



Community Radio

Key commitments annual report form

Celtic Music Radio

Year-end 31 March 2011

Publication date: March 2011

Contents

Section	Page
1 Community Radio Annual Report Form	Error! Bookmark not defined.
2 Declaration	Error! Bookmark not defined.
3 Checklist	Error! Bookmark not defined.

Section 1

Community Radio Annual Report Form

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

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 following submission to Ofcom

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

1.2 The year in numbers

Please specify the station's achievements in the 10/11 year in numbers as follows:	
Average number of live hours per week	112
Average number of original programming hours per week (this may include pre-recorded as well as live material but should not include repeats).	97
The percentage of your live daytime output that is speech	25%
Number of people trained over the course of the year	17
Number of volunteers involved over the course of the year	45
If appropriate, a list of languages you have broadcast in	<i>Gaelic (and English)</i>

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

1.3 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 continues to be averaged more than the typical with many more programmes including guest interviews and discussions which can develop into a documentary particularly with regards to the history of folk music and Scottish history artists, performers and arts reviews. On a typical day, speech accounts for at least 25% of output.

The service is live for 16 hours per day from 08:00 until 00:00 (12 midnight) as defined in key commitments: programming above. The hours are probably at a maximum as output continues to 12 midnight.

The 19:00-22:00 sequence of weeknight feature programmes are repeated overnight between 01:00-04:00 with online listeners in mind. The weeknight sequence is repeated the following day at 12:00-15:00.

The percentage of daytime output that is speech is on average 30%. Speech output can vary from day-to-day depending on the schedule, guests and features. During the period guests have become more prevalent and often an hour of output can be as much as 50% speech like on the Ciaran Dorris Sunday Session when there is considerable interaction with listeners.

A review of our self produced local news bulletins with a duration of 2-3 minutes was undertaken during the summer of 2010. After some discussion and thought, it was decided to suspend this service until we are in better position to sustain the demands of a regular and locally relevant news service. Although we had a full rota of people involved in the previous autumn, availability of media related students had diminished as various other commitments came to light. Therefore, the last bulletins were produced on Friday 4 June 2010. We are keen to restore this service on a better arrangement and the prospects are encouraging for the re-start in autumn 2011 when a more formal arrangement is introduced with the School of Journalism at the University of Strathclyde. A weekday daily recorded 'gig guide' is produced with a duration of 1-2 minutes which is scheduled at least six times daily.

The languages that we broadcast in are in English and Gaelic. Gaelic programming has increased since the previous year with the arrival John Joe MacNeil from his home on the Isle of Barra in the Western Isles following his move from his family home on Barra to Glasgow where he is attending the University of Strathclyde.

Previously Celtic Music Radio took his weekly *Ùpraid* programme recorded at Barra & Vatersay Community Radio (siar.fm) production centre in Castlebay, Barra which is an internet only audio service. Now the role is reversed with his Gàidhlig programme *Sona le Seonaidh* (Happy with John) extended programme presented live at the Celtic Music Radio studio and taken by B&VCR and also by Two Lochs Radio, Gareloch, Wester Ross.

John Joe now has access to the large Gaelic community living and working around Glasgow, particularly the Partick area of the west-end of Glasgow. Most weeks there are Gaelic guests on his programme. The aim is to extend Gaelic programming by another hour.

There are no programmes in the Polish language as this community has found an outlet on another Glasgow community radio service. With this in mind, perhaps this requirement could be removed from the Celtic Music Radio key commitment and a request will be made in this regard.

Scots or the Scots dialect can be highlighted during interviews and discussions.

Output is produced locally save for four hours a week produced and presented outside the transmission area by Mike Marwick at his 'home' studio in Fife and streamed live to the studio base. A large number of concerts and sessions are recorded at music festivals and events from Shetland and Orkney to Moniaive, Dumfries and all points in between.

Live outside broadcasts have come from all over Scotland and on St Patrick's Day 2011 from Downpartick, Northern Ireland in association with Tourism Ireland.

1.4 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).

“(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.

“(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

“(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.

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.

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

Celtic Music Radio continues to provide a service to the many artists, performers, singers and songwriters whose access to media is restricted by the outlets available to them.

Typically there are around 10 visiting guests each week who are interviewed and who discuss relevant musical matters. Sometimes an entire musical band may appear.

There can be around 500 plus guests and visitors annually to the studio base making a point, expressing an opinion and performing ‘live’ sets in studio 1.

For all of these contributors, Celtic Music Radio provides guests with a platform to communicate with their community of interest and public at large.

We also provide opportunities for people to learn computer software management and training in computer technology using professional music management software like the 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. In this reporting period, there were students from Glasgow Caledonian University (1), University of Strathclyde (2), Glasgow Metropolitan College (1) and from outside higher education (2). The local news bulletins were suspended in June 2010 due to operational demands of providing this service. It is the intention to resume this service in autumn 2011 with improved resources and with a more formal partnership with the University of Strathclyde.

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

As in previous years, during Celtic Connections 2011 in January 2011 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 114 hours during the 18 days of the event.

The ‘In Conversation’ programme during Celtic Connections 2011 provided a platform for opinion and where guests can express themselves. The ‘In Conversation’ programme is archived on the Celtic Music Radio Listen Again facility on the front page of

www.celticmusicradio.net and at this direct site address:
<http://www.canstream.co.uk/celticmusic/index.php?cat=lainAnderson>

The Celtic Connections organisers asked us to include the ‘New Voices’ performances as part of our output thus giving these new pieces of work by emerging artists Rachel Sermanni and Angus Lyon additional exposure.

Nine of our 32 presenters and producers are practising artists, therefore an 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.

Nearly all of the evening and weekend programmes include guests with many live sessions.

Ciaran Dorris Sunday Session has a weekly 'castaway' guest from all walks of life and not necessary from the music community. This can include business and those helping the disadvantage and socially excluded and also in health matters.

Mary K. Burke on her Sunday evening programme has a guest most weeks of the year and often features singers on tour from Ireland. Her focus is on Northern Ireland singers plus Glasgow-wide circuit singers.

Fergus Muirhead has regular guests on his weekly Muirhead's Music programme from the piping community, veteran singers to fresh emerging singer-songwriter talent. Fergus is chairman of St Andrew's in the Square and part of the organising team at the Piping Live! festival held in Glasgow at the National Piping Centre where Celtic Music Radio broadcasts from the late night festival club from 10.00pm to 1.00am.

Danny Matheson has a focus on ceilidh music and has recorded a number of Scottish Country Dance Music dance nights. This is the tradition Scottish dancing music made famous by Jimmy Sand and his Band.

Liz Clark on her travels to folk festivals across Scotland interviews and chats with performers at summer festivals from Orkney to Newcastleton in The Borders for future programmes. Liz also keeps up-to-date with the development of the 'Danny Stage Winners' at the Celtic Connections festivals.

Gordon Hotchkiss has a focus on Scottish and Irish traditional music with the history of Scotland and Ireland very much to fore from the Jacobite period. His guests tend to be from the traditional folk music scene.

John Joe MacNeil with his Sona le Seonaidh (Happy with John) includes guests from the Gaelic community organisations and individuals in the Glasgow area with a story to tell, news and information.

David Banks with his 'Theoretical Radio' programme focussed on independent, new, young talent in the 'singer-songwriter' genre and new bands from the Glasgow area. Regularly David had sessions on his late Thursday 10.00pm to 12 midnight programme.

Ross Macfadyen includes more contemporary singers and performers on his Friday night programme.

The weekly '**CD Album of the Week**' programme where the performer or indeed band members are interviewed in depth about their new CD release, the individual music tracks and their life as an artist/performer in general. The one hour programme can have up to 50% speech with a limited number of tracks showcased from the featured CD release.

Stewart Fenwick from time-to-time includes visiting Country music artists, particularly from Canada on his weekly Celtic Ceilidh programme plus he visits the Northern Country Music Festival in Caithness and interviews performers.

Sandy Semeonoff presents Planet Waves. This CD-based programme continues to place Scottish and other Celtic music within a wide-ranging geographical and historical context. Programmes during this period have included "Midsummer in the Far North" on 22 June 2010; a programme of wedding music on 20 July 2010 and specials for St Andrew's Day and St David's Day on 30 November 2010 and 1 March 2011.

“(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”

At the start of this reporting period (April 2010) was the end of the module with our education partner, the University of Strathclyde, the Department of Creative and Aesthetic Studies which has been running two 20 credit modules (CA223 & CA224, Broadcasting on Radio) based at the Celtic Music Radio studios at Level 14 of Livingstone Tower within the university city campus.

The University of Strathclyde has seen considerable restructuring during this period with a new vision and strategic plan for 2011-2015.

The Strategic Plan is designed to ensure that the university achieves its ambition to be a leading international technological university and that, through research, education and knowledge exchange, it remains engaged with public life globally as a place of useful learning.

Much change has taken place at the university and this is envisaged to continue during the coming year throughout 2011 and 2012. The change is complex and multi-faceted, and is taking place in structures and processes as well as culture and behaviour. The University of Strathclyde's new Faculty of Humanities and Social Sciences was introduced on 1 August 2010.

This has had an impact on the provision of education training with the former Department of Creative and Aesthetic Studies which is now within the Faculty of Humanities & Social Sciences and the School of Humanities.

As a result of these changes, the 20 credit modules (CA223 & CA224, Broadcasting on Radio) did not take place at the start of the academic year in September 2010.

There were eight students on the Radio Broadcasting module in the Second Semester, that is from January 2010 to May 2010.

These students were all from the highly successful BA Applied Music course where they are encouraged to work across a number of music genres to widen their understanding and appreciation for music other than their chosen specialist area.

The Radio Broadcasting module promotes research in their own specialism and in Celtic Music Radio encouraging cross-fertilization of genres. Within the short deadlines for broadcast, students are required to use their research and prepare short pieces that exemplify clearly their understanding of the tracks played to the listening audience. The discipline of the timescale required for preparation, the adherence to industry standard presentation, to Ofcom regulations and being aware of their vocal quality has resulted in students gaining greater understanding of the attention and respect that is afforded to a listening audience.

An added dimension to their understanding has been the opportunity to develop interviewing technique, answering and preparing questions, presenting and responding to questions that are stimulating, challenging and entertaining.

Key to the success of this module has been the knowledge that the programmes prepared by these students were presented live online and on 1530AM/MW.

This was the most challenging aspect enabling students to reflect on their initial reactions to this pressure and finding immense satisfaction having successfully presented a well-rounded and informative feature.

We also provided formal work experience using the P Squared Myriad music management system to a BA Applied Music student Amy Lyon during the first quarter of 2011.

There were no students from North Glasgow College, Springburn, Glasgow. It is the intention to make contact with this college for the new session in September 2011 where there are courses in HNC/D Sound Production and ascertain if this college could be part of our education remit. Celtic Music Radio did have a close relationship with this college during RSL periods and at the launch of the full time licence but changes and the move to a brand new building in Springburn, Glasgow has seen a loss of contact with staff.

Celtic Music Radio was involved with the Royal Scottish Academy of Music and Drama in Glasgow for the Scottish International Piano Competition 2011 where we broadcast live during the 10 days of the event.

Finlay MacDonald BA (Head of Piping Studies, National Piping Centre, Glasgow) can be a regular guest on Muirhead's Music with Fergus Muirhead who is respective piper and works closely with the National Piping Centre and the annual Piping Live! festival. Many of the music students from the National Piping Centre have been guests on programmes and performed live 'on-air' and they were featured during the Piping Live! late night club evenings broadcast live on Celtic Music Radio during August 2010.

Apart from higher education students, three individuals are involved with the operation gaining computer skills in music library input and general production.

Also during this period we supported the appeal to save the National Centre of Excellence in Traditional Music at Plockton High School. Situated in Plockton, Wester Ross on the Highland west coast, this centre offers top class tuition and an all-round, in-depth experience in traditional music, which includes individual tuition, groupwork, workshops and masterclasses, performing, recording, and the history and background of the music. The National Centre was under threat of closure following the decision by Highland Council not to fund the centre. There was a rally in Glasgow which Celtic Music Radio supported and took part in. On the morning of the rally on Saturday 5 February 2011, 10 students came to our studio base and played live and took part in a discussion on the future of traditional music education. There was also phone-in participation. Following the rally and campaign to save this education facility, a new funding model has been agreed. The National Centre of Excellence in Traditional Music is funded by the Highland Council in partnership with the Scottish Government's Department of Education and Lifelong Learning.

Photos and report can be found at this link:

<http://www.celticmusicradio.net/save-plockton-national-centre-for-traditional-music/>

Summary:

8 students from BA Applied Music course at the University of Strathclyde;

1 student from the HNC Journalism Course, Glasgow Metropolitan College.

2 students Masters Degree in Multi Media from Glasgow Caledonian University

4 students who are attending the RSAMD and who are part of solo performers and members of bands who have performed 'live' at Celtic Music Radio.

3 individuals involved with music scheduling training.

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

During this reporting period to the end of March 2011, there were around 460 practising artists, students and professional performers have had an opportunity to share their thoughts with fellow artists and professionals. That is an average of nine guests a week which is not uncommon.

Performers range from emerging talent like

As in the previous year the number of ‘ordinary listeners’ and performers alike has gathered momentum. More contacts are made in person at events, music festivals, concerts, sessions and through the use of ‘social network’ internet sites.

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.

The Facebook Celtic Music Radio page <http://www.facebook.com/celticmusicradio1530> has 1,830 Likes/friends and a sister Facebook page at this address: <http://www.facebook.com/CelticMusicRadio> has 1,904 friends with a combined 3,734 Likes/friends.

We have an ongoing schedule of OBs ‘outside broadcasts’ at events to meet our community of interest and strengthen links with them. This grass roots involvement also promotes our service to the public at large. We see this involvement with our community of interest of the utmost importance and pivotal to Celtic Music Radio.

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=PerthshireAmber2010>
<http://www.canstream.co.uk/celticmusic/index.php?cat=FreeConcerts>
<http://www.canstream.co.uk/celticmusic/index.php?cat=SIPC2010PianoRecitals>
<http://www.canstream.co.uk/celticmusic/index.php?cat=CelticConnections2011>

With regards to additional social gain objectives, providing work experience for journalism students attending courses at higher education establishments was suspended in June 2010 due to a number mitigating circumstances including the reorganisation of departments at the University of Strathclyde and significant changes in staff and structure at Glasgow Caledonian University where there has been a large number of academic redundancies.

From this restructuring process comes a new opportunity particularly at the University of Strathclyde with the appointment of Blair Jenkins OBE as a visiting professor in journalism at the university. Mr Jenkins is the chair of the Scottish Broadcasting Commission and former Director of Broadcasting at STV and former Head of News and Current Affairs at BBC Scotland. It is envisaged that Celtic Music Radio will be involved in a more formal and accountable role with the university in experiences for Masters journalism students.

The former Scottish Arts Council is now known as Creative Scotland and through links with the Culture Department at the Scottish Government we are forging a long term strategy together as a stakeholder in the Scottish Community Broadcasting Network.

We 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 like Celtic Music Radio presenting Folk For Autism featuring Skerryvore and special guests at the Old Fruitmarket, Glasgow during the first quarter of 2011. Folk For Autism was a gala musical evening in aid of The National Autistic Society Scotland.

We supported local authority and other services dedicated to reducing inequality and social exclusion. Adding to our support this period is the St Vincent's Hospice, Howwood, Renfrewshire. St Vincent's is a non-denominational hospice providing specialist palliative care and support for people throughout Renfrewshire. Editorial features and guests plus on-going over the air support trails bring stronger links with this organisation.

Through Glasgow Toastmasters we supported and promoted Bishopbriggs Ceilidh Band which are based in the north of Glasgow. And through this link with Glasgow Toastmasters and their Paul Merrick and David Grant there is a request for us to be involved with Toastmasters International Conference in Glasgow in September 2011.

Terry Markwick from Help For Hero's charity was featured in detail with online support.

And 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.

1.5 Key commitments: Access and participation

Community Radio Order 2004: "It is a characteristic of every community radio service that members of the community it is intended to serve are given opportunities to participate in the operation and management of the service."

- 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.

During this reporting period the number of voluntary programme makers has increased to 38; this is 7 more than the same period last year although at some points in the year the number of people involved in various aspects of the operation has topped 40.

There has been changes to programme makers and presenters on the 22:00-00:00 midnight strand with different presenters 'live' every night except Sunday night which is recorded. Due to other commitments some people leave or take a rest which provides an opportunity for others to get involved in presentation.

There are also a number of support workers in IT (2) and music library (2). Since the transfer to a WordPress CMS website in July 2010 there is no longer the requirement of an off-site webmaster. Up until June 2010 there were six people involved in news provision with one of those involved in news taking on responsibility for compiling the daily 'gig guide' and weekly Gig Guide one hour programme on a Saturday at 1.00pm.

Volunteers are encouraged to express their views and how the service can be improved for all concerned. Quarterly meetings are held to discuss all aspects of the operation of Celtic Music Radio. Minutes are recorded and emailed to everyone including those that could not attend. Unless otherwise informed, all meetings are held within Livingstone Tower, 26 Richmond Street, Glasgow at 2.00pm on Sundays quarterly. In order to get the best possible attendance, it is likely that meetings may take place on a Wednesday evening.

Scheduled dates for the remainder of this year are as follows:

Sunday 21 August 2010

Sunday 20 November 2010

Sunday 11 December 2010 for Celtic Connections 2012 preparation only.

Three sub-groups/committees have been formed to focus on particular activities and provide support and outcomes. The groups are:

Fundraising Committee – 8 members;

Commercial and sponsorship team – 4 members;

Events and OBs Committee – 8 members.

The two new members of the Fundraising Committee have extensive experience in fundraising and grant applications.

The events and OB team are the most active with 'live' OBs from events and concerts and also undertaking recordings for later transmission. This activity has a 'fun' element but more importantly it provides an opportunity to meet and reach out to our community of interest and network with new contacts.

The commercial and sponsorship team have the challenge of getting businesses large and small to spend. New ways of providing commercial revenue from the summer of 2011 may bring an upturn in sales revenue. We believe that there is a number of Celtic Music Radio brand extensions which have not been explored and it is this that may provide a solution to our funding and expansion needs.

One revenue generating project that was put on hold was the launch of a fundraising CD. Now with the assistance of a leading record company owner and internet sound aggregator, this CD is now becoming a reality and is due for release in either August or September 2011. The 20-track CD will be titled *'This is Celtic Music Radio 2011'* and will sell at £10 per copy.

The mix of people involved is in the age range from early 20s to early 60s with two women and six men involved in the eight person team.

1.6 Key commitments: Accountability to the target community

Community Radio Order 2004: "It is a characteristic of every community radio service that, in respect of the provision of that service, the person providing the service makes himself

accountable to the community that the service is intended to serve.”

- 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.

There is a quarterly meeting of the members of Celtic Music Radio as outlined in 1.5.

Individuals report on contacts with the target community, for example:

Independent record companies – Ian Green of Greentrax Recordings, Cockenzie, East Lothian; Ronnie Simpson, ISA Music Publishing, Glasgow.

Traditional musician of standing – Stevie Lawrence

Celtic Connections team – Claire Snedden and Tom Dalzell

Young successful traditional musicians – Paul McKenna Band and Skerryvore

Representatives of local organisations – Pat Byrne of glasgowwestend.co.uk; Tom Holmes of the Live at the Star Folk Club, Glasgow.

Journalists and commentators – Loudon Temple and Simon Thoumire

Celtic Music Radio has embraced internet social networking to reach our community of interest.

Facebook - <http://www.facebook.com/CelticMusicRadio> - at the end of this reporting period on Tuesday 29 March 2011, the Facebook stats reported an additional 27 ‘fans’ for that week (810 monthly active users); 1,608 Likes for that week and 230 visits to our Facebook page this given week. There are a combined 3,757 Friends on the two Facebook pages used by Celtic Music Radio for opinions, conversations and for taking part in activity and group messages. Many of the presenters are also introducing their own programme’s Facebook page.

The **MySpace** site has remained active and this permits online forum and comments at: <http://www.myspace.com/celticmusicradio> where there are 1,514 Friends (2010: 1,464 Friends). The Myspace site includes photos at events attended and also during Celtic Connections including the OB stand in the Exhibition Hall of the Glasgow Royal Concert Hall. This site is not as active as it once was with Myspace falling out of favour with online users.

A **Twitter** page has been established at: <http://twitter.com/#!/celticmusic1530> which has been reactivated following the launch of our weekly emailed e-blast Newsletter. There is a linking of comments by using the TwitDeck. There are 320 Followers (2010: 117 Followers).

A non-public (internal) forum has been established to discuss all matters relating to Celtic Music Radio and is available to all those involved in the service. This is also on Facebook and is titled CMR Staff and is a secure page with strict private access which enables comments, suggestions and general operational information and needs for all those involved in Celtic Music Radio. There are 31 members from a possible 38 of the Celtic Music Radio team. The remaining seven don't like Facebook and they are kept up to date with important information through regular emails and reports so that they are not excluded from awareness and debate.

This new website was launched on 7 July 2010 which is based on CMS using WordPress to replace our webmaster site. This new arrangement using Content Management Systems (CMS) means that changes to the schedule with updates on guests and features can be actioned more quickly and more often. As this WordPress template is a blog site, members and presenters to take an active role in the content of the site.

During this annual reporting period to end of March 2011 there were 1,127,066 hits/visits to Listen Live (year-end March 2010, there were 618,553 visits) to www.celticmusicradio.net which is an increase of 45.1% over the previous year and with 444,973 listening hours (year end March 2010: 305,990 listening hours) representing an increase of 138,983 hours which is by 31.2%.

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 continues to evolve with a fund raising concert 'Folk on the Boat' on board the PS Maid of the Loch berthed at Balloch Pier on Loch Lomond organised by the 'Friends' for Friday 9 September 2011.

There is a four person committee with one person, Sandy Pratt from Celtic Music Radio. The three others are Lucinda Weir - a regular listener, Alan Grant - a musician of standing and Mrs Pat Bryne - a website owner who is also involved in many aspects grass roots music and community groups in the west end of Glasgow.

We are exploring fundraising opportunities which may include Individual Giving.

With regard to a Complaints procedure, contact details are published on our website. One complaint was received during this reporting period on 15 February 2011. A listener felt that the song 'Foggy Dew' is Irish republican rebel music and should not have been included in the station playlist and added that: "I find myself regularly disgusted by these rebel tunes aired by stations." A response by letter was sent to the listener explaining the historical nature of lyrics contained in the song and no offence was intended and his comments had been noted.

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

1.7 Volunteer inputs *(see the separate guidance notes)*

Number of volunteers: 38

What roles are performed by volunteers: as outlined below.

On-air presenter volunteers: 30

Administration volunteers: 2 (includes music library, Myriad playout system admin)
IT and engineering volunteers: 1 (IT director).

News bulletins team: 6 (up to 4 June 2010)

Approximate number of hours worked on average per volunteer **per week**: 5 (total 190 total hours per week divided by 38 volunteers)

Additional information: As is common with most voluntary organisations and within the sector in general, people give their input in a variety of ways and the amount of time they have available between family life and paid employment and personal circumstances.

Some of the Celtic Music Radio team can give upwards of 15 hours a week in time working on a variety of tasks while others may input two hours a week by producing and presenting a one hour programme for example. Our schedule of outside broadcasts and recording of concerts and events can be time consuming plus travelling to the venue which could be anywhere in Scotland, for example at the Edinburgh International Harp Festival or at Dougie Maclean's Perthshire Amber Festival in Pitlochry in Highland Perthshire which can involve an 18 hour day.

1.8 Significant achievements

This period to 31 March 2011 significant achievement is probably the nomination for an award in the MG Alba Scots Trad Awards 2010.

The awards are organised by Simon Thoumire and his Hands Up for Trad/Footstompin' organisation and sponsored by MG Alba. The awards ceremony and gala concert was held this year at Perth Concert Hall on Saturday 4 December 2010.

Celtic Music Radio was nominated in the Trad Music in the Media Award category. Other nominees were BBC Radio Scotland and their 'Travelling Folk' programme with new presenter Bruce Macgregor; STV on their YouTube channel; Horo Gheallaidh (Mac TV) for BBC Alba.

The winner of the Trad Music in the Media Award was won by BBC Radio Scotland with Travelling Folk.

The full list of winners and nominations are available at:

<http://www.handsupfortrad.co.uk/tradmusicawards/stma2010-thewinners.html>

<http://www.handsupfortrad.co.uk/tradmusicawards/voting2010-info.html>

The MG Alba Scots Trad Awards 2010 were shown on BBC Alba on Monday 6 December at 9.00-10.30pm with repeats on Tuesday 7 December at 10.00pm and on Sunday 12 December 2010 at 11.00pm. BBC Alba is on Sky channel 168 and Freesat Channel 110 plus Virgin cable and online.

With an arrangement with MG Alba/BBC Alba and production company Bees Nees Productions, Glasgow we broadcast the audio of the Awards and Gala Concert after transmission on television. This nomination also extended our relationship with MG Alba and their marketing manager, Murdo Morrison. It is the intention to work together on various projects that may provide revenues.

This nomination certainly gave the entire Celtic Music Radio team a 'lift' and encouragement plus a recognition of the service we provide to our community of interest.

Another achievement was during Celtic Connections 2011 when our regular 19 days of coverage at The Glasgow Royal Concert Hall was made available across many parts of England and South Wales on DAB digital radio using the 'Pop Up' channel facility on the Now Digital local multiplexes.

Originally, the plan was to have carriage on the Now Digital operated Ayrshire local multiplex. However, Now Digital/Arqiva made available capacity using the networked Pop Up channel which is in effect an 'RSL for digital radio'. Feedback was encouraging with email comments from listeners in Essex, Southampton, Cornwall and Warwickshire. Following the end of this carriage arrangement on 31 January 2011 we saw an increase in traffic on our website. During February 2011 we had the largest number of visits/hits to our site with 197,133 hits to Listen Live. This may be the first time that a Community licensed station was available on digital radio 24 hours a day for three weeks. Arqiva engineers were pleased with the audio quality provided and fed to their Croydon switching centre for distribution to the local multiplexes. Transmission was 80 kbps mono. It is the intention to repeat this service for Celtic Connections 2012.

We also organised an FM RSL broadcast for the Scottish International Piano Competition (SIPC) held in the Concert Hall of the Royal Scottish Academy of Music and Drama during September 2010. The SIPC is well established as one of the leading events in the international piano competition calendar. For twelve days every three years, the city plays host to some of the world's most gifted young pianists. The aspiring soloists will come from around the world to compete for prizes totalling over £60,000 (including a Bluthner Grand Piano) and the recognition that will set them further along the road to a successful international career.

In the 2010 competition, pianists came from Russia, China, the Philippines, Canada, Australia, Japan, South Africa and across the United Kingdom to compete. The initial stages are held in the Academy Concert Hall of the RSAMD where there are chamber music recital rounds with the renowned Brodsky Quartet.

Celtic Music Radio facilitated live coverage with broadcasts on 106.6 FM around Glasgow with a joint venture with the RSAMD. The recitals were fed to our studio base for transmission on 106.6 FM from Livingstone Tower and also available online. In practice this meant that we had two separate programme services being broadcast from our studio base.

During the early morning and late at night the SIPC FM service joined regular Celtic Music Radio programming output. The FM RDS message was 'Piano'. Broadcast recitals are available to Listen Again and are downloadable via our website or direct at:

<http://www.canstream.co.uk/celticmusic/index.php?cat=SIPC2010PianoRecitals> and at:
<http://www.sipc2010.org/>

1.9 Significant difficulties

Do you wish this section to be kept confidential? No

The significant difficulty during this period was the breakdown of our Redifon BT500 transmitter in August 2010. Intermittent faults started on Friday 13 August 2010 and following some adjustments and repairs the Redifon finally failed on 21 August. A replacement unit was quickly arranged with particular appreciation to Ian Hickling of Transplan and Ian Liston-Smith for providing a 15W LPAM transmitter tuned to 1530 kHz which worked remarkably well.

The Redifon BT500 which is nearly 30 years old and saw service at Brookman's Park, came back into service on 1530 kHz in November 2010 and has been working since although not providing the same output power as before and while this may not be such an issue during daylight and summer months, come the autumn and dark winter months will cause significant loss of coverage and poor reception. There is a need to have a replacement transmitter in position to achieve the 100W maximum permitted emrp for the winter period.

As in the last report and in common with other licensees in this sector, 'core' funding continues to be a significant challenge.

Celtic Music Radio is a member of the Scottish Community Broadcasting Network (SCBN) and since this group of interested Community radio licencees regrouped in the summer of 2010 there is a fresh impetus with SCBN being formally constituted and recognised by the new Scottish Government. There is a commitment by the new government to include funding support by means of either grants or through government advertising budgets.

This could potentially be of significant value to Celtic Music Radio and other community stations in Scotland.

Celtic Music Radio is a member of Arts & Business Scotland and this organisation is supportive of solutions to fundraising in the arts, Individual Giving, master classes in making the best of our board and other activities. We continue to work with this organisation.

We will also take a fresh approach to programme sponsorship since there has been a relaxation in the Broadcasting Code in this area of advertising revenue.

Other significant difficulties outside our own control has been the changing focus of our education partner, the University of Strathclyde, Glasgow. With almost a third of our annual running costs payable to the university it is important for the university to recognise our worth by means of a Service Level Agreement and it is the intention that this will be implemented during the autumn of 2011.

1.10 Audience research

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

During this period ending March 2011 we constantly monitor our internet audience as a means to indicate listener appreciation and listener numbers.

As stated in section 1.6 - during this annual reporting period to end of March 2011 there were 1,127,066 hits/visits to Listen Live (year-end March 2010, there were 618,553 visits) to www.celticmusicradio.net which is an increase of 45.1% over the previous year and with 444,973 listening hours (year end March 2010: 305,990 listening hours) representing an increase of 138,983 hours which is by 31.2%.

During March 2011 www.celticmusicradio.net had 48,020 listener hours (March 2010: 43,284 listening hours; March 2009: 21,095 listening hours). This compares with 12,826 hours in July 2008.

During March 2011 we had 126,855 Listen Live hits from 24,705 unique users (March 2010: 73,688 Listen Live hits from 19,545 unique users).

As a member of the CMA we use their Canstream internet webcasting 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.

There is a constant stream of audience reaction and interaction via the social networking internet sites such as Facebook and Twitter.

And there is the face-to-face personal audience feedback when recording or broadcasting live concerts and sessions.

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

Here are a section of comments submitted to our support and comments website at: <http://www.thepetitionsite.com/1/celticmusicradio>

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

Robert McWilliam

Name

Robert McWilliam

Position

Director

Station

Celtic Music Radio

Email address

info@celticmusicradio.net

Telephone number

0141 548 3397 / 0141 548 4041 / 0141 812 7570 (H) / 07980 953 107 (m)

Date

27 June 2011

Section 3

Checklist

Please ensure that you have done the following:

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

Then

Submit your form by email to community.radio@ofcom.org.uk and send one signed hard copy to

Community Radio (5th Floor),
Ofcom
Riverside House
2A Southwark Bridge Road,
London
SE1 9HA.

Annual report forms must be returned to Ofcom by Wednesday 29 June 2011.

March 2011 – Issue 5