



Community Radio

**Key commitments annual report form
and financial reporting guidance notes**

Celtic Music Radio 1530AM

Publication date:

April 2009
Issue 3

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Section 1

Community Radio Annual Report Form

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

Station details

Licence Number

CR137

Station Name

Celtic Music Radio

Launch Date

16 January 2008

Web address where you will publish this report

www.celticmusicradio.net The report will be published on this website in 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

Celtic Music Radio wishes to be recognised as the voice of Scottish artists, musicians and cultural enthusiasts. Each week, Celtic Music Radio will broadcast eclectic and entertaining programming that, in keeping with tradition, includes educational based music and informational series.

- Output will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Music output will mainly feature a wide variety of traditional and contemporary music from Celtic artists from around the world, with a small amount of other world music.
- Speech output will comprise/include: Discussion, General news and information, Documentary, Interviews, Lectures and Phone-ins.
- Output will be broadcast mainly in English with some Gaelic, Scots and Polish programming.
- The service will typically be live for at least 11 hours per day. (Live programming may include pre-recorded inserts, if applicable). The majority of the output will be locally produced.

Speech content has averaged more than the typical with output including interviews and discussions with artists, performers, arts reviews plus local news during breakfast and afternoon 'drive'. On a typical day, speech accounts for at least 25% of output.

The average number of live hours per month are 204 hours. The average has not changed substantially over the year to end March 2009.

The average number of original output hours per month are 316 hours. This does not include repeat programmes originated by Celtic Music Radio.

The percentage of daytime output that is speech is on average 28%. Speech output can vary from day-to-day depending on the schedule, guests and features. Also, the weekday 12:00-15:00 strand is a repeat of the previously night's 19:00-22:00 feature programmes which can be speech heavy.

The list of languages that we broadcast in are in English and Gaelic. There is a weekly Gaelic programme of one hour duration called Ùpraid with John Joe MacNeil. This is a Barra & Vatersay Community Radio production.

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

We intend to provide a service to the many people whose access to media is restricted or limited due to language (Gaelic or immigrant) or who lack formal training opportunities (industry or community life skills).

Celtic Music Radio has provided a service to the many artists, performers, singers and songwriters whose access to media is restricted by the outlets available to them. There are at least 12 visiting guests each week who are interviewed and discuss relevant musical matters. That is an average of 624 per annum.

For most, if not all of these contributors, Celtic Music Radio provides them with a platform to a community of interest.

We also provide training opportunities to people in the area computer technology using professional music management software (P Squared Myriad system) and other PC based editing facilities like Audacity.

In local news provision, we have given the opportunity to journalism students, people working in print journalism and others with a keen interest in current affairs to compile and present daily locally focussed news bulletins.

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

- Programming such as Celtic Connections 'In Conversation' will be a regular feature of our output in which a guest can express themselves.
- Because of the nature of our operation where there is a large pool of volunteers, many of them practising artists and students, there will be an opportunity for new voices to express themselves. Our microphones will always be 'open' for people from all walks of life to express themselves.
- We will provide a platform for freedom of expression and the promotion of cultural diversity and we will also actively and promptly respond to programming suggestions.

During Celtic Connections 2009, we broadcast 'live' from the Exhibition Hall of The Glasgow Royal Concert Hall for eight hours daily Monday to Friday and four hours at weekends; a total of 103 hours during the 18 days of the event. The 'In Conversation' sessions during Celtic Connections 2009 were made available to a wider audience through a partnership with UCA (University Campus Ayr, University of the West of Scotland) on 87.7 FM in Ayr town and throughout Ayrshire on DAB Digital Radio.

Many, if not most of our presenters and producers are practising artists, so there has been the opportunity for new voices of singers and songwriters to express themselves during discussions and interviews and on many occasions, by 'live' performance of their musical works.

The Saturday Sequence with Ross Macfadyen has a weekly 'live session' in studio 1 as does the Mary K. Burke programme on Sunday evenings, which has on occasions includes multiple bands with up to seven members.

Ciaran Dorris Sunday Session usually has a musical guest who very often performs 'live'. Liz Clark on her travels to folk festivals across Scotland interviews and chats with performers on location for future programmes and Gordon Hotchkiss reported live from Celtic Colours 2008 at Cape Breton, Nova Scotia, Canada.

Fergus Muirhead has regular guests on his weekly 'Muirhead's Music' programme from television personalities like Elaine Kelly to fresh new singer-songwriter talent like Vivian Scotson.

Mark Sheridan's weekly Afternoon Mix and arts magazine programme includes guests that discuss arts and live performance in the Glasgow area including Claire Sneddon of The Glasgow Royal Concert Hall. Visual arts in art galleries are discussed and reviewed by Sandra Ewing who has a special interest in art and the small local independent art galleries.

We promote cultural diversity with the promotion by means of discussion, interviews and the music of other nations including French Canadians who visited Celtic Music Radio studios during Celtic Connections 2009. This included the Québec Minister of Culture and Communications, Christine St-Pierre. We also include guests from the likes of Northern Ireland and Eire.

A sample of interesting content can be found on the 'Listen Again' Podcast feature via our website at: <http://www.celticmusicradio.net> click on Listen Again or at this direct address: <http://www.canstream.co.uk/celticmusic>

1.5 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

- Training will be offered to three teams of four people over each monthly period in research, production, presenting with appropriate skills, knowledge and understanding. All new programme makers will receive basic broadcast and production training.
- Modules will be put in place in association with our education partners. Also involved will be up to:
 - **60** students from the a number of departments across the University of Strathclyde;
 - **10** Graduate Diploma students from the University of the West of Scotland, Hamilton Campus, Lanarkshire, course in Broadcast Journalism;
 - students from various courses at the North Glasgow College, Springburn, Glasgow;
 - **9** students from the Traditional Music & Piping and Performance Studies at the Royal Scottish Academy of Music and Drama in Glasgow.

In association with our partner, the University of Strathclyde, the Department of Creative and Aesthetic Studies has been running two 20 credit modules (CA223 & CA224, Broadcasting on Radio) based at the Celtic Music Radio studios. This is the second year of this module.

The class meets weekly at the radio station studio base at Livingstone Tower throughout the academic year on Tuesday afternoons and for assessment purposes on Thursday afternoons. Students also take part in programmes and promotions at other times of the week. They are given first-hand experience of radio work: from research and preparation through to presenting, interviewing and evaluation. They also have hands-on experience of the IT technology and the processes of broadcasting. Many of these students and indeed others also continue to be involved outside the class either as placement request for their courses or as volunteers to Celtic Music Radio.

There are music students, Theatre Studies and English and Journalism and SIFE Strathclyde (Students in Free Enterprise). SIFE's aim is to provide university students with the best opportunity to make a difference and to develop leadership, teamwork and communication skills through community projects that help others develop their skills and knowledge. Also involved are Strathclyde Business School students as well as visiting overseas students from Japan, Australia and America.

We pride ourselves in being a real-life social enterprise company which is visible to and useful for students across the university.

To date we have worked with something in the region of 50 to 60 students over the last two years. The station also affords the Music and Theatre Studies students and indeed alumni the opportunity to develop their artistic skills in a professional domain as well as help promote their performances, recordings and other work out with the university and radio station. We have also promoted SIFE and Strathclyde Business School start-up companies.

Broadcast Journalism Graduate Diploma students from the University of the West of Scotland, Hamilton Campus, Lanarkshire, have been involved in news production and presentation.

During Celtic Connections 2009, these students were heavily involved with interviews with performers on the 'Danny Kyle Open Stage' for 17 nights. These interviews were undertaken in The Glasgow Royal Concert Hall then edited on site using Audacity software on laptops ready for broadcast before or after their performance during the Open Stage in the Exhibition Hall. Five students and the Course Leader were involved.

During the period of this report, there were no students from North Glasgow College, however a link was established with Reid Kerr College, Paisley, Renfrewshire.

Reid Kerr further education college has a course entitled HNC Creative Industries: Radio.

Reid Kerr College is a partner in the Creative Loop Skillset Media Academy. This means that the Creative Industries courses are recognised by industry as relevant and excellent. Subjects include: Scriptwriting, Presentation Skills, Music Programme Production, Speech Production, Radio Interviewing, Digital Audio plus a Graded Unit.

With regards to the RSAMD, the Traditional Music & Piping and Performance Studies at the Royal Scottish Academy of Music and Drama in Glasgow, Finlay MacDonald BA (Head of Piping Studies, National Piping Centre, Glasgow) presented a weekly programme of music with occasional guests.

During the course of programme output there were a significant number of current students of the RSAMD and alumni were interviewed and performed live. For example, The Duplets, who are Gillian Fleetwood and Fraya Thomsen, a Scottish Harp and song duo. Fraya graduated in 2004 from the RSAMD in Glasgow with BA in Scottish Music and Gillian graduated in 2005 from the University of Strathclyde with BA in Applied Music. Their debut CD album was premiered with a 'live' broadcast on 14 November 2008 of a performance at Sloans Ballroom and Bar, Argyle Arcade, Glasgow.

Over the course of this reporting period, more than nine students from the RSAMD were involved in the output of Celtic Music Radio.

Summary:

60 students from a various departments, but mostly, 40 from the Department of Creative and Aesthetic Studies, University of Strathclyde;

5 Graduate Diploma students from the University of the West of Scotland, Hamilton Campus, Lanarkshire, course in Broadcast Journalism;

1 student from the HNC Creative Industries: Radio course at Reid Kerr College, Paisley, Renfrewshire. This person has undertaken Podcast editor work at Celtic Music Radio.

Details at:

http://www.reidkerr.net/student_life/student_case_studies/student_case_studies/andrew_smillie_radio_broadcasting

9 or more students and alumni of the RSAMD have been interviewed and featured in outputs during this period.

Also, individuals not associated with further or higher education are involved with the operation gaining computer skills like John Feeney who undertakes music library input into the music management system.

Celtic Music Radio also provided 'outreach' work with people not involved in the service with education and training.

During April to June 2008, pupils at St Kessog's Primary School, Balloch, Dunbartonshire worked to create radio programmes on Scottish culture for their new Curriculum for Excellence project.

While the new Curriculum has caused discussion and debate in the Scottish press, the staff and pupils of the school have been working at the new approach since last year.

Irene McKerry, Headteacher of St Kessog's Primary School, Balloch commented in a News Release: "We decided to implement a Curriculum for Excellence last year and to have a special focus each term. Every Friday, the whole school works together on an area of the curriculum. Last term we had a special science and technology focus and it worked wonders. This term we have been working on Scottish Culture and when Celtic Music Radio offered to help the pupils make radio programmes we jumped at the chance."

Mark and Marion Sheridan from Celtic Music Radio worked with the pupils and staff to create short features for broadcast, and to also put them on disc so that each pupil will have a copy of the programme as a record of their achievement.

"We decided to have the broadcast teams made up of pupils from across the age range so that we have Primary One pupils working alongside Primary Sevens and so on. It has worked really well" says Marion.

"The whole focus of this has been on real-life skills in a real-life context, and that means having interesting material, being well prepared and well rehearsed to broadcast on time. This is one way in which the creative industries can come alive for young people in the classroom" says Mark Sheridan.

Professor Brian Boyd of the Faculty of Education at the University of Strathclyde is one of the architect's of the new Curriculum for Excellence. He says: "What is happening at St Kessog's is great. We are seeing the pupils and staff actively engaged in the new curricular approach, bringing their work to life and in such a tangible way. We are not only seeing the citizens of the future here – we are also seeing some of the broadcasters of the future too!"

Among the many invitations to attend Celtic Music Radio events was the thought provoking invite to meet the campaigning group of young women, the 'Glasgow Girls' from Drumchapel High that are part of a new resource and training pack for schools in the city, aimed at helping the integration of refugee and young people arriving in Glasgow.

Shared Futures is a new pack for teachers and youth workers showcasing initiatives from across the UK that are helping to make it easier for refugee and asylum-seeker children to settle into schools and local communities.

The special event on Tuesday 23 September 2008 at Glasgow City Chambers to launch the pack to stakeholders and a range of agencies, was organised by Glasgow City Council and was an opportunity to share best practice and with a common aim - to best meet the needs of these children and young people, newly arrived in Scotland.

Marion Sheridan from Celtic Music Radio interviewed a number of these children. This was the subject of a special broadcast feature on 'Shared Futures'.

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

We will give ordinary listeners, practising artists, students, professional performers access to share their thoughts with fellow artists and professionals. This would be achieved through on-air programme output, online on our expanded website and in person at events and 'gigs'.

- We will regularly attend relevant community events to meet our community and strengthen links with them.

During this period, at least 600 practising artists, students and professional performers have had an opportunity to share their thoughts with fellow artists and professionals.

Following the full-time launch of Celtic Music Radio on 18 January 2008 at Celtic Connections 2008, the number of 'ordinary people' and performers alike has gathered momentum as every week passes. More contacts are made in person and through the use of 'social network' internet sites.

In many cases, the internet 'social networking' has evolved to enable people to meet in person at the Celtic Music Radio studio to discuss relevant musical interests and exchange views and experiences of working within this community of interest.

After Celtic Connections 2008, we embarked on a series of OBs 'outside broadcasts' at events to meet our community of interest and strengthen links with them and also meet and promote our service to the public at large.

Audio evidence can be found on our Listen Again service on the link on the front page of our website at: <http://www.celticmusicradio.net/> or go direct to: <http://www.canstream.co.uk/celticmusic/> and select from the list of Categories or alternatively from these examples:

<http://www.canstream.co.uk/celticmusic/index.php?cat=FreeConcerts>

<http://www.canstream.co.uk/celticmusic/index.php?cat=ranMr.Glasgow>

<http://www.canstream.co.uk/celticmusic/index.php?cat=Identity>

<http://www.canstream.co.uk/celticmusic/index.php?cat=MerchantCityFestival>

During this reporting period there were 'live' broadcasts from the Danny Kyle 10th Anniversary Open Stage at the Old Fruitmarket, Glasgow on Saturday 19 July 2008; three days of output from The Merchant City Festival within The Merchant Square, Candleriggs, Glasgow, 26-28 September 2008; the Identity Concert from the Eastwood Park Theatre, Giffnock on Friday 20 February 2009.

Liz Clark and her 'Travels with my Aunt' programme travels all over Scotland meeting and greeting artists and performers at music festivals large (Orkney Folk Festival) and small (Moniaive Folk Festival, Dumfries-shire). These highly informative and entertaining interviews are featured in her weekly programme.

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

Additional social gain objectives:

- Our service will provide work experience for journalism students attending courses at higher education establishments.
- We would seek to work with the Scottish Arts Council to promote artworks and social inclusion in the arts.
- We will provide opportunities for new and emerging talent to perform live at fund raising events and non broadcast fund raising (such as supporting a charity with a live event for a social cause).
- We will support local authority and other services dedicated to reducing inequality and social exclusion.
- With our educational partners we can provide another view and information on subjects such as health and employment to the betterment of the general community.

Celtic Music Radio introduced own produced news bulletins on Monday 1 September 2008. This followed some trials with IRN direct, but it was felt that the IRN content with an obvious bias towards England and English football, cricket etc., was not suitable and did not sit well with the overall output.

Bulletins of Scottish news with a bias towards Glasgow and west central Scotland were introduced on Monday 1 September 2008 and scheduled at the following times during weekdays: 07:00; 08:00; 09:00; 10:00 and at 16:00; 17:00 and 18:00. At weekends there are bulletins at 07:00; 08:00; 09:00 and 10:00. Duration is generally 2-3 minutes. These bulletins are produced by journalism and English studies students at the University of Strathclyde and graduates who are now working in local newspaper publishing plus other interested non student individuals. Sources of material originate from news release from Glasgow City Council, NHS Glasgow & Clyde; Strathclyde Fire & Rescue; Scottish Government and the Newslink service.

The Scottish Arts Council is still in the transition to Creative Scotland. We are hopeful that this will increase the scope and quality of support to artists to secure the foundation of Scotland's artistic development; create flexibility to support the new and the innovative creative opportunities for participation in the arts; build a culture of co-operation with partners and the arts community and make the transition to Creative Scotland.

We provided the opportunity for new and emerging talent to perform live at fund raising events like at the launch of the Identity CD at Eastwood Theatre, East Renfrewshire Council, Giffnock, Glasgow. The 200th anniversary of the abolition of slavery was the trigger for a series of arts and history projects throughout East Renfrewshire, supported by the Heritage Lottery Fund. These artists and CD album is part of that work. The performers collaborated to produce a thought-provoking compilation exploring emotions and ideas associated with the concepts of freedom, self-expression and personal identity. The concert was broadcast 'live' by Celtic Music Radio from the stage of the Eastwood Park Theatre, Giffnock on Friday 20 February 2009.

Celtic Music Radio has also supported Glasgow City Council with Community Transport Glasgow promotions to enable people to make journeys to various hospitals in Glasgow and Paisley and therefore reducing inequality and social exclusion. We are also giving exposure to health issues like the Autism and Carers.

1.8 Key commitments: Access and participation

We will have at least 15 voluntary programme makers each week and this will increase in year three to at least 30. Overall we expect to have up to 40 volunteers at any one time. Volunteers are welcome to send comments to and attend management meetings so that their views could be expressed with Action Points raised and put into practice.

- Participants will develop skills and knowledge of working solo and collaborating in teams with individuals with different skill sets, interests and goals to provide content, marketing, advertising and promotional products for live and recorded broadcasting. This is open to all sections of the community from citizens of any age, background and whether they are students at higher education or not. We are fully inclusive in our approach to everything we do; we do exclude anyone.

Since the launch of Celtic Music Radio in January 2008, the number of voluntary programme makers has increased to 23; this is 8 more than originally stated.

There are also a number of support workers in IT and music library and administration plus five in news provision. At the end of March 2009 there were 30 individuals regularly active within Celtic Music Radio.

Volunteers are encouraged to express their views and how the service can be improved for all concerned. There was a meeting following the 18-days of OBs from Celtic Connections 2009 in February 2009 and subsequent actions will go forward to improve Celtic Connections 2010 coverage and improve operational issues.

Many of our participating volunteers have used their work-life skills to the betterment of the service to provide expertise in marketing and promotional products, outside broadcast opportunities and alike.

The mix of people involved is in the age range from early 20s to early 60s. A quarter of those involved are females.

1.9 Key commitments: Accountability to the target community

Quality and policy will be monitored by a steering group (meeting quarterly) typically consisting of:

- A representative for members of independent record companies
- A traditional musician of standing
- Two members of Celtic Connections 'Friends'
- A member of the Celtic Connections Festival Team
- Two young successful traditional musicians
- Two representative members of local organisations
- A journalist/ commentator of standing in the field
- Membership of the steering group will rotate each year/ two year period.
- Accountability inputs include our own online forum managed by a Board member. We would invite people to form an email 'Celtic Communications Panel' to share views and express opinions. Views and opinions would be noted and reported back to the Monthly Management Meeting.
- The 'Friends of Celtic Music Radio' would meet on a quarterly basis at different locations within our coverage area, and will provide audience feedback to the station, the likely target of 'Friends' is around 50.
- We have a published complaints procedure.
- There will be an Annual General Meeting and Annual Report.

Celtic Music Radio is in contact with these representatives:

Independent record companies – Ian Green of Greentrax Recordings

Traditional musicians of standing – Julie Fowles and Alan Reid

Members of the Celtic Connections team – Claire Sneddon and Colin Hynd

Young successful traditional musicians - Gillian Fleetwood and Fraya Thomsen

Representatives of local organisations – Pat Byrne of glasgowwestend.co.uk; Gillian

McCarrey of UZ Events for the Merchant City Festival

Journalists and commentator – Loudon Temple and Simon Thoumire

The Celtic Music Radio MySpace site has remained active and this permits online forum and comments at: <http://www.myspace.com/celticmusicradio> where there are 1,020 friends.

The www.celticmusicradio.net address website host server at the University of Strathclyde does not permit online forums and extensions and is an action we intend to address to facilitate an associated forum.

Our team are also active 'posters' contributing to one of the most popular sites read by our community of interest at Foot Stompin': <http://www.footstompin.com/forum?forumid=3>

The 'Friends of Celtic Music Radio' is a project which is still be fulfilled and as there has been a significant change in the way the Celtic Connections 'Friends' is offered. We are keen to explore a joint venture to our mutual benefit.

With regard to a Complaints procedure, contact details are published on our website and so far, after 18 months on-air, we have received one complaint regarding the lyrics of a song, which a listener felt were inappropriate for play and broadcast. The listener felt that the genesis of the song on the American Civil War is more complex than he had initially assumed. This was an online listener from Berkeley, CA, USA who had also stayed in Glasgow for seven weeks. Following an investigation of the song, the matter was resolved to the satisfaction of the listener within three days.

As Celtic Music Radio has been on-air full-time for 18 months (at the time this report has been written) and 14 months at the end of this reporting period, no formal AGM has taken place.

This Ofcom Annual Report will form the basis of future AGM's and the Company's House Annual Financial Statement will be lodged as normal at Companies House, Edinburgh.

1.10 Volunteer inputs (see guidance notes on page 2)

On-air presenter volunteers: 28

Administration volunteers: 2 (includes music library, Myriad playout system admin)

IT and engineering volunteers: 1 (IT director)

Total volunteers: 31

Hours worked on average per volunteer per month: 17 (Total 517 hours average by 31 volunteers).

1.11 Significant achievements

Significant achievements during this reporting period to March 2009 probably centre around our outside 'live' broadcasts which enabled us to reach personally many of our community of interest and the general public making others aware of the rich diversity of talented singers and songwriters there are in Scotland and from other countries.

For the Celtic Connections 2009 broadcasts during January 2009, we extended our involvement at the request of the Concert Hall and event management to include more hours of live performance with the 'New Voices' Sunday lunchtime session in the Strathclyde Suite of The Glasgow Royal Concert Hall. This included Mairearad Green, the exceptionally gifted accordionist, piper and pianist and Griogair Labhruidh, an outstanding young champion of his native Gaelic culture and who is one of the few artists today writing new songs in Gaelic.

Celtic Music Radio has its 'studio base' in the Exhibition Hall of The Glasgow Royal Concert Hall.

Through a linkage with the University of the West of Scotland at Ayr Campus (UCA) three hours of output were taken daily by UCA Radio in Ayr on 87.7 FM which is also carried on the DAB Ayrshire multiplex. Through the kind sponsorship provided by Glasgow City Marketing Bureau (www.seeglasgow.com) an hour of content was broadcast across Europe on 6140 kHz Short Wave at a HF power of 100 kW using the facilities of Media Broadcast GmbH, Cologne, Germany. We received approval to broadcast the content of music and interviews from the German Federal Network Agency and clearance from the German Department of Culture.

Therefore, for a few hours each lunchtime, Celtic Music Radio broadcast locally on 1530 kHz AM plus 87.7 FM in Ayr; on Ayrshire DAB Digital Radio and across Europe on 6140 kHz with a programme originating from The Glasgow Royal Concert Hall.

Outside broadcasts (OBs) are an important way in which to meet our community of interest, involve performers, singers and bands and the general public. All of these OBs require extra effort and commitment from our volunteers and our technical staff to find IT solutions to provide the OB source back to the studio base.

OBs during the period include:

Saturday 19 July 2008 – Danny Kyle Open Stage 10th Anniversary Concert live from the Old Fruitmarket, Glasgow from 19:00 to 23:30

Friday 26 September to Sunday 28 September 2008 – Merchant City Festival, Merchant Square, Glasgow; various hours daily.

Saturday 27 September 2008 – Celtic Music Radio Showcase of musical talent, Collins Gallery, Richmond Street, Glasgow; 12:00-18:00 as part of the Merchant City Festival 2008.

Thursday 15 January to Sunday 1 February 2009 – Celtic Connections 2009 from The Glasgow Royal Concert (Exhibition Hall and Strathclyde Suite); weekdays 11:00 to 19:00 and various hours at weekends.

Friday 20 February 2009 – Identity Concert, Eastwood Theatre, Eastwood Park, East Renfrewshire Council, Giffnock, Glasgow 19:30 to 22:30.

Saturday 21 March 2009 – Red Hot Chilli Pipers Concert, Pitlochry Festival Theatre, Pitlochry, Perthshire 19:00 to 23:00

1.12 Significant difficulties

Do you wish this section to be kept confidential? No

In common with other licensees in this sector, 'core' funding continues to be a significant difficulty.

We see sponsorship of programmes and services as a major revenue stream, mindful of the licence conditions that this must not be more than half of operating costs.

Grants and local authority funding (e.g. Glasgow City Council) can be difficult as our proposition is not constrained to a geographic area and budgets during the past financial year are under greater pressure during the economic downturn.

Celtic Music Radio has become a member of Arts & Business Scotland and it is hoped this membership will yield funding results.

Celtic Music Radio is also an active member of the Scottish Community Broadcasting Network which among other issues is lobbying the Scottish Government for funding similar to the model adopted by the Welsh Assembly for Community Radio stations in Wales.

Having taken cognisance of this, Celtic Music Radio is organisation fundraising initiatives in the autumn on 2009. This includes a Fundraising Concert at the major Glasgow music and performance venue, the Old Fruitmarket, on Saturday 5 September featuring a showcase of new and young talent with the headline act being the Eliza Carthy Band.

A compilation CD is currently being produced featuring various Scottish singers, musicians both familiar and new. This CD should be available in January 2010 for Celtic Connections 2010.

1.13 Audience research

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

During this period ending March 2009, Celtic Music Radio has not undertaken formal audience research to the service on 1530 kHz AM. However, we have collected research on the basis of emails sent to the studio address which provide feedback on programmes and an overall view of the service provided.

The daily post of unsolicited 'Jiffy' bags containing CDs from singers, groups, record companies and agents continues to grow from just a few during the week at the commencement of broadcasting to at least two every day.

The internet website streaming also provides an indicator of audience research and data. During March 2009, Celtic Music Radio had 21,095 listening hours. This compares with 12,826 hours in July 2008.

Our internet listening hours have exceeded the PPL Small Webcaster Licence and therefore we had to move up a scale to the more costly PPL Standard Webcaster Licence. A PPL officer stated that: "...listening hours are incredibly high for an online radio service. The figure is for one quarter only, and is already more than twice your yearly limit."

As a member of the CMA we use their CanStream audio service.

Anecdotal evidence does suggest listeners on the 1530 AM waveband service which has its own constraints on not being on the general public's waveband of choice and its availability due to the density of buildings which severely restricts coverage, as does night-time and winter month listening.

It is hoped that an FM frequency will be made available to realise the potential of the programme service and the community of interest.

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	<i>Robert McWilliam</i>
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Name	Robert McWilliam
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Position	Station Manager/Director
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Station	Celtic Music Radio
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Email address	info@celticmusicradio.net
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Telephone number	0141 548 3397 or 0141 812 7570
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Date	25 June 2009
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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.

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