

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

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| EAGLE RADIO |
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| Licence number | AL000081 |
| Licensed area | Guildford and surrounding parts of West Surrey and North East Hampshire |
| MCA population | 535,886 |
| Frequency | 96.4 MHz |

Character of Service

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| A MUSIC-LED, LOCALLY-ORIENTED MAINSTREAM POPULAR MUSIC STATION AIMED PRIMARILY AT 25-44 YEAR OLDS IN GUILDFORD AND SURROUNDING AREA. | |
| Service duration | 24 hours |
| Locally-made programming | <i>Studio location:</i> Locally-made programming must be produced within the approved area of the South of England (Bauer). |
| | <i>Locally-made hours:</i> At least three hours per day during daytime weekdays. |
| | <i>Programme sharing:</i> All programmes may be shared with other stations in the South of England (Bauer) approved area, subject to satisfying the character of service requirements above. |
| Local news | Local news must be broadcast at least hourly during daytime weekdays and peak-time weekend. |

Definitions

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| 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 2020