

Community radio licence: key commitments

Licence outline: CR017

Station name	Insight Radio
Community to be served	Blind and partially sighted people, and others who struggle to access printed news and information such as people with dyslexia or learning difficulties, in Glasgow.
Licence area	West Glasgow (up to a 5km radius from the transmission site)
Frequency	101 MHz

Character of service

Insight Radio's main programming goal is to provide information to blind people which they would ordinarily struggle to access - broadcasting a high level of news, current affairs debates and public service information. Feature material plays a vital role in the programming make up, providing blind people with specialist information, such as health advice, in an entertaining and informative manner.

Programming

Insight Radio is primarily a speech-based service, with around 65% of programming dedicated to topical discussion, news and literature. Programming is focused on providing a visual picture of news and information, to provide blind people with access that is denied to them when published in print.

- Live programming output will typically comprise 65% speech and the remainder music ('speech' excludes advertising, programme / promotional trails and sponsor credits).
- Insight radio will usually broadcast a live 9-hour schedule from 0800-1700 hours Monday – Friday. 8 hours of this output will usually be produced locally. Programming at weekends will be a compilation of material voice-tracked initially with plans to increase the level of live output to weekends in time.
- Programmes will be presented by blind and/or partially sighted individuals at all times. Blind and/or partially sighted producers will also be involved in broadcast output.
- Speech output will typically include news and current affairs, a newsread/ magazine supplement focusing on human interest issues, an audio books programme, feature programming on issues such as health, technology and business, and programmes from other regions/ countries that will be of relevance to the target community. The music played is varied, from the 1940s through to present day. The station may occasionally broadcast Gaelic programming of relevance to the target community.

- Additional programming from external like-minded organisations may be used if the material is relevant to the target audience.

Social gain objectives

Community Radio Order 2004: "It is a characteristic of community radio services that they are local services provided primarily (a) for the good of members of the public, or of particular communities, and (b) in order to deliver social gain, rather than primarily for commercial reasons or for the financial or other material gain of the individuals involved in providing the service."

"(a) the provision of sound broadcasting services to individuals who are otherwise underserved"

- The service is specifically focussed on the blind and partially sighted community (which is not served by other broadcasters in the area). This group will be served through the broadcasting of news that has been printed that day, programming that is directly relevant to the target community and access to training.

"(b) the facilitation of discussion and the expression of opinion"

Insight Radio will encourage debate and discussion by:

- Hosting regular live studio debates.
- Interviewing people involved in the news for their expert opinion.
- Encouraging listeners to contribute to programming items via phone ins
- Using blind focused websites and traditional blind networks to encourage feedback and to debate issues raised on the station.

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

- Blind and partially sighted people in the station receive extensive training in partnership with BBC Scotland and other operators. Training focuses on developing live presentation skills, research skills, communication, digital editing, digital recording, voice training, reporting and news analysis. Regular work shadowing allows volunteers to refresh their knowledge. Targets for the first year are to fully train 3 blind/partially sighted individuals.

- Sighted volunteers receive training in presentation skills, communicating in a live studio environment, news analysis as well as basic visual awareness training.

"(d) the better understanding of the particular community and the strengthening of the links within it"

- The station will hold half-yearly meetings with its target market. These will be an open forum to discuss programming and training needs, and also be an opportunity for the station to update its audience on developments within the station.
- The station's Youth Project will link up with education providers such as the Royal Blind School and Rosshall Academy in Glasgow to encourage the participation of visually impaired young people. Target is for up to 4 work-experience placements per year to be offered to school-aged pupils with visual impairments.
- The station will use its listeners' panel to provide feedback to the board to improve its understanding of the audience and community.
- The station will open its outreach to include anyone who has problems reading, engaging with groups dealing with learning difficulties – e.g. Dyslexia Scotland and encourage the integration of individuals into the radio service.
- Insight radio will welcome involvement and input from other groups such as Dyslexia, Visibility, Wireless For The blind etc to offer unique opportunities for others to learn about radio.

Additional social gain objectives:

- The station will deliver news and information from within the social work departments of local authorities, providing a link between these organisations and their audience.
- Sighted volunteers will develop a better understanding of the needs of blind and partially sighted people.
- The station will work with blind organisations, business and health organisations to promote the employability of blind people and raise awareness of their needs and skills.
- Insight radio will continue to train staff and volunteers to the standard expected by the radio industry and will encourage movement into the industry from a voluntary/training position to fulltime employment. Insight radio will continue to attempt to convince the industry that blind and partially sighted people CAN and DO work in radio.

Access and participation

Community Radio Order 2004: "It is a characteristic of every community radio service that members of the community it is intended to serve are given opportunities to participate in the operation and management of the service."

- Blind volunteers hold senior positions, for example, producing and presenting a high-level political programme and a current affairs show, as well as doing research for feature programming. Insight Radio has a pool of around 50 volunteers of which approximately 15-20 are regular weekly contributors.
- The station will encourage the participation of those who cannot attend the station through outreach work, and by engaging them in programming by interviewing and assessing their views. The station will aim to involve up to 300 such people a year.

Accountability to the target community

Community Radio Order 2004: "It is a characteristic of every community radio service that, in respect of the provision of that service, the person providing the service makes himself accountable to the community that the service is intended to serve."

- Insight Radio's listeners' panel will hold a seat at board level. The panel is made up of four blind people from diverse backgrounds and age groups (15-55). The panel reports directly to the board, and the station manager has a responsibility to act on their programming guidance.
- Insight Radio will have a 6-monthly open house e-debate (online) with service users to ensure that the station meets the demands of its audience.
- Insight Radio has one-on-one meetings with volunteers every six months to ensure that their skills development is ongoing, and to assess further development needs.
- Outreach work across Glasgow and Scotland will be used to ensure the station keeps in touch with its audience.
- Online feedback will be possible through the station and partners' websites. All feedback communication will be kept and used to compile an annual report on "Key Performance Indicators". These KPI's will be reviewed inline with the feedback received from listeners and contributors and will form the basis of programme output reviews. We will rely heavily on the feedback of people from the blind and partially sighted the community to ensure we are getting the tone and content of our programmes right at all times.

**All material in italics is direct quotations from the Community Radio Order 2004*

March 2007