

Community radio licence: key commitments

Licence outline: CR118

Station name	Phonic FM
Community to be served	The community of Exeter
Licence area	Exeter (up to a 5km radius from the transmission site)
Frequency	106.8 MHz

Character of service

Phonic FM will broadcast a range of arts and community-based programming for the citizens of Exeter. The station will help promote the cultural vibrancy of the city and strengthen community links within it, as well as offer unique educational and training opportunities for a broad range of participants.

Programming

Phonic FM will provide radio programming with an emphasis on specialist music and a coverage of the arts. This will be through a mixture of DJ-based music-led programming, offering a range of music not covered by other local stations, and speech-led programmes.

- In the first year, output will typically comprise 90% music and 10% speech ('speech' excludes programme/promotional trails). In future years the speech output will be expanded.
- Music output will feature a range of styles such as jazz, world, electronic, hip hop, urban, rock, folk and contemporary classical.
- Speech output will feature a variety of programmes, such as review and preview shows, discussion programmes on local events and issues, interviews, news features, what's ons and community information. It will include programmes presented both by artists/arts professionals and informed amateurs which will focus on coverage of the arts.
- Output will be broadcast in English. Also, due to the nature of the music genres, a significant minority of other community languages may feature in the vocal music played.
- The service will typically be live for at least 6 hours per day on weekdays and 13 hours per day on weekends. (Live programming may include pre-recorded inserts, if applicable). 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"

- Phonic FM will target listeners who are keen to hear alternative arts and local interest programming.
- There will also be specialist programmes of interest to those who feel excluded from mainstream broadcasting, such as the local BME population and young people.

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

- The station will feature review and discussion programmes with the facility for listeners to telephone, email or write in. Some programmes will feature live phone-ins, providing the audience with access to immediate on-air discussion.
- There will be a forum on the station's website with the facility for people to request music, provide topics for discussion and express opinions on and off air.
- There will be opportunities for the volunteers to produce shows expressing their views (within station guidelines). There will also be evaluation/feedback sheets enabling the volunteers to express their opinion about the station. These will be considered during the regular meetings between the station manager and the directors.

"(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"

- There will be in-house training for all volunteers wanting to produce and present shows. This will consist of hands-on use of studio equipment in the training and off-air production studio and observation, with the possibility of shadowing shows being broadcast.
- Links with Exeter College Media department have been established and opportunities to take accredited training modules directly linked to the station will be on offer. There will also be courses run in conjunction with the Media Centre at the Exeter Phoenix; it is envisaged that there will be around 10-15

in-house training places available per month with the possibility of more as the station develops.

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

- The station will provide a platform for local arts, community and media groups.
- The station will strengthen links with the local community through communication and accessibility making itself available to the local community through a variety of means, including the website, email, telephone and open meetings.
- Phonic will participate in community events, including through the use of outside broadcasts.

Additional social gain objectives:

- The station will provide an important local outlet for raising the profile of the arts and publicising local festivals and events.
- Through their involvement at the station, volunteers will be provided with first-hand radio experience and many transferable skills to further their employability and social skills.

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 aims to operate in partnership with the community and will build on its previous RSL experience to increase participation. Access may be gained through the steering group, chosen to be representative of the whole community.
- The anticipated number of volunteers involved in the first year is 130-150, increasing to around 200 in subsequent years. Volunteers will have access to the station’s second studio for training and production. The station will also utilise its links with training providers such as Exeter College and the Exeter Phoenix Media Centre to offer further opportunities.
- Access to the facilities will be available by contacting the station through the website, by email, telephone, writing, through Exeter College, contact through the steering group and open meetings. The availability of the facilities will be publicised and the use of these training facilities will not be exclusive to this station's volunteers and members, although priority will be given to them.

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 Steering Group will be drawn from the radio station's stakeholders within the community. The initial membership of the Steering Group has been selected to represent a cross-section of the target community, from the local education authority, other local authorities, local businesses, cultural organisations and musicians and DJ's. (In future, anyone will be able to put themselves forward for membership.) The Steering Group will be the formal mechanism for communication with the station and regular meetings will be timetabled. This group will advise on station strategy, programme content, and provide arbitration; it will report back to an annual Open Meeting where the group will also select its future members.
- Board meetings will take place monthly initially and bi-monthly after 6 months of broadcast.
- As well as formal meetings, the station's website will contain a public bulletin board for feedback. The Board will collate issues raised and present their response to the Steering Group in order to demonstrate the station's responsiveness to feedback from the community.
- A complaints procedure is outlined on the station website www.phonic.fm/

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

[February 2008]