

Community radio licence: key commitments

Licence outline: CR043

Station name	Féile FM
Community to be served	Those persons living and working in West Belfast
Licence area	West Belfast (up to a 5km radius from the transmission site)
Frequency	103.2 FM

Character of service

Féile FM was set up in 1996 by Féile an Phobail (West Belfast Community Festival) to provide a community broadcasting service for the West Belfast Community from the bottom of the Falls Road at Castle Street to the estates of Poleglass and Twinbrook in the Lisburn area.

The service reflects the diversity, cultural, political, historical and social experiences of a broadly nationalist working class community. The station promotes Irish language, music, showcases local talent and provides a quality information service of relevance to the community. The Aims and objectives of the programmes are to promote the right to communicate, to assist the free flow of information and opinions, to encourage and create expression and to contribute to the democratic progress [of] a pluralist society.

Programming

- Daytime output (between 07:00 and 19:00) will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). Outside such hours, evening and overnight output may typically include a greater percentage of music content.
- Daytime output will typically include at least seven hours live output each day (Live programming may include pre-recorded inserts, if applicable). In general, the station's output will be locally produced, although, on an occasional basis and to a limited degree, some material may be sourced from elsewhere.
- Speech output will typically include news material (community local and national), interviews, discussion programmes, phone-ins, documentaries, informative shows, political and current affairs output, and general coverage of community issues. Other types of speech-based output are permitted.
- Music output will comprise of a mix of a range of styles including, but not exclusively, classical, jazz, pop, Irish traditional music, soul, Motown, reggae, R&B, Hip Hop, current chart entries, hits from the 60s,70s 80s 90s, as well as from more recent years, country, multicultural (Polish, Basque, African, Filipino)

styles), dance, folk, easy listening. Music programming will consist of both general music programming and dedicated specialist music output.

- The majority of output will typically be broadcast in English, with Irish language output typically comprising in the region of 25% to 35% of speech output. The station intends to broadcast some minority language output (for example to the Filipino community) and the use of other languages is permitted.

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"

- Féile FM's inclusion of community focussed programming will enable listeners to reflect on community issues such as *'community troubles, ex-prisoners, ethnic minority ...joyriding, homelessness, drug and alcohol abuse.'*
- Féile FM will try to reach out to the Protestant Community in West Belfast.
- Féile FM has identified that West Belfast has one of the highest populations of permanently sick or disabled individuals according to the Census of 2001. Féile has therefore, developed a disability development programme to provide these people with a voice.

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

Féile FM will:

- create programmes dealing with a range of topical issues – including health, benefits and (as a current example) water charges etc.;
- invite local and national personalities to take part in the station's broadcasts – including members of public bodies and statutory agencies;
- promote other cultures through its 'Community Initiative' – inviting guests from a range of ethnic backgrounds, including those from the Filipino Community, Travelling Community, Chinese Community etc.
- broadcast daily a programme aimed at encouraging listeners to phone into the station to partake in debate on a range of issues;
- create arts based programming, including radio dramas, live performances, arts reviews and discussions.

“(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”

- Féile FM will provide training and placement opportunities for Féile FM volunteers and interested members of the local community. This training will increase the skills and employability of volunteers and will also provide Féile FM with a constant supply of trained employees.
- Féile FM will take advantage of the expertise of successful OCN students to offer placements for A-level and third-level students to study media and technical studies.
- Féile FM will visit schools and colleges to provide relevant training courses to students that are interested in media and radio studies.

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

Féile FM will establish a development plan to satisfy this requirement. As part of this plan the service will:

- encourage local community representatives to participate in the organisation of the station so that the community will be able to indirectly evaluate the service;
- organise team building events to inform the community of any developments;
- set up sub-groups and run monthly meetings to inform the station manager of the opinions of the community;
- carry out four project evaluations per year and two planning sessions per broadcast.

Additional social gain objectives:

- Féile FM will provide facilities to enhance the ability of community groups to be recognised within the community.
- Those involved in the provision of the radio service will be helped to develop personal and inter-personal skills.
- Through their involvement in the station, volunteers will be able to play an active part in the development of West Belfast.

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."

- Féile FM will operate an 'open-door' policy, allowing members of the public to approach the station with programming suggestions or ideas to develop the station's output.
- Féile FM will maintain a large volunteer base, through which members of the community will be provided with opportunities to participate in the operation and management of the service.
- Members of the community will also be invited to visit the station, with opportunities being provided for individuals to see how broadcast output is developed and produced.

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."

To satisfy this requirement Féile FM will:

- constantly evaluate and review its output to satisfy the tastes and interests of the community;
- set up a monitoring system to ensure that standards are maintained;
- place a suggestion box in a prominent place in the radio station at all times;
- carry out review and evaluation sessions, allowing members of the public to express their opinions concerning the service;
- send out press releases and use other promotional routes to encourage local people to volunteer and become involved in all aspects of running the radio station.
- Féile FM will also implement a complaints procedure:
 - Listeners may provide feedback in writing, via the telephone or by email. The feedback received will be included on the station's feedback database and stored in accordance with 1998 Data Protection guidelines.
 - All Féile staff will receive training on the feedback system and all the information received will be correlated at the end of each week. The

Administrator will draw up weekly and monthly reports which will be published in the organisation's database and presented to Féile FM's monthly management committee meetings

- Hard copies of feedback received will also be kept on file at Féile FM in accordance with the 1998 Data Protection Act.
- All feedback received will be categorised into four key areas, viz:
Comments / Complaints / Appreciations / Enquiries
- If a listener has requested a response from Féile FM with regards to his/her feedback the initial response will be drawn up by the most relevant person or persons within Féile FM to deal with the comment/complaint. A complaint with regards to a factual inaccuracy on a news report for example, will therefore be dealt with by the news team and a comment/complaint regarding the schedule will be answered by the Radio Coordinator. All responses to feedback received will be checked and verified by the Radio Coordinator before delivery.
- All comments, complaints, appreciations will be answered within 10 working days of receipt. A listener can request a response in writing, by email or over the telephone.
- If a listener requires further clarification or if s/he is not satisfied with the response received, a comment or complaint may be escalated to the Management Committee who will formulate a response within 30 working days of the date in which the listener requested a further response.
- In the case of a complaint being upheld, details will be published on the station's web-site immediately following such a conclusion being reached,

[DRAFT LH 17th April 2007].