ANNEX PART 1 Key Commitments

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**Key Commitments**

# Licence number: CR000116BA

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| **Service name** | **Ujima Radio** |
| **Licence area** | **Bristol (as shown in the licensed coverage area map)** |
| **Frequency** | **98.0 MHz** |

# Description of character of service

Ujima Radio is predominately for people of African and Caribbean heritage living in the St Paul’s and Easton areas of Bristol. It informs, represents, educates, entertains, communicates and celebrates culture, heritage and diversity within the local African/Caribbean communities, and generates strong community support and participation. It provides an accessible range of programmes and equips individuals and local groups with the skills to create, produce and broadcast programme content.

The service broadcasts:

* Music. The main types of music broadcast over the course of each week are: African and Caribbean genres (comprising over half of the music output)*.* Music of Black Origin produced in the UK will also feature.

* Speech*.* The main types of speech output broadcast over the course of each week are:

community information, topics affecting local residents, chat shows, interviews, discussions, and entertainment news of local importance to our communities of interest*.*

* Over the course of each week the output is broadcast in English, and sometimes other languages of African heritage.
* The service provides original output[[1]](#footnote-1) for a minimum of 15 hours per day*.*

* The service provides locally-produced output[[2]](#footnote-2) for a minimum of 13 hours per day.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

* the facilitation of discussion and the expression of opinion,

* the provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service, and

* the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[June 2008. Revised August 2013; November 2016; March 2023]

1. Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement. [↑](#footnote-ref-1)
2. Locally-produced output is any output made and broadcast from within the service’s licensed coverage area. It may include all types of local production. [↑](#footnote-ref-2)