

Community radio licence: key commitments**CR239**

Station name	PULSE
Community to be served	Cheddar and the surrounding villages (primarily to the west and south of Cheddar)
Licence area	Cheddar Valley and surrounding villages (as shown in the licensed coverage area map)
Frequency	104.4 MHz

Character of service

Pulse will provide a service which is informative, entertaining and relevant to the local area with the majority of the programming locally produced which will appeal musically to a wide cross-section of the population.

Programming

- Live output typically comprises 70% music and 30% speech. ('speech' excludes advertising, programme or promotional trails and sponsor credits).
- Music output is mainstream contemporary hits, with specialist shows in the evening and at weekends.
- Speech programming will feature local news, pre-recorded and live community notice boards, local events guide. Discussion shows will feature local issues of interest and relevance to the community with the opportunity to participate using phone-ins, email or text messages.
- Output is typically live for 12 hours a day, Monday to Friday, with 6 hours of live content at the weekend.
- Local guests from the community (businesses, charities, groups, individual interests etc) feature as and when available. Pre-recorded interviews (vox pops) with artists and organisations may also be aired.
- Studio location: this is within the target area.

Social gain and other commitments

- The station builds relationships with groups within the community to identify those who are underserved and give them the opportunity to become involved with the station.
- The station puts forward matters for debate to reflect the community's lively interest in local matters and broader topics, using features such as live magazine programmes with local interviews.
- The station seeks to build up a sense of "ownership" by the local community, so that they feel that Pulse is their station.

Participation in the service

- Volunteer broadcasters are given a significant amount of freedom in making

programmes. A series of training sessions are tailor-made for volunteers to build up their skills in a variety of areas including the broadcast code, presentation skills, program (Software) and hardware operation.

- Pulse holds occasional Open Days at the station and open meetings to encourage public involvement; these will be advertised within local newspapers to generate awareness.

Access to facilities and training

- The station targets specific groups for training, in partnership with local organisations (such as the Somerset Council's school work experience programmes) and youth organisations which already provide accredited training schemes.
- The station provides work placements for media students from local colleges, where their work at the station would be part of their formal assessment. There are at least two places available each year.
- The station provides work experience placements for students from local schools and elsewhere, where their work at the station would be part of their formal education. A minimum of three trainees every year placed at the station.
- The station runs courses for people interested in a career within the media industry.

Accountability

- The Annual General Meeting is open to members of the public.
- The station has a Management Committee made up of representatives from organisations which are part of the community of Cheddar Valley and surrounding area, these being from arts to the business community, to youth organisations, charities and the council. Membership will be a maximum of ten members/minimum of six plus the addition of an alternating Director whose role will be advisory. The Committee's role is to shape the station's output along with its involvement within the communities it serves and its feedback is passed to the Board of Directors
- The station has a complaints and appeals procedure in place and available on the station's website.
- Community members will be able to contact the station by a variety of methods, such as by telephone and email. The office telephone number and published email addresses can be used by the community to reach the Board of Directors of the station, who as part of their remit will make themselves available to respond as required to issues raised by listeners.

[May 2013]