



# Community Radio

Key commitments annual report form

Publication date: March 2011  
Issue 5



# Contents

	Section	Page
1	Community Radio Annual Report Form	1
2	Declaration	11
3	Checklist	12

Section 1

# Community Radio Annual Report Form

## 1.1 Community Radio Annual Report Form: Year Ending 31 March 2010

### Station details

#### Licence Number

Ofcom Licence Number CR 136

#### Station Name

Dunoon Community Radio

#### Launch Date

1<sup>st</sup> December 2009

#### Web address where you will publish this report

[www.dunooncommunityradio.org](http://www.dunooncommunityradio.org) July 2011

***PLEASE NOTE: Each section can be expanded to take as much information as you need to provide.***

## 1.2 The year in numbers

<b>Please specify the station's achievements in the 10/11 year in numbers as follows:</b>	
Average number of live hours <b>per week</b>	43
Average number of original programming hours <b>per week</b> (this may include pre-recorded as well as live material but should not include repeats).	[report here] 43
The percentage of your live daytime output that is speech	20%
Number of people trained over the course of <b>the year</b>	[report here] 46
Number of volunteers involved over the course of <b>the year</b>	[report here] 55
If appropriate, a list of languages you have broadcast in	English and Gaelic

*(Please also include this information in the following sections where relevant)*

## 1.3 Key commitments: Programming

Output will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits). A higher proportion of speech content will be featured in afternoon and early evening output.

Music output will comprise a range of genres from Traditional Scottish, Celtic, including Gaelic, to more popular mainstream including all genres from the 1940s to the present.

Speech output will comprise community news and information, discussion and interview programmes, occasional local interest documentaries, poetry and drama features and pre-recorded programmes about local services.

Output will be broadcast primarily in English with some Gaelic language output.

The service will typically be live for at least four hours a day initially, to eight hours a day within twelve months. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced. A sustaining service originating from Scotland may be taken for part of the day.

The drivetime show from 5pm – 7pm includes a large percentage of talking. Most of the other programmes are music based, however, many of do have occasional guests and some are more music documentaries. There was a talk programme for half of the year, unfortunately that presenter left to do other things and it has not be so easy to find somebody to replace them.

There is a wide range of music genres covered from traditional Scottish including Gaelic, ceilidh, African, blues, rock, classical, dance and general from the 40's through to present day though there can at times be a bias towards the 80's due to the age of the presenters

The speech output does comprise much community news and information; with many of the presenters promoting local events. The interviews etc are generally with local organisations who are promoting their organisation, special event or interviewing local bands or artistes that have come to the area to perform.

Most of the output is in English; at present we have 1 hour a week DCR produced gaelic programme and a 2 hour gaelic programme from Celtic Music Radio, the gaelic community in Dunoon has been quite shy in showing off their talents

Our output was 4 hours a day to begin with we have managed to increase this to 6 or 7 hours a day midweek with 10 hours on a Sunday. We were broadcasting for 3 hours on a Saturday as well. It has not been so easy to extend the hours of broadcasting due to the size and location of the studio. We presently have a corner of a shared space in a business centre. The offices in there are generally open from 9 – 5 Monday to Saturday, so out of consideration for them we have had to curtail our broadcasting to outside of those times. We do on occassion extend the hours for special events. The majority of the programmes are live. We have three programmes that are pre-recorded off site by the presenters of those programme.

We are still using a sustaining service from Celtic Music Radio (CMR) ( 8 hours a day Monday-Saturday, 6 hours Sunday ) and this has garnered a following on its own right. We have had several programme collaborations and CMR shall be joining us again in part at our forthcoming live broadcast from the Cowal Highland Gathering.

## 1.1 Key commitments: Social gain objectives

Dunoon Community Radio will cater mostly to the older population of the community, although the content will not be exclusive to this community group.

The station will offer local programming and disseminate community information to the target community.

Dunoon Community Radio will create a platform to encourage discussion in the community.

It will involve the community in generating programming ideas.

The Dunoon Community Radio Group will promote and demonstrate the making of radio programmes to local organisations and groups to encourage input and participation on air. Groups may include local senior citizens groups, SWRI, local church groups and heritage groups for example.

Basic technical and presentational training will be offered to volunteers. After basic induction volunteers will be invited to train in more specific aspects of their choosing. Once trained volunteers are confident they will be given the opportunity to pass on their new skill.

Dunoon Community Radio will train 50 volunteers within the first twelve months. An additional 30 volunteers will be offered training.

The station will work with other local organisations to promote community events.

It will attend local events and provide an outside broadcast facility where possible.

The station will offer a youth orientated membership scheme, giving younger members of the community opportunities to be involved in the station.

Gaelic language programming will be offered by the station, dependent on volunteer availability.

Dunoon Community Radio will broadcast emergency information to the community and work with local and national emergency services to circulate essential information.

We feel much of the output is suitable for the older population with some programmes aimed specifically at this age group, and from the feedback we get, we know that we do have many older listeners.

Several of the other programmes would mainly appeal to other sections of the population, though feedback would suggest that many of the programmes are listened to by a broad spectrum of the population

Listeners are invited to participate in discussion of subjects that are of interest to the local community, this is usually done between 5pm and 7pm weekdays with the occasional mid evening special.

It has been difficult at times in persuading people that radio is in fact the ideal medium to bring issues to the community and it is only recently that people are now approaching us to come on air rather than just having a brief announcement made during broadcast.

We constantly appeal to the listeners to put forward ideas of what they would like to hear on DCR by contacting the radio station or to leave comments on our website which are then referred to daily between 5pm and 7pm

We have spoken to many groups about starting programmes and many have been keen, however, at the moment the logistics have not always made it possible but as we get nearer to daytime broadcasting we are very optimistic.

We have on many occasions visited local community groups such as local senior citizens, church groups and the SWRI to demonstrate and to introduce audiences to a little of the production and broadcasting techniques used in the making of radio programmes. By taking along some of the studio equipment it has also offered the opportunity for members of the audience to have a go. We also explain the logistics of running a radio station and many people have stated that they did not realise just how complex it could be.

46 volunteers have been trained to date through the basic training to a confident presenting/broadcasting level. Some of these have felt confident enough to support other presenters. A couple of the presenters have expressed a desire to learn more about the technical side of the radio with another couple assisting with administration which has involved training them the various regulations. It is hoped that more volunteers will become interested in both of these which will lead to a bigger knowledge pool for the radio.

DCR has trained to date 46 volunteers of which 26 are active at this time presenting programmes.

Including the school project(25 pupils) there are at this time 33 volunteers in or about to commence training.

DCR has for some time, even before going on air helped local organisations and charity groups in promoting their events and with their fundraising and continue to do so to the present day

As part of assisting local organisations and charities and local events we have provided when required PA equipment presenters and on several occasions recorded live for broadcast or broadcast live from events. The largest event we have broadcast live from was the Cowal Highland Gathering which is the largest Highland Games in Europe.

We are currently working with one of the local primary schools training and recording pupils on the school premises and working towards broadcasting their own live programmes on Saturday afternoons from early autumn.

This will lead us into our youth orientated membership scheme offering younger members of the community the opportunity to be involved with the radio station.

The introduction of Gaelic speaking programmes has been very disappointing, at this time we have 1 programme produced by a Gaelic speaking volunteer and a second we get from Celtic Music Radio.

Two directors of DCR are also members of the Dunoon Mod 2012 which DCR has undertaken to be involved with and we are hoping to expand on what we did at the last MOD in Dunoon when we assisted Radio Mod with their broadcasts.

Since before going on air we have let the emergency services know of our willingness to broadcast 24/7 any essential information. We also have excellent communication with Argyll and Bute Council who keep us updated with information on a daily basis.

Last winter we introduced a morning bulletin programme specifically to give out the status of

the Ferry and public transports, the road conditions. Information for this was not only gathered from the authorities but also from our listeners.

## **1.2 Key commitments: Access and participation**

The station will run an open door policy and encourage suggestions from the community.

Dunoon Community Radio will work in partnership with local educational bodies on educational projects of benefit to students, and a student work placement scheme

The station will encourage all members of the target community to become a volunteer. Recruitment will be through Dunoon Community Radio Broadcast, local newspapers and media and through contact with local organisations and groups.

Volunteers will be eligible to take an active part in the management and running of the station and will be eligible for a position on the board.

The presenters encourage people to send in suggestions and general comments to their programmes which they all seem to enjoy receiving and reading out to the listeners. The presenters also encourage listeners to visit our website and to leave comments on the guestbook and their own pages. Many of the presenters have been encouraged by the comments on their pages and it has motivated them to leave comments on their pages. We also have suggestion boxes situated in several local shops which listeners to use for anything they wish us send to us. This is not used as often as we would hope but this is probably due to the fact that there is not many people know adays who do not use text or emails and find this easier than going into a shop.

We also encourage people to come and visit the studio whether as individuals or as groups. At the beginning we had quite a few people that dropped in for a look round, some went on to become presenters. Now we are visited by several groups especially childrens groups such as the Scouts or Boys Brigade, they are all given an opportunity to go on air while in the studio

We did have a student that had enquired to work on the station, unfortunately as we are broadcasting during the evening this was not deemed suitable but the school have said they would look at this favourably once we were broadcasting during the day and had our own studio

A stated above we are currently working with one of the local primary schools, the intention is to extend this to any of the other primary schools that would like to be involved once the first primary school is settled.

We constantly ask people to become a volunteer on air and when we speak to people either at events or when they come into the studio about various ideas for programmes some of these have come to fruition or are in discussion.

We have been fortunate to have really good support and coverage from our local newspaper the Dunoon Observer who regulary feature what we are doing and always let the community know we are still looking for volunteers.

We have also joined several Argyll and Bute initiatives the Time Bank for volunteers out of the Community volunteer Centre and the Community Learning Centre.

We also keep the local organisations, community groups and local charities aware of our activities and quest for volunteers

Many of the volunteers do take an active part in the management of the radio. We have a committee who are in charge of co-ordinating their functions. We have monthly meetings to which any member, not just the committee, are allowed to attend. This has been a benefit as it has meant that more ideas are brought to the table and extra help has been offered.

We also try to discuss the majority of items with all members to gain their opinion. One of the volunteers has taken up a position on the board this year.

## 1.1 Key commitments: Accountability to the target community

The station will conduct regular listener forums. Results of the forums will be aired as part of scheduled programming.

Dunoon Community Radio will hold regular volunteer meetings and an Annual General Meeting.

The station will put in place a complaints procedure and complaints will be handled by the committee. If a satisfactory conclusion cannot be reached a full enquiry will be carried out by the board.

A volunteer grievance policy will be added to the station's current volunteer's charter.

Dunoon Community Radio will host 'meet the public' sessions to gain feedback from the community and use this information to inform the listener forums.

We unfortunately did not carry out a specific listener forum this however, we do go out and speak to members of the community at any available opportunity. Whenever we are appearing at local events or at fundraising activities we publicise that we will be there and we would love to talk to people then. We have found that many people will come and speak to us and give us their views. Some of these comments are then passed on during the 5pm to 7pm slot.

We hold a meeting each month to which all volunteers are invited. Our last AGM was in October 2010

We are in the light of past events looking at all our procedures, this we are doing on a priority basis we are just completing a review of our youth and vulnerable people's policy and we will review our present complaints procedure shortly.

A volunteer grievance policy has been added to our current volunteers charter and as all other policies will be reviewed on a regular basis.

## 1.2 Volunteer inputs *(see the separate guidance notes)*

Number of volunteers:  
At this present time we have 43 active members

What roles are performed by volunteers:  
23 Active presenters  
2 presenters not broadcasting at this time on leave

1 presenter also programme controller, Grant funding/Advertising and admin  
2 presenters also admin and youth training  
2 presenters also advertising and fundraising  
1 presenter presenter also fundraising  
1 presenter also Grant funding  
16 presenters  
1 Technical Director  
2 Technical support  
1 Website and administration  
1 Fundraising/Advertising  
5 General assistants when required

Approximate number of hours worked on average per volunteer **per week**:

16 Presenters at 8 hours per month  
6 presenters who also do light admin/technical/fundraising @ 24 hours per month  
6 volunteers who are more heavily involved in the day to day running @ 48 hours per month  
13 volunteers as required e.g. helping at roadshows.

### 1.3 Significant achievements

We always feel a sense of achievement when someone comes up to us and tells us that they are enjoying our broadcasts.

Being able to allow people who may have had the dream of broadcasting for many years, but would never get the opportunity in a commercial radio station that chance and to see how they have grown in skill and confidence.

One of our biggest achievements was broadcasting from the Cowal Highland Gathering, this event, which has a worldwide audience is held over three days at the end of August. It brought a whole range of new challenges, especially as it was our first live outside broadcast for our presenters as we were broadcasting from a changing room in the games field between the hours of 9am till 6pm every day and on the Saturday we continued broadcasting until the last firework. This included some presenters sitting in our studio giving a running commentary of the march past of bands. Other new challenges were interviewing ad hoc, dealing with the officials and meeting their requirements, dealing with information coming in quick succession to be broadcast. Everyone involved agreed it was a wonderful experience and they are all looking forward to this year.

---

#### **1.4 Audience research**

Please provide a summary of any audience research/ data you have collected during the year.

We have not carried out any specific quantifiable audience research, but as mentioned previously are constantly talking to members of the public to gain their opinion. One of the presenters has indicated they would like to carry out this research with some of the local school children we are hopeful this will come to fruition later this year.

## Section 2

# Declaration

I hereby declare that the information given in this annual report is, to the best of my knowledge and belief, true and correct.

**Signature**

**Name**

**Position**

**Station**

**Email address**

**Telephone number**

**Date**

## Section 3

# Checklist

Please ensure that you have done the following:

- Read the Guidance Notes.
- Checked that all sections of both forms (i.e. this document and the accompanying spreadsheet) are completed.
- Ensured that the declaration is signed and dated by a member of the board of the corporate body which has been awarded the community radio licence, and that the person has the authority to act on behalf of the board.

### ***Then***

Submit your form by email to [community.radio@ofcom.org.uk](mailto:community.radio@ofcom.org.uk) and send one signed hard copy to

Community Radio (5<sup>th</sup> Floor),  
Ofcom  
Riverside House  
2A Southwark Bridge Road,  
London  
SE1 9HA.

Annual report forms must be returned to Ofcom by Friday 25 June 2010.

March 2011 – Issue 5