

Your response

Question	Your response
<p>Should Ofcom consent to Bradford Asian Radio Limited Company making the changes it proposes to the Key Commitments of Bradford Asian Radio, with particular regard to the statutory criteria set out in Section 1 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as modified by the Community Radio Order 2004).</p>	<p>The Community Media Association supports the request of Bradford Asian Radio to:</p> <ul style="list-style-type: none"> a) Change its description of character of service so that it is no longer a “speech-led” radio station for the “Asian population of Bradford”, but a “music and speech radio station” for the “Asian (primarily Pakistani) population of Bradford”, which also offers “special programming on religious and cultural occasions”. b) Change its music requirements from music “from the Indian sub-continent”, to “Pakistani, Indian, Punjabi, Mirpuri and Qawwali Music” and to make reference to being able to change its music output to “religious/spiritual tracks only” during religious and cultural occasions. c) Change its speech output requirements so it is able to limit output to “religious and cultural programming only” during moments of religious significance, relevant to its target community. d) Reduce its original output requirement from “a minimum of 13 hours per day” to “a minimum of 42 hours per week.” <p>Bradford Asian Radio has been broadcasting for three years in which the station has operated within its existing Key Commitments.</p> <p>The stations explains that its reasons for requesting a reduction in original output and shift of focus from speech to music includes a reduction in volunteer capacity making it more difficult to meet the original commitments than anticipated.</p> <p>Bradford Asian Radio notes that capacity, particularly in the light of a desire to ensure speech output, and particularly live output,</p>



needs to be appropriately managed and delivered by trained and vetted individuals. The stations also notes that listeners have requested more music from specific genres.

Bradford Asian Radio's main reasoning for the proposed changes is that the station believes that there is significant demand and support for the changes proposed amongst its target community.