

Key Commitments**Licence number: CR00037**

Service name	New Style Radio 98.7 FM
Licence area	Winson Green, Birmingham (as shown in the licensed coverage area map)
Frequency	98.7 MHz

Description of character of service

New Style Radio targets the Afro-Caribbean communities within its coverage area. It delivers a varied range of music and speech aimed at reflecting the culture and values of these communities. It provides opportunities for members of the local community to work with the station to gain experience in this socially-deprived area.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week are: R&B, reggae, hip hop, house/garage and soca. Specialist music genres relevant to the target audience also feature.
- Speech. The main types of speech output broadcast over the course of each week are: news, community news and information, features, interviews and discussion.
- The service provides original output¹ for a minimum of 15 hours per day.

The studio is located within the licensed coverage area.

The service provides a range of community benefits (social gain objectives mandated by statute) for the target community, both on-air and off-air, and in doing so, achieves the following objectives:

- the facilitation of discussion and the expression of opinion,
- 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, and
- the better understanding of the particular community and the strengthening of links within it.

Members of the target community contribute to the operation and management of the service.

The service has mechanisms in place to ensure it is accountable to its target community.

[January 2006. Revised September 2016]

¹ Original output is output that is first produced for and transmitted by the service, and excludes output that was transmitted elsewhere before. Original output can be live or voice-tracked. Repeat broadcasts of original output do not count towards the minimum requirement.