

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

### **Licence outline: CR067**

<b>Station name</b>	<b>Asian Star</b>
<b>Community to be served</b>	<b>All sections of Slough's large and diverse Asian community</b>
<b>Licence area</b>	<b>Slough, Berkshire (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>101.6 MHz</b>

### **Character of service**

Asian Star's programming policy will focus on the needs and interests of all of the Asian community in Slough with balanced coverage of the different language and faith groups. The station is committed to effective community accountability and considers training to be a core component of its operations with a priority given to training young Asian people in media skills.

### **Programming**

- Output will typically comprise of 75% music and 25% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music Output will cover a full range of Asian tastes including: Bhangra; Bollywood; Punjabi Folk; Qawaali; Ghazals; Pakistani music; Indipop; Arabic; Bengali; Pashto, RnB Urban and Polish
- Speech output will include topical discussions, interviews, documentaries and features, news programming, community information, oral history and radio drama.
- Output will be broadcast in English, Punjabi, Hindi and Urdu.
- The service will broadcast 24 hours per day, 7 days per week. With live output for at least 12 hours a day. The station will rely upon automated output overnight. The majority of the output will be locally produced.

### **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”*

- Asian Star will provide output to satisfy the demands of this audience by providing a diverse music service with a mix of Asian/Slough community orientated speech programming. Such a service is not provided by any other broadcaster.

*“(b) the facilitation of discussion and the expression of opinion”*

- Asian Star will broadcast a relatively high proportion of speech content (25%). Speech programming will be designed to encourage the community to participate in discussion. Phone-in debates on topical and community issues will be a regular feature.
- Asian Star will broadcast religious programming servicing the three main faiths in the area.

*“(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 provision of training in media and ICT skills will be a core component of Asian Star operations supported by experienced media trainers. To achieve this aim, the group will:

- Provide 10 individuals with the opportunity to participate in the Asian Star Training Programme – 10 week long accredited training course designed to provide young people with skills in broadcasting to equip them to seek future employment;
- Develop and provide short term “taster sessions” to at least 20 people over the course of a year;
- Develop a collaborative relationship with the Government’s *Creative Partnership* creativity programme to enhance training into the local Slough schools for the benefit of teachers and students alike;
- Provide informal training opportunities to approximately 20 volunteers on an annual basis;
- Work with local schools and youth groups to introduce students to broadcasting and radio.

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

Asian Star will:

- Recruit presenters and volunteers mainly from the local community to ensure that the station is reflective of the community it serves;
- Broadcast community information and participation programmes to promote better understanding of the issues and concerns of the target community;
- Hold quarterly open meetings and an annual general meeting to consult the community.
- Hold a 'community-building' event to gather feedback from the community.

Additional social gain objectives:

Asian Star will:

- Provide information about local services and amenities;
- Empower the community by involving it in decision making;
- Facilitate community consultation on local regeneration;
- Promote employment by providing training and work experience to the community;
- Promote the inclusion of minority groups;
- Provide an outlet for cultural expression.

### **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."*

- Asian Star will develop a volunteer base of programme producers, presenters and off-air volunteers recruited from the target community, and encourage short term volunteers to take on regular commitments to programme making and off-air support for the station.
- Offer appropriate informal and accredited training to volunteers (as set out above).
- A number of directors, with a diversity of background and experience will be chosen from among the community. There will be around 7 such community Directors serving for 5 years.

### **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 achieve this, Asian Star will:

- Select some directors from among the community (as set out above);
- Ensure that the board is accountable to the wider community through the station's open membership. Asian Star will operate a 'Supporters Club' to act as a consultative body that the board will ask for advice. Membership is open to anyone from the community for a small donation. Meetings will be held of the supporters club where members will have an opportunity to air opinions and provide ideas for the station.
- Hold Annual General Meetings in order to report the station's achievements and progress to the community;
- Organise regular consultative meetings so that the community can provide feedback to the station.

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