

## **POLICY 17**

### **TELEPHONE NUMBERS**

In keeping with established radio practice as well as commercial advertisers, 2 Air FM needs to establish common ground in the pronunciation of telephone numbers

For years we have had a policy for our call sign and station telephone number where “oh” is used

“Wikipedia” has a screed on this subject on the internet and the last paragraph states

“There is a need to maintain an explicit distinction between the digit zero and Letter 0 which, because they are both usually represented graphically in English orthography (and indeed most orthographies using Latin script or Arabic numerals) with a simple circle or oval, have a centuries-long history of being frequently conflated.

“However, in spoken English, the number 0 is often read as the letter “o”(oh”). For example, when dictating a telephone number the series of digits “1070” may be spoken as “one zero seven zero” or as “one oh seven oh”

(end of Wikipedia extract)

Note : the word “conflated” means roughly when 2 things/ideas etc can be used for one thing ( eg telephone numbers being “o” or “Zero”)

**2 Air FM chooses to preference the style of “one oh seven oh” for all telephone numbers**