

COMMERCIAL RADIO STATION FORMAT

RUTLAND RADIO

Character of Service

A MELODIC MUSIC AND INFORMATION STATION PRIMARILY FOR 25-54 YEAR-OLDS IN THE RUTLAND AND STAMFORD AREA, HIGHLY FOCUSED ON LOCAL ISSUES.

Licensed area	Rutland area (as in Ofcom advertisement)
Frequency	107.2 and 97.4 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	No Arrangements

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 : 32,012

Licence number : AL 229-1

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**