



Community Radio

Key commitments annual report form

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Issue 5

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Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2011

Station details

Licence Number

CR191

Station Name

105.3 Zack FM

Launch Date

26 June 2009

Web address where you will publish this report

This Report is published on our website www.zackfm.com in the "Contact Us" menu in the navigation bar. As of 24/06/2011, our station is under a redesign from our new hosting company and the new site will be live on or before July 1, 2011.

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

1.2 The year in numbers

Please specify the station's achievements in the 10/11 year in numbers as follows:	
Average number of live hours per week	83
Average number of original programming hours per week (this may include pre-recorded as well as live material but should not include repeats).	58
The percentage of your live daytime output that is speech	30.8%
Number of people trained over the course of the year	20
Number of volunteers involved over the course of the year	40
If appropriate, a list of languages you have broadcast in	<i>Portuguese & Polish</i>

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

1.3 Key commitments: Programming

- Output will typically comprise 70% music and 30% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will encompass a broad selection of styles, including contemporary hits and featuring more specialist genres ranging from the earliest jazz to the most recent hip hop. The station will also aim to promote local bands and musicians.
- Speech output will include local information, interviews and discussions, public service announcements, features, reviews, and other arts based programming.
- Output will be broadcast in English. Other community languages such as Polish and Portuguese may feature from time to time depending on community demand and the availability of volunteers.
- The service will typically be live for at least 12 hours per weekday and 4 hours per day at weekends. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced, with around 4 hours per day from outside sources.

- Currently on average we are 30.8% speech to 69.2% music. Our spoken content has comprised of locally produced hourly news and weather updates, public service announcements, interviews and discussions of local interest.
- Forest Heath Public Radio currently broadcast a wide variety of music to include portugese and polish music, country, punk metal & ska, Hip-hop, r&b, jazz, rock, d&b, dubstep, house, hard house, trance, club anthems, gospel & contemporary christian music as well as a variety of music ranging from the 1950's to the present day. The majority of our shows often promote local bands and musicians in the form of special guests. Forest Heath Public Radio also introduced the "Homegrown" show, a competition based show where local bands and musicians were invited to submit their tracks for airplay. The competition winner received a summer concert tour, studio recording time, PR & promotional material and regular airplay. The prizes were provided by Feel Good Media based in Bury St Edmunds.
- Speech output includes hourly news and weather updates, traffic and travel information as it

occurs and PSA's for which two and a half minutes per hour per day are provided for local charities, non-profit and community organisations to promote their business and services, a total of 108 PSA's for those within our broadcasting area in the past year.

- Alongside broadcasting in English we also run a weekly 3 hour Portuguese language show called O Galo De Barcelos. This has been running since Forest Heath Public Radio first began broadcasting. In March 2011 we introduced a 2hour Polish weekly top 20 chart show.
- The service is typically live for 11hours per day on weekdays and 5hours per day at weekends.

1.4 Key commitments: Social gain objectives

“(a) the provision of sound broadcasting services to individuals who are otherwise underserved”

- The station will serve the people of Forest Heath, including programming for young people, minority ethnic groups, asylum seekers, refugees and U.S. service personnel.

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

- Local people and organisations will have the opportunity to train in basic radio skills, with the possibility of going on to broadcast their own programmes. Local people will also be given a voice by being featured within appropriate programmes.
- Listeners will be able to contact the station by text, email and via phone-ins to air their views.

“(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”

- In conjunction with local voluntary and statutory organisations, the station will run on-air information campaigns, with free back up packs, to address socially important topics.
- Zeta 105.3 FM will provide a minimum of 4 work experience placements per year for 16-25 year olds or other adults returning to work after a break.
- The station will run a media course, free of charge, for anyone who would like the opportunity to learn skills in radio production and presentation. A minimum of 15 training places will be available each year.

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

- The station will work with local organisations to identify issues and topics for programmes and activities. The station will run a major information campaign each quarter.
- The station will use road shows and meetings in the community to engage with people in the area and to find out what matters to them.
- The station will regularly conduct listener polls on issues of local importance, the results of which will be made publicly available.

Additional social gain objectives:

- The station will promote services run by local statutory and voluntary organisations and publicise volunteering opportunities.
- The station will be able to use its facilities to work with young people and encourage other disenfranchised groups to get involved, helping them to

a) Forest Heath Public Radio have worked closely with Dramawise (A youth drama group based in Mildenhall for 6 -14 year olds). We broadcast a variety of shows to appeal to the minority ethnic groups, such as the Polish, Portuguese and Hip-hop shows for our African American Community. We have had no uptake from the asylum seeker community and our research found that the majority reside in Ipswich which is outside of our broadcasting area. We broadcast a 5 hour show for U.S.A.F.

personnel stationed at RAF Mildenhall, RAF Lakenheath and RAF Feltwell providing them with news and information from the USA alongside music and topics of local interest.

b) Forest Heath Public Radio offers a quarterly broadcast training course which is free to anyone within our coverage area. Charities and non-profit organisations have also been invited onto shows to promote special causes and events. Station contact methods are promoted on-air throughout the day. Our contact details and methods can also be found on our website.

c) We have worked closely with both the District and Parish Councils to promote campaigns such as litter collecting, details of how and where to vote and census information which was broadcast in Portuguese as well as English. We also allow non-profit and community organisations to submit their PSA's online, each PSA is broadcast for a minimum of 30 days. We have provided 4 placements of a 4 week work experience programme during which time each person has completed a Broadcasting Training Course.

20 training places have also been allocated where each trainee has completed one or more of the following courses;

- History of Radio & Radio Terminology
- Production
- Producing
- Presenting
- News gathering & Editing

d) Forest Heath Public Radio has had input from both the District & Parish Councils, we run regular on-air campaigns to invite organisations and businesses to provide us with information and ideas for programming and broadcasting topics and activities. We regularly hold road shows on the military bases and surrounding areas within our broadcasting catchment, to collect comments and feedback from the local community and general public which subsequently has been used to establish our new broadcasting format that came in to effect in September 2010. Each month we display a different 'quick poll' on the website where we ask a multiple choice question, once the vote has been made instant poll results are displayed on the screen.

We have been working with Forest Heath Volunteering Network in order to promote volunteering opportunities and promote local organisations through PSA's and on-air interviews. We also advertise volunteering opportunities in the radio station window. We have worked with St Mary's school, local scouts and marine cadets and local youth drama group Dramawise. We offer volunteer placements to ex-offenders struggling to get back into work and co-ordinate with Cambridgeshire and West Suffolk Probation Office's who send us volunteers to help on various projects at the radio station.

1.5 Key commitments: 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."

- Community members will be able to participate in the operation and the management of the station by participating in quarterly focus groups, volunteering, taking part in training or work experience placements and by providing general feedback via the station website. Details of issues discussed at quarterly 'focus meetings' will be made available online.
- Once suitably trained, selected volunteers will be able to produce and broadcast their own programmes. The station will typically have around 30 volunteers.

The station is typically ran by local members of the public who have subsequently become volunteers. The positions range from programming ideas, fundraising, PR & marketing, management committees and admin assistants. Forest Heath Public Radio also run on-air and online campaigns to

encourage listeners and the general public to come forward to fill vacant positions. All committees have been formed through our volunteer base. After each focus group meeting a mass e-mail is sent out to all those present, members of our online listeners club and other persons who have shown an interest containing a link to view minutes from each meeting. A master copy is also held at the station office and is available to view on request.

We currently have 40 active volunteers, each have been adequately trained and many produce and broadcast their own weekly shows.

1.6 Key commitments: 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."

- Zeta 105.3 will encourage public participation in quarterly focus group meetings held at various publicly accessible locations across the area and will conduct regular audience surveys.
- The station will receive listener feedback via its website and other media and will broadcast public comment and opinion.
- The station will introduce a listener panel within its first year of broadcasting. The station will broadcast an invitation for listeners to become involved in the listener panel once a quarter. Members of the community can express their interest by contacting the station by post, e-mail and telephone. A total of 5 panellists will be selected to serve for a period of three months, after which, a new listener panel will be formed. The listener panel will meet with station management on a monthly basis to discuss suggestions and ideas and feedback will be given on the same day. A report will be drafted for each listener panel meeting and results of the meeting will be placed in the stations public file
- The station will hold an annual general meeting.
- The station will have a published complaints procedure.

Forest Heath Public Radio encourage public participation by holding focus group meetings which are held at the station office once each quarter. Online and on-air campaigns are held to invite listeners and the general public to come along and get involved. Quick polls are displayed on the website of local interest and roadshows are held throughout the year in and around the Forest Heath Area to include RAF Mildenhall, RAF Lakenheath and RAF Feltwell.

Listener feedback is also encouraged. We gain this information via listener polls, e-mail, postal mail and through our text service, all of which are advertised online and throughout the day on-air.

A listener panel was first introduced in December 2009 with the first meeting in January 2010 and monthly thereafter. A new panel is selected each quarter.

An annual general meeting was held in April 2010 and April 2011.

Listeners and the general public are able to raise their concerns under the contact us section on the website. To date we have not received any complaints. The volunteers complaint procedure is printed in the volunteer handbook which is issued to each volunteer. A copy is also held at the station office.

1.7 Volunteer inputs (see the separate guidance notes)

Number of volunteers:

40

What roles are performed by volunteers: Volunteers work on air, write, edit and produce news, produce commercials, work on IT projects on our internal computer network. Volunteers also sit on our various committees like Fundraising, Promotions, Outside Broadcast and man our new bookstore which will bring additional, non-traditional revenue.

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

The average time our volunteers typically work is 3.5 hours per week. Some weeks volunteers may put in more hours should we have a station event or promotion.

Additional information:

As we are about to launch our NEW website which will integrate audio and video, some of our volunteers are now working with video production and editing which will be made available on our website to cover topics, events and station news.

1.8 Significant achievements

Forest Heath Public Radio Ltd. from our first week of broadcasting, has broadcasted a Portuguese Laungage show called O Galo De Barcelos. The show has now received regional and national coverage from the media and enjoys a worldwide audience through our streaming which is available on the web. The show targets the large Portuguese Migrant population in and around the Forest Heath Area. The show is a mix of music, news and information and transmits vital information supplied by local authorities.

The Forest Heath Area of West Suffolk doesn't have a daily local newspaper and we found that many people within our catchment area were not able to get daily news. In the fall of 2010, we introduced a daily newscast which is put together by one of our volunteers who has retired from the United States Air Force and worked with RAF Mildenhall Public Affairs office. Our newscast encompasses local, regional, national and international news and airs in our morning drive show weekdays from 6am to 10am. We are the only source of daily "Local News" in our rurual area of West Suffolk.

In the Summer of 2010, we began a new program called "Homegrown". This program features local music artists and we ran a competiton which we featured four or five artists per week and allowed the listeners to vote for the band they felt should continue to the next round. The winner was supplied airplay on the station as well as recording studio time and a concert tour throughout East Anglia through Feel Good Media in Bury St. Edmunds. We plan to make the show a weekly feature starting in the summer due to the overwhelming response and submissions from local artists.

In the fall of 2010 in response to the governments recent 30% cutback across the board, which has drastically affected the amount of funding and funding sources available to us, Forest Heath Public Radio fundraising committee responded to this challenge by identifying and planning non-traditional ways in which to fund raise for the radio station. In the summer of 2011 we will be holding a Bazaar & Business Expo which will be held in the Mildenhall Town Shopping Precinct and the space was kindly donated by the owners of the shopping centre. On June 18th, we will have a total of 46 local vendors participating in the event and each vendor is paying between £25 and £50 for their space in the Bazaar. We are providing all of the promotional support both on and off air.

On July 2nd, 2011, the radio station will hold another fundraising event called the River Music Festival which will be held on the River Lark in West Row. There will be a BBQ and live DJ's beginning at 12 noon and going until late in the evening. We will have raffles and contests on the day as well as donation buckets for those that attend and wish to make a donation to the radio station. The owner of the property is also going to make a large donation to the station at the end of the night.

On July 10th, the radio station is partnering with Dramawise (a local Drama Club), and St. John's Parish to present a production of Mark Twain's "Tom Sawyer". We are selling tickets for £6 each and will sell refreshments to the public on the day.

Our biggest fundraiser will be the Zack FM Oktoberfest which will be held on September 30th, October 1st and 2nd. A local land owner has donated the use of 20 acres of farm land and we have hired a local amusement & rides company to provide thrilling rides and games over three days. We will enjoy a 25% split with the rides operator from ticket sales. We will further sell stalls and have beer & Wine tents throughout the event with live entertainment in the evening. We have forecasted that this could potentially bring us anywhere from £8,000 to £16,000 to put toward the operation of the radio station and it's broadcast training school. We will also look to use this money to purchase much needed equipment and to fund other fundraising events.

Since 2009, the radio station has offered support to the RAF Mildenhall and RAF Lakenheath Enlisted and Civilians Spouses Club & the Officer's and Civilians Spouses Club which hold three bazaars yearly and the proceeds from these bazaars are channelled back into the local community, funding many non-profit and community organizations. With the support of the radio station, they have seen increases from year to year from attendance from the general public. The radio station broadcasts live at each event.

The radio station broadcasts local church services from St. Mary's Church of England and St. John's Catholic Church which has allowed housebound people the opportunity to continue enjoying the church services. We have received several letters of praise for our Sunday morning programming to include our newest show, Sunday Morning Inspiration, which has got the attention from the local schools religious studies classes.

Forest Heath Public Radio Ltd. further supports our local community non-profit and community organizations by giving them free 30 second public service announcements. These PSA's are broadcasted hourly at the rate of three per hour in rotating order. Over 175 organizations utilize this free service to promote their causes from fundraising, events to membership drives and general awareness. PSA's are submitted through an online form which is available on our website and we also publish the PSA's on our website in addition to broadcasting them on the air.

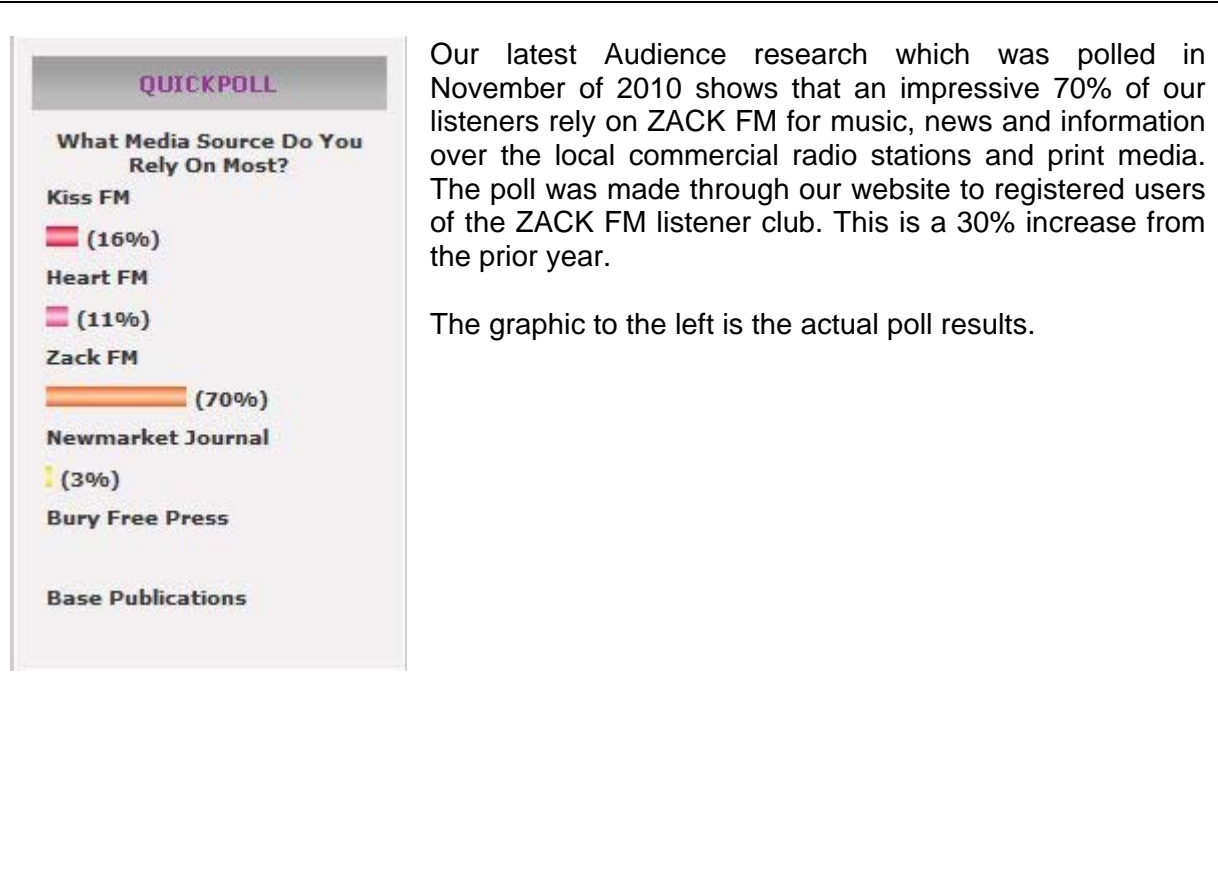
Forest Heath Public Radio joined Young Suffolk. Young Suffolk supports organisations like ours - from small youth groups to national agencies - who work with children and young people in Suffolk. Our membership in Young Suffolk also gave us membership in the Suffolk Association of Voluntary Organizations. SAVO's Vision is of, "a sustainable, effective and dynamic Suffolk voluntary and community sector". They support, inform, represent and develop the voluntary and community sector in Suffolk". They promote Equality of opportunity, equal respect for everyone, the value of the voluntary and community sector in Suffolk, innovation and creativity, the diversity of the sector and appropriate responses to their needs and best quality in all work.

In the fall of 2010, Forest Heath Public Radio Ltd. as a direct result of the government cut backs, looked at significant ways in which to reduce our overheads while maintaining the same quality of service both on and off the air. We moved our studios and offices to a building in town centre and reduced our annual rent by £156 and drastically reduced our business rates by £1,368 per annum. This is due to the relief we receive by locating in a listed property, the regeneration of the Mildenhall Town Centre and from Government rate relief. The new location gave us more visibility in the town and allowed us further integration into our local community with greater access to the public.

The radio station currently has an online "listener club" which boasts over 7,000 members who have signed up through our website. This enables us to do direct audience research and send information about the radio station to our listener's via e-mail. We also are able to keep our listeners informed of training dates and station events as well as directly inviting our listeners to volunteer at the radio station.

1.9 Audience research

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



Our latest Audience research which was polled in November of 2010 shows that an impressive 70% of our listeners rely on ZACK FM for music, news and information over the local commercial radio stations and print media. The poll was made through our website to registered users of the ZACK FM listener club. This is a 30% increase from the prior year.

The graphic to the left is the actual poll results.

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

Supplied On Original Document submitted to OFCOM

Name

Sadie Ellam

Position

Director

Station

105-3 ZACK FM

Email address

Sadie.ellam@zackfm.com

Telephone number

Radio Station (01638) 711-873

Date

19 May, 2011

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.

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