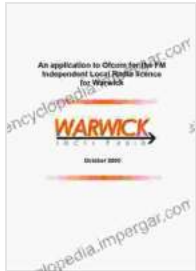


An Application To Ofcom For The Fm Independent Local Radio Licence For Warwick



An Application To Ofcom For The FM Independent Local Radio Licence For Warwick By Warwick Local

Radio by Grant Goddard

★★★★★ 5 out of 5

Language : English

File size : 1433 KB

Screen Reader : Supported

Print length : 144 pages

Lending : Enabled



This book is an application to Ofcom for the FM Independent Local Radio Licence for Warwick. It sets out the case for a new commercial radio station in Warwick, providing local news, information, and entertainment to the people of Warwick and the surrounding area.

The book includes a detailed business plan, financial projections, and a programming schedule. It also includes a number of appendices, including a market research report, a technical plan, and a list of potential investors.

The application is supported by a number of local businesses and organizations, including the Warwick Chamber of Commerce, the Warwick Town Council, and the University of Warwick.

The book is written in a clear and concise style, and it is easy to understand for both technical and non-technical readers. It is a valuable

resource for anyone interested in the process of applying for a radio licence in the UK.

The Case for a New Radio Station in Warwick

Warwick is a historic town in Warwickshire, England. It is home to a population of around 30,000 people, and it is a major tourist destination. However, there is currently no commercial radio station based in Warwick.

A new commercial radio station in Warwick would provide a number of benefits to the local community. It would:

- Provide local news and information
- Offer a platform for local businesses to advertise
- Support local charities and community groups
- Create jobs
- Boost the local economy

The proposed radio station would be a commercial station, but it would also have a strong commitment to local programming. The station would broadcast a mix of music, news, and talk shows. It would also provide coverage of local events and sports.

The station would be staffed by a team of experienced broadcasters and journalists. It would also have a strong online presence, with a website and social media accounts.

The Business Plan

The business plan for the proposed radio station is based on a detailed market research report. The report shows that there is a strong demand for a new commercial radio station in Warwick. The station is expected to generate a healthy profit within its first year of operation.

The station will be funded by a combination of advertising and sponsorship. The station has already secured a number of advertising and sponsorship commitments from local businesses and organizations.

The station will be operated by a team of experienced broadcasters and journalists. The team has a strong track record of success in the radio industry.

The Programming Schedule

The programming schedule for the proposed radio station is designed to appeal to a wide range of listeners. The station will broadcast a mix of music, news, and talk shows. It will also provide coverage of local events and sports.

The music on the station will be a mix of contemporary and classic hits. The station will also play a selection of local music. The news on the station will be local and national news. The talk shows on the station will cover a variety of topics, including local issues, current affairs, and sports.

The station will also provide coverage of local events and sports. The station will broadcast live from local events, and it will also provide commentary on local sports matches.

The proposed radio station for Warwick is a viable and sustainable business venture. The station has a strong case for success, and it is supported by a number of local businesses and organizations.

The station would provide a number of benefits to the local community, including local news and information, a platform for local businesses to advertise, support for local charities and community groups, and the creation of jobs.

I urge Ofcom to grant the FM Independent Local Radio Licence for Warwick to the proposed radio station.

Thank you for your time and consideration.

Sincerely,

The Applicant



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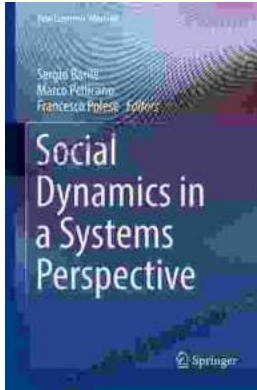
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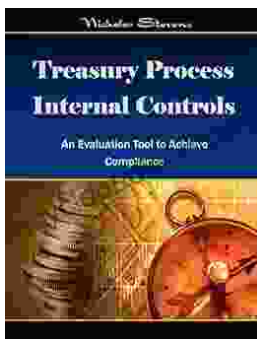
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