

Error! Unknown document property name.



Community Radio

Key commitments annual report form

Publication date: April 2010
Issue 4

Contents

Section	Page
<u>1</u> Community Radio Annual Report Form	1
<u>2</u> Declaration	15
<u>3</u> Checklist	16

Section 1

Community Radio Annual Report Form

¹ Community Radio Annual Report Form: Year Ending 31 March 2010

Station details

1.

Licence Number

² CRO43

3.

Station Name

⁴ Feile FM

5.

Launch Date

⁶ 16 September 2007

Web address where you will publish this report

⁷ www.feilefm.com (Report will be published online in June/July 2010)

8.

9.

PLEASE NOTE: The following sections are set out one question per page. However, each section can be expanded to take as much information as you need to provide.

² Key commitments: programming

- Daytime output (between 07:00 and 19:00) will typically comprise 75% music and 25% speech ('speech' excludes advertising, programme/

16

15

promotional trails and sponsor credits). Outside such hours, evening and overnight output may typically include a greater percentage of music content.

- **Daytime output will typically include at least seven hours live output each day (Live programming may include pre-recorded inserts, if applicable). In general, the station's output will be locally produced, although, on an occasional basis and to a limited degree, some material may be sourced from elsewhere.**
- **Speech output will typically include news material (community local and national), interviews, discussion programmes, phone-ins, documentaries, informative shows, political and current affairs output, and general coverage of community issues. Other types of speech-based output are permitted.**
- **Music output will comprise of a mix of a range of styles including, but not exclusively, classical, jazz, pop, Irish traditional music, soul, Motown, reggae, R&B, Hip Hop, current chart entries, hits from the 60s,70s 80s 90s, as well as from more recent years, country, multicultural (Polish, Basque, African, Filipino styles), dance, folk, easy listening. Music programming will consist of both general music programming and dedicated specialist music output.**
- **The majority of output will typically be broadcast in English, with Irish language output typically comprising in the region of 25% to 35% of speech output. The station intends to broadcast some minority language output (for example to the Filipino community) and the use of other languages is permitted.**

1 .

2 **[Report back on your key commitments in relation to programming achievements over the past year here.**

3 .

4 **.You should include:**

5 **- your average number of live hours per month. If your average has changed substantially over the year (e.g. your station has increased capacity during the year) you should give the average for recent months but please state this clearly.**

6 **- the average number of original output hours per month (this may include pre-recorded as well as live material but should not include repeats).**

7 **- the percentage of your live daytime output that is speech.**

8 **- a list of the languages, if appropriate, that you have broadcast in.]**

Feile FM produces on average 304 hours of 'live' and original output per month, from a potential, 672 hours of broadcast. This equates to almost 50% of the station's programming. Currently, the obligation to provide at least seven hours of 'live' daytime programming is exceeded, with the bulk of our content being sourced locally from the array of individuals, businesses, charities and institutions that make up the west Belfast community.

This information stream allows Feile FM to provide on average, around 25% of speech content each day. The station takes seriously its commitment to provide a platform to discuss current affairs/issues affecting the local population, which vary

greatly (and means covering everything from politics to 'the arts'). Some of the topics tackled by the station recently, include unemployment, anti-social behaviour, suicide and local cultural/arts events. This information is presented in a variety of ways including both studio and phone-interviews, reporter packages, studio debate (including listener phone-ins), features, voxes and one-off analytical programmes.

Based in the Gaeltacht Quarter, Feile FM encourages its presenters to embrace and use the Irish language, whether via phrases (including opening/closing statements) or wider conversation. Four of the station's presenter's are Gaelic speakers and converse in both English and Gaelic during broadcast. The station has also introduced a Gaelic Clock (with English translation) which facilitates a consistent thread of Irish across all programming. Minority languages make up around 5% of Feile's weekly output; those are presently Basque and African French. The station however, is in the process of developing a programme with *The Chinese Welfare Association* (which will commence in the Autumn 2010) bringing further diversity in relation to language-use, by introducing Cantonese and Mandarin to programming.

The music output remains broad and varied, reflecting a wide array of tastes with many genres covered, from chart music to Irish Traditional & Contemporary. The evening schedule is comprised mostly of specialist music-forms including Reggae & Ska, Electronic, Ethnic & World, Soul, R&B, Rock and Indie. With a number of presenters working professionally (i.e. outside of their involvement with Feile FM) as musicians or music promoters, there is a clear dedication to covering local music strands, particularly up and coming artists seeking an audience for their material.

9.

3. Key commitments: Social gain objectives (a) The provision of sound broadcasting services to individuals who are otherwise underserved

- **Féile FM's inclusion of community focussed programming will enable listeners to reflect on community issues such as 'community troubles, ex-prisoners, ethnic minority ...*joyriding, homelessness, drug and alcohol abuse.*'**
- **Féile FM will try to reach out to the Protestant Community in West Belfast.**
- **Féile FM has identified that West Belfast has one of the highest populations of permanently sick or disabled individuals according to the Census of 2001. Féile has therefore, developed a disability development programme to provide these people with a voice.**

Féile FM has at least one daily programme, from Monday to Thursday that tackles community-related issues culminating in our flagship debate show, *Forum* (every Friday afternoon). Not only does the station air the issues that the local community are talking about, but initiates debate and reflection on a range of others. As part of this process, guest speakers from all sectors (community, public and private) are invited into the station to air their views and to be made accountable/ accessible to the local population, with participation/involvement from listeners actively promoted and encouraged. These programmes frequently generate a high level of response

via various methods (telephone, text and email).

The station considers it very important to make these slots available not only to support services offering advice/information, but also to vulnerable individuals, who either are seeking help or are keen to share their story/experiences (in relation to various issues, such as addiction, homelessness or crime). There is an appreciation that these social concerns do not only affect the local community but also our (Protestant and/or Unionist) neighbours in the Shankill area of west Belfast. Hence, the station frequently invites politicians and community representatives from the Unionist community to offer a shared view in the search for understanding or to create awareness. This is also the case with divisive issues (i.e. between communities) in terms of setting about achieving understanding and/or commonality.

At the very heart of Féile FM, our diverse volunteer pool speaks volumes about the level of commitment to inclusively. Féile FM's volunteers come from a wide range of backgrounds and bring with them (to the station) their views and experiences, enhancing and informing our programming, allowing the station to reflect the many diverse political, religious, ethnic or social views, within the city (and beyond).

Féile FM works closely with the *Oscailt* project (translated as 'open'), which is part of its' parent organisation, *Feile an Phobail*. *Oscailt* encourages equal opportunity and access to 'the arts' for people with a disability and/or long-term illness. Féile FM is the radio strand for this project, providing a platform for those involved (or the coordinators), to produce and present radio programmes, that target people with disabilities and/or long-term illnesses, their families and carers. The provision of training is vital to this relationship, with Féile FM offering radio skills training in various areas, enabling those involved to access an extensive communication tool kit that will allow them to express opinions or provide essential information and support.

1.4 Key commitments: Social gain objectives (b) The facilitation of discussion and the expression of opinion

Féile FM will:

- create programmes dealing with a range of topical issues – including health, benefits and (as a current example) water charges etc.;
- invite local and national personalities to take part in the station's broadcasts – including members of public bodies and statutory agencies;
- promote other cultures through its 'Community Initiative' – inviting guests from a range of ethnic backgrounds, including those from the Filipino Community, Travelling Community, Chinese Community etc.
- broadcast daily a programme aimed at encouraging listeners to phone into the station to partake in debate on a range of issues;
- create arts based programming, including radio dramas, live performances, arts reviews and discussions.

1 .

Féile FM reacts to a range of topical debates (and opinion) circulating in the public domain, covering all manner of expression (with a range of contributors sourced from the community, business, charity and government fields). Some of the areas examined in our programmes over the past year (as well as those outlined

in '1.2'), include the banning of ('legal-high') Mephedrone, the global recession and its' impact locally, revelations of sex abuse in the Catholic Church and the Gaza crisis. We have also highlighted a range of health campaigns. Special one-off programming has been implemented to probe further into particularly prominent issues or where deeper analysis is warranted. *The Election Special with Dr Syndey Elliot* and *Analysis of the Saville Enquiry*, are just two recent examples.

While wider-media coverage (of certain issues) has stimulated some debates at Féile FM (particularly in terms of providing an 'alternative' viewpoint or to give the 'local' perspective), we also endeavour to initiate independent debate and discussion. There is an element of grass-roots insight at the station with many of our presenters working outside of Féile as community workers etc. giving us unique insight into areas of interest for the local community. Needless to say, our role is very important in respect of this, with wider public debate/media streams not having capacity to consider or often ignoring such concerns, for instance 'facilities for young-people in the west Belfast area'.

Féile FM has a very successful *Drivetime* show which is regularly filled with local and national personalities, who may be involved in a particular media and/or government campaign. Local and international guests frequently avail of airtime to promote major arts, community or concert events and we make all of our programmes completely accessible for this. We also have artists from various musical genres who appear on shows that reflect their musical backgrounds.

Giving expression to all members of the community is an important ethos of the station. Féile actively recruits volunteers from ethnic or underrepresented groups and currently has a significant number of volunteers from ethnic-minority backgrounds who highlight issues prevalent to their respective communities (via their programmes) and showcase traditional music etc.

We also invite representatives onto many of the shows, to discuss important issues, highlight available services or public sector awareness campaigns, in relation to a particular cultural group. Féile FM maintains an excellent relationship with the Indian Community Centre in Belfast and is currently developing a slot for the Chinese community in association with *The Chinese Welfare Association*. Unlike other radio programmes produced by mainstream radio outlets, we aim to have as much of the content communicated in Cantonese/Mandarin as possible. The station also continues to have strong links with the local Basque community, providing programming produced by Basques for the Basque audience. Additionally we have installed an arts project engaging members of the Travelling community, where poetry, music and story-telling, will be used to educate the local non-travelling population about travelling traditions/culture.

During all programmes, listeners are actively encouraged to 'have their say' and engage with presenters. Our volunteers continually remind listeners of the modes of contact throughout broadcast. Each weekday however, there is at least one programme scheduled that facilitates wider debate and discussion. They include *Idiots Guide to* (by student volunteers), *Afternoon Delight* (senior citizens), *What the Papers Say* (weekly analysis of news/current affairs) and *Noticeboard* (local community slot). In order to build public appetite and stimulate debate over various issues, notices/blogs are published online, in advance of the relevant broadcast.

Promotion of 'the arts' and culture is very important to Féile FM, with parent organisation, Féile an Phobail, organising four festival events annually. 'Live'

performances are particularly characteristic of the station's programming. Currently there are a number of shows where 'live' acts are scheduled on a weekly basis, with a push towards the promotion (in particular) of new and emerging talent. Outside of this, there are two dedicated arts programmes each week, looking critically at all art forms, with an overall educational strand. Local theatre company, *Kabosh* has recently recorded a series of original radio dramas (written by local playwrights) for the station, entitled *West Awakes* and is soon to record a series of plays looking at racism.

1. **Key commitments: Social gain objectives (c) The provision (whether by means of programmes included in the service or otherwise) of education or training to individuals not employed by the person providing the service**

- Féile FM will provide training and placement opportunities for Féile FM volunteers and interested members of the local community. This training will increase the skills and employability of volunteers and will also provide Féile FM with a constant supply of trained employees.
- Féile FM will take advantage of the expertise of successful OCN students to offer placements for A-level and third-level students to study media and technical studies.
- Féile FM will visit schools and colleges to provide relevant training courses to students that are interested in media and radio studies.

2.

Please include the number of people you have trained, differentiating between volunteers and other members of the community.

Féile FM provides all of its volunteers with training in various areas, including presentation & broadcasting skills, basic production skills and the application of OFCOM & Féile FM Regulations. Féile FM identifies whether 'one-on-one' or 'group' sessions would be most beneficial to those concerned. Currently there is a huge emphasis on programme development, both creatively and in terms of production. This has required a great deal of individual-to-individual type sessions, as each programme is very different from the next, thus having a specific set of requirements etc. We want our volunteers to meet their potential and we take very seriously our commitment to enhancing their employability and/or personal growth. This is also achieved by encouraging the volunteers to share their skills/knowledge with their peers, creating a vibrant learning and interactive environment.

As well as this however, an extension of our training provision, is in relation to

various community groups, such as *Tar Arnall* and *The West Belfast Partnership Board*, who approach us for media-simulation training. These organisations aim to develop or improve media skills particularly with regard to interview techniques etc. On average between two – three groups each month would be involved with the station, in this capacity.

The station continues to provide year-round support to school and college students, seeking to bridge the gap between media theory and practice. Currently there are ten school and college/university students, volunteering with the station. From September 2010 onwards, the station will facilitate a rotational placement-scheme for *Belfast Metropolitan College* Journalism faculty. The work compiled at Feile (by the students) will form part of a portfolio that will eventually be assessed by examiners. Feile FM recently attended the college to provide a workshop.

We also attend local school-open days and invite school representatives to visit the station. Presently three are three school-age students producing and presenting shows on Feile. A major initiative during Feile an Phobail's annual summer festival, will see us target school-age children and youth groups. As part of the ten-day programme in August, Feile FM is linking up with various media professionals to provide a four-day Investigative Journalism workshop, *Behind the Headlines*.

1.6 Key commitments: Social gain objectives (d) The better understanding of the particular community and the strengthening of the links within it

Féile FM will establish a development plan to satisfy this requirement. As part of this plan the service will:

- encourage local community representatives to participate in the organisation of the station so that the community will be able to indirectly evaluate the service;
- organise team building events to inform the community of any developments;
- set up sub-groups and run monthly meetings to inform the station manager of the opinions of the community;
- carry out four project evaluations per year and two planning sessions per broadcast.

3 .

Féile FM continues to maintain strong links with the local partnership boards and neighbourhood renewal projects. We have weekly slot, *Noticeboard* where representatives from these groups either appear 'live' on air or issue weekly content. As part of this process, these organisations are encouraged to provide feedback, with many accepting requests to monitor and evaluate output.

A significant number of our presenters either work for, or speak on behalf of community organisations, as part of their involvement with Feile FM. This facilitates a continuous flow of information between the community and the station, establishing a sense of ownership locally. The impacts are not only felt in terms of programming, but in the overall management and organisation of the station.

The Féile FM team continue to carry out up to four team building and/or information sessions within the local community. These can be in the form of 'road-shows' where community representatives and radio volunteers provide information on the

station in a relaxed, creative and fun way. It is important we are visible within the community and that our staff and volunteers are made accessible to the public.

Meetings are held between volunteers and Feile staff on a daily, weekly or monthly basis (according to the requirements of the station at any one time). We ask that our volunteers (who represent a broad section of the local community) bring forth any issues so that these can be relayed to Feile management. The station has also set up a diary system for volunteers, who are not perhaps comfortable to give their opinion in person. We ask that volunteers use the diary to make comments and we constantly monitor this as part of our ongoing review process. The information we receive is used to steer evaluations between volunteers, our production unit, staff and management structures. Evaluations currently take place every quarter and the feedback provided allows us to continually evolve and improve.

As part of the planning process for our programming, we ask that volunteers submit programme proposals in advance of broadcast. We then review this and meet with volunteers to devise a running-order, secure any necessary technical assistance and ensure generally that our volunteers are well supported and prepared for broadcast.

1.7 Key commitments: Additional Social Gain objectives (if any are specified in your licence).

- Féile FM will provide facilities to enhance the ability of community groups to be recognised within the community.
- Those involved in the provision of the radio service will be helped to develop personal and inter-personal skills.
- Through their involvement in the station, volunteers will be able to play an active part in the development of West Belfast.

4.

The weekly community slots on Féile FM create a dynamic where community organisations not only receive recognition for the work being achieved within their areas, but in making themselves available for public comment (via radio), credibility is enhanced. Community groups use the opportunity to both highlight services being offered and to engage with the public. These things in turn help to increase awareness of and build support for, these organisations.

All Féile FM volunteers develop personal and inter-personal skills either individually through the actual radio production process (and all that it entails) or as part of the wider volunteer team, via group/team-building sessions. We have a policy of encouraging our volunteers to engage with one another on new projects or to attempt new things within their individual programmes. We want our volunteers to reach their full potential and accept our very important role in making this happen.

It is without doubt that Feile FM's volunteers play an important role in the development of West Belfast. Not only do they help to promote a very positive image of our community but they are actively involved in addressing social problems by providing radio content that does not shy away from tackling serious issues. By

highlighting ills in society and creating positive debate around them, they are at the forefront of addressing the problems, providing essential information and breaking down the perception that 'little is being done'.

5 .

6 .

1. **Key commitments: Access and participation**

- Féile FM will operate an 'open-door' policy, allowing members of the public to approach the station with programming suggestions or ideas to develop the station's output.
- Féile FM will maintain a large volunteer base, through which members of the community will be provided with opportunities to participate in the operation and management of the service.
- Members of the community will also be invited to visit the station, with opportunities being provided for individuals to see how broadcast output is developed and produced.

7 .

Féile Fm actively encourages members of the public to get involved with the station, either by volunteering or by offering feedback/suggestions for improvement. We do this via station 'promos' that give out contact details etc. and online through our 'blog' facility and social networking pages. We have recently installed a 'forum' for listeners on our website, to facilitate interactive debate and discussion in relation to the station. We monitor the comments made and initiate processes to adapt or make relevant changes.

Féile asks its volunteers (of all ages, backgrounds and experiences) to participate in the running of the station, from both a programming and an operational perspective. We encourage them to put forward their ideas and where possible roll them out. This gives volunteers an active role and level of responsibility in the overall management and success of the station.

Féile FM works hard encouraging a diverse mix of community groups and individuals to visit the station, either to get involved in a programme or simply to view 'live' radio in operation. The radio station has had great success in establishing relationships across the arts and cultural sector, where various groups now use the station and its facilities to produce or record artistic work, including a group of writers.

Féile also provides training days for the community, whereby young people in particular can learn the basics of radio. This is a very popular inclusion within our festival programmes, where individuals and groups learn about radio production and leave with a recording of the work they have compiled during the session. We have also found this to be a great way of stimulating creativity and young people's aspirations for future careers in the medium.

8 .
9 .

1.9 Key commitments: Accountability to the target community

To satisfy this requirement Féile FM will:

- constantly evaluate and review its output to satisfy the tastes and interests of the community;
- set up a monitoring system to ensure that standards are maintained;
- place a suggestion box in a prominent place in the radio station at all times;
- carry out review and evaluation sessions, allowing members of the public to express their opinions concerning the service;
- send out press releases and use other promotional routes to encourage local people to volunteer and become involved in all aspects of running the radio station.
- Féile FM will also implement a complaints procedure:
 - Listeners may provide feedback in writing, via the telephone or by email. The feedback received will be included on the station's feedback database and stored in accordance with 1998 Data Protection guidelines.
 - All Féile staff will receive training on the feedback system and all the information received will be correlated at the end of each week. The Administrator will draw up weekly and monthly reports which will be published in the organisation's database and presented to Féile FM's monthly management committee meetings
 - Hard copies of feedback received will also be kept on file at Féile FM in accordance with the 1998 Data Protection Act.
 - All feedback received will be categorised into four key areas: Comments / Complaints / Appreciations / Enquiries
 - If a listener has requested a response from Féile FM with regards to his/her feedback the initial response will be drawn up by the most relevant person or persons within Féile FM to deal with the comment/complaint. A complaint with regards to a factual inaccuracy on a news report for example, will therefore be dealt with by the news team and a comment/complaint regarding the schedule will be answered by the Radio Coordinator. All responses to

feedback received will be checked and verified by the Radio Coordinator before delivery.

- All comments, complaints, appreciations will be answered within 10 working days of receipt. A listener can request a response in writing, by email or over the telephone.
- If a listener requires further clarification or if s/he is not satisfied with the response received, a comment or complaint may be escalated to the Management Committee who will formulate a response within 30 working days of the date in which the listener requested a further response.
- In the case of a complaint being upheld, details will be published on the station's web-site immediately following such a conclusion being reached,

10.

Féile FM is currently in the process of rolling out a listener survey to identify what kind of appetite the local population has for community radio, and in particular what kind of programming it would like (a listener survey is conducted at least twice a year in order to account for and keep up to date with changes in public attitude/opinion etc). The survey will be made fully accessible by being published online and to encourage participation from our international audience. As well as this however, we continue to monitor feedback received via phone/text/email and online, through our specially-designed listener forum and social networking pages.

However we also look to those involved with the station, as part of our monitoring process, encouraging staff, volunteers and the management committee to listen across the output and offer suggestions for improvement with content and furthermore, with the services we provide. We are sensitive to all kinds of approach in encouraging feedback and have placed a 'Suggestion Box' in reception area as well as maintaining a diary system to allow for anonymous comment. Additionally local businesses, charities and groups are sent monitoring forms and asked to complete them, assessing our programming, among other things. The information we receive as part of this process, is fundamental in enabling us to develop as a station and keeps us accountable to the people we serve, i.e. volunteers and the community. The Féile AGM is another platform for receiving constructive criticism, allowing members of the public to meet with Feile management and express their views or provide creative ideas on the direction of the station.

Being a media outlet we are very aware of the value in communicating via media and often access other media channels to communicate messages, for instance with recruiting volunteers (written literature such as posters/flyers and communications online) or to garner support for and raise awareness of specific programming (online blogs or press releases, for instance with our *St. Patrick's Day Marathon Show*).

While all of our volunteers are continually reminded of their responsibilities in relation to OFCOM and the station's internal guidelines/regulations, we have a system in place to allow for the receipt of complaints and to facilitate addressing them. All of our volunteers and staff are accountable and we record and review any comments received (negative or otherwise) and set about responding (if necessary) in a balanced, timely and fair way.

11.

12.
13.

14.
15.
16.

4. Volunteer inputs (see guidance notes on page 2)

1.
2 Currently we have seventy-five volunteers at the station (having recently recruited four students) who collectively produce and present up to forty shows per week. Out of the total number of volunteers, around ten individuals are involved in programme production (research and technical support), with a handful of volunteers doing both presentation and production.

On average, the volunteers normally dedicate no more than four hours per month at the station and while for most of our volunteers, involvement with the station is either complimentary to their professional or personal work (or both, for instance if working in music or arts etc.), for six of them, time given to the station is considered part of their daily work schedule, coming from community organisations who use the station as extension of organisational promotional endeavours.

Our volunteers access and avail of all services within the station for self-development, to enhance employability, to explore a passion for radio, to promote a cause or because of a belief in community organisations and structures. The volunteers outline their own areas of interest from the outset and we assist them in developing a plan of action that will allow them to get the most out of their experience with Feile.

As well as their own input, the volunteers bring with them an array of contacts/ contributors to enhance programming and open doors to all types of opinion/ expression in society.

3.

- 4.
- 5.

5. Significant achievements

- 1.
 - Wide-ranging programming that caters for an array of tastes;
 - Retaining a diverse mix of volunteers;
 - Delivering special programming to mark events, discuss current affairs/issues or provoke thought, for e.g. *The Intergenerational Series*;
 - Continuing the provision of radio training (one-on-one and otherwise) in a variety of areas, from production to presentation;
 - Continuing to attract notable figures, for instance a former radio director and a television producer, to contribute to, or volunteer for station;
 - Providing high-quality artistic content;
 - Maintaining excellent relationships with various music promoters, with the station successfully placed within media campaign's for high-profile artist/group's such as, *Brian Kennedy*, *General Fiasco* and *Imelda May*;
 - Significant increase in website hits, particularly in terms of international traffic;
 - Increase in listener response via text, email and phone.
- 2.
- 3.

6. Significant difficulties

1 Do you wish this section to be kept confidential? Yes/ **No**

- 2.

The station continues to find it difficult to sustain enough revenue to cover core expenditure such as rent, heating and electricity. The continuing effects of the economic recession mean there is a significant lack of private and public monies available. The legacy of the 'economic crisis' etc. has clearly impinged on the willingness of businesses to buy advertising or to provide sponsorship, with cuts to budgets etc. This is exacerbated by the fact that the station cannot obtain costly RAJAR listening figures which would undoubtedly help secure more revenue in this area.

- 3.
- 4.
- 5.
- 6.
- 7.

7. Audience research

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

While Feile FM is not in a position to pay for professional collation and analysis of audience figures, we continue to find affordable means of identifying 'who' is listening and 'what' they are listening to. The current survey process is in operation and we will soon set about analysing those results by comparing them to previous findings, to pin point changes in audience opinion etc.

As well as continuing to monitor calls/texts/emails to the station, online tools such as *Google Analytics* have provided us with fresh insight into our potential listening population. Through our online listening facility we can measure what country a listener is accessing us from, how long they are listening and what programmes in particular they are listening to. While the behaviour of 'online' listeners is different to those tuning in via radio frequency, for e.g. they may not listen as long, it gives us an idea of listening trends etc.

We also access government reports/data on our local area which highlight levels of unemployment, homelessness etc. and use this information to guide the types of programming we offer or to help us target specific groups and representatives etc. The Community Media Council recently provided us with an analysis of our catchment area which we are putting to great use to establish the potential for certain special types of programming.

Finally, we monitor how many local businesses listen to the station and through local community networks we assess how many groups listen to their own representatives

when they present their weekly slots.

- 2.
- 3.
- 4.
- 5.
- 6.

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

M O'Brien

Name

Maura O'Brien

Position

Creative Development Officer

Station

Feile FM

Email address

maura@feilefm.com

Telephone number

(028) 9024 2002

Date

25 June 2010

Error! Unknown document property name.

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 and send one signed hard copy to

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

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

April 2010 – Issue 4