

Section 1

Key commitments Annual Report Form

1.1 Community Radio Annual Report Form: Year Ending 31 December 2012

Station details

Licence Number

CR044

Station Name

Raidió Fáilte 107.1fm

Launch Date

15/09/06

Web address where you will publish this report. [Please say if the report has already been published, and if not, when it will be]

The report will be published at www.raidiofailte.com soon after completion

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 week (live material is created at the same time as it is broadcast)	[25]
Average number of original programming hours per week (original material includes pre-recorded and live material but does not include repeats or automated or voice tracked).	[38]
The percentage of your daytime output that is speech	[44%]
Total number of people trained during the year	[50]
Total number of volunteers involved during the year	[56]
Total volunteer hours per week	[132]
If appropriate, a list of languages you have broadcast in	Irish, Spanish, Polish, 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 2012

1.3 Key commitments: programming

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Daytime output will typically comprise approximately 70% music and 30% speech output. Outside morning and evening peak listening hours, and during evenings, overnight and at weekends, a greater percentage of music-based output may be broadcast. 	√	
<ul style="list-style-type: none"> The music content will consist of Irish traditional, folk and a broad range of music genres including classical, popular etc and will include output originating from local groups and musicians. In addition, station output may include a range of specialist music programming, reflecting the broader interests of members of its community. 	√	
<ul style="list-style-type: none"> Speech output will include regular news bulletins (including local, community and Irish language stories), as well as current affairs, arts information, discussion and magazine programmes covering a range of community and Irish language topics. Some output will be directed at specific groups, for example young children, teenagers, learners of the language and sports followers. Output will also include occasional outside broadcasts or material recorded at community events. Evening programming may include specialist music and arts magazine programming. Overnight output may include rebroadcasts of pre-recorded programming and automated material. 	√	
<ul style="list-style-type: none"> Output will be predominantly in the Irish language, with the occasional use of other languages. 	√	
<ul style="list-style-type: none"> The service will consist of predominantly live, locally produced output during weekday daytimes. Between 08:00 and 18:00 at least 50% of output will normally be broadcast live. Overnight broadcasts will typically consist of automated and pre-recorded output. 	√	

Explanatory notes re non-delivery (if applicable):

1.4 Key commitments: Social gain objectives

Key commitment delivery	YES	NO
(a) The provision of sound broadcasting services to individuals who are otherwise underserved		
<ul style="list-style-type: none"> Raidió Fáilte will provide Irish language output throughout the day. 	√	
<ul style="list-style-type: none"> The station will also provide output to meet the needs of younger adults and children, many of whom have learned or are learning Irish through schools in the Belfast area. Aside from those who actually speak and understand the Irish language, Raidió Fáilte will also cater for those who are interested in Gaelic culture generally, especially music and song. 	√	

(b) The facilitation of discussion and the expression of opinion		
<ul style="list-style-type: none"> Raidió Fáilte intends to be recognised as an important platform for facilitating discussion. The station will encourage a wide range of discussions on-air across the range of the station's speech and music based output. 	√	
<ul style="list-style-type: none"> Some programmes will be specifically geared to debate and discussion. For example, each day there will typically be a programme of news, views and discussion, with as wide a range as possible of topics, including current affairs, community development issues, the Irish language, arts, literature and sport. This programme will comprise the main magazine element of the station's programming, ideally suited to phone-ins, soap-box slots, live studio discussions, pre-recorded pieces – anything that can inspire, encourage and facilitate debate in Irish. 	√	
<ul style="list-style-type: none"> Raidió Fáilte will not take a partisan approach in any debate or discussion. Our standpoint will be to support the Irish language community and defend its right to be sustained, encouraged and developed with the help of government. Raidió Fáilte will be neutral and exercise the role of facilitator to debate and discussion within the community. The station will seek to stimulate and encourage debate within particular sectors of the community – on women's issues, for example, or men's health issues, on racism, on youth, education, sport... every subject, topic, theme and idea may be covered at some point, provided it does not promote sectarianism or racism in any way. 	√	
(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		
<ul style="list-style-type: none"> Raidió Fáilte will provide regular programming aimed at those who wish to learn Irish. Independently, and in conjunction with others we will develop a language course suitable for community radio, geared towards learners who might not necessarily be able to attend classes. 	√	
<ul style="list-style-type: none"> The station's arts and literature output will be geared towards teaching our audience about Irish language writers and their work, as well as dealing with topics that would be of general interest to those seeking to learn about the arts. 	√	
<ul style="list-style-type: none"> The use of language is a key element towards learning language and the fact that Raidió Fáilte will provide a normalised context in which the language can be used will contribute hugely to the facilities available for learners. 	√	
<ul style="list-style-type: none"> As well as education, Raidió Fáilte will provide training in radio broadcasting and administration for those not employed by the organisation. Training opportunities will be advertised regularly (on Raidió Fáilte and in the media) for people with an interest to come forward and learn the rudiments, in the hope that they will be inspired to take part in the project. We will also work in conjunction with other relevant institutions to provide top-quality broadcast training for teenage students. 	√	
(d) The better understanding of the particular community and the strengthening of the links within it		
<ul style="list-style-type: none"> The principals of Raidió Fáilte have a longstanding background in developing the Irish language community in Belfast. Some of those employed by the station will also have a background in Irish 	√	

language community development. Indeed, some may well still be involved in other aspects of developing the Irish language community whilst working for Raidió Fáilte. These people form the main link the station will have with our target community and will be the means through which those links will be strengthened.		
<ul style="list-style-type: none"> The associate membership plan is specifically designed to help the station build a better understanding of the target community. Associate members will elect officers and members to the Advisory Committee, take part in focus groups and sub-committees and bring to the station a better understanding of themselves as a community. It will be the business of the Committee's Chair to ensure that links with the community are being strengthened continuously and that a better understanding of the community is promoted. 	√	
<ul style="list-style-type: none"> Raidió Fáilte is a registered member of the umbrella organisation Pobal, which provides a forum for over thirty Irish language organisations in Belfast and, being situated in the Irish language centre Cultúrlann McAdam Ó Fiaich, * is well placed to consolidate its position at the very heart of the community. 	√	
Additional Social Gain objectives (if any are specified in your licence).		
<ul style="list-style-type: none"> Raidió Fáilte will play a pivotal role in promoting the Irish language on a cross-community basis. Many people from the Protestant tradition in Belfast are interested in the Irish language and culture, especially traditional music. Some are learning the language. Often, however, people from Protestant backgrounds are uncomfortable travelling to the Catholic areas where the language is mostly to be found. Irish classes, even traditional Irish music sessions, are mostly situated in what would be described as Catholic areas. Raidió Fáilte will bring the Irish language, including Irish classes and traditional music, into people's homes and vehicles and personal stereos all over the city, irrespective of their background or where they live or where they feel comfortable visiting. Raidió Fáilte will contribute to the 'normalisation' of the Irish language and to the 'inclusivity' of the Irish language community. 	√	

Explanatory notes re non-delivery (if applicable):

* In 2010 as result of refurbishment of Cultúrlann McAdam Ó Fiaich, Raidió Fáilte moved to Twin Spires, a nearby site in Belfast. It is our intention to develop a new custom-built premises in the Gaeltacht Quarter as a home for Raidió Fáilte and its associated training, recording and archiving activities. We continue to maintain our central role at the heart of Belfast's Irish language community.

1.5 Key commitments: Access and participation

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Raidió Fáilte will have membership open to the community, an elected Advisory Committee, with various sub-committees focused on a range of topics, issues and sectors thereby facilitating ground up discussion and debate around the radio itself and other issues. 	√	
<ul style="list-style-type: none"> The Director of Raidió Fáilte will be tasked by the Advisory Committee to ensure that everyone in the community realises that the station is their station to be used by them and for them at all times. Practically, this will mean engaging with the various branches of the Irish language community through language and community organisations, through the Irish language media, including Raidió Fáilte itself, through schools and educational establishments, through the traditional music circuit and by any other means to ensure that people are aware of our open door policy. 	√	
<ul style="list-style-type: none"> In addition, the Advisory Committee can decide to co-opt members in order to increase its effectiveness as a link with the community and as a platform for development. The Advisory Committee will liaise on a regular and frequent basis with the Raidió Fáilte Station Manager in order to contribute to and participate in the management of the service. 	√	
<ul style="list-style-type: none"> If individuals express an interest in being involved in the operation of the station, management and staff will seek to provide relevant training opportunities. Raidió Fáilte intends to have space for at least ten volunteer broadcasters at any time. 	√	

Explanatory notes re non-delivery (if applicable):

1.6 Key commitments: Accountability to the target community

Key commitment delivery	YES	NO
<ul style="list-style-type: none"> Raidió Fáilte will launch an associate membership scheme (anyone in the community can join for a nominal annual fee). This will be advertised in the local and Irish language media. Members will be known as Cairde Raidió Fáilte (Friends of Raidió Fáilte). There will be an Annual General Meeting from which members and officers to an Advisory Committee will be elected, as well as sub-committees, or community focus groups, to advise on various aspects and subjects of the station's output. The committee and sub-committees will liaise regularly with the Station Manager to pass on views of the general membership as well as to advise on any and all topics. 	√	
<ul style="list-style-type: none"> Members of the community (whether registered Friends or not) will be encouraged to take part in Raidió Fáilte as broadcasters or in other capacities on a voluntary basis. The voluntary aspect of the station's activities will play an important role and the radio phone-in will also act as a direct line of communication from members of the community. The station will regularly broadcast invitations to the 	√	

community to encourage them to engage directly with the station, whether on air or in private, in order to ensure that the project is run from the outset as a community partnership initiative.		
<ul style="list-style-type: none"> The Raidió Fáilte Station Manager is responsible for ensuring adequate feedback from the target community in order to attain maximum accountability. The station will conduct formal and informal surveys amongst the target community in the area of benefit, to establish levels of awareness of and satisfaction with the service. 	√	
<ul style="list-style-type: none"> Suggestions and any complaints from members of the community will be passed to the Station Manager who, in consultation with other relevant members of the station team, will investigate and take action in line with agreed policies and procedures. 	√	

Explanatory notes re non-delivery (if applicable):

1.7 Volunteer inputs (see guidance notes)

This year we are happy to report an influx of new young broadcasters who have attended our training courses and have been broadcasting with us on Raidió Fáilte. Together with our more seasoned volunteers, this has brought added vibrancy to the Raidió Fáilte broadcast schedule.

Our training courses, organised in co-operation with An Ciste Craoltóireachta Gaeilge/The Irish Language Broadcast Fund have continued successfully this year, attracting a good batch of new broadcasters, many of whom are planning a career in the media. Training with Raidió Fáilte has, in many cases, added significantly to the relevance of their CV in this regard. Around 20 of our current or past volunteers have gone on to find employment in positions connected with the media. We intend to continue and develop our training course in the coming year.

The number of volunteers involved with the station during the year remains in excess of 50. The volunteers contribute an average of 3.5 - 4 hours per week, this includes preparation and post production time.

1.8 Significant achievements

This year Raidió Fáilte, in co-operation with the Community Relations Council, produced, recorded and broadcast a unique series of Irish language programmes as part of the initiative 'Decade of Anniversaries'. The series of seven programmes, involved original historical research on the 1901 and 1911 census figures, looking at the largely unreported fairly large numbers of Irish speakers who lived on Belfast's Shankill Road. It also involved

historic cross–community engagement, including the first ever round table discussion on Irish language radio on the significance of the Ulster Covenant – with the participation of the Grand Secretary of the Grand Orange Order of Ireland. This represents one aspect of the ongoing outreach cross-community work of the station.

We continued to engage with the Irish language community dealing with issues of concern to them through discussions and interviews with relevant individuals at every level, in Government and in the community - in Belfast, Dublin and throughout the country.

Our European partnership work has contributed to on-going bridge-building with various minority language communities and community radio stations throughout Europe.

We have been involved in a number of outside broadcasts, covering significant events in the Irish language community.

As mentioned we have conducted a number of training courses this year which has succeeded in attracting new broadcasters to participate in the station. In this period also, Raidió Fáilte has developed a newly-designed website, helping to improve the public image of the station, whilst facilitating improved interaction with volunteer broadcasters, listeners and supporters.

1.9 Significant difficulties

Do you wish this section to be kept confidential? Delete as appropriate No

A major concern remains the restricted broadcast limit of 5km for community radio stations. The point has been made repeatedly that this causes serious problems, particularly in a station such as Raidió Fáilte which is broadcasting to a more dispersed 'community of interest'. As we have reported repeatedly, there is considerable demand from Irish speakers living/working outside of our broadcast range to receive the Raidió Fáilte service on their broadcast receiving equipment. The refusal of Ofcom in London to engage seriously with this unnecessarily arbitrary restriction remains a great source of disappointment and frustration.

1.10 Audience research

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

Raidió Fáilte gets feedback from a number of sources, our most regular feedback coming from direct contact with our target audience, by personal contact or through contact on social media etc. Feedback of this sort is almost invariably positive.

Other data which we collect also indicates good levels of listener satisfaction with the Raidió Fáilte service.

Our on-line survey continues to show a high level of satisfaction with the Raidió Fáilte service with more than 90% stating that they regard the standard of broadcasting as being 'good' or 'very good'.

We continue to attract listeners of a wide age range. Over 60% of those completing the survey are in the 30-60 age range with over 20% in the 18-30 age group and over 10% in the 60+ age group.

57% of those completing the survey say that they listen to Raidió Fáilte regularly (ie once a week or more often)

In addition, statistics supplied to us by our online streaming provider indicate a continued rise in online listenership.

Internet Usage Statistics for Raidió Fáilte.

Month/Year	Hits
May 2007	2,153
May 2008	3,396
May 2009	13,075
May 2010	14,269
May 2011	15,531
May 2012	18,440

Section 2

Declaration

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

Signature

Name

Position

Station

Email address

Telephone number

Date

Section 3

Checklist

Please ensure that you have done the following:

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

Then

Submit your form by email to community.radio@ofcom.org.uk

Annual report forms must be returned to Ofcom by Wednesday 3 April 2013.

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