

Community radio licence: key commitments

Licence outline: CR091

Station name	Calon FM
Community to be served	Wrexham
Licence area	Wrexham (up to a 5km radius from the transmission site).
Frequency	105MHz

Character of service

Calon FM will provide a channel to encourage and facilitate the empowerment, life long learning, development and regeneration of the target community regardless of race, gender and disability. The station hopes to achieve this goal through inclusive development of new media, communication and education.

Programming

- Output will typically comprise 70% music and 30% speech for daytime transmission between 09.00 and 18.00. Evening broadcast covering differing music genres will typically be 80% music and 20% speech. ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Daytime broadcasting will be general easy listening. Outside daytime hours, broadcasting will be themed by genre such as local emerging talent, local dj shows and community themed shows in relevant languages.
- Speech output will comprise general local interest including documentary, news, arts and current affairs.
- Output will be broadcast primarily in English and Welsh. However, due to the changing face of communities within the Wrexham area, Calon FM would wish to be an enabling interface for these communities. As such, the station will embrace broadcasting in Polish, Spanish and French when these communities engage with the project.
- The service will initially start with a morning show of 2 hours with a pre-produced 1 hour lead in and 1 hour lead-out. This will develop over a period of 6 months to be typically live for at least 10 hours per day. (Live programming may include pre-recorded inserts, if applicable.) The majority of the output will be locally produced while some third party programming will be sourced.

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”

- Calon FM will provide radio broadcast provision and media training to groups such as ethnic minorities and socially excluded youths.

“(b) the facilitation of discussion and the expression of opinion”

- Speech content will be locally derived and include programmes of local interest such as documentaries, news, arts and current affairs.
- Issues of local interest will be identified via surveys, discussion groups and radio association membership.
- Listeners will be able to contact the station online, via email and by telephone.
- The station will conduct interviews with local community members.

“(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”

- Calon FM will offer media training to enable community groups to produce and deliver their own programmes for broadcast on-air. Training offered will include up to:
 - 90 training places for members of the target community within the first 12 months, in liaison with other local training organisations.
 - 8 workshops delivered to 80 trainees at different venues in the local community.
 - 60 student training sessions run in conjunction with the Radio Association.
 - 24 voluntary work experience placements (12 for NEWI students and 12 for community organisations).
- Training will be offered both at the NEWI radio and media facility and offsite, to ensure that learning is accessible to everyone.
- Calon FM will support progression routes for training participants, either to further or higher educational courses, or to a career in the radio industry.

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

- Calon FM will continue to develop the strong links it has already established with local authorities and community organisations.

- Audience feedback will be sought via questionnaires and suggestions for change will be considered by the station team.

Additional social gain objectives:

- Calon FM will provide training that will develop confidence, self-esteem and motivational skills to improve the quality of life of its listeners.
- Calon FM will take initiatives to promote equal opportunities, addressing particularly the marginalisation of women within the radio broadcasting sector.
- Calon FM will aim to link its trainees with relevant industry contacts and provide people from the target community with opportunities to participate in work experience and work trial programmes.

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."

- Calon FM will run outreach projects to enable participation from as wide a demographic as possible, including disabled people and those belonging to social and cultural groups, who might not be able to access mainstream routes of education or personal development.
- Everyone (staff, students and the general public) can join the radio society which entitles them to contribute to the management, production and delivery of the station, on condition that they agree to adhere to the society's rules and codes of practice.
- The station's training provision and delivery will be reviewed quarterly by the joint management committee and by questionnaires to target groups. Training offered will then be adjusted accordingly, based on the outcome of these reviews.

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."

- Calon FM's radio society is a direct link between the target community and station management and acts as a discussion forum through which community members can express their views. They will inform the station manager, the management advisory committee and the board of any relevant issues, recommendations or complaints within the general day-to-day operation of the station.

- Complaints will be acknowledged with a written receipt of complaint and a defined action time for response.
- The Board of Directors will be comprised of nominated representatives from the relevant partners and stakeholders and include experienced community representatives. The board will be responsible for the management and policy-making process, informed and advised by the Management Advisory Committee.
- The Management Advisory Committee is comprised of nominated members of the various community partners and stakeholders of Calon FM.
- A newsletter will be distributed to all members and regular membership meetings will take place as a discussion forum that will inform and advise the station Advisory Committee and Board.
- Calon FM will hold an AGM, the minutes of which will be made publicly available.

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

[January 2008]