

Community radio licence: key commitments

Licence outline

Station name	Awaz FM
Community to be served	Asian (Indian sub-continent) communities resident in urban Glasgow
Licence area	Central Glasgow (up to a 5km radius from the transmission site)
Frequency	107.2 MHz

Character of service

Awaz FM will serve the Asian (Indian sub-continent) population residing in Glasgow. It will deliver entertainment, community information and news. The station will endeavour to be the Asian voice of Glasgow, directly supporting and promoting good causes through its programming, and offering training opportunities to the community.

Programming

Output will be a mix of music of Asian origin, magazine style programming and speech programming. Some content will be delivered in multi-lingual formats.

- Live programming will typically comprise 60% music and 40% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits, and may be calculated over any four hours).
- The music shall cater for all age groups in the target community and include all genres of Asian music. The majority of the music output broadcast shall be from the Indian sub-continent including music from film industries of Bollywood and Lollywood, and from Bhangra Indian artists and Bhangra fusion artists mixing music from the UK and worldwide.
- The speech output will include a daily community morning show, community features, phone-ins, interviews and discussions of interest and relevance to the target community. Some programming will specifically aim to serve the needs of refugees and asylum seekers. Coverage of various religious and cultural festivals will be featured.
- Output will be broadcast in Hindi, Urdu, Punjabi and English as well as other community languages such as Arabic, Sarayki and Farsi.
- The service will typically be live for at least 15 hours each day, seven days a week with the remaining output automated. (Live programming may include pre-recorded inserts, if applicable).

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 Asian community of Glasgow as well as providing output for refugees and asylum seekers . These communities are not currently served in the area. The station will provide informative programming on such topics as, education, asylum and health, to promote cultural values and identity and to provide advice and support to the community in a multi-lingual environment.

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

The station shall facilitate this requirement by including:

- Discussion programmes
- Phone In shows
- Expression of opinion via phone ins, emails, bulletin boards via web site.
- Advisory and steering groups
- Engaging with voluntary and statutory organisations to promote the social gain benefits of using the service as a platform for their services, and broadcasting material about these groups.

"(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"

The service aims to offer education and training to the target community by a variety of methods, listed as follows:

On-air educational programming, for example:

- Asylum seeker programmes, NHS programmes, in-house news service all in bi-lingual format. Features on employment agencies, immigration services, health services etc.

Training

- Courses run in partnership with Reid Kerr College, Paisley (10 week duration and focus primarily on on-air presentation techniques)

- Induction for all new presenters/volunteers within the first two weeks of volunteering.
- Specific in-house training: on-air presentation, technical, production techniques, good practice in programming, communication skills and confidence building.
- One to one volunteer evaluation to be conducted every 6 months to identify further training needs and personal development required.

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

Awaz FM will promote a ‘one voice’ approach by encouraging civic harmony and promoting social inclusion. The station shall endeavour to achieve these aims by a variety of methods:

- Road-shows
- Shared understanding of religions and religious festivals
- Promoting a better understanding of racial issues.
- Advisory panels and Steering Groups to ensure consultation with each sub group within the target community (age, religions, ethnicity etc)
- Promoting Scottish Executive Campaigns
- Promoting awareness of Glasgow City Council services.
- Links with voluntary sector organisations such as EMEC - Ethnic Minority Enterprise Centre, YCSA – Youth Counselling Services Agency, Islamic Relief, Guru Nanak Trust and Yorkhill Hospital for charitable events. Recognising creativity (drama and poetry) through Ankur Arts.
- Assisting BME organisations (such as PIAH – Positive Action in Housing, GARA - Glasgow Anti Racist Alliance).

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.”

Awaz FM will have open access to training and to the studio and encourage local participation and involvement with the station at all levels including management.

Specific targets are as follows:

- To recruit at least 5 new volunteers a year. An induction course for all new volunteers will introduce them to the radio environment.
- Training courses arranged by external media colleges in association with group at the studios. This includes an Audio Visual Production (Radio) Course being organised in conjunction with Skillset and Reid Kerr College. Group aims for 12 individuals a year to complete the course which is one day a week for a year.

- In-house training offered to all volunteers through Awaz's on-air and technical and production training modules.
- One to one volunteer evaluation every 6 months to identify further training needs.
- Allowing members of the community to participate at board level and provide them with an avenue to inform the future development of services and programmes. Awaz will aim to encourage representation on the board including:
 - Members of the target community
 - Business representation
 - Voluntary organisations
 - Volunteers from within the group
 - Religious groups e.g. Glasgow Central Mosque, Guru Nanak Temple and local Christian Church.

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."

The group will operate an open door policy and encourage community individuals and groups to relay their views and suggestions via mediums of their choice, ranging from email, letters, face to face contact and telephone. Listeners will have the opportunity to log and express their opinions via the website.

The group shall encourage accountability by:

- Setting up an advisory group to ensure meaningful consultation and participation in how the service will evolve.
- Undertake to conduct an annual survey of listeners
- Monthly compilation and monitoring of comments, suggestions and views expressed by target communities to be reviewed or actioned where appropriate on a bi-annual basis
- A board which includes a range of members (see above).

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

January 2006