

## Key Commitments

**Licence number: CR102149**

<b>Service name</b>	<b>Jorvik Radio</b>
<b>Licence area</b>	<b>York (as shown in the licensed coverage area map)</b>
<b>Frequency</b>	<b>94.8 MHz</b>

### Description of character of service

Jorvik Radio serves the residents of City of York by providing a stimulating and informative service. The station supports the community by showcasing local activities and development opportunities and offers programming that reflects its target audience.

The service broadcasts:

- Music. The main types of music broadcast over the course of each week is upbeat, positive popular music with active promotion of local artists, alongside a range of specialist content.
- Speech. The main types of speech output broadcast over the course of each week are community based programming covering sports, the arts, commerce, current affairs, diversity and faith.
- Programming will be in English.
- The service provides original output<sup>1</sup> for a minimum of 12 hours per day.
- The service provides locally-produced output<sup>2</sup> for a minimum of 14 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.

<sup>1</sup> Original output is content which is first produced for, and transmitted by, the station and excludes output that was transmitted elsewhere before. Original output can be live, pre-recorded or voice-tracked. Repeat broadcasts of original output and continuous music with no speech content other than advertisements, station ids and/or outsourced news bulletins (i.e. news bulletins produced by a third party) do not meet Ofcom's definition of original output.

<sup>2</sup> Locally-produced output is content which is made and broadcast from within the station's licensed coverage area. It may include all types of local production including repeats and continuous music, as long as it is created anywhere within the licensed coverage area and is not material that is networked from other stations. Content which is made outside the station's licensed coverage area, but edited and broadcast from within the coverage area, does not meet Ofcom's definition of locally-produced output.

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

[October 2019]

*Link to application for reference:*

[https://www.ofcom.org.uk/\\_data/assets/pdf\\_file/0016/106117/Jorvik\\_FM\\_application.pdf](https://www.ofcom.org.uk/_data/assets/pdf_file/0016/106117/Jorvik_FM_application.pdf)