



# Community Radio Licence Application Form

Shalom FM

Shalom FM Ltd

- A. Please read the Notes of Guidance for Community Radio Licence Applicants before completing this form. For assistance with individual questions, please refer to the relevant sections of the application notes which accompany this form.**
- B. Please read this document carefully and then answer all the questions as fully and accurately as possible.**
- C. Please complete this form in English. One typed copy should be sent by e-mail to: [communityradio@ofcom.org.uk](mailto:communityradio@ofcom.org.uk) (if it is not possible to e-mail your application, please send one typed copy to the address below).**
- D.** Applications will be made available for public inspection on Ofcom's website. Details of which parts of an application may be submitted in confidence are included on the first page of the 'Application Notes' which accompany this form. If you wish to submit any information in confidence other than that which is indicated in the Application Notes, as being specifically permissible in such a form, confirmation that this is acceptable must be sought in advance, in writing from Ofcom's Community Radio Licensing Team.
- E.** If you are completing the form on behalf of some other company, please make this clear in an accompanying letter. You will need to provide evidence of your authority to act on behalf of the applicant. The form should be filled in so as to include information about the applicant, not about you acting on their behalf.
- F.** Sufficient information must be supplied about the identity, composition and ownership of the applicant and any body which controls the applicant to ensure that the applicant may hold a community radio licence granted under the Broadcasting Act 1990 (as amended) in accordance with the Communications Act 2003 and under the Community Radio Order 2004. Before a licence is granted, further details may be required.
- G.** In submitting this application you agree that, should a licence be granted, Ofcom may publish contact details for the licensee (specified in section 2.6) of this application form), which may include personal data, on the Ofcom web site and/or in other relevant publications.
- H.** This application form covers the requirements of the Broadcasting Act 1990 (as amended) and the Wireless Telegraphy Act 1949. If the application is successful you will be issued with both a Broadcasting Act licence and a Wireless Telegraphy Act licence.

Community Radio Licensing, Radio Planning & Licensing Team  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA.

## **SECTION ONE. OPENING STATEMENT.**

### **1.1 Opening Statement.**

Please provide a short introductory statement summarising the target community, the objectives of the service, and its broadcasting philosophy.

**(For more information please refer to section 1.1 of the accompanying notes).**

We aim to provide the Jewish Community of North West London with a comprehensive service targeting all sectors of the Community.

As we have demonstrated in our three previous RSLs, we have successfully entertained and informed both young and old.

We have actively encouraged participation and involvement from every section of the community which feels it has something positive to contribute.

One of our main aims is to promote interfaith dialogue and the participation of other communities within our target area.

We will provide training in both technical and presenting skills and will encourage budding journalists, DJs and presenters to develop their talents through broadcasting. We will co-operate fully with colleges, universities, etc.

Our broadcasting philosophy is to provide a “shop window” for the Jewish Community to help provide information and to combat prejudice.

*Please continue to Section Two on next page.*

## SECTION TWO – About your organisation and how to contact you.

Ofcom needs information about your organisation and needs to be able to contact you.

**(For more information about the individual questions below, please refer to sections 2.1 to 2.7 of the accompanying notes).**

### 2.1 Proposed Name of Station

SHALOM FM
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### 2.2 Contact Address

1 Warwick Avenue
------------------

Edgware
---------

Middlesex
-----------

You <b>must</b> include the postcode
--------------------------------------

HA8 8UQ
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Is this address:

The main address of your organisation?

? yes

The registered office of your organisation?

? no

The home address of the main contact?

? yes

Other contact details for your organisation, as applicable:

Phone (work)

020 8905 3105
---------------

Phone (home)

020 8958 2891
---------------

Mobile number

07957 167797
--------------

Fax number

020 8958 7247
---------------

E-mail address

shalomfm@hotmail.com
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Website address

www.shalomfm.com
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### 2.3 Contact Name

Richard Brian Ford
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*Section continues on next page...*

**2.4** Company Details: What type of organisation are you? Please tick the appropriate boxes and provide the additional information requested.

Company Limited by Guarantee	?	Waiting to be registered	?
OR Registration Number:		<input type="text" value="N/A"/>	
Date of Registration or Application:		<input type="text"/>	

Company Limited by Shares	?	Waiting to be registered	?
OR Registration Number:		<input type="text" value="4552107"/>	
Date of Registration or Application:		<input type="text" value="3&lt;sup&gt;rd&lt;/sup&gt; October 2002"/>	

**2.5** Is your organisation a registered charity in England, Wales, Scotland or Northern Ireland? If so, please provide details here.

Registered Charity	?	Waiting to be registered	?
OR Registration Number:		<input type="text" value="N/A"/>	
Date of Registration or Application:		<input type="text" value="N/A"/>	

**2.6** Public Contact Details.

For publication on the Ofcom website and/or in other relevant publications (published either by Ofcom or third parties directed by Ofcom) should a licence be granted.

Contact Name

Richard Ford & Michael Mendoza
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Contact Address

1 Warwick Avenue		
Edgware		
Middlesex	You <b>must</b> include the postcode	HA8 8UQ

Other contact details for your organisation, as applicable:

Phone number:	020 8905 3105	Mobile number:	07957 167797
Fax number:	020 8958 7247	E-mail address:	shalomfm@hotmail.com
Website address:	www.shalomfm.com		

*Section continues on next page...*

**2.7** Supporting Documentation.

Ofcom needs to check that your organisation is eligible to operate a Community Radio service. Please tick the appropriate boxes to show which of the following documents you have provided:

Certificate of Incorporation

☐ YES

Memorandum & Articles of Association

☐ YES

(Please make sure you include your organisation's name and postcode on the front page of the constitutional document(s) provided.)

*Please continue to Section Three on next page.*

### SECTION THREE – Ownership.

Please provide the following information in relation to the directors of the applicant group.

**(For more information about the individual questions below, please refer to sections 3.1 to 3.15 of the accompanying notes).**

#### DIRECTORS

##### 3.1 Name of member or director

Richard Brian Ford

##### 3.2 Contact Address

1 Warwick Avenue

Edgware

Middlesex

You **must** include the postcode

HA8 8UQ

Other contact details

Phone number

020 8905 3105

Mobile number

07957 167797

Fax number

020 8958 7247

E-mail address

[shalomfm@hotmail.com](mailto:shalomfm@hotmail.com)

##### 3.3 Other Employment

Director of a Blinds and Curtains Contractor, Blind Vision Limited

##### 3.4 Relevant interests

Journalism, presenting, music (guitar)

##### 3.5 Expected Role in Community Radio Station

Director, Presenter, joint programme controller and fund raiser

**PLEASE REPEAT QUESTIONS 3.1 – 3.5 FOR EACH DIRECTOR OF THE APPLICANT GROUP**

### SECTION THREE – Ownership.

Please provide the following information in relation to the directors of the applicant group.

**(For more information about the individual questions below, please refer to sections 3.1 to 3.15 of the accompanying notes).**

## DIRECTORS

### 3.1 Name of member or director

Michael David Mendoza

### 3.2 Contact Address

169 Old Fort Road

Shoreham Beach

Shoreham By Sea

West Sussex

You **must** include the postcode BN43 5HL

### Other contact details

Phone number

01273 462213

Mobile number

07808 342322

Fax number

01273 462214

E-mail address

[mdmhove@aol.com](mailto:mdmhove@aol.com)

### 3.3 Other Employment

Director of Mike Mendoza Broadcasting  
Presenter on Talk Sport and Journalist  
Journalist with Travel News Magazine  
District Councillor with Adur District Council

### 3.4 Relevant interests

Travel & Food Journalism  
Talk formats for radio

### 3.5 Expected Role in Community Radio Station

Director, joint programme controller. Presenter co-ordinator

**PLEASE REPEAT QUESTIONS 3.1 – 3.5 FOR EACH DIRECTOR OF THE APPLICANT GROUP**

*Section continues on next page...*



**3.6** Please provide the names and addresses of the members of the company. If the applicant is a company limited by shares, this information should be provided in respect of participants with an interest of more than 5 per cent in the applicant, as well as participants with an interest of more than 5 per cent in any body which controls the applicant.

**Richard Brian Ford**  
**Michael David Mendoza**

Please state whether the applicant or any member about whom information has been provided under question 3.6 above is involved in any of the activities listed below, and give the extent of such interest. For these purposes the applicant includes associates of the applicant (i.e. directors and their associates and other group companies). If any of the following categories do not apply, applicants must still complete this section, clearly indicating that this is the case by writing '**none**' in each such section.

**3.7** Local Authorities

NONE

**3.8** Bodies which are wholly or mainly of a political nature, or which are affiliated to such a body:

Michael David Mendoza – Councillor Adur District Council. Institute Of Journalists..

**3.9** Bodies whose objects are wholly or mainly of a religious nature:

Richard Ford. Guild of Jewish Journalists. United Synagogue  
Michael David Mendoza: Guild of Jewish Journalists. Reform Synagogues Of Great Britain

**3.10** An individual who is an officer of a body falling within 3.9 above:

None

**3.11** An advertising agency or an associate of an advertising agency:

None

*Section continues on next page...*

**3.12 Other Broadcasting Act licensees, specifying which licences:**

None

**3.13 Affiliations with other bodies not outlined above, (for example related charities or community groups):**

Richard Ford & Michael Mendoza. The Radio Academy  
Michael Mendoza: Variety Club Of Great Britain.

**3.14 Other matters which may influence the application.**

Ofcom requires that applicants should, at the time of making this application, notify Ofcom of any matters which might influence Ofcom's judgement as to whether:

- a) any director/manager or the applicant group,  
or,
- b) any individual, or any director of a company, who will have an interest of 10 per cent or more in the applicant group

may not be considered a 'fit and proper person' to participate in a radio licence.

Tick here if there are no reasons why Ofcom might consider the applicant not to be a fit and proper person to participate in a radio licence: ?

**If you have not ticked the above box, please provide details on a separate sheet, such that this information may be kept confidential by Ofcom.**

**3.15** Has the applicant made any other application to Ofcom (or its predecessor broadcast regulators – the ITC and the Radio Authority) for any licence within the last five years? If so, provide the licence reference number(s) and / or the name(s) of the service(s) for granted licence(s).

Tick here if the Answer is No ?

If you have not ticked the above box, please provide details of here

No.

*Please continue to Section Four on next page.*

## **SECTION FOUR – Management.**

Please provide details of those individuals who will be responsible for management and policy-making process.

### **4.1 Details of board, management committee or equivalent:**

Richard Ford; Director, Presenter, joint programme controller and fund raiser.

Michael Mendoza: Director, joint programme controller. Presenter co-ordinator

Stephen Newton: Station Manager

Robert Hamilton: Web site management.

Stuart Brodtkin: Head of News and Press releases.

David Cunningham: Technical services.

Estelle Lovatt: Presenter and Programme co-ordinator

Jennifer Mendoza: Programme Co-Ordinator

Geraldine Auerbach: Jewish Music Co-Ordinator

Amanda Rosenthal: Presenter and programme co-ordinator.

Neal Cohen, David Lambert, Betty Collick, Mike Peters, - Programme planners.

Rabbi Leivi Sudak and Rabbi Alan Plancey: Religious advisors.

Alan Blooman: Sales

*Section continues on next page...*

**4.2** Indication of Staff structure, to include numbers of unpaid, (volunteer) staff positions and number of paid staff (if any):

**Proposed paid staff:**

Richard Ford: Director  
Michael Mendoza: Director

Stephen Newton: Station Manager.

David Cunningham; Technical

David Lambert, Neal Cohen and Estelle Lovatt: Key presenters.

Alan Blooman: Commission on sales

Stuart Brodtkin. Head of News

**Unpaid Staff:**

Amanda Rosenthal: Presenter and programme co-ordinator.

Betty Collick, Mike Peters, - Programme planners.

Rabbi Leivi Sudak and Rabbi Alan Plancey: Religious advisors.

Various students, etc.

*Please continue to Section Five on next page.*

## **SECTION FIVE – Community to be served**

The Community Radio Order 2004 defines a ‘community’ as

- (a) the persons who live or work or undergo education or training in a particular area or locality,
- or,
- (b) persons who (whether or not they fall within paragraph (a)) have one or more interests or characteristics in common.

**(For more information about the individual questions below, please refer to sections 5.1 to 5.3 of the accompanying notes).**

### **5.1 Description of the Target Community (or Target Communities).**

Jewish Community of North West London

### **5.2 Community Demographics.**

250,000 of which 50,000 will be in our broadcasting area.

### **5.3 Evidence of Local Demand and Support:**

See enclosed letters plus major participation and favourable coverage in the Jewish media, including Jewish Chronicle and Jewish News and non-Jewish Press, including Evening Standard. We have the backing of local MPs and Councillors including Andrew Dismore, MP and Brian Coleman (GLA)

*Please continue to Section Six on next page.*

## **SECTION SIX – Social Gain, Accountability and Access to Station.**

Every applicant for a community radio service must demonstrate that the proposed service would be provided primarily for the good of members of the public, or of the target community, and in order to deliver social gain. Applicants must provide evidence that their proposed service would result in the delivery of significant social gain to the public, or the target community. In addition, when deciding whether or to whom to award a community radio licence, one of the criteria to which Ofcom must have regard is the extent to which the proposed service would result in the delivery of social gain to the target community. The Community Radio Order lists four mandatory social gain objectives and a further (non-exhaustive) list of seven other social gain objectives that may be applicable.

Please use the first three questions in this section (boxes 6.1 to 6.3) to answer general questions about how the applicant proposes to serve its target community.

Explain (in boxes 6.4 to 6.7 below) how you propose to meet the four mandatory social gain objectives and explain (in box 6.8 below) what additional social gain objectives (if any) you intend to include as social gain objectives for your proposed service. For each of the objectives, please specify the nature of the targets involved and outline how you expect these to be achieved.

In addition to social gain objectives, when considering applications, Ofcom is required to have regard to various underlying characteristics which define community radio services, some of which are relevant to this section of the application form, (boxes 6.9 and 6.10 below).

In addition to the social gain objective concerning training for members of the target community or the wider public (box 6.6), the Community Radio order 2004 contains a further, slightly different, reference to training as a selection criterion. Ofcom is required to have regard to provision of training in the use of station facilities by members of the target community.

Finally, this section of the application form also gives applicants the opportunity to detail other forms of community involvement (boxes 6.12 to 6.14).

**(For more information about the individual questions below, please refer to sections 6.1 to 6.14 of the accompanying notes).**

**6.1** Addressing Community Needs. Please give a general overview of how you propose to ensure that your service will address community needs. In particular, the extent to which the service would cater for the tastes and interests of the target community, and broaden the range of programmes available by way of local services in the area to the target community.

We will provide instant access to Shalom FM via a message board on our web site as well as by phone and email. We will have regular features in the Jewish Press about our programmes and will invite comments from the Community at every opportunity.

Many Jewish organisations have promised their support and we will publicise events, news and information on all activities within the Community.

We will organise events, outside broadcasts and be available to record events for re-broadcast.

*Section continues on next page...*

## 6.2 Targets and Milestones

Jewish Community and local non-Jewish residents within the broadcast area.

## 6.3 Numbers Involved

50,000 approximately

**6.4 (Mandatory social gain objective)** Explain how you have identified your target audience(s) (defined in Section 4) as including individuals "who are otherwise underserved" and explain what appropriate radio programming you intend to provide.

After having completed three successful Restricted Service Licences in 2002, 2003 and 2004 and presenting and producing the daily Jewish programme on Spectrum 558 for 10 years, we have concluded that the Jewish Community is one of the few ethnic minorities that does not have its own dedicated radio station. Many members of our community are constantly asking us when Shalom FM is coming back and complaining of the complete absence of Jewish Radio.

Shalom FM will provide this service ranging from the latest Jewish news both at home and abroad, information, educational programming, discussion programmes, music and entertainment.

**6.5 (Mandatory social gain objective)** Explain how your proposed service will "facilitate discussion and the expression of opinion".

We will have live debates on air but we are mindful of OFCOM regulations and we will monitor closely and instruct contributors before they go live on air.

Opinions, providing they are not libellous, will be voiced on phone-ins, e-mails and from guests.

We will make sure that the programming will be monitored at all times to avoid any inappropriate comments.



*Section continues on next page...*

**6.6 (Mandatory social gain objective)** Explain how you propose to provide education and / or training to individuals not employed by your organisation.

We will approach media colleges, involve ourselves in Government training schemes and run our own tuition courses in all aspects of radio and media.

**6.7 (Mandatory social gain objective)** How do you propose to build a better understanding of your target community and strengthen links within it?

Our Community is split by differences from religious and secular groups. Shalom FM has proved to be a catalyst for all factions and we have been able to bring all groups together to promote harmony and further understanding. We are not affiliated to any part of the Community and are in a unique position to do this.

We intend to remain completely independent of any part of the Community so we can be fair and unbiased to all.

**6.8 (Additional social gain objectives)** Please include here details of any other ways in which your station intends to deliver social gain.

There is much misunderstanding and ignorance of Jewish people which leads to racism and anti-Semitism. As we are capable of being heard by anyone tuning in and we are broadcasting mainly in English, the indigenous population will become more aware of Jewish customs and ideals and this should lead to a better understanding of our community.

**6.9 (Community Radio characteristic)** How do you propose to provide members of your community with "opportunities to participate in the operation and management of the service"?

We will be an open access station and will invite ideas and participation from anyone who wants to get involved in a positive manner. We will take our microphones into the schools and colleges to enlist support from students, etc.

*Section continues on next page...*

**6.10 (Community Radio characteristic)** How do you propose to ensure that the intended community radio service "is accountable to the community it is intended to serve"?

We will publish questionnaires and take notice of the comments from the Jewish Press etc and adjust our output accordingly.  
Our programmes and programme making will be totally transparent and open to comment, either via our website or in open discussion.

**6.11 (Statutory selection criterion)** What provision do you intend to make to allow for access by members of the target community to the facilities to be used for the provision of the service, and for their training in the use of such facilities?

Training schemes will be set up and regular reports will be sent to OFCOM,.  
We will enlist help from all sectors of the Jewish Community and try to accommodate every person's needs and aspirations.

**6.12 Other (Broadcast) Community Radio Objectives**

To involve other communities in our area and promote interfaith events and be an open access station for all.

*Section continues on next page...*

**6.13 Other (Non-Broadcast) Community Activities**

We will run Road Shows, sponsor concerts, school events etc.

**6.14 Other Information**

See "Framework For A Jewish Radio station".

*Please continue to Section Seven on next page.*

## **SECTION SEVEN – Programming.**

**(For more information about the individual questions below, please refer to sections 7.1 to 7.10 of the accompanying notes).**

### **7.1 Programme Service**

Morning Breakfast Show for under 30's. Morning show will be dedicated to Jewish Music and Jewish music makers with a history of past music. Midday programming for the more mature listener including religious output and lunchtime phone-ins. Drive time programming for under 30's Dating and singles programming early evening followed by news and sports programming and late night specialist music shows.

**7.2** How will your proposed community radio service be different and distinct from existing (non-BBC) local radio services in the area concerned, and how will it broaden the range of programming offered in the locality? In addition, please explain how your proposed service will be of a nature or have a content distinct from that of any other local service with which it overlaps by fifty per cent or more in terms of population.

No existing radio station broadcasts dedicated Jewish programmes. The listener will be able to tune in to programming never before heard on radio. Religious leaders from all diversities of the Jewish Religion will give their 'Thought For The Day' in their own style. Each division of the Jewish Religion will also have their own programming slot to discuss and educate their own particular strain of the religion, e.g. Orthodox, Reform, Liberal etc. Jewish presenters talking to Jewish and non Jewish listeners. Services to the Jewish Community cannot be accessed anywhere else except in the Jewish press which only appears once a week on a Friday. If there is an important event or news story which normally does not make national radio, Shalom FM will bring it to the listener as it happens.

### **7.3 Music and Speech Output**

45% speech 55% music is anticipated

### **7.4 Type(s) of music output included**

Jewish pop, classical and religious music. Kle zmer music (Eastern European in origin), secular British and American music including output from Jewish artists. New bands and singers who do not have a record deal.

### **7.5 Type(s) of speech output included**

Jewish News, live debates, phone-ins, religious (non-political), studio discussions

*Section continues on next page...*

**7.6** Details of Third party Programming Sources

Satellite link from Israel providing three 20-minute bulletins per day. National news from IRN or equivalent. Travel news from AA, RAC or equivalent

**7.7** Broadcast Hours

06:00 – 01:00 Sunday – Thursday. Friday 06:00 to one hour before the commencement of the Sabbath. Winter - 15:00. Summer 18:00.

**7.8** Automated Output

Night time sustaining service either repetition of daytime programming or Hebrew service from Israel radio (subject to negotiation)

**7.9** Broadcast Languages(s)

Mainly English with Hebrew and Yiddish features.

**7.10** Commencement Date

April 2005

*Please continue to Section Eight on next page.*

**SECTION EIGHT - Finance**

**(For more information about the individual questions below, please refer to sections 8.1 to 8.5 of the accompanying notes).**

**8.1 Capital, Set-Up Funding and Financial Support:**

Provider of funds (name and address, status of provider e.g. charitable foundation, company etc.)	Is funding in cash or in kind?	Is this funding secured? Impact if funding is not secured / contingency arrangements.	Terms and conditions placed on funding (if any).	% of Funding	Amount of Funding (£s).
Jewish National Fund /UJIA	Cash	Secured	Advertising of fund raising events	20%	Not negotiated
Exilarch Foundation	Cash	Secured	Dedicated programming	20%	Not negotiated
Lubavitch, Federation, United, Reform and Liberal Synagogues	Cash	Secured	Religious programming	10%	Not negotiated
			Total Capital, Set-Up Funding and Financial Support:	100%	

(Please continue on an additional sheet if necessary).

*Section continues on next page...*



## SECTION EIGHT – FINANCE (continued)

**8.2** Capital and Set-Up Expenditure:

Item	Details	£s
Premises (including refurbishment and fitting out costs).	We have been offered premises by Barnet Council.	£58,000
Transmission Equipment:	Supplied by Radica Systems Ltd.	£20,000
Studio Equipment:		£25,000
Pre-Launch Publicity and Marketing (if any):		£10,000
Other one off costs (please specify)		
Capital equipment already owned by group (at current replacement value)		
Working Capital (Contingency Reserves)		£50,000
	Total set up costs	£163,000

(Please continue on an additional sheet if necessary).

*Section continues on next page...*

## SECTION EIGHT – FINANCE (continued)

## 8.3 Operating Costs

OUTGOINGS	Pre Launch Budget		Year 1 Budget				
Items:	Pre-launch 6 to 3 months (£s)	Pre-launch Quarter (£s)	On-Air Quarter 1 (£s)	On-Air Quarter 2 (£s)	On Air Quarter 3 (£s)	On-Air Quarter 4 (£s)	Year 1 Totals (£s)
Hp/Leasing	100	100	200	200	200	200	1000
General and Administration	200	200	500	500	500	500	2400
- Staff	500	500	6000	6000	6000	6000	24000
- Premises	0	4500	4500	4500	4500	4500	22500
- Legal and Professional	2000	2000	500	500	500	500	6000
- Establishment/overheads	0	0	1000	1000	1000	1000	4000
Engineering	1000	1000	500	500	500	500	4000
- Transmitter operating costs	0	0	500	500	500	500	2000
- Other (specify)							
Programming	0	0	2000	2000	2000	2000	8000
- Copyright fees	0	0	5000	5000	5000	5000	20000
- Music library	1000	0	500	500	500	500	2000
- Acquired programming	0	0	0	0	0	0	0
- News service	0	0	200	200	200	200	200
- Other (specify)							
Sales cost/commissions (where appropriate)	0	0	625	625	625	625	2500
Marketing and promotion (where appropriate)	2000	2000	500	500	500	500	6000
Audience research (where appropriate)							
Others (please specify)							
Total Outgoings							115,600

Section continues on next page...

## SECTION EIGHT – FINANCE (continued)

**8.4** Annual Income and Revenue Funding (Year 1)

Provider of funds (name and address, status of provider e.g. charitable foundation)	Is this funding in cash or in kind?	Is this funding secured, impact if funding is not secured / contingency arrangements?	Terms and conditions placed on funding (if any):	Anticipated % of Funding	Amount of Funding (£s) (Year 1).
Jewish National Fund /UJIA	Cash	Secured	Publicity of Charitable events		£ 12,000
Exilarch Foundation	Cash	Secured	To produce Scribe magazine programmes		£10,000
Lubavitch, Federation, United, Reform and Liberal Synagogues	Cash	Secured	To produce religious programming		£30,000
Other					£15,000
Total Income and Revenue Funding:				100%	£67,000

## Commercial and other sources.

Type of Income and Revenue Funding.	Anticipated % of Funding	Amount of Funding £s.
On-air spot advertising	40%	£40,000
Programme sponsorship	10%	£ 10,000
Other commercial revenues (off-air sponsorship, merchandising etc.). Please specify.		
Other non-commercial revenues (fund-raising, subscriptions, donations etc.). Please specify.		

Total Income and Revenue Funding:	100%	£117,000
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## SECTION EIGHT – FINANCE (continued)

### 8.5 On-Air Commercial Activities

Do you intend to seek commercial revenues?    Yes: (tick)    YES  
/?

Will your proposed station carry on-air spot advertising?    Yes: (tick)    YES  
/?

Will your proposed station carry on-air programme sponsorship?    Yes: (tick)    ? YES  
/?

What contingencies are in place in case commercial revenues for the proposed service do not achieve the anticipated levels?

**We will be able to take existing funding from the Community**

*Please continue to Section Nine on next page.*

## SECTION NINE - Engineering

**(For more information about the individual questions below, please refer to sections 9.1 to 9.12 of the accompanying notes).**

**9.1** Please provide a description of your proposed transmission site

Our Provisional Transmitter site, is our proposed studio site:  
A currently unoccupied building belonging to the London Borough of Barnet:  
Hatchcroft  
The Burroughs  
Hendon.  
London  
NW4 4BN

**9.2** Please provide a National Grid Reference for your proposed transmitter site:

National Grid Reference  
TQ 228 241

**9.3** Please tick this box to confirm you have included a map showing your proposed transmitter site location and the expected transmission coverage from it:

Map supplied: Yes

**9.4** Please tick this box to confirm you have included a photograph of your proposed transmitter site

Photograph supplied: Yes

**9.5** Site Availability. Please tick those boxes below which best describe your group's situation regarding your proposed transmitter site(s).

Site Identified Yes

Agreement in Place: Application received

Under Negotiation Yes

Group Owns Site No

Site not yet identified

*Section continues on next page...*

**9.6 Antenna Details**

(a) FM – Height of Antenna above Ground Level.

16 metres	Metres.
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(b) AM – Height of Transmitting Antenna.

N/A	Metres.
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(c) AM &amp; FM – Assumed height of local ground above sea level.

<b>100 metres</b>	Metres.
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**9.7 Radiated Power.** Please complete the appropriate sections below.

(a) If you are proposing to operate on AM, please give the Effective Monopole Radiated Power (EMRP) level you expect to need in order to cover your proposed service area.

N/A	Watts.
-----	--------

(b) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Vertical Polarisation).

Based on our RSL activity requests the maximum permissible power allocation in order to best serve the communities we seek to serve. Therefore 25 Watts is requested	25 Watts.
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(c) If you are proposing to operate on FM, please give the Effective Radiated Power (ERP) level you expect to need in order to cover your proposed service area. (Horizontal Polarisation) (if used).

To reinforce the penetration of the signal at this power level, we would like to supplement our 25Watts vertical component with the same (25Watts) in the horizontal plane.	25 Watts.
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*Section continues on next page...*

(d) Radiation (polar) Pattern. Please tick the appropriate box. If you tick the 'Directional' box, please enclose horizontal radiation diagram(s), for the vertically polarised signal component, and for the horizontally polarised signal component (if used).

Omni – Directional	Yes	
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Diagram of Vertically Polarised signal component included	Not Available*	Diagram of Horizontally Polarised signal component included	Not Available*
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### 9.8 Engineering Compliance.

Shalom FM proposes to contract the supply, installation and commissioning of our transmission facility to Radica Broadcast Systems Ltd based in Bolney, West Sussex. Radica have the ability to supply and install transmitter equipment in compliance with the Radio Authority's engineering code having done so on behalf of numerous clients throughout the ILR industry in the UK.

### 9.9 Principal Transmission Equipment.

(a) Transmitter (Manufacturer) (model)

SBS Exciter (x2)	FM10
SBS Power Amplifiers (x2)	PA250

(b) Antenna (Manufacturer) (model)

Information not available	
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(c) Limiter / Processing (manufacturer) (model)

Orban Optimod	8400
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(d) Please provide a description of how these items of equipment will be configured, including details of any additional filtering you consider may be required.

The transmitter power will be set to give 50W total maximum ERP in the Vertical and Horizontal planes (25W Vertical + 25W Horizontal). In order to offer Shalom FM full redundancy in our transmission chain we have chosen to purchase an additional exciter (on standby ready to switch on in the event of failure within the primary exciter) and 2 power amplifiers working via a combiner. In this way failure of either amplifier will result in reduced signal radiation not a total loss of service. Each power amplifier will be capable of delivering in excess of 50 Watts each but set to less, allowing for cable losses in order to achieve the prescribed ERP.

Note: We do not anticipate requiring studio-transmitter link equipment as our studios and transmitter site are at the same location. Cables would run direct from our racks room to the adjacent roof area. For this reason, microwave links, lease line circuits, codecs or remote travel flag switcher are not listed on our equipment schedule as they're not needed.



*Section continues on next page...*

(e) Please provide details of the gain calculations used to arrive at the estimated ERP / EMRP figure required to cover the proposed service area of your station.

Not Available.

**9.10** Radio Data System (RDS). If you are proposing to operate an FM service and want to transmit RDS data, please tick the box marked **'Yes'**, otherwise, tick **'No'**.

Yes: (tick)  
"SHALOM"

No:

**9.11** Transmitter Maintenance and Repair.

Shalom FM proposes to contract Radica Broadcast Systems Ltd to supply all maintenance and repair services for our transmission system. Radica has all the necessary experience and test equipment to undertake these responsibilities. Radica is also able to provide emergency after hours call out facilities.

**9.12** Studio Location

Hatchcroft  
The Burroughs  
Hendon. London, NW4 4BN

*Please continue to Section Ten on next page.*

## **SECTION TEN - Concluding Declaration.**

**Do you confirm that, to the best of your knowledge and belief that:**

- (1) The applicant is not a disqualified person in relation to the licence by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 (relating to political objects);**
- (2) No director, member or other person involved directly or indirectly in the management of the applicant group is the subject of a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996;**
- (3) No person involved in the application has been convicted within the past five years of an unauthorised broadcasting offence and that the applicant will do all it can to ensure that no person so convicted will be concerned in the provision of the service, the making of programmes included in it, or the operation of the radio station if the applicant is granted a licence; and**
- (4) Any matters which might influence Ofcom's judgement as to whether the directors or members of the applicant group are fit and proper persons to participate in a radio licence have been made to Ofcom.**

**Applicants should note that Ofcom reserves the right to revoke a licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false, and that in the circumstances of section 144 of the Broadcasting Act 1996, the provision of false information or the withholding of relevant information with the intention of misleading Ofcom could incur a criminal conviction and a disqualification from the holding of a licence.**

**I agree that the applicant conforms with the above** ☐

**The ticked boxes below indicate which additional documentation is included as part of this application:**

Memorandum & Articles of Association	<input type="checkbox"/> /YES
Certificate of Incorporation	<input type="checkbox"/> /YES
Map of proposed transmitter site	<input type="checkbox"/> /YES
Photograph of proposed transmitter site	<input type="checkbox"/> /YES
Antenna pattern information	<input type="checkbox"/> /YES

*Declaration continues on next page...*

Others Documents (please provide details in box below)

?

Letters of support. Proposed offer from London Borough of Barnet for premises.

Application Payment (UK £ 600.00) non-returnable ?

**I hereby apply to Ofcom for the grant of a licence for the Community Radio Licence described above and declare that the information given in this application and any additional documentation is, to the best of my knowledge and belief, correct.**

Name:	Richard Ford
Position:	Director
Date:	1 <sup>st</sup> November 2004

Please tick this box to confirm that you have kept a copy of this completed application form for your records.

/? /YES

**Please tick this box to confirm that you have completed this form as completely as possible and that you have attached / sent any required additional documentation, together with the non-returnable application fee of £600.00**

/? /YES

Please return this form and any additional electronic information by e-mail to:

[communityradio@ofcom.org.uk](mailto:communityradio@ofcom.org.uk)

If there is any paper-based material associated with this application, please send it to:

Community Radio Licensing  
Radio Planning & Licensing Team 3rd Floor  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London  
SE1 9HA

*Please make sure you keep a copy of this form for your records.*