

## Section 1

# Key commitments Annual Report Form

## 1.1 Community Radio Form: Year Ending 31 December 2013

### Station details

#### Licence Number

CR000126

#### Station Name

Alive Radio

#### Launch Date

01/09/09

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

<http://aliveradio.net>

#### When will the report be published / available to view?

April 2014

## 1.2 The year in numbers

Please specify the station's achievements in the year under review in numbers as follows: (some of this may be a repetition of the information supplied in the financial report)

Average number of live hours per <b>week</b> (live material is created at the same time as it is broadcast)	90
Average number of original programming hours per <b>week</b> (original material includes live plus pre-recorded material, but does not include repeats or automated output). [This figure cannot be less than the station's live hours alone]	100
The percentage of your daytime output that is <b>speech</b>	30
Total number of people trained during the <b>year</b>	15
Total number of volunteers involved during the <b>year</b>	60
Total number of volunteer hours per <b>week</b>	200
If appropriate, a list of languages you have broadcast in	Only English

(There may be some repetition of this information in other sections such as programming.)

Please indicate whether your station key commitments have been delivered during the reporting period: 1 January to 31 December 2013

### 1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> <li>Day time output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).</li> </ul>	Yes	
<ul style="list-style-type: none"> <li>Music output will comprise a wide range of styles, including Christian Contemporary and other Christian genres. Effort will be made to promote local musicians, where appropriate.</li> </ul>	Yes	
<ul style="list-style-type: none"> <li>Speech output will include local and world news, community news, local events, issues, interviews and sports.</li> </ul>	Yes	
<ul style="list-style-type: none"> <li>Output will be broadcast in English.</li> </ul>	Yes	
<ul style="list-style-type: none"> <li>The service will typically be live for at least 8 hours per day. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced.</li> </ul>	Yes	

#### Explanatory notes re non-delivery (if applicable):

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### 1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
<b>(a) The provision of sound broadcasting services to individuals who are otherwise underserved</b>		
<ul style="list-style-type: none"> <li>Alive Radio's output will include some programming aimed at the church-going community.</li> </ul>	Yes	
<b>(b) The facilitation of discussion and the expression of opinion</b>		
<ul style="list-style-type: none"> <li>Alive Radio will seek to encourage balanced discussion and the expression of opinions through its programming. Its daily schedules will include sections on wide ranging topics affecting everyone, as well as issues relating to Christians. Members of the public will be invited to take part through, e.g. discussion shows, emails, on-air phone-ins, etc.</li> </ul>	Yes	
<b>(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</b>		
<ul style="list-style-type: none"> <li>Alive Radio aims to provide a means for local children to visit the station and produce their own programmes. It also expects to link with local University and Colleges where possible.</li> </ul>	Yes	
<ul style="list-style-type: none"> <li>Alive Radio intends offering work placements for students in the future. It is hoped that around ten people will be taken on through work placements each year, subject to successful fundraising for a full time Station Manager/Trainer's salary.</li> </ul>	Yes	
<b>(d) The better understanding of the particular community and the strengthening of the links within it</b>		
<ul style="list-style-type: none"> <li>Alive Radio will broadcast local news items affecting its community, including local sports and travel news. It will provide a means for the</li> </ul>	Yes	

local community to be better advised of local events and issues.		
<ul style="list-style-type: none"> <li>It will broadcast life stories from local people who, for instance, work in the community or have been involved in missionary work around the world.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Representatives from Alive Radio will speak at local community and church group events.</li> </ul>	<b>Yes</b>	
<b>Additional Social Gain objectives (if any are specified in your licence).</b>		
<ul style="list-style-type: none"> <li>Alive Radio will highlight services provided by local groups. It will help other local groups that share the station's Christian ethos to promote events they are holding and as it develops aims to host events in its community.</li> </ul>	<b>Yes</b>	

**Explanatory notes re non-delivery (if applicable):**

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**1.5 Key commitments: Access and participation**

<b>Key commitment delivery</b>	<b>YES</b>	<b>NO</b>
<ul style="list-style-type: none"> <li>Alive Radio will hold public meetings to raise the profile of the station and invite more people to get involved in the station as volunteers. Alive Radio's facilities will be open to members of the local community, once they have received the appropriate induction and training. Volunteers will be given an induction session held at regular intervals or as the need arises. Each volunteer will be allocated a more experienced mentor to assist them and support them at this early stage. Alive Radio aims to have around 30 volunteer presenters each year.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>It will also encourage voluntary groups to get involved in the station.</li> </ul>	<b>Yes</b>	

**Explanatory notes re non-delivery (if applicable):**

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**1.6 Key commitments: Accountability to the target community**

<b>Key commitment delivery</b>	<b>YES</b>	<b>NO</b>
<ul style="list-style-type: none"> <li>Alive Radio will appoint a Board of Reference to monitor the station. This will be chosen by the Directors and be representative of the target community as well as held in high standing by the wider community. The board will be responsible to feed back comments and constructive criticism about the station's output and the way it is received by the community. This information will form the basis of the station's self assessment and evaluation process.</li> </ul>		<b>No</b>
<ul style="list-style-type: none"> <li>Alive Radio will have an open policy of encouraging comments from listeners and will ensure that all comments are seen by the Station Manager, responded to quickly and reported to the Directors.</li> </ul>	<b>Yes</b>	

<ul style="list-style-type: none"> <li>It will talk to its listeners and volunteers and will hold public meetings to get feedback from the target community.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>Alive Radio will set up an internal review mechanism looking at programme content, schedules and presenter style with the purpose of providing a guide for improvement and development.</li> </ul>	<b>Yes</b>	
<ul style="list-style-type: none"> <li>An Annual General Meeting will take place every year and an annual report compiled to include an assessment of performance over key areas and accounts. The station will have a published complaints procedure.</li> </ul>	<b>Yes</b>	

**Explanatory notes re non-delivery (if applicable):**

The Board of Reference is in the process of being established, ready for our licence extension (assuming it is given)

**1.7 Volunteer inputs**

Please provide details of the contribution made by volunteers to the station and its operation of the station, such as:

- The approximate number of hours worked on average per volunteer per week.
- Any other information to help Ofcom understand the input of volunteers to the station.

Volunteer input has been sustained, with over 50 individuals currently involved. The amount of time and effort invested by individuals is, as always, very impressive.

Through the year we established a new structure to deal with day to day running and some aspects of the development of the station. A Duty Manager team was initiated, to spread the load of routine management over a number of dedicated volunteers. This team, in the absence of a paid Station Manager, has proved very effective in providing a good level of monitoring and support throughout our live transmission time, as well as keeping tabs on the automated periods.

In conjunction with that, our Technical Support Team rota spreads the load of technical troubleshooting and maintenance over a number of individuals.

A vibrant Closed Facebook Group, for presenters and team members was established and has proved an effective means of conveying information and communicating issues between our diverse team and Duty Managers/Tech Team members etc.

For the most part, volunteers are able to express themselves and contribute, although there are occasional friction points, which are addressed by Duty Managers. A good sense of mutual respect continues to exist across the team.

Emails continue to be a good way to keep lines of communication open and keep everyone in the loop.

Average number of hours per volunteer per week is around 4 hours.

## 1.8 Significant achievements

Alive has been recognised by the audience as this year we were nominated in 2 categories at the D&G Life People of the Year Awards; shortlisted in, "Community Group of the Year" and winner of the, "Volunteer of the Year" award. These achievements show the high regard in which the station is held by the community.

Alive was successful in securing £10,000 of funding from Investing in Ideas (part of the Big Lottery), to establish a training project, complete with second studio. The studio was installed and commissioned in the autumn. The training project will be developed in 2014.

We began conversations with Dumfries and Galloway College, towards a collaborative arrangement, which would involve Alive providing training and support for the DG Vibes student radio station at the college.

Alive has continued to develop greater links with the community, especially with the local arts scene - musicians, artists and performers.

Links have also matured with the local sporting world, with existing links deepening and new links generated with greater diversification to a range of sports groups. We have especially helped the Solway Sharks ice hockey team, who have been seeking to raise the profile of the sport locally.

Links with the local political world have also continued to develop, especially with the prospect of the Scottish Independence Referendum in September 2014.

Valuable links with Dumfries & Galloway Health Board have continued too, with use of the Hospedia bedside media system.

Our coverage of local music festivals developed too, with the Eden Festival, Wicker Man, Comlongon Rocks, Moniaive Folk and Bluegrass Festivals, Lockerbie Jazz Festival and others appreciating Alive's support. Once again we were radio media partners with 'Big Burns Supper' event, which is the World's Largest Burns Night Celebration.

Liaison with local newspapers, the BBC and Dumfries & Galloway Life magazine also deepened.

After years of trying to make our initial business model work, but without major success, we encouraged our whole team to corporately carry responsibility for fundraising. This has proved quite successful, with team members adopting a variety of methods of raising their 'allocation', such as fund raising events, 24 hour web

## 1.9 Significant difficulties

Do you wish this section to be kept confidential?	YES	NO
	X	
<p>Finances continue to be a constant pressure, albeit easing substantially this year through the new funding strategy highlighted in 'Achievements'. This is especially due to the restrictions on spot on-air advertising. If we were able to raise even 50% of our revenue from on-air advertising, it would make a huge difference, but at present we are prohibited from doing that, due to the less than 150,000 potential adult listeners in the overlapping commercial radio licence (South West Sound).</p> <p>At the end of the year, we were informed that our current studio lease will expire in June 2014. This stimulated an immediate search for alternative accommodation, which is bringing some promising options. The transmitter location is not in question, for the time being.</p>		

## 1.10 Audience research

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

See separate report. Attached as appendix 1.

### SUMMARY

#### Based on the research our stereotypical listener -

Lives in Dumfries or the surrounding area

Is 36-55

Loves a broad mix of music

Will tune to Alive to specifically hear local musicians alongside familiar favourites

Relies upon us to bring them local information

Likes confident, but authentic, presentation

Listens almost every day

Is loyal and will recommend us to their friends.

#### In response, we need to -

Know our listener and cater for their needs

Publicise - through networking, agreements and roadshows

Audit our shows for local content and always be on the lookout for more

Strengthen our training and coaching, strive for excellence and monitor our output

## 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.**

<b>Signature</b>	Mark Smith
<b>Name</b>	Mark Andrew Smith
<b>Position</b>	Chairman
<b>Station</b>	Alive Radio, Dumfries
<b>Email address</b>	<a href="mailto:mark@aliveradio.net">mark@aliveradio.net</a>
<b>Telephone number</b>	01387 830229
<b>Date</b>	04.04.14

### Section 3

## Checklist

Please ensure that you have done the following:

- Read the Annual Report 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)

**Annual report forms must be returned to Ofcom by Wednesday 9 April 2014.**

January 2014 – Issue 8

## APPENDIX 1

### **ALIVE RADIO LISTENER RESEARCH 2013**

In order to discover more about the penetration of Alive Radio, the strength of the brand and the habits of our listeners, we decided to conduct some research. This took the form of an online listeners survey of which 86 people responded. Some of the questions were multiple choice, where one or more answer could be selected. The remainder of the questions invited comment.

#### **FREQUENCY OF LISTENING**

The majority of the respondents (54%) listen once or twice a week whilst a good portion (27%) listen every day. The remaining minority can be seen as casual listenership. It could be suggested that the people who were motivated enough to complete the survey did so as they felt some affinity to the station. However these results remain encouraging.

**ACTION POINT** - Our focus needs to be on translating frequent listeners to everyday listeners.

#### **TIME OF LISTENING**

We asked the public which day parts they listened to most. A significant majority (55%) listen in the evening. This would suggest that listeners enjoy our specialist music shows, which is a strong selling point that Alive Radio has over our commercial rival. Brunch and daytime parts also showed favourable (20% each). Breakfast and afternoon drive were less favourable (17% each). However, if other stations are attracting listeners at these key times, many will not switch over to us, so we need to be consistent, relevant, informative and entertaining. Significant scheduling changes have been made since the research was carried out, so we would expect to see an increase in breakfast and afternoon drive listenership. Note that only 16 % listen at weekends.

**ACTION POINT** We need to constantly pay close attention to Breakfast and Afternoon Drive to ensure that they reach their potential. Following a strict time and music clock, keeping talent consistent where possible and making sure that every link is relevant, local and creates a relationship with the listener. We have improved, but we need to make sure that these are a "must listen to" event. Weekend output has increased - I propose that the scheduling is reviewed for Saturday and Sunday, blank spaces would be better utilised by repeating specialist shows, and a real effort is made to communicate our offering to the listener.

#### **APPEAL**

We asked listeners to pinpoint the appeal of the station. Almost half of the respondents (49%) said the presenters. The music mix (41%) and community based shows (40%) favoured strongly. One thing that these figures demonstrate is that motivation for listening is multifaceted, and so we need to make sure all those elements (personalities, great music, and localness) are present to make our output appealing.

**ACTION POINT** - Remember that our strength is authentic and engaging personalities, great music and localness. Make sure that these are present in every show.

#### **ENDORSEMENT**

The overwhelming majority of respondents (83%) said that they have encouraged other

people to listen to Alive. That sort of loyalty is incredibly valuable to us and we must be ready to capitalize on this.

**ACTION POINT** - Continue to give the listeners something they are proud to recommend. Cultivate our relationship with them (answering emails, reading texts on air). Consider some sort of campaign/promo/incentive to encourage listeners to build an audience.

## **MUSIC**

We asked our listeners to tell us what music they'd like us to play. Many of the respondents praised our current output, commenting that it was good as it was and suggesting that our broadness was part of the stations appeal. Local music, folk and Scottish came significantly high with a request to incorporate some of the best local talent into our broad music output. We have since given these genres increased exposure to great success. Indie music also ranked high. The vast majority of genres suggested feature in our current output with the exception of ambient, reggae, rap and 50s-60s.

**ACTION POINT** - Continue to communicate our music offer. Our breadth is our strength. Consider carefully introducing other genres. Avoid running shows that are too similar to one another.

## **LISTENING MEDIUM**

In terms of listening media, the majority (56%) say that they listen to us on Fm. A good portion (38%) say they listen to us online via PC or smartphone. A surprisingly small minority (6%) said they use the Listen Again facilities. Since the survey was commissioned, some work has been done to make the Listen Again feature more prominent to website visitors. The proportionately high level of people listening via PC could suggest that many may live in places where they are unable to pick up our analogue signal, perhaps outside the immediate locality of Dumfries.

**ACTION POINT** - Continue to promote our Listen Again as this draws web traffic which can command revenue. Raise awareness of our frequency within the town. Heavily promote online listening when dealing with the wider community (e.g. when at Parkfest for example)

## **CONSTRUCTIVE CRITICISM**

Indeed, when we asked how we could improve, one of the most common complaints was the coverage, with a number of listeners wishing to see it increased. A notable amount of respondents praised our current output. Constructive criticism focussed around providing a greater level of training so that presenters appeared confident, reducing presenters and co-presenters talking through each other, keeping a consistent music/speech ratio, promoting other shows on the schedule. One respondent mentioned the need for us to do more roadshows so we could have more of a visual presence in the town.

**ACTION POINT** - Concentrate heavily on training. Training needs to extend beyond use of equipment to presentation skills. I would recommend that training for new presenters is more rigorous, whilst existing presenters are audited so as any training needs are met.

## **GEORGRAPHICAL REACH**

69% of the respondents live in Dumfries. The majority of the remainder (23%) live elsewhere within the region.

**ACTION POINT** - Continue to look for opportunities to promote the station in and out of

Dumfries and become involved in the wider community.

## **AGE**

Our listenership peaks firmly at the 36-55 year bracket (51%), followed by 26-35 (25%) and 56-65 (15%). Thus as a general rule we need to make sure that our core non-specialist content (music, information and style) is relevant to that group.

**ACTION POINT** - Know our listener!

## **AWARENESS**

The vast proportion of respondents (59%) started listening due to the fact that they know someone involved in the station. I feel this is indicative of authentic community radio, and goes some way towards demonstrating that our volunteers enjoy being part of the station. Many tuned in on the recommendation of a friend. A small amount (12%) heard about us through the press and a number of people commented that they found the station by accident, suggesting that we need to do much to raise awareness. However, since the research was carried out, we've raised our profile with publicity from Solway Sharks, Dumfries & Galloway Standard, Dumfries & Galloway Life and the Dumfries Courier. I believe that this has done much to raise awareness of Alive Radio.

**ACTION POINT** - At this stage in our growth I feel we need to continually look at reciprocal sponsorship deals as a way of strengthening our exposure. We need to use the opportunity to work with partners to promote our schedule.

## **SUMMARY**

**Based on the research our stereotypical listener -**

**Lives in Dumfries or the surrounding area**

**Is 36-55**

**Loves a broad mix of music**

**Will tune to Alive to specifically hear local musicians alongside familiar favourites**

**Relies upon us to bring them local information**

**Likes confident, but authentic, presentation**

**Listens almost every day**

**Is loyal and will recommend us to their friends.**

**In response, we need to -**

**Know our listener and cater for their needs**

**Publicise - through networking, agreements and roadshows**

**Audit our shows for local content and always be on the lookout for more**

**Strengthen our training and coaching, strive for excellence and monitor our output**