

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

FREE RADIO

Licence number	AL000061
Licensed area	Hereford and Worcester area
MCA population	641,508
Frequencies	96.7, 97.6, 102.8 MHz

Character of Service

A LOCALLY-ORIENTED MAINSTREAM POPULAR MUSIC AND INFORMATION STATION FOR UNDER-44s IN THE HEREFORD AND WORCESTER AREA.	
Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the Ofcom approved area of Central England.
	<i>Locally-made hours:</i> At least 3 hours a day during daytime weekdays.
	<i>Programme sharing:</i> All programmes may be shared with the Birmingham licence (AL000077), the Coventry licence (AL000022) and the Wolverhampton, Shrewsbury & Telford licence (AL000119), subject to satisfying the character of service requirements above.
Local news	At least hourly during daytime weekdays and peak-time weekends. At other times UK-wide, nations and international news should feature.

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

Last amended: July 2019