



Community Radio Licence Application Form (2006/07).

Radio JCom (Leeds)

Community Radio Application Covering Sheet.

IMPORTANT: BEFORE SUBMITTING THIS APPLICATION FORM PLEASE READ THE FOLLOWING ESSENTIAL INFORMATION CAREFULLY AND COMPLETE THE DECLARATION WHICH FOLLOWS. FAILURE TO ACT ON THE CONTENTS OF THIS COVERING SHEET OR FAILURE TO SIGN THE DECLARATION MAY RESULT IN YOUR APPLICATION BEING REJECTED BY OFCOM.

If you have a query about how to complete this form, please contact Ofcom's Community Radio Team via e-mail at: communityradio@ofcom.org.uk, or call 020 7783 4506 for advice. Please note that Ofcom can only advise on how to complete the application form. It cannot provide more general help and advice concerning your group's overall proposals.

1. **Confidential Information.** Applications will be made available for public inspection on Ofcom's website. In general, Ofcom will accept requests to keep the following information confidential if requested to do so by an applicant:
 - o Non-public contact details (Sections 2 & 3 of the application form)
 - o Staffing matters (Section 4 of the application form)
 - o Financial matters (Section 4 of the application form)

Ofcom may also be willing to keep other parts of an application submission confidential. However, should you wish to submit any information in confidence other than that which is listed above, confirmation that this is acceptable must be obtained in advance, in writing, from Ofcom's Community Radio Licensing Team.

All confidential information **MUST** be provided in a separate document, clearly marked 'confidential'. **By placing information in the application form you agree to its publication by Ofcom (and by third parties at the request of Ofcom).**

In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in section 2.2 of this application form), which may include personal data, on the Ofcom web site and/or in other relevant publications.

2. If you are completing the form on behalf of some other company, please make this clear in an accompanying letter. You will need to provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not about you acting on their behalf.
3. Sufficient information must be supplied about the identity, composition and ownership of the applicant and any body which controls the applicant to ensure that the applicant may hold a community radio licence granted under the Broadcasting Act 1990 in accordance with the Community Radio Order 2004. Before a licence is granted, further details may be required.

4. This application form covers the requirements of the Broadcasting Acts of 1990 and 1996, the Communications Act 2003, the Community Radio Order 2004 and the Wireless Telegraphy Act 1949. If the application is successful you will be issued with both a Broadcasting Act licence and a Wireless Telegraphy Act licence.

5. One electronic or paper copy of an application must be received by Ofcom no later than the closing-date specified in the Invitation of applications for community radio licences. Applications received after this time will not normally be accepted. All applications will be acknowledged upon receipt (by email or written receipt). Paper copies of applications, together with any supporting documentation, must be sent to the address below. If e-mail is the chosen method of submission, the application must be sent to communityradio@ofcom.org.uk. Applicants should be aware, however, that e-mails are not an instantaneous means of communication, especially when they have large attachments. Applicants are therefore strongly advised to submit e-mail applications at least 48 hours in advance of the closing-date, so that urgent steps can be taken by the applicant if no acknowledgement from Ofcom is received. PLEASE NOTE: The maximum size of file which can be received by Ofcom is 10 megabytes – larger files will automatically be rejected.

6. If you are sending additional printed information, or you would like to send a hard copy of your application in addition to the primary electronic copy, such material should be sent to the postal address below. If you cannot send an electronic copy of your application via e-mail you may send it on a CD to the address below instead. You should post any such material using a signed for delivery method which will guarantee delivery before the closing deadline. You should also keep proof of posting (timed, dated and stamped by the delivery service used) for traceability in case your application fails to arrive on time.

Community Radio Licensing,
Radio Planning & Licensing Team,
Ofcom,
Riverside House,
2A, Southwark Bridge Road,
London,
SE1 9HA.

7. This application must be accompanied by a non-refundable application fee of £600. Payment of the application fee must be received (i.e. the funds must be present in the Ofcom bank account) by the closing-date specified in the Invitation of applications for community radio licences. We need details of how your application fee is paid to help us check that your payment is received. Applicants may submit their payment by any of the following methods:
 - (a) By BACS into the Ofcom bank account (sort code: 30-97-90, account number: 0740372, account name: Ofcom). Please note that any payments made using this method will take at least three working days to reach the Ofcom account. In the mandate reference field of your payment please put 'CR [station name]'. By adding your station name, or the applicant company's name, we can match your payment to your application.

(b) By CHAPS into the Ofcom bank account (details as above). Please note that although this is a 'same day' payment method, applicants intending to submit their payment on the closing-date itself should confirm with their bank the deadline for ensuring that it is received by Ofcom on that date. In the mandate reference field of your payment please put 'CR [station name]'. By adding your station name, or the applicant company's name, we can match your payment to your application.

(c) By cheque, or banker's draft, made payable to 'Ofcom' and posted to the Community Radio Team, Desk 05:116, Radio Licensing, Ofcom, Riverside House, 2a Southwark Bridge Road, London SE1 9HA. The cheque or draft should be sent with a paper copy of the application, or a note clearly detailing the station or applicant company's name and address. This is important as it will help ensure we can match your payment to your application.

Please note we cannot accept cash, electronic payments or credit / debit cards.

8. **Please read the rest of this document carefully and then answer all the questions as fully and accurately as possible. It is very important that you read and understand the Notes of Guidance for Community Radio Licence Applicants and Licensees before completing this form.** This, and other supporting documentation, may be obtained from the Ofcom website at: http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/.

Please use as much space as you need to answer the following questions (the size of the spaces provided for answers are indicative only). Remember that your application will be judged on the contents of this form and any supplementary information accompanying it. It is therefore important to ensure that you provide comprehensive information when answering the specific questions contained in this form even if you believe that some of this information is already known to Ofcom.

Where other information submitted separately is relevant to a particular question, please make this clear in your answer.

SECTION ONE: OPENING STATEMENT.

1.1 Opening Statement. Please describe your organisation and its objectives, the nature of your proposed radio station, the community which it intends to serve and its broadcasting philosophy. The statement should be brief, at most no longer than two short paragraphs.

Radio JCom was formed by a group of community members with broadcasting, media, communal and business backgrounds from a cross section of the Leeds Jewish community. The Leeds Jewish community comprises approximately 10,000 people concentrated in postcodes LS17, LS8 and LS6 within a 5km radius of the Leeds Jewish Community Centre (MAZC) from where Radio JCom will be broadcasting. MAZC is a focal point for the Leeds Jewish community and where some of the major local Jewish communal organisations are based.

Radio JCom intends to broadcast (on an AM frequency initially) mainly to and for the Leeds Jewish community, with information and programs *for by and on* the varied social, cultural, educational, youth, religious, music, sports, disabled and minority activities and interests of the community (see Jewish Representative Council Year Book enclosed). Local business and communal organisations will be encouraged to sponsor or advertise on air. Radio JCom envisages a 24 hour service, 6 days per week, initially comprising of approximately 20% speech and drama, and 80% music (to include some music of Jewish interest and flavour and where possible local Jewish artists and bands). Radio JCom will offer radio broadcasting, training, air time and open days to encourage participation by Jewish communal organisations and individuals, together with debates and phone-ins on communal and other topics of interest to listeners.

Please continue to Section Two on next page.

SECTION TWO: About Your Organisation and How To Contact You.

General Note: Ofcom needs information about your organisation and needs to be able to contact you. **It is very important that you provide accurate information in this section as this is the primary contact information for your group.**

Ofcom needs background information about your organisation and those involved in its ownership, management and operation. In addition to company memorandum and articles of association which you should include with this application, you must ensure that the most recent annual reports and accounts are available in case they should be required.

PLEASE NOTE: It is ESSENTIAL that you notify Ofcom of any changes to these details as soon as possible. In particular, Ofcom needs to be able to contact you by e-mail and phone. If the details we hold are out of date we may not be able to complete the assessment of your application which could result in its rejection.

2.1 Proposed Name of Station. (This is the name you expect to use to identify the station on-air.)

Radio JCom

2.2 Public Contact Details. For publication on the Ofcom website and / or in other relevant publications (published either by Ofcom or third parties directed by Ofcom).

Contact Name. (The person who deals with enquiries from the press and public.)

Terry Stowe

Public Contact Address. [You *must* include an accurate postcode]

Radio JCom c/o Makor
MAZC
311 Stonegate Road
Leeds
LS17 6AZ

Other **public** contact details for your organisation, as applicable:

Phone Number: 0113 2680899

Mobile Number:07726208355

Fax Number:0113 2370152

E-mail address: info@makor.co.uk

Section continues on next page...

2.3 Contact Name(s) for Ofcom use. Ofcom may need to contact your group in relation to this application. This is the name of the person you would like to be Ofcom's primary contact. (If this person is the same as the Public Contact in Section 2.2, please tell us this below.)

Terry Stowe

2.4 Administrative Contact Address. [You *must* include an accurate postcode] (If this is the same as the Public Contact Address please state that this is the case in the space below and then answer the supplementary questions which follow.)

As Public Contact Address

Is the above address:

The main address of your organisation? [Yes]
The registered office of your organisation? [Yes]
The home address of the main contact? [No]

Other contact details for your organisation as applicable:

Phone Number:

Mobile Number:

E-mail address:

Fax Number:

2.5 Company Details: What type of organisation are you? (Only a 'body corporate' (i.e. a company, not an individual) can hold a Community Radio Licence.) Note: On its own, a registered charity is not a body corporate. If your organisation is a registered charity it must also be a 'body corporate' in order to hold a licence. Please answer the questions below and provide the additional information requested.

Please provide your company name.

Radio JCom Limited

Please tell us what sort of structure your organisation has or intends to have. (For example: company limited by guarantee; community interest company; company limited by shares; corporation.)

Company limited by guarantee

Section continues on next page...

Please tell us when your company was registered (or, if the process of registration is not yet complete, the date at which you applied for company registration).

7th June 2007

Please provide your company registration number (if available).

6273004

2.6 Is your organisation a registered charity in England, Wales, Scotland or Northern Ireland? (Note: you cannot hold a Community Radio Licence if you are only a registered charity. See also previous question.) Please answer the questions below and provide the additional information requested.

Registered Charity [No]

Date of Registration (or Application).

2.7 Supporting Documentation. Ofcom needs to check that your organisation is eligible to operate a Community Radio Licence. Please confirm that you are providing the required documents.

Certificate of Incorporation enclosed YES
Memorandum & Articles of Association enclosed YES

(You MUST make sure you include your organisation's name and postcode on the front page of the constitutional document(s) provided.)

2.8 Unavailable Documents. If you are not able to provide the documents requested above, for example because registration of your company structure is not yet complete, please indicate when these documents are likely to be provided. Please note it is your responsibility to ensure that copies of these documents are provided to Ofcom as soon as possible. If you are providing draft versions of the required documentation, please tell us here.

Draft Memorandum &
Articles of Association enclosed
[Answer here]

Please continue to Section Three on next page.

SECTION THREE: Ownership.

General Note (Sections 3.1 to 3.6): Ofcom needs information concerning those responsible for the management and policy-making process of your proposed station. **Important!:** The information in sections 3.2 to 3.6 (inclusive) is required for each individual director. Please repeat these sections for *each* person involved.

For sections 3.7 to 3.15, Ofcom requires the information requested in order to check that the applicant would comply with the rules governing who is eligible to hold a community radio licence.

3.1 DIRECTORS: Please list the names of all directors below.

Terence Stowe
Sue Dorsey
David Saffer
Stanley Cundle
Andrew Ullmann
Evie Hirschstein

For each Director, please provide the following information:

3.2 Name of Director (or Member).

Terence Stowe

3.3 Contact Address

Other contact details as applicable:

Phone Number: 0113 2680345

E-mail address: terry@janetstowe.com

Fax Number:0113 2370152

3.4 Other Employment.

[Answer here] Co. Director, (property Co)

3.5 Interests relevant to the operation of a community-based radio service.

Active member of Leeds Jewish Community. Volunteer capacity at day centre.
Producer for "Listen", a talking newspaper for the Jewish Blind
CMA member

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Will act as Chairman of organisation to ensure all aspects are coordinated and Radio Ofcom functions in accordance with its license and meets the necessary requirements of a community radio station

3.2 Name of Director (or Member).

David Saffer

3.3 Contact Address

Other contact details as applicable:

Phone Number 0113 2956000

E-mail address david@dsaffer.com

Fax Number:0113 2956006

3.4 Other Employment.

professional journalist and volunteer hospital radio commentator

3.5 Interests relevant to the operation of a community-based radio service.

Freelance professional journalist for the local Jewish weekly newspaper, author and volunteer commentator for Leeds cricket and football hospital relays association

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

David will oversee standards of journalism and as a volunteer be involved as a radio journalist, presenter and trainer. Through his contacts in the Jewish Community and his role as a journalist with the local Jewish weekly newspaper, David will bring his professional skills to Radio JCom.

3.2 Name of Director (or Member).

Sue Dorsey

3.3 Contact Address

Other contact details as applicable:

Phone Number: 0113 269 7520

E-mail address info@ljrc.org

Fax Number:

3.4 Other Employment.

Sue is President of the Leeds Jewish Representative Council (an umbrella organisation for all the local Jewish organisations and charities), a Justice of the Peace and involved with other charitable organisations including a local donkey trust.

3.5 Interests relevant to the operation of a community-based radio service.

As the present President of the Leeds Jewish Representative Council, Sue will ensure that the many communal organisations she represents will be represented and involved in the radio station

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

No active participation in management other than above. However as a director of Radio JCom Sue will ensure that the station reflects the wishes and ethos of the Jewish community. We expect that each ensuing LJRC President will be represented on the board of Radio JCom on a rotational basis

3.2 Name of Director (or Member).

Stanley Cundle

3.3 Contact Address

Other contact details as applicable:

Phone Number: 0113 2680899

E-mail address info@makor.co.uk

Fax Number: 0113 2668419

3.4 Other Employment.

Co Director (soft furnishing manufacture)

3.5 Interests relevant to the operation of a community-based radio service.

An active member of the Leeds Jewish Community, Director of Makor Jewish Resource Centre, Director of Community Security Trust, Management committee of "Zone" Jewish youth club and Co. Director

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Fund raising, and as a Director of a number of communal organisations, ensuring their proper benefit and participation in Radio JCom

3.2 Name of Director (or Member).

Andrew Ullmann

3.3 Contact Address

Other contact details as applicable:

Phone Number: 0113 201 8844

E-mail address: Andrew@ullmann.co.uk

Fax Number: 0113 201 8855

3.4 Other Employment.

Co. Director – textile agency

3.5 Interests relevant to the operation of a community-based radio service.

An active member of the Jewish community, and having a strong interest in Radio Broadcasting having worked in the industry for a number of years. Andrew retains a keen interest in music and programme production.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Andrew will bring his business skills to Radio JCom to ensure proper financial control. In addition, with an enduring passion for high quality radio content and production, Andrew will oversee on-air and off-air links with the community, assisting in programme making, specialising in music from well established classical repertoire to pop and rock with an emphasis on new and in particular local (particularly Jewish) bands. He will assist with outside broadcasts (technical and production) and general station publicity and promotion.

3.2 Name of Director (or Member).

Evie Hirschstein

3.3 Contact Address

Other contact details as applicable:

Phone Number: 0113 2680899

E-mail address: eviehirschstein@hotmail.com

Fax Number: 0113 2668419

3.4 Other Employment.

Evie is recently retired and is an active volunteer for the Makor Jewish Resource Centre and Listen tapes for the blind

3.5 Interests relevant to the operation of a community-based radio service.

Ex Producer/Director for YTV will bring her experience, particularly community related, to Radio JCom. Evie maintains a strong interest in broadcasting.

3.6 Expected Role. (How will this person be involved in the management and / or operation of your proposed Community Radio Station?)

Evie Hirschstein will be responsible for overseeing the programming directly related to communal activities.

3.7 Company Limited by Shares: Please provide the names and addresses of all members of the company having an interest of 5% or more in the applicant. Please also provide this information for members of any company which has an interest of 5% or more in the applicant.

none

General Note: Please state whether the applicant or any member about whom information has been provided under question 3.7 above is involved in any of the activities listed below, and give the extent of such interest. For these purposes the applicant includes associates of the applicant (i.e. directors and their associates and other group companies). If any of the following categories do not apply, applicants must still complete this section, clearly indicating that this is the case by writing '**none**' in each such section.

3.8 Local Authorities - If any Local Authority is involved in your application, please give details of the nature and extent of any such involvement.

[Answer here] NO

3.9 Bodies which are wholly or mainly of a political nature, or which are affiliated to such a body - If any Political Body is involved in your application, please give details of the nature and extent of any such involvement.

[Answer here] NO

3.10 Bodies whose objects are wholly or mainly of a religious nature - If any Religious Body is involved in your application, please give details of the nature and extent of any such involvement.

[Answer here] NO

Section continues on next page...

3.11 An individual who is an officer of a body falling within 3.10 above –
Please provide the names of individuals involved in the management or operation of the proposed Community Radio service who are officers of Religious Bodies.

[Answer here] NO

3.12 An advertising agency or an associate of an advertising agency - Please provide details of any linkages to advertising agencies or associates of advertising agencies (such as sales representatives).

[Answer here] NO

3.13 Other Broadcasting Act licences, specifying which licences (for example RSL licences). - Please also provide details of any other broadcasting service which is linked to the proposed Community Radio service.

[Answer here] NO

3.14 Affiliations with other bodies not outlined above, (for example related charities or community groups).

We have two Directors (S. Cundle and Evie Hirschstein) who are affiliated with Makor Charitable Trust, and one (S. Dorsey) who is representative of all Leeds Jewish communal and charitable organisations

Section continues on next page...

3.15 Other matters which may influence the application.

Ofcom requires that applicants should, at the time of making this application, notify Ofcom of any matters which might influence Ofcom's judgement as to whether:

- a) any director/manager or the applicant group,
or,
- b) any individual, or any director of a company, who will have an interest of 5 per cent or more in the applicant group

may not be considered a 'fit and proper person' to participate in a radio licence.

Factors which might exclude a person from involvement would include, for example, any unspent conviction for an offence committed within ten years before the date of this application, any pirate radio offences within the last five years, any un-discharged bankruptcy order, or any disqualification from being a director of a limited company.

Please answer '**No**' below if there are no reasons why Ofcom might consider the applicant not to be a fit and proper person to participate in a radio licence:

NO

If you have answered 'YES' to the above question, please provide details on a separate sheet, such that this information may be kept confidential by Ofcom.

Please continue to Section Four on next page.

SECTION FOUR: Ability to Maintain Service.

Section 105(1)(a) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the applicant's ability to maintain the proposed service. This means that we need to know about the experience and expertise of your group, its structure and the management and staffing it would have if your application was to be successful. In addition, we also need to know about your financial position, assets and proposals for funding the operation of your intended service.

4.1 Please provide us with a brief history of your group, including when it was formed, its links with other community organisations and membership.

Radio JCom was formed in March 2007 by a group of individuals from within the Leeds Jewish community who have a vision of benefiting the community with a dedicated community radio station.

The Directors are a mix of actively involved communal members and others who are experienced in broadcasting and company management and fundraising.

In addition Radio JCom will have the active participation of a number of community members who are present and past professional broadcasters, who will be responsible for planning, training and management of the radio station.

4.2 What broadcasting experience does your group have?

GROUP INCLUDING NON DIRECTOR VOLUNTEERS

Terry Stowe is a member of the CMA and will use his communal and business skills to oversee Radio JCom.

Richard Williams is a presenter and programmer for 96.3 Radio Aire. He is currently a Traffic and Travel Reporter on The Simon Logan Breakfast Show and Weekend and Swing Presenter and has worked for Radio Aire as part of their marketing and radio promotions team.

David Saffer is a journalist, author and outside broadcaster for Leeds Cricket and Football Hospital Relays Association.

Andrew Dalton is a graduate in sports journalism, has worked in hospital radio as a match day commentator, interviewing and writing for Real Radio, Leeds, presenting a weekly program on Sports for university radio, work experience at Sky Sports, work experience for Yorkshire Evening Post.

Andrew Ullmann has been a Technical Operator, (Studio Management and Network Control) BBC Radio, London and Commercial Production Manager, Advertising Sales, Broadcast Technical Operations, 16 track Recording Studio

Manager at Two Counties Radio (2CR) Bournemouth (Independent Local Radio serving Hampshire and Dorset)

Malcolm Goodman is an ex Yorkshire Television Sound Engineer (25 years).

Evie Hirschstein has 20 years experience with Yorkshire Television as a Producer/Director of social action programming 1985 to 2000. Evie produced "Crimestoppers", "Jobfinder", Community Advertisement (CSAS), "Help Yourself" series, and worked on ethnic community programmes.

Howard Josephson is an outside broadcast commentator for Leeds General Infirmary and St James Hospital, Leeds.

Has the applicant made any other application to Ofcom (or its predecessor broadcast regulators – the ITC and the Radio Authority) for any licence within the last five years? If so, please provide details and provide the licence reference number(s) and / or the name(s) of the service(s) for granted licence(s).

No

If you answered 'YES' to the above question, please provide details here:

[Answer here]

Has the applicant any other broadcasting experience? Please include details of Internet radio services operate by the applicant, overseas broadcast experience etc. and any other relevant information here. In addition, if any persons that will be involved in the proposed service on a day-to-day basis bring particular broadcasting expertise, please include brief details here also.

Not the applicant personally, but please see details of Directors and group generally as in 4.2 above

Radio JCom will begin Internet broadcasting this year and use the experience from this as a model for Community radio broadcasting

Section continues on next page...

4.3 Management Structure. Details of board, management committee or equivalent. Please provide details of those individuals who will be responsible for management and policy-making process, outlining individual roles and responsibilities. You should detail the number of people involved and explain their particular roles within the management of the proposed station. Please also indicate which posts are paid and which are voluntary. Please give details of which posts are full-time and, in the case of part-time posts, specify the number of hours expected to be worked each week. A diagram of the proposed management structure may be helpful.

VOLUNTARY

Terry Stowe will oversee operations and ensure the overall aims of Radio JCom are met. He will liaise with the various communal organisations and individuals to facilitate their requirements and opinions. He will be responsible for general administration and initialising company procedures

David Saffer is a journalist, author and outside broadcaster for Leeds Cricket and Football Hospital Relays Association. David will be responsible for outside broadcasts including interviews and local news reporting and training.

Richard Williams will oversee broadcasting and training, particularly in areas of his expertise, and ensure that standards are maintained as required by License and that general broadcasting criteria are met.

Malcolm Goodman will be responsible for the initial studio and equipment setup and their ongoing maintenance.

Evie Hirschstein will be responsible for programming directly related to communal activities.

Howard Josephson will be one of our sports related outside broadcasters.

Sue Dorsey will liaise with Stanley Cundle to ensure that the differing communal organisations are properly represented and catered for.

Stanley Cundle will be responsible for fund raising for Radio JCom. and liaising with the communal organisations he is involved with.

Andrew Ullmann will be responsible for marketing and advertising and will assist with outside broadcasts and sourcing local bands and music downloads.

PAID Community Member

Andrew Dalton will be responsible for planning everyday output as our manager and ensuring station output is maintained.

Section continues on next page...

4.4 Staffing Structure. Please provide details of the staffing structure of your proposed radio service. You should detail the number of people involved and explain their particular individual roles and responsibilities within the operation of the proposed station. Please also indicate which posts are paid and which are voluntary. Please give details of which posts are full-time and, in the case of part-time posts, specify the number of hours expected to be worked each week. A diagram of the proposed staffing structure may be helpful.

[Answer here]

Volunteers part time

Richard Williams will be responsible for programming and planning of broadcasts and training of volunteers
--2 to 4 hours per week

David Saffer will oversee standards of journalism and as a volunteer be involved as a radio journalist, presenter and trainer
-- 4 to 6 hours per week.

Howard Josephson will be responsible for sports outside broadcasting and training of volunteers
--- 4 to 6 hours per week

Malcolm Goodman will be responsible for the maintenance and installation of studio broadcasting equipment.
---- 1 to 3 hours per week

Evie Hirschstein will be responsible for programming directly related to communal activities.
--- 4 to 6 hours per week

Terry Stowe will oversee general standards and liaise with communal organisations. He will head a volunteer team of fund raisers and advertisement executives
--- 6 to 8 hours per week

Andrew Ullmann will be responsible for marketing and general administration. He will be responsible for initialising company procedures e.g. financial systems, office setup, health and safety etc and will oversee volunteers in these areas
--- 4 to 6 hours per week

Key secretarial staff will initially be supplied by Makor Jewish Resource Centre for 2 years and thereafter be on a volunteer basis

The staff will be enhanced by trained volunteers from our community who will assist in the areas of general management, finance, fund raising, marketing, production, presenting, programming, interviewing and editing. We envisage at least 20 volunteers before we start broadcasting.

Consultants

Chris Parkin, Fresh Radio, Skipton. will advise on programming and equipment

Bob Preedy, Tempo FM, Wetherby will advise on specific community radio matters and programming

PAID PART TIME

Andrew Dalton will be part time station manager and broadcaster, and will share the programming responsibilities with Richard Williams.

--- 8 hours per week

Section continues on next page...

General Note (Questions 4.5 . 4.15): Ofcom needs to take account of the resources which applicant groups can call upon in order to establish and operate a proposed community radio service for the duration of the licence period. This means we need information about set-up funding and costs together with predicted income expenditure once the station becomes operational. The Community Radio Order 2004 requires that stations be funded from multiple sources with no one source comprising more than 50% of operational income.

<p>4.5 Financial Information - Existing Assets: Ofcom needs to know about your current financial position, what you think it will cost to set up the proposed service and how much you think it would cost to run over its first year of operation. In addition, we need to know where you expect funding to come from, and what you would do with any profits that might be made.</p>																					
<p>What assets does your group already own? Please provide totals at current replacement value below.</p>	<p><i>[If you think it might be helpful, please provide brief explanatory comments in relation to this answer below.]</i></p>																				
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Item:</th> <th style="width: 40%;">Amount:</th> </tr> </thead> <tbody> <tr> <td>Cash at Bank / Building Society etc.</td> <td>£</td> </tr> <tr> <td>Studio Equipment</td> <td>£2000.00</td> </tr> <tr> <td>Transmission Equipment</td> <td>£ nil</td> </tr> <tr> <td>Outside Broadcast Equipment</td> <td>£ nil</td> </tr> <tr> <td>Premises (value of buildings you own)</td> <td>£ nil</td> </tr> <tr> <td>Premises (annual rental income you receive)</td> <td>£nil</td> </tr> <tr> <td>Office Items</td> <td>£nil (on loan)</td> </tr> <tr> <td>Other Items (<i>These MUST be specified</i>)</td> <td>£</td> </tr> <tr> <td>TOTAL REPLACEMENT VALUE:</td> <td>£2000.00</td> </tr> </tbody> </table>	Item:	Amount:	Cash at Bank / Building Society etc.	£	Studio Equipment	£2000.00	Transmission Equipment	£ nil	Outside Broadcast Equipment	£ nil	Premises (value of buildings you own)	£ nil	Premises (annual rental income you receive)	£nil	Office Items	£nil (on loan)	Other Items (<i>These MUST be specified</i>)	£	TOTAL REPLACEMENT VALUE:	£2000.00	<p>We have availability of sound mixing equipment FOC, computers donated FOC</p> <p>To be purchased</p> <p>To be purchased</p> <p>We have been given office availability at the MAZ Community Centre including use of office at the Makor Jewish Resource Centre in the MAZ Community Centre.</p> <p>Studio space is being made available by Leeds Jewish Housing in the MAZ Community Centre.</p> <p>Loaned: Fax use, desks, telephone equipment</p>
Item:	Amount:																				
Cash at Bank / Building Society etc.	£																				
Studio Equipment	£2000.00																				
Transmission Equipment	£ nil																				
Outside Broadcast Equipment	£ nil																				
Premises (value of buildings you own)	£ nil																				
Premises (annual rental income you receive)	£nil																				
Office Items	£nil (on loan)																				
Other Items (<i>These MUST be specified</i>)	£																				
TOTAL REPLACEMENT VALUE:	£2000.00																				

Section continues on next page...

4.6 Financial Information (continued) – Pre-Launch Expenditure: How much do you think you would need to spend in order to set up your proposed service? (This question relates <u>only</u> to pre-launch capital and other expenditure which you expect to make <u>before</u> you begin broadcasting. DO NOT include any costs associated with running the proposed service once operational.)		
Item	Details	£s
Premises (including pre-launch rent, refurbishment and fitting out costs etc.):	Premises are being made available FOC in the Community Centre for an initial period of 2 years	
Transmission Equipment:	Refurbished AM mast and transmitter to be supplied and installed by Datatrans Communications	£5000.00
Studio Equipment:	Additional required 2 CD players, mixers Airmate dedicated broadcast mixer	£500.00 £1200.00
Office Equipment:	Sundries not available FOC Telephone lines	£200.00 £200.00
Publicity and Marketing (if any):	Limited advertising in local Jewish press, car sticker and leaflets for community centre and local retailers	£500.00
Staffing (salaries etc.):	Station manager 6 months pre launch	4000.00
Other one off costs (please specify):	Computer programs	£300.00
Working Capital (Contingency Reserves)	Guaranteed by Makor Jewish Resource Centre	£1000.00
	Total set up costs	£12900

Section continues on next page...

4.7 Financial Information (continued) – Pre-Launch Income: How would you fund the setting up of your proposed service? Please provide details below. The total for pre-launch expenditure (above) should be covered by income as detailed below. If you are proposing to use existing group assets, please make sure that these have already been included under the relevant section (4.5 above). The first section of this question deals <u>only</u> with monetary (cash) income, ('in-kind' income is dealt with in a subsequent question (4.9)).			
Confirmed (secured) Cash Funding:			
Details of Funding Provider:	Terms and conditions placed on funding (if any).	Amount of Funding (£s).	% of Total Funding
Michael Freeman 66 Alwoodley Lane, Leeds LS17 7PT		3000.00	23%
Terry Stowe		3000.00	23%
Andrew Ullmann		3000.00	23%
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) Cash Funding:			
Community fundraising		4000.00	31%
<i>[Please add rows to the above as may be required.]</i>			
	Total Cash Capital, Set-Up Funding and Financial Support:	13,000.00	(Total: 100%)

Section continues on next page...

4.8 Financial Information (continued) – Pre-Launch Contingency: If there is short-fall in the resources above when compared to the amount you are intending to spend on preparing your proposed station for launch, please explain below how you would cover any outstanding costs. Alternatively, if you expect to have a surplus when the station is ready to launch please explain what you intend to do with such additional resources.
--

Mike Freeman has underwritten a further £1000 in case of shortfall. Any surplus will be set towards first year costs.

Section continues on next page...

4.9 Financial Information (continued) – Pre-Launch 'In-Kind' Support: What 'in-kind' support (e.g. equipment or services donated to you) do you expect to obtain which would help you set up your proposed service? Please provide details below. In the table below, you should value such non-monetary support at the cost you would otherwise expect to have to pay for it.

Confirmed (secured) 'In-Kind' Support			
Details of 'In-Kind' Support Provider:	Terms and conditions placed on this 'in-kind' support (if any).	Estimated equivalent value of support (£s).	For each item please show % of total 'in-kind' support
Office and studio space	none	5000.00	36%
Secretarial support		5000.00	36%
Studio and outside broadcast Equipment loan	none	2000.00	14%
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) 'In-Kind' Support			
We are supported by the Leeds Jewish Community who will provide personnel and funding as and when necessary		2000.00	14%
<i>[Please add rows to the above as may be required.]</i>			
		Total 'In-Kind' Capital and Set-Up Support:	(Total 100%)
		14,000	

Section continues on next page...

4.10 Financial Information (continued) – First Year Operational Expenses:		
How much do you think it would cost to operate your proposed service for the first year? This question relates <u>only</u> to operational expenditure once your proposed service has begun broadcasting. DO NOT include any capital or other pre-launch costs associated with establishing the proposed service.		
OUTGOINGS	Notes	
Items:	Please include any additional information that you think might be helpful below:	Year 1 Totals (£s)
Hp / Leasing		
General and Administration		
- Staff	Station Manager (part time)	£8000.00
- Premises	FOC	
- Legal and Professional	FOC	
- Establishment/overheads	Stationery, advertising, publicity, office expenses	£500.00
Engineering		
- Transmitter operating costs		£200.00
- Other (specify)		£100.00
Programming		
- Copyright fees	Maintenance of studio equipment	£3000.00
- Music library	music license	
- Acquired programming		
- News service		£120.00
- Other (specify)	news download	
Sales cost / commissions		
Marketing and promotion		£200.00
Audience research	car stickers, tee shirts, mugs etc.	
Others (<i>These MUST be specified</i>)	Ofcom and broadcasting licenses,	£1000.00
Total Outgoings		£13120.00

Section continues on next page...

4.11 Financial Information (continued): How do you expect to fund your proposed service during its first year of operation? Please provide details below. The total for of first year operational expenditure (above) should be covered by income as detailed below. If you are proposing to use existing group assets, please make sure that these have already been included under the relevant section (4.5 above). The first section of this question deals only with financial (monetary) income, ('in-kind' income is dealt with in a subsequent question (4.13)).

Confirmed (secured) Cash Funding:			
Details of Funding Provider:	Terms and conditions placed on funding (if any).	Amount of Funding (£s).	% of Total Funding
Mike Freeman		1000.00	4%
Terry Stowe		1000.00	4%
Andrew Ullmann		1000.00	4%
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) Cash Funding:			
	Leeds City Council grant	5000.00	20%
	Support from local Charitable Trusts	2000.00	7%
	Own fundraising	2000.00	7%
<i>[Please add rows to the above as may be required.]</i>			
Commercial and Other 'in-house' Sources			
On-air spot advertising		4000.00	15%
Programme sponsorship		8000.00	31%
Commercial revenues from off-air activities	Sale of mugs, tee shirts etc.	1000.00	4%
'In-house' non-commercial revenues	Founder Membership	1000.00	4%
<i>[Please add rows to the above as may be required.]</i>			
	Total First Year Income and Revenue Funding:	26,000.00	(Total 100%)

Section continues on next page...

4.12 Financial Information (continued) Operational Contingency: If there is short-fall in the resources above when compared to the amount you are expecting to spend during the first year of operation of your proposed station, please explain below how you would cover any outstanding costs. Alternatively, if you expect to have generated a surplus at the end of your first year of operations, please explain what you intend to do with such additional resources.

We are supported by the Leeds Jewish community who will underwrite any initial unexpected losses

4.13 Financial Information (continued) First Year 'In-Kind' Support: What 'in-kind' support (e.g. equipment or services donated to you) do you expect to obtain which would assist you in running the proposed service during its first year of operation. Please provide details below. In the table below, you should value such non-monetary support at the cost you would otherwise expect to have to pay for it.

Confirmed (secured) 'In-Kind' Support			
Details of 'In-Kind' Support Provider:	Terms and conditions placed on this 'in-kind' support (if any).	Estimated equivalent value of support (£s).	For each item please show % of total 'in-kind' support
Makor Resource Centre	Secretarial, telephone, fax and general office use	8000.00	47%
Leeds Jewish Housing	Studio space	5000.00	29%
Blind Society "Listen"	Studio equipment loaned	2000.00	12%
<i>[Please add rows to the above as may be required.]</i>			
Unconfirmed (not yet secured) 'In-Kind' Support			
ISDN lines in Donisthorpe Old Age Home, Zone Youth Centre, MAZ community centre	Sponsored on our website with links, and promotion on air, details to be discussed.	2000.00	12%
<i>[Please add rows to the above as may be required.]</i>			
	Total Value of First Year 'In-Kind' Support:	17,000.00	(Total 100%)

Section continues on next page...

SECTION FOUR: Ability to Maintain Service (continued).

4.14 On-Air Commercial Activities (see also Section 4.11 above): The legislation for Community Radio places limits on the amount of on-air paid for spot advertising and programme sponsorship that can be generated. No Community Radio station may generate more than 50% of required operational income from these two sources taken together. There are also additional restrictions, in particular relating to areas where small scale commercial broadcasters operate. More detailed information is available in the Notes of Guidance for Community Radio Licence Applicants and Licensees available at:
http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/.

Please provide answers for each question, giving details where appropriate.

During your first year of broadcasting would your proposed station carry on-air spot advertising?

YES

If you have answered 'No' to the above question, might your proposed service seek to carry on-air spot advertising at a later date?

[Yes] / [No] (*Delete as appropriate.*)

During your first year of broadcasting would your proposed station carry on-air programme sponsorship?

YES

If you have answered 'No' to the above question, might your proposed service seek to carry on-air programme sponsorship at a later date?

[Yes] / [No] (*Delete as appropriate.*)

4.15 Loans: If any of your proposed funding (either set-up or operational) is in the form of loans from directors, individuals or organisations associated with the applicant. Please provide details as to the terms of such loans including the expected repayment terms interest rate charged and any other associated costs.

[Answer Here] NO

Section continues on next page...

4.16 Alternative Funding Streams: What arrangements are in place in case your expected income streams (non-commercial and commercial) do not achieve the anticipated levels? What other options have you explored that might provide financial and / or 'in-kind' support for your proposed service? If you have proposals for expanding and / or changing the funding model of your proposed service after the first year of operation, please also provide details below:

We have the promised supported of the various Jewish communal organisations and individuals who will contribute as and when necessary
We will continue to seek funding from appropriate charitable trusts, Arts Council, EU and other appropriate institutions
We will be seeking Radio JCom supporters who we envisage will be paying an annual membership of £10 per person and expect to raise in excess of £1000.00 from this in the first year, thereafter increasing

Please continue to Section Five on next page.

SECTION FIVE: Engineering.

Section 105(1)(a) of the 1990 Broadcasting Act requires that when considering a licence application Ofcom takes into account the applicant's ability to maintain the proposed service. In addition to the structural, financial and other matters dealt with in the previous section of this application form, Ofcom also needs detailed information about your engineering and transmission proposals. In order to identify a suitable frequency for your proposed service, Ofcom needs detailed technical proposals about your transmission parameters. ***The following questions must be answered accurately and in full. Requested maps and photographs etc. must be supplied with your application. Ofcom reserves the right to reject your application if you provide incomplete or inaccurate technical information.***

5.1 Waveband. Please state whether this application is for an FM or an AM licence. Please also state if you are willing to accept the alternative type of licence should your first choice be unavailable. Please note that if you are willing to accept either FM or AM you must provide technical details for both options, as well as providing relevant financial information under Section Four of this document.

This application is for an AM licence YES --but would prefer to switch to FM as and when available

Should the first choice of waveband be unavailable, this applicant is willing to accept a frequency on the alternative wave- band. YES

5.2 Please provide a description of your proposed transmission site. Please describe the type of building or structure, explaining its current use. Please also tell us if this location is an existing transmission site and tell us who owns it.

We will be transmitting from the Marjorie and Arnold Ziff Community Centre, a three storey brick communal building with the two upper floors allocated to communal offices. The building is owned by the Leeds Jewish Housing Association Ltd.

The ground floor is reserved for communal meeting and entertainment rooms with a large café and reception area and a separate restaurant. The building is linked to two apartment blocks for Jewish disabled and elderly residents.

5.3 Please provide an NGR (National Grid Reference) for your proposed transmitter site. This must be in the format of two letters followed by two groups of three numbers, for example, the grid reference of Ofcom's Riverside House in London is TQ 322 804. (Ordnance Survey maps provide details of how to determine a National Grid Reference, and further information can be found at: <http://www.ordnancesurvey.co.uk/oswebsite/gi/nationalgrid/nationalgrid.pdf>)

SE 301 388

Section continues on next page...

5.4 Site Details. Please provide the name and contact details of the site owner together with the address of the proposed site itself. You **MUST** include the postcode of your proposed site. Applicants should be aware that any subsequent change of site location (even moving less than one kilometre) may mean that a frequency proposed by Ofcom for the proposed service may cease to be usable. If a suitable frequency cannot be secured for use at the alternative site, the proposed service may not be allowed to broadcast.

Name and contact details of site owner:

Leeds Jewish Housing Association Ltd
Marjorie and Arnold Ziff Community Centre
311 Stonegate Road
Leeds
LS17 6AZ

Tel: 0113 2684211
Fax:0113 203 4915

Chief Executive: Sheila Saunders

Address and post code of proposed transmitter site:

[Answer here]

Marjorie and Arnold Ziff Community Centre
311 Stonegate Road
Leeds
LS17 6AZ

Site Availability. Please tick those boxes below which best describe your group's situation regarding its proposed transmitter site.

Site Identified: [Yes]
Agreement in Place: [Yes]
Under Negotiation:
Group Owns Site: [No]

5.5 Please supply a map (or 2 x maps) showing the location of your proposed transmitter site and the coverage which you expect to achieve from a transmitter at this location. (Scale of minimum detail 1:25000.)

Transmission site map supplied: [Yes]
Coverage prediction map supplied [Yes]

5.6 Please provide photographs of your proposed transmitter site. Ofcom needs to know what your proposed transmitter site looks like and where it is situated in relation to other buildings and structures nearby. Please make sure that you indicate clearly the proposed location of your transmitter antenna(s).

Photograph(s) supplied: [Yes]
Number of photographs provided =

Section continues on next page...

5.7 Antenna Details. For FM licences, what is the height above ground level at which the transmitting aerial would be sited? For AM licences, what is the height of the transmitting antenna? Please confirm your assumed height of the ground above ordnance datum (i.e. sea level) for this site. (All heights must be given in metres, not feet).

15 metres at highest level

(c) AM – Height of Transmitting Antenna in metres.

Sloping wire 3 to 15 metres between two buildings

(d) AM & FM – Assumed height of local ground above sea level in metres.

100 metres

5.8 Radiated Power. What assumptions are you making about radiated power (for FM in either or both planes of polarisation), including the extent to which this may vary in different directions away from the transmitter? Please complete the appropriate sections below.

(a) If you are proposing to operate on AM, please give the Effective Monopole Radiated Power (EMRP) level you expect to need in order to cover your proposed service area.

2 EMRP to give 24 hour coverage

(b) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Vertical Polarisation). Note: In urban areas the maximum erp available will be 25 Watts.

[Answer here]

Section continues on next page...

(c) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Horizontal Polarisation) (if used). Note: In urban areas the maximum erp available will be 25 Watts.

[Answer here]

(d) **Radiation (polar) Pattern.** Please indicate whether you will be using a directional or omni-directional antenna system. If you propose to use a directional antenna system, you must enclose horizontal radiation diagram(s), for the vertically polarised signal component, as well as for the horizontally polarised signal component if this is to be used.

Omni-directional antenna(s) to be used? [Yes]

Directional antenna(s) to be used? [No]

If directional, then horizontal radiation diagram(s), for the vertically polarised signal component, enclosed? [No]

If directional, then horizontal radiation diagram(s), for the horizontally polarised signal component enclosed if used? [No]

5.9 Engineering Compliance, Transmitter Maintenance and Repair. Please provide details of the person within the applicant group who will be responsible for supervising or undertaking transmitter installation and maintenance (and for ensuring ongoing compliance with Ofcom's Engineering Code). If an outside contractor will be employed, please state who this is expected to be. Explain also the method by which you intend to provide a monitoring-point to allow for regulatory compliance checks by Ofcom engineers. If it is planned to use in-house resources, indicated test equipment available and show how important parameters of the signal will be monitored and controlled.

Chris Parkin
Datatrans Communications Ltd
Smithy Farm
Hopperton
Knaresborough
HG5 8NX

Datatrans Communications Ltd supplies and maintains Fresh Radio AM (Yorkshire Dales with Skipton ILR Licence) transmitters and equipment.

A monitoring point will be installed in the equipment for compliance checks.

5.10 Principal Transmission Equipment. Ofcom needs to ensure that your proposed transmission equipment is able to meet regulatory performance requirements. Please list the principal items (where possible including details of make and model). Give the maximum power output capability of the transmitter and include information about how you propose to keep your broadcast signal within regulatory limits.

Please list principal items of transmission equipment, together with manufacturer's names and model numbers.

Refurbished equipment to be supplied and installed by Datatrans Communications, Knaresborough.

1. Modulation Compressor/Limiter, Inovonics model 222
2. Transmitter – Phoenix AM50 + Control Unit
3. ATU Radica

Please state the maximum power output capability of your transmitter and include information about how you propose to keep your broadcast signal within regulatory limits.

Maximum power 50 watts

Above equipment will be sealed. Equipment will be checked, initially quarterly, and thereafter annually.

5.11 Stereo transmissions. In the case of FM transmissions, provided a suitable frequency resource can be identified, does your group intend to broadcast in stereo?

Broadcasts in stereo? [No]

5.12 RDS. Please state whether you plan to transmit a Radio Data System identification signal (RDS) in your broadcast transmissions (Please Note: RDS can only be transmitted by FM services allowed to broadcast in stereo).

RDS data to be broadcast? [No]

Please continue to Section Six on next page.

SECTION SIX: Programming Output.

Section 105(1) of the 1990 Broadcasting Act has two provisions which relate specifically to the programme output of Community Radio services. Section 105(1)(b) of the Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would cater for the tastes and interests of members of its target community (or communities), whilst Section 105(1)(c) requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would broaden the range of programmes available by way of local services in the area concerned.

Before considering these two specific requirements, Ofcom needs to have a detailed understanding of the community (or communities) your proposed station would serve and of the programming service you propose to provide. Please answer the following questions, considering your answers in relation to the above requirements of the Act.

The Community Radio Order 2004 defines a 'community' as:

- (a) the persons who live or work or undergo education or training in a particular area or locality,
- or,
- (b) persons who (whether or not they fall within paragraph (a)) have one or more interests or characteristics in common.

6.1 Target Community (or Target Communities) and Community Demographics. Please provide an outline definition of the community / communities you are proposing to serve. Please then include demographic information including:

- (a) Where they live,
- (b) The size of the population concerned,
- (c) Socio-economic information (for example include details of the makeup of the population as a whole within the area to which you propose broadcasting).

Target Community is Leeds Jewish Community of approximately 10,000 people, mainly resident in postcodes LS17, LS8 and LS6 (LS6 comprising many students). The community has a wide variety of needs and taste, as outlined in the enclosed Leeds Jewish Representative Council booklet. LS 17 and parts of LS8 are middle class areas, and LS6 has a large population of students, of which there is a sizeable Jewish element. The majority of the Jewish community live in LS17 and comprise 17.5% of the population in this area. Within this area Leeds Jewish Housing provides additional accommodation for single people, the elderly, supported housing, housing and accommodation for people with learning disabilities and mental health problems.

Section continues on next page...

6.2 Programme Service. Please provide a brief overview as to the nature of your proposed community radio service. Outline in general terms the approach and objectives of the programme service, the broad format and content to be provided.

Radio JCom intends to broadcast mainly to and for the Leeds Jewish community, with information and programs *for by and on* the varied social, cultural, educational, youth, religious, music, sports, disabled and minority activities and interests of the community (see Jewish Representative Council Year Book enclosed). Local business and communal organisations will be encouraged to sponsor or advertise on air. Radio JCom envisages a 24 hour service, 6 days per week, initially hopefully comprising of approximately 20% speech and drama, and 80% music (to include some music of Jewish interest and flavour and where possible local Jewish artists and bands). Radio JCom will offer radio broadcasting, training, air time and open days to encourage participation by Jewish communal organisations and individuals, together with debates and phone-ins on communal and other topics of interest to listeners.

6.3 Broadcast Hours. Please detail the number of hours of programme output you plan on broadcasting each day. If these differ between, for example, between week days and weekends, please provide details. Please let us know to what extent (if any) you are planning to repeat the transmission of particular output at differing times of day. If the number of hours broadcast is expected to increase over the licence period, please provide details.

Radio JCom intend a 24 hour service Sunday through Thursdays. On Fridays the service will cease at dusk (for the Jewish Sabbath) and recommence 7a.m Sundays. There will be no service on Jewish High Holidays (see timetable page 34 LJRC year book for details).

Intention is that What's On and local information will be repeated 3 to 4 times daily, and some other programs (for example for the blind) will be repeated 2 to 3 times weekly.

6.4 Amount of locally produced output included. How many hours per day is station output expected to be produced locally? Please, detail when during the day such output would normally be broadcast. (If the amount of locally broadcast material varies between week-days and the weekend please explain this in your answer.)

We intend the majority of programs (no less than 90%) be produced locally, albeit the majority of output will be automated (see 6.6 below)

We will look to link with 3rd party Jewish interest stations on an ad hoc basis. On no given day will this constitute more than 10% of our output.

Section continues on next page...

6.5 Details of Third party Programming Sources. Please provide information about any third-party programming output which you expect to broadcast. (This might for example include a news service, overnight sustaining service, or programming made by independent groups or community organisations.)

Subject to our closed periods as outlined in 6.3, we wish to operate a national news service (e.g. IRN) broadcast hourly 24 hours per day. Our overnight service will include locally produced music programming and additionally programs from Jewish radio stations worldwide.

6.6 Music and Speech Balance. Please provide the expected ratio of music to speech-based output of your proposed Community Radio service. If this varies over a 24 hour period please give details. In addition if you expect to alter this ratio over the course of a five year licence please give details of such expected changes (for example if you expect to begin with limited amounts of speech content that may expand later on in the lifetime of a licence award period).

INTENDED SPEECH OUTPUT

Sundays through Fridays:

Year 1

0600 – 1900 hrs (daytime) 20%, 1900 – 0600 hrs (night time) 10% (average 15%)

Year 2

Increase by 5% (average 20%)

Year 3 +

Increase by 5% (average 25%)

We expect to reach these targets by increasing the interactive broadcasts with our listeners through phone ins, debates, competitions and promotions, as well as outside broadcasts in the community

6.7 Type(s) of music output included. Please give details of the type(s) of music that you intend to include in your broadcasts. If you intend to provide more than one type of music (for example if you will be including specialist music programmes for different genres), please provide a percentage breakdown of expected music output by genre, and, where appropriate, by expected scheduling times. (The percentages given should be expressed in terms of total station output and not as a percentage of music output only.)

We expect to broadcast music by and for different tastes of our community. Our Youth programs will include appropriate music and bands, our programs for the elderly will include appropriate music, and our night time sustaining service will have a mix for different age groups and tastes. We will be promoting local musical talent and will encourage them to broadcast and offer them airtime as appropriate.

In addition we will be broadcasting Jewish music (e.g. Klezmer) and music with Jewish connections (e.g. by composer or subject).

We envisage the local live output to be about 5% of station output, the targeted output (e.g. to students, elderly, youth) to be at about 15%,the specifically Jewish related music at about 20% and the balance normal sustaining music (mainly overnight).

Section continues on next page...

6.8 Type(s) of speech output included. Please provide a percentage breakdown of expected speech output by type, (for example discussion programmes, news, documentaries, interviews etc.), and, where appropriate, by expected scheduling times. (The percentages given should be expressed in terms of total station output and not as a percentage of speech output only.)

Youth Programming

Produced by and designed for a wide range of Youth groups including cubs, scouts, sports, Zone youth group (see LJRC booklet enclosed). We expect most of this output to be produced by the Youth. Outside broadcasts will also cover their activities.

Student Programming

Produced mainly by and for the Leeds Jewish student population, mainly resident in LS16.

Culture

Ranging from local history to Jewish Book Club to Jewish and Israeli music, cookery, to Makor Jewish Resource Centre (see LJRC booklet enclosed)

Sports

Roundup of Jewish local sports organisations (e.g. golf, cricket, football etc.) for Youth and adults and outside broadcasts (Sundays particularly).

Leisure

Community and local events diary, what's on, holiday programs, quiz nights.

Discussion

Debates, including interfaith, phone in shows, community group discussions

Community

Community events diary, coverage of major events and festivals with and without outside broadcasts. Showcase for major community organisations, charities and societies through special speech based programming.

Education

Language courses (e.g. Hebrew, Yiddish),

Training

A percentage of our programming will be dedicated to training and encouraging any members of the community (particularly youth, students, disabled) to be involved with the Station.

Religious

Ask the Rabbi, religious debate, Synagogue news and round up, readings of the week.

Information

Includes news, weather, festivals, timetables, broadcasting highlights from Jewish newspapers and journals.

Specialist output for example :

Specific programming for the Blind, and linking to the Jewish Talking Newspaper (Listen).

Elderly – requests and information specifically for residents of the Jewish Old Age Home (Donisthorpe).

Special needs and disabled programs.

Intention : Total speech output approximately 15% year 1, and increasing (see 6.6)

Scheduling times to be arranged

<p>6.9 Automated Output. Please provide details of any automated output. These should include information about any whole programmes or lengthy sequences which will be originated locally yet be wholly automated or pre-recorded, and not reliant upon the presence of a presenter. Indicate the scheduling, duration and method of provision of such output (e.g. play-out system or satellite delivery etc.).</p>
--

Approximately 21 hours per day automated, but pre-recorded locally with all content as in section 6.8

6.10 Broadcast Languages(s). Please list the languages you intend to broadcast in. Where broadcasts will be in more than one language, please give details of expected percentage amounts of programming and proposed time(s) of scheduling in each language.

We will broadcast in English with very occasional output in Hebrew through international or specialist programming

Section continues on next page...

6.10 Tastes and Interests. Section 105(1)(b) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would cater for the tastes and interests of members of its target community (or communities).

When answering this question, please include findings from any research undertaken amongst members of your target community (or communities) together with any other information which demonstrates your understanding of their tastes and interests. You should also provide evidence as to why your proposed programming (as previously described above) would be relevant and cater for such tastes and interests.

The Leeds Jewish Community is compact and has wide ranging tastes and interests (see LJRC booklet enclosed). Radio JCom will broadcast programs which will reflect these tastes and interests. Many of the programs will be produced by and for the various local Jewish organisations who have shown considerable interest in, and have offered support to, our proposed Community Radio Station (see letters of support enclosed)

Section continues on next page...

6.11 Different and Distinct. Section 105(1)(c) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent to which the applicant's proposals would broaden the range of programmes available by way of local services in the area concerned.

How will your proposed community radio service be different and distinct from existing (non-BBC) local radio services in the area concerned (both local commercial stations and any existing community stations), and how will it broaden the range of programming offered in the locality? In addition, please explain how your proposed service will be of a nature or deliver content distinct from that of any other local service with which it overlaps by fifty per cent or more in terms of population. Please Note: Ofcom makes available coverage maps of its permanent licensed analogue commercial radio services on its web-site at:

<http://www.ofcom.org.uk/static/radiolicensing/amfm/analogue-main.htm>

If you think that your proposed service may also overlap the coverage of an existing Community Radio service by more than fifty percent in terms of population, you may not be able to check this on Ofcom's web-site. Instead, you may contact Ofcom's Community Radio Team for further information.

Radio JCom will be broadcasting to the Leeds Jewish community with programmes specific to its targeted audience. Subjects specific to our community are rarely if ever covered by existing local radio services. Radio JCom will be highlighting all the differing organisations and events specific to the Leeds Jewish Community.

Please continue to Section Seven on next page.

SECTION SEVEN: Evidence of Demand and Support.

Section 105(1)(d) of the 1990 Broadcasting Act requires that, when considering a licence application, Ofcom takes into account the extent of local demand for, or support for the provision of the proposed service. Ofcom needs information about the range and scope of demand and support which you have identified for your proposed service. This can include a variety of information, for example: letters from statutory or voluntary sector organisations which expect to contribute practically and / or financially to your operations, or which would expect to collaborate with you in joint activities; evidence of interest in your service generated through RSL activities; results of research; letters of support from local politicians, educational or religious bodies etc.; support from the business sector etc. Please Note:

It is for applicants to decide what evidence of support they wish to submit. However, Ofcom does not believe that generic support for the establishment of a new radio service is as meaningful as evidence of considered support for a specific applicant's proposals. This means that Ofcom does not attach great value to numerous examples of similar generic or form letters of support generated by your group. The submission of promotional videos and / or other supplementary promotional material is strongly discouraged.

7.1 Evidence of Demand / Support. Please provide a summary of evidence of demand and / or support for your proposed service. Copies of letters or research reports etc. should be submitted in separate appendices, which will not be published. However, your response here may include brief relevant extracts from such material and must represent an accurate and comprehensive summary of any such supporting evidence.

We are generally supported by the Leeds Jewish community. Please see enclosed LJRC Year Book and letters from:

Leeds Jewish Representative Council (President)
Makor Jewish Resource Centre
The "Zone" Jewish youth club
Donisthorpe Old Age Home
Leeds Jewish Welfare Board (Chief Executive)
Marjorie & Arnold Ziff Community Centre (Commercial Director)
Leeds Jewish Housing
JNF (Regional Director)
Leeds Jewish Blind Society (email)

*Please also find enclosed letter from:
Fabian Hamilton M.P*

Please also find enclosed
LJRC year book
Community Centre activities advert

Please continue to Section Eight on next page

SECTION EIGHT: Delivering 'Social Gain'.

Section 105(1)(e) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that every applicant for a community radio service must demonstrate that the proposed service would be provided primarily for the good of members of the public, or of the target community, and in order to deliver 'social gain' (both on air as part of its broadcast output and through other activities).

Applicants must provide evidence that their proposed service would result in the delivery of significant social gain to the public, or the target community. In addition, when deciding whether or to whom to award a community radio licence, one of the criteria to which Ofcom must have regard is the extent to which the proposed service would result in the delivery of social gain to the target community. The Community Radio Order lists four mandatory social gain objectives and a further (non-exhaustive) list of seven other social gain objectives that may be applicable.

Please use the first three questions in this section (boxes 8.1 to 8.3) to answer general questions about how the applicant proposes to serve its target community.

Explain (in boxes 8.4 to 8.7 below) how you propose to meet the four mandatory social gain objectives and explain (in box 8.8 below) what additional social gain objectives (if any) you intend to include as social gain objectives for your proposed service. For each of the objectives, please specify the nature of the targets involved and outline how you expect these to be achieved.

Finally, this section of the application form also gives applicants the opportunity to detail other forms of community involvement (boxes 8.9 to 8.11).

8.1 Addressing Community Needs. Please give a general overview of how, through the delivery of 'social gain' and other non-broadcast activities, you propose to ensure that your service will address community needs.

Although the Leeds Jewish community is sizeable within its local areas, it is underserved by the local and national broadcasters. Radio JCom will strengthen the awareness of the community generally by transmitting programs and information on the many active Jewish activities and organisations.

We will be encouraging training and active participation by all elements of our community, and we will hold regular phone in and discussion programs on topics of local and national importance to and about our community. We believe that as individuals in our community become more aware of the various organisations, groups and charities within it, they will be encouraged to participate in and support them.

Our proposed training programmes will help the youth, students and disabled to express themselves and integrate better into our and the community at large.

Our proposed inter faith debates will foster better relations between the different communities in our area.

Section continues on next page...

8.2 Targets and Milestones. List key specific objectives of your proposed service. Highlight key stages detailing what is expected to be achieved, how it will be achieved, with dates and any review process to monitor/alter objectives for the first year of operation. Please state how objectives will be reviewed and developed. Please use clearly phrased bullet points, for example:

- *"Providing (xx number) work placements / training places for target groups within (xx months) through liaison with (xx) organisation"*
- *"Reviews by community panels and questionnaires etc."*
- *"Quarterly in-house assessments of targets."*

We intend:

- ❖ To train within six months 30 prospective volunteer broadcasters and support staff in anticipation of Internet broadcasting due to start 2007
- ❖ To train within a further six months 20 additional volunteers in anticipation of radio broadcasting within 18 months of receiving a license.
- ❖ To hold monthly management and quarterly directors meetings to monitor progress.
- ❖ To assess reaction to the radio station by phone ins, questionnaires in the MAZ Community Centre, debates on air, and an open day for the public.
- ❖ To receive comment from the monthly meetings of the Leeds Jewish Representative Council, attended by representatives of all the local Jewish organisations.

8.3 Numbers Involved. Include information about access by the community to the station. For example include projections of the number of training, voluntary, and paid employment places provided. If numbers are expected to increase over time, please give estimates of the predicted increases and of the particular timescales involved.

Initially we will start planning (in anticipation of broadcasting) with the involvement of the Directors and management as outlined previously.

Within six months we would expect to have trained 30 prospective volunteer broadcasters and support staff in anticipation of Internet broadcasting due to start 2007, and within the next six months to increase the figure to around 50 in anticipation of radio broadcasting within 18 months of receiving a license.

We will offer ongoing training to volunteers including students, community workers and disabled in all aspects of broadcasting

8.4 Target Audience (*Mandatory social gain objective*). Explain how you have identified your target audience(s) (defined in Section six) as including individuals "who are otherwise underserved" (in terms of broadcasting services) and explain what appropriate radio programming you intend to provide.

Our target audience is the Leeds Jewish Community which is underserved by local and national radio. Within the community we have groups and individuals who would benefit from news on and discussion about, local Jewish topics and needs.

In particular our disabled, blind, youth and students would benefit from the availability of programs, news and discussions on topics relevant to them see (6.8 above) and not covered by existing broadcasters.

Section continues on next page...

8.5 Discussion and opinion (*Mandatory social gain objective*). Explain how your proposed service will "facilitate discussion and the expression of opinion".

We will hold regular discussion programs on local and in particular Jewish topics, together with phone-ins. (see6.8 above)

8.6 Education and Training (*Mandatory social gain objective*). Explain how you propose to provide "education [and /] or training to individuals not employed by the person providing the service" [/your organisation].

[Answer here]

We propose to run Radio JCom as a mainly volunteer station, and will be seeking volunteers to be trained in all aspects of radio to run the station. We will particularly encourage students, youth and disabled to be involved (see6.8 above)

8.7 Community Understanding and Links (*Mandatory social gain objective*). How do you propose to build a "better understanding of your target community and strengthen links within it?"

As a local broadcaster we would expect to have an audience in the general population as well as the Jewish community, and we believe this would foster good understanding from the outside non Jewish community who may not have an appreciation of the activities and interests of the Jewish Community.

We would hold inter faith debates on air and promote the Council of Christians and Jews, an inter faith organisation.

Within the Jewish community we would expect to foster a better understanding of the diverse needs and organisations within it and consequently improve social awareness and involvement

8.8 Additional social gain objectives. The Community Radio Order 2004 includes a (non-exclusive) list of additional 'objectives of a social nature'. These include:

- (a) the delivery of services provided by local authorities and other services of a social nature and the increasing, and wider dissemination, of knowledge about those services and about local amenities;
- (b) the promotion of economic development and of social enterprises;
- (c) the promotion of employment;
- (d) the provision of opportunities for the gaining of work experience;
- (e) the promotion of social inclusion;
- (f) the promotion of cultural and linguistic diversity;
- (g) the promotion of civic participation and volunteering.

Please include here details of any other ways in which your station intends to deliver social gain (these may be related and / or unrelated to the above).

By increasing participation in communal activities, access to training facilities, interaction between different groups and individuals, and access to information on the activities of the wider community.

Disadvantaged people would be empowered through enhanced skills and confidence, and more people would be encouraged to be involved with communal activities.

8.9 Other (broadcast) Community Radio Objectives. Please outline any other on-air community activities of your station, and describe how you will develop and deliver each of these.

We will broadcast a diverse music program to suit all tastes and age groups, and we would have particular programs on Jewish music, by Jewish musicians and encourage local musicians to broadcast.

We would give airtime to local Jewish theatre groups and individuals with talent.

We will be encouraging local organisations to feed us information on their activities, and we will be promoting communal events through news and events programs, and outside broadcasts.

We would encourage inter faith debate and inter faith groups to broadcast.

We would broadcast more general community information from hospitals, local council, public services etc.

8.10 Other (non-broadcast) Community Activities. Please provide details of any other community involvement that your organisation will have, aside from the provision of sound broadcast services. This section would include linkages with other community bodies, the promotion of community events etc.

As we will be broadcasting from our Community Centre we will be at the heart of the communal activities.

We will be promoting Radio JCom by promoting local activities e.g. The Leeds Jewish Theatre Festival and Jewish sports organisations, Synagogue activities etc.

<p>8.11 Other Information. Please use this space to highlight any other activities of your group which you feel are relevant to the delivery of 'social gain' by your proposed service.</p>
--

The involvement of different sections of our community (e.g. disabled, youth, elderly) will bring together diverse sections of the community to work together on projects of mutual interest

.

SECTION NINE: Ensuring Accountability.

Section 105(1)(f) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that, when considering a licence application, Ofcom takes into account the provision each applicant proposes to make in order to ensure its accountability to the relevant community in respect of the provision of the proposed service.

9.1 Accountability. Please explain below what approaches you propose to take in relation to this requirement and set out the practical (formal and / or informal) mechanisms which you will use to ensure that members of your target community can make contact with your service and influence its operation. Please also explain how suggestions and criticisms from members of your target community (or communities) would be considered and acted upon.

We will be surveying members of our Community by having phone-in programs to receive reaction, leaving questionnaires in our Community Centre, and holding an annual open day to receive comments and opinion. In addition our LJRC Director Sue Dorsey will feedback reaction from the many organisations she represents, as will our Director Stan Cundle.

Our JCom website will have a section for feedback and opinion.

We will hold monthly directors and management meetings to consider public demand and opinion.

We will hold regular members meetings receive opinion and feedback, and annual meetings to elect directors and review progress.

In addition to requiring Ofcom to take into account the various elements of the Broadcasting Act 1990 as set out above, the Community Radio Order 2004 sets out a number of 'Community Radio Characteristics' which Community Radio Licence holders need to ensure their services conform to. Most of these characteristics are covered in greater detail by aspects of various selection criteria (Sections 105(1)(a – f) of the Broadcasting Act 1990). However, one of these characteristics, related to accountability, is additional to the requirements of the selection criteria such that Ofcom requires specific information as to how it would be complied with.

9.2 (Community Radio characteristic) How do you propose to ensure that provide members of your community with "opportunities to participate in the operation and management of the service"? This section covers the involvement of members of the target community in the activities of the community radio station and provisions in place to ensure that members of the target community can influence the development of its services.

Our membership will be open to any community member and we will hold open elections for directorships on a rotating basis.

We will advertise extensively for public participation in Radio JCom as we wish to operate with a mainly volunteer staff. We will be broadcasting about the many activities and organisations in our community and would expect those organisations to have input into our programming and where suitable be involved in broadcasting.

We will allow local legitimate organisations access to training where practical.

SECTION TEN: Access To and Training In the Use of Facilities.

Section 105(1)(g) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004, requires that, when considering a licence application, Ofcom takes into account the provision each applicant proposes to make to allow for access by members of the relevant community to the facilities to be used for the provision of the service and for their training in the use of those facilities.

10.1 Facilities - Access and Training. Please explain below what approaches you propose to take in relation to this requirement and set out the practical (formal and / or informal) mechanisms which you will use to ensure that members of your target community can gain access to your facilities and receive training in their use.

We intend to advertise locally through the various Jewish organisations, Community Centre and press, training programmes in all aspects of Radio Broadcasting. We have volunteers who are professional broadcasters who will be training community members on an ongoing basis.

We are anticipating commencing Internet broadcasting shortly, and will use the facilities and volunteer staff as part of our training programme for the Community Radio station

Please continue to the declaration on next page.

Others Documents and Information included with this application (please provide details below).

Leeds Jewish Representative Council Year Book

Letters of support

Please indicate the payment method. Including the following information:

Payment £600.00 enclosed

Method of Payment Cheque

Name of Payee (the person who is making the payment):

Their Bank Sort Code:

Account Name (from which the payment is being made):

Anticipated Date of Receipt by Ofcom: 11th June 2007

I hereby apply to Ofcom for the grant of a Community Radio Licence for

[Insert name of Applicant Company here] Radio JCom Limited

and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct. I confirm that I have completed this form as completely as possible and that I have attached / sent any required additional documentation, together with the non-returnable application fee of £600.00

Name: (Block Capitals):	TERENCE BRIAN STOWE
Position:	DIRECTOR
Date:	8th June 2007
Signed	

When you have completed, checked and signed you application as required, please send it, together with any additional information and the required payment, to Ofcom, following the instructions set out at the beginning of this document.

Please make sure you keep a copy of this form for your records.

==ENDS==