

## **Community radio licence: key commitments**

### **Licence outline: CR031**

|                               |   |
|-------------------------------|---|
| <b>Station name</b>           | <b>Radio Asian Fever</b>  |
| <b>Community to be served</b> | <b>The South Asian communities of Leeds</b>                             |
| <b>Licence area</b>           | <b>Harehills, Leeds (up to a 5km radius from the transmission site)</b> |
| <b>Frequency</b>              | <b>107.3 MHz</b>  |

### **Character of service**

Radio Asian Fever will provide a radio service in various community languages and English, training opportunities and a platform for local community to air their views and concerns, also giving a springboard for local talent within the target community. It aims to empower the community, including young people and women through the promotion of health, education, training and employment opportunities. The station will aim to educate, inform and entertain through its services.

### **Programming**

- Output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). Some output will be speech-based, some music-based and some combine music and speech elements.
- Music output will comprise Bollywood, Lollywood, Indian and Pakistani folk (Punjabi), Bhangra, Asian Fusion Music and some Arabic / Pushto.
- Speech output will include debates, discussions, interviews, local, national and some international news, as well as community news and information, and also some cultural and entertainment based output. Some output will cater for young people and women. There will be some religious and cultural output, at times of religious significance and cultural celebration.
- The service will be delivered in a multilingual format including Urdu, Punjabi, Mirpuri and English as well as other secondary languages, (Bengali, Pushto and Arabic).
- The service will typically be live for at least 15 hours per day. (Live programming may include pre-recorded inserts, if applicable). Automated output will reflect live outputs and will include repeats of materials broadcast during the day and or other times.

**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 South Asian communities of Leeds are not served by any other commercial or community radio broadcaster. There is no means for information on various important issues, such as education, health and social matters, to be communicated to the target communities in their own languages. This leads to some communities being unable to access appropriate services and thus become more marginalised. The dissemination of information in community languages, using various methods / means is an important function of the station.

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

- The station will provide opportunities for listeners to take part in discussions and debates, as well as interviews with local voluntary, statutory and community organisations. The station will provide opportunities for listeners to put questions to interviewees and service providers.

*"(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"*

Asian Fever will work towards:

- Providing Media Training facilities at Radio Asian Fever studios.
- Providing 10 work placements for radio training. In-house training will be offered in a range of radio skills, working in partnership with local education and or training bodies.
- Recruiting and training for a minimum of 5 volunteers from the target community per year.
- Working in partnership with ESOL providers and other learning organisations, to promote and encourage uptake of provisions by target communities.
- Provide workshop events within the community to aid access for those who cannot attend studio-based workshops

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

- The station will involve community groups / service providers (voluntary, community or statutory agencies) in output. The station aims to raise awareness of local issues concerns and needs. These groups / service providers will have the opportunity to talk about their work / services, on issues of relevance to the target communities.
- It is intended that training, volunteering opportunities and discussions / debates will give people the skills to better engage with service providers and take up services on offer to them.
- The service will offer opportunities to bring together people from diverse nationalities, cultures and religions to hear about and discuss common issues of concern.

Additional social gain objectives:

- Encourage media students to gain experience and practical skills to enhance their career progression and interests. Work placement opportunities will be publicised on the radio.
- The station hopes to take part in events in the community celebrating cultural, religious and traditional events
- Promote talent from the local community.

### **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.”*

- Radio Asian Fever is based in the heart of the Asian community. The station operates an open door policy and is accessible to the target community.
- Members of the management committee, staff and volunteers are from grass root local community level. We will endeavour to ensure that they are reflective of the target communities.
- Volunteering opportunities are open to all members of the target community, through this on to the Management Committee. Volunteers with good attendance / commitment record and appropriate skills and knowledge of the target community will be invited on to the Advisory Group for a period of one year, and where appropriate on to the Management Committee for a period of two years.

- Training is available to volunteers / members of the community who wish to become involved in the station.

### **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 Management Committee will meet on a quarterly basis to set specific programming and other targets in response to input from members of the target community.
- The Advisory Group of seven members will meet on a quarterly basis, allowing the individuals to meet with members of the stations Management Committee and staff. Volunteers may put their name forward for the Advisory Group after having completed 6 months volunteering.
- An Advisory Group will feedback issues of interest and concern, and the needs of the target communities, and recommend appropriate action to the management team. Action plans will be put in place to implement suggested improvements in response to feedback. Minutes will be kept of all meetings.
- The station operates a complaints policy. This will be publicised by various means, including on-air and on the website. General feedback will be encouraged directly to the station, or to the advisory group, through occasional programmes inviting feedback
- There will be regular in-house assessments of feedback from the listeners via various routes.
- Annual AGM.

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

March 2007