



Community Radio

Key commitments annual report form and financial reporting guidance notes

Publication date:

April 2009
Issue 3

Contents

	Section	Page
1	Community Radio Annual Report Form	1
2	Declaration	35
3	Checklist	36

Section 1

Community Radio Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 March 2009

Station details

Licence Number

CR081

Station Name

Black Diamond FM

Launch Date

28th March 2007

Web address where you will publish this report

[please say if the report has already been published, and if not, when]
www.blackdiamondfm.com (to be published July 2009)

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.

1.2 Key commitments: programming

The station will typically broadcast live, predominantly locally originated, programming for eight hours per day, such output being transmitted between the hours of 07:00 and 22:00. Live programming will typically comprise 70% music and 30% speech during daytime hours ('speech' excludes advertising, programme / promotional trails and sponsor credits and live programming may include pre-recorded inserts, if applicable). Twenty four hour operation is permitted. Speech output will include community, local and national news (including talking newspapers), poetry / readings / plays, for both school children and adults. Other items, such as community phone-ins, discussion programmes, reviews, live and recorded interviews, community spots, community information broadcasts, sports, documentaries, local history and contributions from writers groups will also be broadcast. Music output will typically include a diverse range of genres, such as rock/pop/R&B/classical & easy listening/country/punk/soundtrack/hip hop/soul/ballads/instrumental/jazz/blues/reggae/world music/live music/listener choice. Varied and specific specialist programmes will be provided. Output will typically be broadcast in English although the occasional use of other languages is permitted.

Our weekly schedule has extended and continues to reflect the community that we serve. The station live output is operating above the target and is operating 14/15 hours. Friday evening now extends into the early hours of Saturday morning. Programming on a Saturday has been extended and commences at 9 a.m. instead of 1pm as previously reported. Occasionally, the station 'airs' pre-recorded material from High Schools in the area between 8a.m. -9a.m... Saturday programme includes a programme devoted to business in the community, a programme devoted to community planning partners in the statutory and community sectors and a local sports round-up. While as yet there is no ethnic programming the station has conducted interviews with both religious and community leaders. Ethnic minorities make up 0.9% of the population. Senior hour on Sunday between 5pm-6pm is produced and presented by we believe the oldest broadcasting team in the UK. Ted Commerford is 84 and Bill Prentice is 86 and they have been producing and presenting an hour programme for the past year, about seniors music and interests with interviews, information and senior forum news and views. Wednesday afternoon is devoted to women's issues and is presented and produced by an all women team and is predominantly speech based as are the Saturday programmes mentioned previously. The programming for under 26's has also been increased with the development of the nightly Fun Factor when chaperoned young presenters are offered an on the job training experience while discussing youth culture and new music. News is on the hour with Sky News now the provider. This is augmented by Community News around the 30 minute point or throughout all daytime programmes. Music has been varied and includes country, classical, rock, jazz, folk, big band, musicals, underground, original and some nostalgia from the pre-60's. A programme on World Music was added recently, and we have been talking about involving a doctor Q&A, we already have a Vet who answers questions on pets once a month. Plays have been prepared but as yet have not been broadcast as such but will be actively considered as part of extending broadcast hours in the next 12 months. We are continually reviewing our scheduled programmes, we have put in place a team of volunteer presenters which has a rolling invitation membership which helps and supports the programme makers and

presenters by advice and suggestion for improvement of their programmes. Presenters meeting have been instituted from the start and meet when necessary, as well as a statutory presenter's meeting on a monthly basis, the week before our Board meets ,so that problems highlighted by the presenters can be dealt with swiftly and efficiently by the board.

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

You should include:

- 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.
- the average number of original output hours per month (this may include pre-recorded as well as live material but should not include repeats).
- the percentage of your live daytime output that is speech.
- a list of the languages, if appropriate, that you have broadcast in.]

Our weekly schedule has extended and continues to reflect the community that we serve. The station live output is operating above the target and is operating 14/15 hours per day. Friday evening now extends into the early hours of Saturday morning. Programming on a Saturday has been extended and commences at 9 a.m. instead of 1pm as previously reported. Occasionally, the station 'airs' pre-recorded material from High Schools in the area between 8a.m. -9a.m... Saturday programme includes a programme devoted to business in the community, a programme devoted to community planning partners in the statutory and community sectors and a local sports round-up Overall monthly output would be between 450- 500 hours and this is an increase of approximately 10%

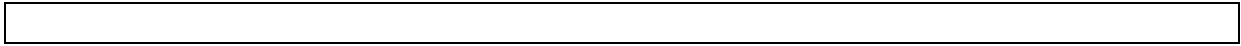
Wednesday afternoon is devoted to women's issues and is presented and produced by an all women team and is predominantly speech based as are the Saturday programmes mentioned previously. The programming for under 26's has also been increased with the development of the nightly Fun Factor when young presenters are Offered an on the job training experience while discussing youth culture and new music. News is on the hour with Sky News now the provider. This is augmented by Community News around the 30 minute point or throughout programmes.

Speech output has increased over the last 12 months by approximately 5%

Music has been varied and includes country, classical, rock, jazz, and folk. big band, underground, original and some nostalgia from the pre-60. A programme on World Music was added in the last two months. Plays have not been broadcast as such but will be actively considered as part of extending broadcast hours in the next 12 months.

While as yet there is no ethnic programming the station has conducted interviews with both religious and community leaders of all religions, and continues to do so particularly on the Sunday morning programmes .

We have been looking at the possibility of having a late night Polish programme conducted by an internet link-up with a Radio station in Krakov. Ethnic minorities make up 0.9% of the population. Language is English (albeit a broad Scots version)



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

[Copy the relevant key commitments from your licence here]

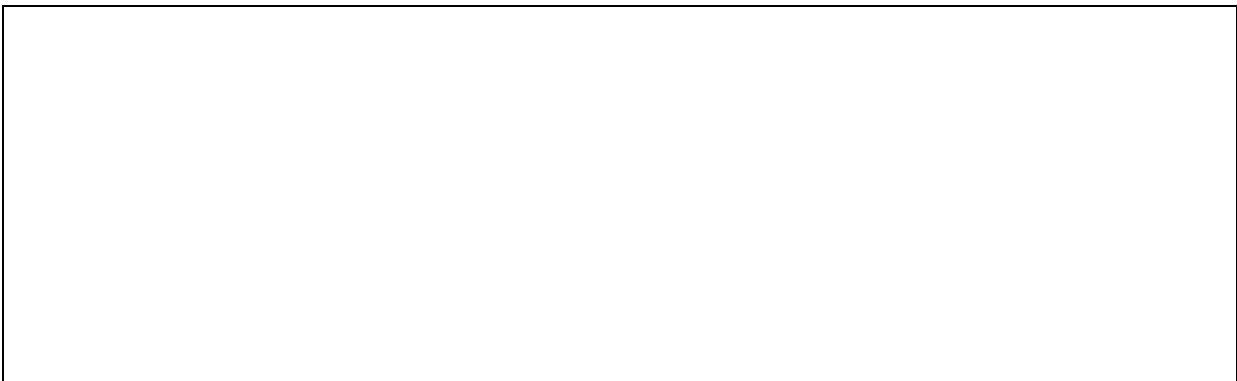
Black Diamond FM will focus on underserved target audiences defined using a wide range of demographic data and other information to inform its programming schedules. Within its output, the station will deliver very local, very niche, programmes of interest to unemployed people, retired folk, young children, youths, students, lone parents, ethnic minorities, older people, and community activists.

Black Diamond FM will focus on underserved target audiences defined using a wide range of demographic data and other information to inform its programming schedules. Within its output, the station will deliver very local, very niche, programmes of interest to unemployed people, retired folk, young children, youths, students, lone parents, ethnic minorities, older people, and community activists.

This we continue to develop, we have now many niche programmes as can be observed from our schedule. Our Community News read out at.30 the hour addresses this issue during our day time programmes

The local community are now beginning to take ownership, which was always been our target and we have an active phone in and e-mail participant listenership. As well as an active e-mail system and a busy website.

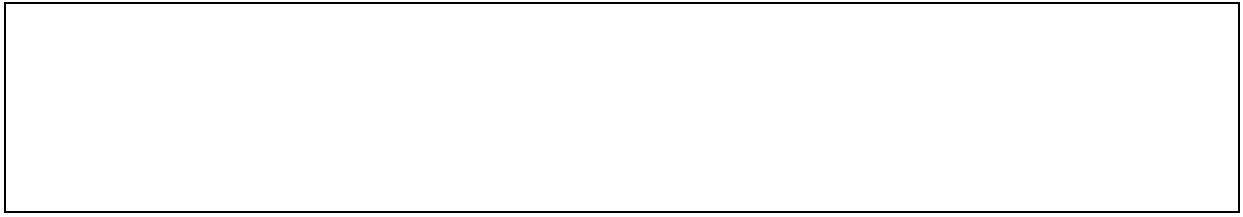
The station will aim to cover local events such as gala days, junior football matches, village fetes, Brass in the Park and the Schools Festival of Music. Programmes will be formed around community concerns, issues and themes, including coverage of local sports, local history and educational activities as well as the local music scene. Groups will be encouraged to make their own issue-based programmes and to be interviewed about their particular activities, work and interests. As a target, we expect to work with 65 community groups and agencies (such as Midlothian Voluntary Action, Midlothian Community Transport, Midlothian Volunteer First, Midlothian Writers' Group, and various community councils), as well as with a further 100 individual volunteers during the first year of broadcasting. A particular focus will be on people and groups that would otherwise be excluded from the opportunity to access radio facilities and take part in radio production and broadcasting.



[report back against your key commitments here]

As mentioned, the station has increased programming for young people, women and the elderly. Over 50 local groups and agencies have been interviewed to promote their work. We have given live support and put together a radio road show which has had a presence at all of the local Gala days in Midlothian, every village has one approx 11 Galas over the season. Information has included financial advice and details of How to get a job. Health advice has been promoted. Women's and Elderly peoples issues are addressed by the creation of specialised programmes.

Presenters include people with disabilities and other volunteers with difficulties are supported to volunteer, e.g. one of our permanent afternoon presenters has been blind since birth. The station has attended a range of community events as stated in our commitments and a new sports round up brings news as it happens from sporting events and matches, Story time for young children is now a daily afternoon event and details of courses for parents are widely promoted as part of community news. We are working with Midlothian Training Services to develop a youth training in the Media, course which starts at the end of August. Staff from Jobcentre, Volunteer Centre plus and the Racially Equality Council have been interviewed to target underserved groups with information about opportunities available. The local Citizens Advice Bureau have a weekly Q&A spot on a Saturday morning which answers questions from listener enquires from the week before. We have an open door policy toward volunteers and we have four afternoons per week a very good, blind presenter, we also have had several assistants who come from special needs backgrounds and several handicapped presenters. We continue to encourage people from the whole spectrum of the community to come and volunteer with us so far we have 51 active volunteers.



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

[Copy the relevant key commitments from your licence here]

Black Diamond FM will be a 'grassroots' medium which local people and organisations can access to promote their particular interests and activities.

As has been said previously we maintain an open door policy. We have had problems which we have now resolved, of people claiming ownership of large amounts of airtime, and have tried to exclude members of the community because of their inexperience. As I have said we have resolved these problems but not without members of the board and the station being subjected to unwarranted malice.

We have a Community News folder which all local organisations have free access to advertise their events, this is read out on every programme during the day or on our specialised programmes . We have a Community works programme which actively interviews local organisations and promotes their interests and activities.

We actively advertise for volunteers on a daily basis. We are contacted on a daily basis by many community groups asking us to advertise their events this we do without charge.

We are working on developing a network of pod audio recording booths for public use throughout all the local libraries so that, should anyone wish to send us information they can use their local library as an input point, the material would be e-mailed to the station. This idea will take time and a small grant to implement, but we see it as an extension of community availability of the radio station and further development and implementation of what we regard as a real democratic tool.

The station will provide a multi media platform, which is wholly inclusive and reflective of the diversity of communities of interest in the greater Midlothian area. A particular objective will be to facilitate the articulation of the voices of the less dominant, less powerful members of society.

The Black Diamond website www.blackdiamondfm.com reflects the multi-Media platform that we have created. It is accessible by all members of the community to leave requests comments ,views and even add photographs. The presenters and producers have all got passwords for their respective programme areas, so they can directly access the site keeping their own areas up bang up to date. The Community is encouraged to use the site, and it has taken almost two years but this is happening. Personally I am a great believer in the radio station being at the centre of a community communication hub which is run through an enhanced, and sophisticated website. Not to exclude the non –computer owners we have a text and telephone, as well as snail mail system which is well promoted by the station. There is also the possibility of adding broadband television for specialised events.

Black Diamond FM is committed to an equal rights opportunity policy in terms of airtime representation. As a result, the station will target and engage with as broad a range of local community individuals and agencies as possible. The intention is that typically between 10 and 15 new community groups and 20 –25 new volunteers per quarter will contribute to programming.

As far as equal rights is concerned, this continues to be and will always be our creed. Whether it is possible to have 20-25 new presenter/producer volunteers per quarter is debateable, some quarters this is possible but it cannot be guaranteed. We certainly have a lot more than 100 new contributors per month whether they be interviewees or contributors to programmes from the community.

The station will broadcast topical phone in and discussion programmes as well as documentaries and local human interest stories that will catalyse lively debate on issues and topics that mainstream metropolitan area radio stations tend not to focus on.

[report back against your key commitments here]

The Women on the Loose programme is a 2-3 hour programme discussing topical issues. Community activists have contributed to the debates about the impact of mining and the miners strike on the area .There have been contributions by environmental, health groups and the Citizens Advice bureau. Phone –ins have been restricted to trusted contributors as the station does not have the facility to delay broadcast in a live situation. Many officers of both statutory and voluntary sector agencies are more comfortable with a pre-record situation. An invitation was extended to the community sector to contribute to a pre-record ‘soapbox’ spot but was not taken up in the last 12 months. There is a very healthy daily e-mail contribution from the Community. We have just been awarded a grant which will allow us to build a mobile studio which we can take out to the events and local debates in the community, as well as direct interface with the villages that make up the area of Midlothian. It will also allow us to train more community volunteer individuals, and give even greater accessibility to our community and audience.

6.2 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

[Copy the relevant key commitments from your licence here]

- Black Diamond FM has developed a volunteer policy which reflects the station's inclusive commitment to offering participation and training opportunities to all members of the Midlothian community to develop radio skills.
- Each year, Black Diamond FM intends to work with approximately 100 volunteers, including unemployed people and school pupils who will be offered work experience. Training will be offered in areas such as admin, problem solving, writing, and interview and management skills.
- The station actively seeks to recruit volunteers from all backgrounds, especially disadvantaged backgrounds (e.g. lone parents, women, ethnic minorities, and the unemployed) and of all ages (e.g. youths and pensioners) so that the station's work will reflect the nature of the community at large. The station recognises and values the contributions made by volunteers and will provide access to training in production and broadcasting to encourage local creative talent and foster local traditions. Free basic radio skills and radio taster courses will typically be operated every quarter using peer group teaching as well as external professional radio trainers.

The bank of volunteers (51 to date) with Black Diamond FM covers a wide spectrum from 17 years to 87 years of age and has increased the number of female presenters in the last year. The Fun Factor and the Heart of the Matter team have undertaken training in schools. Members of the Bonnyrigg senior Citizens' forum have been supported to develop their specialised programme on Sunday evenings. As the station currently only has one studio, on the job training on the desk is limited to periods when the station plays automated music and this time has reduced due to pressure to do more 'live' programmes. The opportunities for formal training will be developed in the autumn of 2009 with the help of a grant recently approved... However peer support has produced many informal training sessions and the presenters meetings have also resulted in the dissemination of good practice. Work experience has been offered to school students and to women on training courses. One female trainee has enrolled in a media course as a result of her time at Black Diamond. The woman is also a presenter on Fridays and during college vacations standing in for a regular presenter who is a carer for his children during holidays from a school for children with special needs.

We have had four young volunteers who have gone on to College and University to do Media courses, and when they have time they still present and produce programmes, they started with us at the very beginning and we are rightly proud of their achievements. Training numbers 20 volunteers and 30 school students has always been our target, programmes like What's New and the Fun Factor are the vehicle programmes by which we make this happen. We have had young adults who have gone on to permanent jobs, due to the fact that we could give them real working references to their prospective employers, because of their involvement with the station.

[report back against your key commitments here. Please include the number of people you have trained, differentiating between volunteers and other members of the community.]

We have hot-housed several young (5) people who have gone on to both university and college.
We have facilitated people who had been out of work over a long period who after experience within the station have gone on to further education college places.
We have had six young adults that have gone on to permanent work because of their involvement with the radio station, and the fact we were able to give them real and factual references to their abilities.
Everybody that presents on Black Diamond has been trained by our training team to use the desk , present and produce programmes It started with one person learning the desk then training everybody else. So to date 80+ people have been trained to produce, present or use the equipment

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

[Copy the relevant key commitments from your licence here]

The station will embed itself in community partnership networks and work closely with umbrella and individual community groups to foster community pride and self awareness of the work of the radio station and vice versa (action research). By working in partnership with community activists and groups the station will develop as an inclusive force for community social and cultural development.

The station will act as a form of "social glue" and will work closely with community individuals, groups and projects to become self aware of what is going on in Midlothian and establish what the community want to do about community issues.

This we have certainly achieved, it has taken time and a great deal of work but the Radio station is invited to any event that is happening in Midlothian and is involved in reporting all the important community issues that arise from a neutral stance, and encouraging healthy democratic debate on air.

The station intends to form a strategically link in with Midlothian's Community Planning Partnership and Midlothian's Community Learning Partnership to pick up on community concerns about health, social welfare and economic capacity issues, as well as issues such as community safety, lifelong learning, environmental sustainability, the delivery of public services and quality of life concerns.

Further partnerships will also be established with governmental, commercial and third sector bodies including Midlothian Council, Midlothian Community Councils and Communities Scotland and the local police and other public agencies in order to help make the station a useful source of local information and output and thus develop community pride and make Midlothian a better place to live and work.

[report back against your key commitments here]

The station has developed strong links with The Midlothian Community Planning Partnership. As part of their Community Engagement Action Plan, the partnership commissioned the station to put out a 1 hour show 'Community Works' for six months dedicated to the provision of services from Statutory bodies such as Health, Police, Fire etc and the voluntary and community Sectors. Additionally, there as been programming around business and religious life in Midlothian.

Presenters have taken part in events such as a 'shark dive' for the Anthony Nolan Trust and collected Easter eggs for disadvantaged youngsters. The number of donations from the public demonstrates that the station has a developing audience.

The local Police have been encouraged to put out a weekly information bulletin, they also inform us of local accidents and traffic problems. As an executive member of the Federation of Midlothian Community Councils, we have an input directly from the Community Councils. We have been developing with Midlothian Council a reporting information system which comes directly from the informational departments of the Council, to enhance the system that is already in place. One of our greatest achievements and targets was to get people to use the word Midlothian and to have helped to create a greater sense of pride and worth in our Shire and Community. We have long suffered under the shadow of Edinburgh and the regional break-up legacy and now we seem to be emerging out of the shadows, to become a entity once more, some of the credit for this new development is due to the team at the Radio station continually referring to Midlothian.

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

[Copy the relevant key commitments from your licence here]

- Black Diamond FM will encourage the use of local accents and dialects within its broadcast output.
- The station will also promote improved media literacy using community radio as a means by which to make citizens more sophisticated consumers of public information.

report back against your key commitments here]

While the population of Midlothian is changing and not all residents have local accents, the Station has encouraged presenters to use their natural voice and accent and not adopt a 'media voice. 'Gie it Laldy' is an example of a name of a programme!

The station has raised its profile by getting agreement with local and regional newspapers to carry programme schedule. With the absence of preordained playlists, the station has attracted 'niche' audiences for programming.

The provision of public information on health and other related subjects is still key to the station's output. Continual education is very important to all of us, and we see the radio station as a springboard to facilitate this.

We are very aware of the importance of our local culture and accents and use many of our local accents for indents advertising the station and have done since we first broadcast.

6.3 Key commitments: Access and participation

[Copy the relevant key commitments from your licence here]

Black Diamond starts from the premise that it operates open door and access all areas policy.

The station explicitly commits to giving local people the opportunity to participate in its operation and management. This approach reflects our commitment to transparency, community empowerment and responsiveness to local demand. We will develop and run a community radio station that is owned and controlled by members of the community at large.

The station is committed to an open door policy within which local people can either volunteer, become members of the station advisory committee or, ultimately, take up a roll as a station director (subject to legal qualification). As a result of this policy, the station is ultimately accountable to the community it serves. Volunteers will be made welcome and encouraged to get directly involved in the running of the station.

[report back against your key commitments here]

The station welcomes new people and the volunteer's bank turns over with people leaving for various reasons to be replaced by others. Our links with 3 Colleges of Education (Stevenson, Telford and Esk Valley) and the Fun Factor has strengthened providing a supply of newer young people into the station. The programme run by women for women has also increased the diversity of presenters. We are particularly proud of our Octogenarians who present their own programme.

The full Board members all have to be resident in Midlothian, whereas associate members of the Board can reside in other areas.

The Board of the parent company has extended to include teenager who has been with the project from pre broadcast days (4 years service) and a women presenter. Presenters meetings are held on a monthly basis and allows for a free flow of issues between the Board and the volunteers. Presenters meeting take place monthly the week before the Board meetings. so pressing issues can be resolved quickly and efficiently.

There is an AGM of MCMA once a year, and new board members are elected to the Board last year there were three new members all resident in Midlothian, all who have been with the station for a substantial period of time.

We also have associate Board members and people who have expertise in specific areas are often seconded to the Board.

6.2 Key commitments: Accountability to the target community

[Copy the relevant key commitments from your licence here]

- A key feature of the radio station's social capital approach will be the regular (quarterly) monitoring of progress, and assessments of the strength of our community links which will help inform the station's future development plans.
- Community planning and engagement is an evolving two way process and one to which the station subscribes firmly. Black Diamond FM takes a multi-agency and joined-up working approach to tackling social exclusion through the promotion of increased community awareness and extended participation to otherwise excluded people.
- As part of the listening to the community process, the station will endeavour to host open days every six months and hold an annual workshop measuring progress against our objectives. Questionnaires, surveys, social audits and workshops will be used to identify community needs and interests, thereby establishing qualitative performance indicators. Vox pops and listener surveys will also be used to ensure that the concerns of local people are quickly picked up on.
- Where a complaint concerning programme contents, the operation of the station or the actions of a person working there (staff or volunteer) is received, Black Diamond FM will attempt to deal with this to the satisfaction of the complainant within fourteen days.
- Members of the public may raise issues of concern with station staff, members of the board or the chairperson. In case of serious complaints, the board may appoint a compliance officer to investigate the issues arising.
- Where a complaint is upheld, details will be published on the station web-site and, where appropriate, an apology may be broadcast on-air.

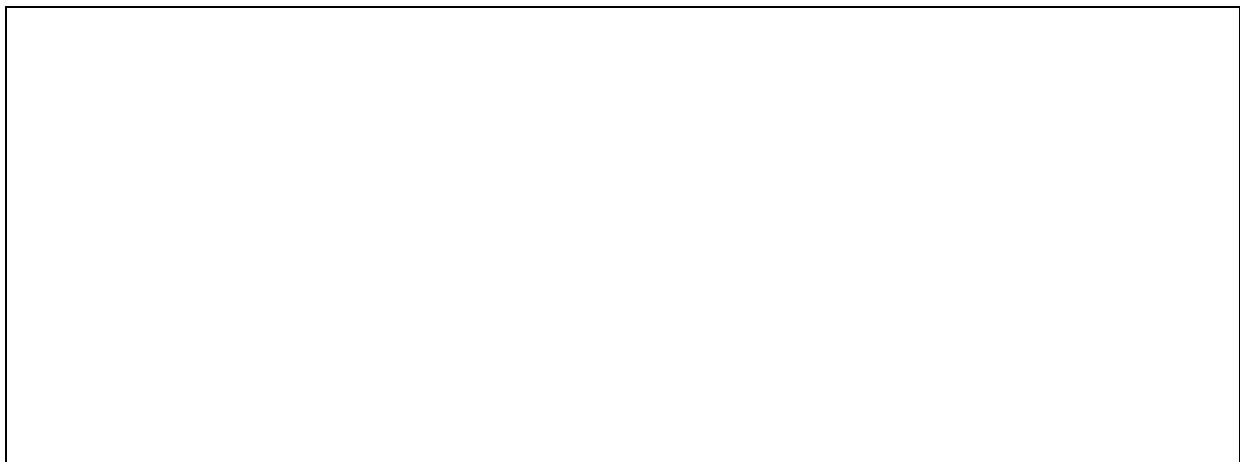
[report back against your key commitments here]

The links with Community Planning have already been listed. The size of the studio space makes open days difficult but we did participate in the National Doors Open days which allow the public access to spaces not easily accessed. Contributors from the community sector are encouraged to participate and most evenings the Fun Factor has chaperoned school students in the studio.

The Community Planning Partnership has agreed to include question in the survey of 1,000 residents who make up the Citizens Panel. This will take place in the autumn which will give the station information that we can extrapolate into some kind of audience figures. The station has had to go into a queue of other agencies who are involved in these surveys conducted by independent consultants.

We have had problems which we have now resolved, of people claiming ownership of large amounts of airtime, and have tried to exclude members of the community because of their inexperience. As I have said we have resolved these problems but not without members of the board and the station being subjected to unwarranted malice, which is a constant concern.

The station has had one official complaint to OFCOM which was not upheld. From time to time the station receives comments that require to be addressed to the person responsible. And if it breaches our volunteer agreement then internal action would be taken that might include suspension or in some cases that the individual's offer to volunteer is no longer acceptable. A grievance procedure is in place to ensure that the Board acts reasonably...



6.3 Volunteer inputs (see guidance notes on page 2)

Presenters Day-time	5 x 60 hrs pm
Early eve	2 x 20 hrs pm
Eve	10 X 10 hrs pm
Sat/suns	15X 15 hrs pm
Chair	1 X 80 hrs pm
Company secretary	1 X 50 hrs pm
Research/Edit	2 x 60 hrs pm
Scheduler	1 X 30 hrs pm
Technical	2 X 25 hrs pm
Production Assistants	10 X 10hrs pm

16 hours per day this is a total of 5,824 volunteer hours per year working it out at £6.50 per hour as the basic rate that is a total of £37,856.00 in volunteer hours but only for presenters ,this figure is not including admin ,production, training or technical volunteer hours. Which if included would be at least double this figure.

One of our funders Tyne-Esk Leader who distribute EU monies advise that £14 per hour is a reasonable figure for in-kind contribution from manual workers(skilled)' which would make a volunteer contribution of more than double.

6.4 Significant achievements

Sponsorship from a senior Further Education College
Programme commissioned from Midlothian Community Planning Partnership
Gala Road shows
Fun Factor
Women on the loose
Senior Forum
World Music
Helping to facilitate and launch several young people's careers.
Providing an up to date information service for the Community
Providing a platform for community interface and the growth of grass roots democracy.
The involvement of many 1000s of people in the Community

Being able to give people new options through broadcasting, for their personal future.
That local people are now accepting the Community Radio station as their Radio station .It
has always been our belief that community radio would only work if the Community of
Midlothian claimed ownership of the station, this is now taking place slowly but steadily.

Giving the fractured community of Midlothian, a new centre of information and restoring
confidence in the Community after the destruction wrought by the dissolution of the Regional
break up.

6.5 Significant difficulties

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

Revenue Streams present difficulties but the station lives within its means.

While there is no paid staff. A number of volunteers take on management tasks and The Chairperson has to act on a day to day basis as Station Manager (unpaid)

Advertising is difficult in times that commercial stations and local newspapers are suffering, Although the Government are starting to see the benefits of advertising with Community radio, this could help enormously in the future.

Seeking and chasing funding is a constant which can get very enervating.

Sharing premises leads to difficulties and there is the potential for conflict if security systems break down. The studio is small and we need more space for training and production However, the station would need considerably more income to move to and equip new premises.

Certain individuals who did not understand the principals of Community radio, and wished to try and turn it into a commercial station, even though this was understood by the great majority to be impossible, then went on to give other volunteers grief because they did not agree with them.

Finding the time as volunteers to run and administer the station, is always a major problem, but we have learned to adapt and cope with it.

6.6 Audience research

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

None – we are awaiting Citizens' panel survey
The local University has been approached about the possibility of students doing some research, as part of their course work.
Other than listener's phone calls. e-mail's and the response to contact competitions.
Listeners complimentary letters, calls and letters.

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

John

Name

John Ritchie

Position

Chairman of MCMA an Person responsible for the licence

Station

Black Diamond107.8FM

Email address

chairman@blackdiamondfm.com

Telephone number

01875 822694

Date

June 2009

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 Team (5th Floor)
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA

Annual report forms must be returned to Ofcom by Friday 26 June 2009.

April 2009 – Issue 3