>	

Star to flip format 10 times in 10 days

16/01/2013 - 12:18 | [12 Comments](#)

UKRD station Star North East is to try ten different music formats in ten days in order to find something different for listeners.

From Monday 21st January, Star will play a totally different radio format and invite listener comments via a dedicated phone-in line.

The formats include a full day of rock music, a non-stop day of old skool, disco, love songs and the real sound of the 60s.



The station's official Ofcom Format is for a "Broad Hits-Based station providing local information for 25-54 year olds" and is made up of three licenses for Darlington, Durham and Northallerton.

Star's Managing Director, Mark Reason, explains "In the North East we're about to have a Heart, we've already got a Capital and a Smooth plus two Bauer stations so it's about time we had something totally different! That's why I took on Robin – to create something very different and very special."

Programme Director Robin Banks can't wait for the radio experiment to begin: "They gave me this radio station and I wanted it to grow the largest balls ever. Yeah we're small, yeah we have no budget, yeah it feels like the radio equivalent of Mean Machine, but we've got balls... and success in the future is about having the balls to be different now!"

MD, Mark Reason, continues "Only UKRD could allow this to happen! I'm recruiting a team of radio mavericks like Robin – a few more to be announced soon – and we're going to give it a really good go! Watch this space...."

The new "Star" will emerge after the ten days depending on the most popular format chosen.