

## ANALOGUE COMMERCIAL RADIO STATION FORMAT

### Service name

<b>SMOOTH RADIO EAST MIDLANDS</b>
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<b>Licence number</b>	AL277
<b>Licensed area</b>	East Midlands area
<b>MCA population</b>	1,547,621
<b>Frequency</b>	106.6 MHz

### Character of Service

<b>AN EASY LISTENING STATION FEATURING LIFESTYLE ORIENTATED SPEECH, TARGETING AN EAST MIDLANDS AUDIENCE AGED 50 PLUS.</b>	
<b>Service duration</b>	24 hours
<b>Locally-made programming</b>	<i>Studio location:</i> Locally-made programming must be produced within the licensed area.
	<i>Locally-made hours:</i> At least 7 hours a day during daytime weekdays (must include breakfast) and at least 4 hours daytime Saturdays and Sundays.
	<i>Programme sharing:</i> No arrangements.
<b>Local news</b>	At least hourly during daytime weekdays and peak-time weekends. At other times, UK-wide, nations and international news should feature.

### Definitions

<b>Speech / Music</b>	Excludes advertising, programme/promotional trails & sponsor credits
<b>Peak-time</b>	Weekday breakfast and drive-time, and weekend late breakfast
<b>Daytime</b>	06.00 to 19.00 weekdays and weekends

### Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines.

**Last updated: September 2015**