

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

### **Licence outline: CR088**

<b>Station name</b>	<b>SIREN FM</b>
<b>Community to be served</b>	<b>Students, young people, children, performance/ arts and community groups in Lincoln.</b>
<b>Licence area</b>	<b>Lincoln (up to a 5km radius from the transmission site)</b>
<b>Frequency</b>	<b>107.3 MHz</b>

### **Character of service**

SIREN FM's aims are to provide an enjoyable broadcasting outlet and voice for students, schools and community groups in Lincoln by improving media literacy and communication skills, integrating the University into the wider community. SIREN's new objectives are to develop social action broadcasting, provide an increasing outlet for the local youth music foundations, support social cohesion and to play a part in the University's outreach and wider participation projects. Added to this is a commitment to provide a varied diet of music and speech. The service will be non-profit-distributing.

### **Programming**

Community programming will underpin the entire output. There will be opportunities for specialist programmes but the aim will be to incorporate community generated content across the schedule. The main daytime output is generally aimed at a 9 - 24 audience, evenings will include more specialist speech and music programmes aiming at a broader audience. Term-time, weekend programming will be led by Schools' broadcasting and outreach projects. Outside of term-time, output will be similar but less curriculum related.

- Output will typically comprise 65% music and 35% speech ('speech' excludes programme/promotional trails). These ratios will vary according to the time of day and year.
- Music output will typically include mainstream rock and pop, indie, dance music, hip-hop, rap, alternative, folk, country, jazz, soul, motown, world music and some classical. There will also be live sessions and in-house pre-recorded local bands/unplugged.
- Speech output will typically include documentaries and factual features, news, current affairs/discussion, quizzes, drama, creative writing and social action/community information programmes.
- The service will typically be live for circa 11 hours per day (live programming may include pre-recorded inserts) with an automated play-out at other times. The majority of the live output will be locally produced. Third party programming may

include content made by, for example, specialist schools/colleges and occasional alumni and partner broadcaster output.

### **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"*

- SIREN FM will offer local social action and community programming (as opposed to country-wide). Community input into the origination and making of content will be a primary activity of SIREN FM. The radio programming will therefore reflect the interests and issues of the key target groups.

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

- Community training will involve the development of 'community producers' who will enable others to learn the skills of content origination. In this respect media, journalism and communications students will apply their knowledge to guide and mentor.
- The radio station will enable individuals and groups to have their say and draw attention to activities which would not normally be given space in the main media outlets.

*"(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"*

- Training initiatives include a community cohesion project for new arrived minority groups to learn broadcast and communication skills in both bi-lingual programme making and news. (Accompanying lessons in English are offered later in the week). Similar programmes, developed in conjunction with relevant professional bodies, will be developed for isolated and socially excluded young people, for example young offenders and young carers.
- Summer schools will usually serve around 20 school children a month in July and August. They will concentrate on Year 10 and Year 11 pupils and run over 2/3 days during which time the children are challenged to devise, produce and present their own 30 minute programme for broadcast on Siren FM at the culmination of their summer school. Full training will be given on all aspects of programme making and presentation by senior students, University lecturers and Siren staff, all of whom will be checked by the CRB at the Enhanced Disclosure

level and will comply with the University's Health and Safety and Child Protection Policies.

- The mobile Programme/Newsgathering kits (including a digital recorder and editing pc) will be loaned to schools, youth centres, family centres and customised training for young people and their parents/guardians will be provided by Siren mentors.
- Workshop training for those interested in specific roles at Siren would be part of a rolling programme and tailored for each group or individual. We intend to be inclusive and offer workshops both off-site in the community and on-site at Siren depending on convenience and needs of the community groups.

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

- The station will hold open days and visit community centres. Siren Advisory Board meetings will on occasion be held in community centres, away from the University.
- The SIREN FM studio is an open access centre for all community groups and individuals involved and is fully compliant with all disability access legislation.
- The station will link with other media promoting SIREN activities e.g. Lincolnshire Echo, free press and other relevant and appropriate publications.

Additional social gain objectives:

- The station will link with BBC Radio Lincolnshire and Lincs FM to offer secondments / volunteer work to community groups and community members.
- The station will promote special events, fundraising and constant awareness campaigns and activities for both the station and community groups.
- Other activities will include promoting local bands as part of SIREN FM showcases, 'Siren nights' in local venues including local bands, regular live 'open-air' broadcasts from the city centre and community centres and competition and charity events. This will be extended to local dramatic and performance groups, both in the community, in mainstream theatre, and the new Performing Arts Centre at the University which is to be opened in the Autumn.

### **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.”*

- The station will aim for the involvement of around 150 student volunteers, 15-20 university staff, 50-60 Community groups (including youth music) and 180-200 school children per annum.
- Representatives of community and school groups have a presence on the SIREN Advisory Board with equal voting rights. This presence will increase as the project develops.
- Community members taking part in Siren will be able to become associate members of the university and have access to additional facilities.
- Equipment upgrades will be carefully sourced for ease of use as well as broadcast quality. Training will initially be provided by experienced tutors and later by others who have already been trained, thus ensuring a rollout and sharing of skills.

### **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."*

- Quantitative and qualitative feedback will be sought every 6 months through questionnaires etc.
- Listeners will be invited to provide feedback through broadcast programmes and forums on the station's website as well as four quarterly open meetings in which SIREN members will have an open floor and be able to debate policy.
- SIREN FM has a written constitution by which all members have to comply. This constitution specifically states that standing members can be voted in or out and that policy is open to consultation.
- A complaints procedure will be put in place once broadcasting commences that will channel all complaints to the Managing Editor or to the delegated deputy. The process will be available via the station's website. Siren will aim to respond to any complaint promptly and will refer issues, including the way in which they have been dealt with, to the Advisory Board at the next quarterly meeting.
- An annual report will be produced by the Managing Editor or delegated deputy to the Advisory Board. The first report will be presented at the Board meeting immediately after the first 12 months of broadcasting.

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

*July 2007*