

## LBC

### Format Outline

<b>Station Name</b>	LBC 97.3
<b>Licence Area</b>	Greater London (as defined in licence advertisement)
<b>Frequency</b>	97.3 MHz
<b>Hours of Broadcast</b>	24 hours a day (all locally made weekdays, 21 hours each Saturday & Sunday)

### Definitions

<b>Speech</b>	excludes advertising, trails, sponsor credits and the like and will be calculated over the period specified.
<b>Music</b>	percentages are calculated as a percentage of the total tracks broadcast in the specified period.
<b>Peak time(s)</b>	refers to weekday breakfast and afternoon drive output, and weekend late breakfast.
<b>Daytime</b>	is 0600 to 1900 weekdays and 0800 to 1400 weekends.
<b>Locally made</b>	refers to output produced and presented from within the licence area and must include peak time.

### Character of Service

**LBC IS A 24-HOUR SERVICE OF NEWS, VIEWS AND ENTERTAINMENT FOR LONDONERS.**

### Detail

The programming will be entirely speech based. Local, regional, national and international news and traffic/weather information bulletins will be broadcast every thirty minutes during peak-time and every hour outside peak-time.

The programmes will consist of studio-based discussions and phone-ins; live debates from outside sources, and features which concentrate on particular interests including quizzes, sport, the arts, show business, holidays, cookery and gardening, aimed at the target audience.

Music will be used only to illustrate news stories (for example the death of a composer or performer) or speech features, or for the purpose of reviewing or previewing live performances or, for no longer than a total music duration of 120 minutes each week, new record releases.