

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

GEM 106

Licence number	AL200
Licensed area	East Midlands area
MCA population	1,657,293
Frequency/ies	106 MHz

Character of Service

A FULL-SERVICE TALK AND MAINSTREAM POPULAR MUSIC STATION FOR THE EAST MIDLANDS REGION, TARGETING PRIMARILY 30-54 YEAR-OLDS.	
Service duration	24 hours
Locally-made programming	<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). At least 4 hours daytime Saturdays and Sundays.
	<i>Programme sharing:</i> No arrangements.
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: August 2015