

Community radio licence: key commitments

Licence outline: CR074

Station name	OnFM
Community to be served	The people of Hammersmith, with a particular focus on Irish and other ethnic groups.
Licence area	Hammersmith, West London (up to a 5km radius from the transmission site)
Frequency	101.4Mhz

Character of service

The station will foster new talents and new ideas and will reach out to all communities within the broadcast area in its determination to reflect the real London context in which the Irish and other disparate ethnic groups live. Crossing cultures programmes will explore links between Irish and other ethnic groups. There will also be regular programmes for those communities.

Programming

Programmes will seek to enhance the identities of the diverse ethnic groups, will encourage respect, interest and knowledge each of the other, and will entertain, inform and educate the whole community. Many programmes will be cross-cultural and will be carefully planned to reflect the broadcast area and its ethnic groupings.

- Daytime output overall will typically comprise 40% music and 60% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). Night-time output (8pm – 8am) may contain a higher proportion of music.
- Music output will include specialist programming, typically after 6pm, geared to participating ethnic groups, featuring traditional and contemporary music. Irish music, including from musicians of Irish origins, will also form a significant part of music output including new/unsigned musicians. Cross cultural music and some chart music may also feature.
- Speech output, by end of the first year of broadcasting, will include news features and current affairs, celebrity and entertainment, interviews including local pre-records and vox pops, discussion programming and documentaries.
- A small proportion of relevant broadcast output may come from the countries of origin of the various participating ethnic groups. The majority of the output will be locally produced.

- By the end of the first 12 months on air, the service will typically be live, for at least 8 hours per day. (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"

- Current affairs and information services will address questions and interests of importance to the Irish and other target communities.
- Research carried out across the communities will inform programme planning. Key link people in diverse community groups, or sectors within them, will work in conjunction with broadcasters to ensure that those neglected by sound broadcasting have quality programming to suit their tastes. Feedback from audiences will be monitored and acted on in the context of due procedures for community feedback.

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

- Broadcasting discussions on items of social interest and importance will be a feature of the station. This will take the form of roundtable discussions, interviews with local and national policy makers, combined with people at the sharp end. There will also be occasional live or 'as live' broadcasts from community discussion forums. News and features may be followed by community reaction and open forums.

"(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 programming schedule will involve individuals and groups in interviewing techniques and programme-making skills, to contribute directly to broadcasting. There will be up to 50 training places in the first year, rising to 150 in year three.
- A significant part of the output will be educational in content. Links with colleges and schools will allow the station to complement educational activities with background material which will inform and entertain. Access to educational material originated by OnFM will be available online.

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

- The station’s output will be talk-based, during daytime hours, which will allow serious discussion of general and particular experiences interspersed with the entertainment element of the station. A specialist in racial harmony is on the Steering Committee, whose expertise is in promoting understanding of cross-cultural difficulties and concerns.
- Whichever ethnic groupings are targeted in programmes, the brief will be to feature individuals and themes from diverse cultures in the course of the programming. Policy-makers will be interviewed alongside members of the public in live and recorded discussion forums and will be made aware of their culture and concerns.

Additional social gain objectives:

- Building awareness of services that exist in the community for the benefit of marginalised groups.
- Raising the public profiles of campaigns that may cover safety, health, education and crime prevention.
- To provide an appreciation of individual identities for the disparate communities of the broadcast area and an appreciation of ethnic groups in the wider community.
- To broaden the cultural awareness within communities whilst providing insight into the multi-ethnic culture which enriches London.
- The station has a special brief to foster new writing and to foster new local musical and literary talent. This will be reflected in events, competitions and in the general programme output.
- OnFM will seek to complement the activities of schools and colleges through support material for coursework and possible work experience placements.
- A group of representatives from the communities and sections of them will provide a key two way link and they will advise on ways in which OnFM can support and enhance the activities and cultural identity of the area. The station will have a presence at both significant and lower profile events and such activities will also inform the output.

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.”

- A significant number of trainees will use the equipment and facility of the station. Training is available in each aspect of programme-making. Trainees and community access teams will form an integral part of the broadcasting team. We expect up to 230 voluntary participants within the first eighteen months.
- We would normally expect up to 600 voices from the community to be heard in a month.
- Representatives from the community will establish a reporting system to the Steering Group which in turn will report views and initiatives to the senior management of 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 station's Listening Council, members of which are elected by a cross-section of the community in six-monthly rotation, will comment on specific programmes. Opinion will be recorded and debated by the Steering Group, management and the board of directors.
- Focus groups comprising a cross section of listeners from a cross section of the community will provide feedback on individual transmitted programmes and critiques of planned programmes and strands.
- Sub-committees will take a more community wide view of the service and monitor how representative of listener needs the programming schedule is. Sub-committees participants from each borough in the broadcasting area who will report to station management on a regular basis with feedback they have had from their individual communities.
- The station will have a published complaints procedure, an annual general meeting and will issue an annual report.

**All material in italics is direct quotations from the Community Radio Order 2004*
May 2008