

Community; (i) a group of people living in the same place or having a particular characteristic in common.(ii) the condition of sharing or having certain attitudes and interests in common

### **i) Identification and engagement of target community and its needs:**

ALL FM 96.9 broadcasts to South, East and Central Manchester. Our volunteers and shows reflect the diversity of the communities in these areas. We broadcast, seven days per week, sixteen hours per day, live. These shows include; foreign language shows (Chinese Farsi, Portuguese, Polish, Spanish Urdu), shows by and for LGBT community, Irish community, African communities, Caribbean communities, carers, older people at risk of isolation, those on the Autistic Spectrum, people with mental health issues and those with disabilities.

Our ethos is 'by the community for the community'. Our plan has always been simple; train those from different communities and then offer them the opportunity to broadcast their own live radio shows. We have one hundred and fifteen active volunteers producing and presenting live radio shows. We have an agreement; 'we trust you to be the voices of your communities, so we won't tell you what to say, what music to play and who to interview. In return you'll use the highest professional and ethical standards and be that voice to help affect positive change.

Different communities have different needs. We believe that all communities have a need to be heard. If you give a community a voice then they can express their needs and wishes. Hence we provide the training and they provide the voice. The needs of each community are diverse and fluid, so we let the respective volunteers debate, highlight and focus on these in their shows.



Then there is need of the wider community of Manchester we serve via arts shows, sports shows, drivetime etc. As individuals, we belong to many communities; ethnicity, gender, communities of interest etc. So ALL FM programme a diverse range of shows from a diverse range of volunteers, some issue based, some specific community based, some mainstream plus we promote new Manchester music including live music in the studio.

We believe that everyone should have the right to have their voice heard. We also believe that everyone is capable of presenting and producing their own live radio show. So we train children through to older people and all those in between. Hence we have so many active volunteers. In addition each year, we will train approx. 90 new participants. We will pro-actively target those whose voices that tend to be least heard. Hence the diverse range of shows and volunteers. We'll do this by approaching voluntary organisations serving these communities offering free radio training and a slot on our schedule.

## ii) **Benefit and impact for the target community on air and off air**

We use radio training not just to provide a medium of communication for communities in Manchester but as a means to improve communication skills, confidence, IT skills, employability and for those at risk of isolation, providing new social network/friends. Radio training is a means that ALL FM uses to improve the skills of people in diverse communities in Manchester who are most at risk of isolation.

Our shows inform the respective communities of events, opportunities, issues etc. They also are a medium of promoting the culture via music, spoken word etc. Perhaps most significantly our shows can change misperception of communities. Every Tuesday our 'Across the Spectrum' show is broadcast, made by people on the Autism Spectrum. A comment made to me from AJ, a listener in response to this show:

*'...I didn't think people with Autism could talk normally'*

Simply by giving a group of people the tools to make their own radio show we can challenge (some shocking) stereotypes.

Our Chinese language radio show promotes positive mental health in the Manchester Chinese community talking to agencies and people that can help. Our Spanish language show offers guidance and support to Spanish speaking foreign nationals who are concerned about their future in UK post Brexit. Our Irish show promotes events in the Manchester Irish community partnering with community organisations, such as Irish Community Care to positively affect the lives of those in this community.



Our shows by and for carers, those on the Autism Spectrum, with mental health issues, disabilities offer on air support, guidance and advice and will interview people, agencies and families who are part of these communities, affected by the issues or can offer support. The volunteers who present and produce these shows they are available to talk, are 'real' and experiencing similar issues to their audience.

Our shows for older people at risk of isolation host Outside Broadcasts once a quarter at cultural venues such Museum of Science of Industry, Whitworth Art Gallery, Manchester Art Gallery, Royal Exchange, National Football Museum. These broadcasts are a means to be seen, chat with and also offer opportunities at ALL FM to other older people. The older volunteers acting as role models for those who think presenting a radio show is beyond them.

Many presenters attend community events interviewing participants as well as promoting their shows to the members of the community. We lend equipment; hand held recorders, OB kit, give access and support to audio editing facilities to help

presenters become more active in recording and featuring events occurring in their communities. These events can range from music events to cultural/religious celebrations.

Many of our volunteers have little money. For some they have to choose between food or heating their home. So we host a foodbank where we encourage other volunteers to add to it as ALL FM do. For some, it's a life saver.

For some listeners our shows provide a lifeline. For example if you're a carer, you are at greater risk of isolation and isolation breeds isolations. Here's a radio show by a carer who understands what you're going through, she is approachable, contactable and can offer guidance. Most of our foreign language shows are the only ones in Manchester (some, the only ones in the North West).

*'I heard Gaynor on the radio. She talked about what she was going thro (sic) it helped me to know I wasn't on my own'* – a listener talking about 'the Carers Show 12.00 Thu on ALL FM (via a comments form)

### iii) **Supporting and developing station members, staff and volunteers**

All our presenters and producers are the legacy of training projects at ALL FM. All our radio training culminates in a live show. Post training we offer the participants the opportunity to become a volunteer. Being a volunteer isn't a passive activity. We encourage the volunteers to join the volunteers steering group which has representation on the ALL FM board. So the volunteers can directly affect decisions and the development of ALL FM. Training doesn't cease when you've become a volunteer. We actively encourage peer support, volunteers training and supporting other volunteers. It may be in skills such as audio editing, social media skills etc. Not only does this improve skills, it encourages friendships, challenges isolation, improves confidence and makes us more robust radio station.



We train volunteers in essential skills in keeping ALL FM alive. So we have volunteer Technicians, Administrators, Duty Managers. Again we make the radio station more robust whilst improving the skills and confidence of volunteers.

We have expanded our training offer. We now also train in IT, creative writing and audio drama. Radio remains our central focus but we are aware that we can reach new people, develop new skills and help those at risk of isolation develop via the arts and IT.

We offer training to staff, volunteers and trustees in:

- i) First Aid (physical and mental)
- ii) Safeguarding

iii) Governance

Every quarter we have staff supervisions where staff have an opportunity to talk frankly about their experiences working at ALL FM, any issues that they may be having and any training needs.

With volunteers we speak informally to most of them during a normal day and we ensure that all volunteers know that we have open door policy should they wish to discuss something. We attempt to have more formal sit downs once every six months where we can discuss the volunteer's show, experiences, issues, needs etc.

In response to feedback from volunteers re facilities, we are building a new training studio. After successful fundraising, this will open on 22/6/19. The studio will be named 'The Stevie Fly Studio', a significant volunteer in our history who died ten years ago. This suggestion came via the volunteers, from the Steering Group.

Each year we anonymously survey the volunteers to explore their experiences re volunteering at ALL FM.

ALLFM survey of Volunteers: Mar 2019

	Strongly Disagree –	Disagree –	Neither agree nor disagree –	Agree –	Strongly Agree –	Total	Weighted Average –
–	0.00%	0.00%	3.33%	33.33%	63.33%		
a) Contributed to a better Manchester?	0	0	1	10	19	30	4.60
–	0.00%	3.70%	0.00%	48.15%	48.15%		
b) Helped your confidence?	0	1	0	13	13	27	4.41
–	0.00%	3.57%	3.57%	21.43%	71.43%		
c) Helped you find your voice?	0	1	1	6	20	28	4.61
–	0.00%	3.45%	6.90%	34.48%	55.17%		
d) Improved or develop friendships?	0	1	2	10	16	29	4.41
–	0.00%	3.57%	3.57%	35.71%	57.14%		
e) Made you feel part of a community?	0	1	1	10	16	28	4.46
–	0.00%	0.00%	0.00%	41.38%	58.62%		
f) Improved your life?	0	0	0	12	17	29	4.59
–	0.00%	0.00%	21.43%	32.14%	46.43%		
g) Helped your positive mental health?	0	0	6	9	13	28	4.25

iv) **Good quality on air programming that caters and works for the target community**

To ensure that the shows broadcast are of the highest quality, we believe that this begins in training. Participants are consistently reminded during training about the importance of professional standards, research, planning and the responsibility that they have as focal points for their communities.

Our volunteers are diverse and produce a diverse range of shows; from foreign language shows to DriveTime, specific community based shows to specialist music shows. We insist that all shows are entertaining. We're not talking 'Ant 'n' Dec', but the show regardless of the theme or subject must engage an audience.



Re: quality. We listen to shows in the office, at home, on the move. We encourage all volunteers to listen to each other. During a show, staff and volunteers may phone the presenter on air (during the music, ad break) to offer input, praise, and/or constructive criticism.

Each volunteer pitches for a show. The pitch will be developed and refined until the show's aims and its audience is clear. Once on air we will discuss with the respective volunteer(s) how successfully the show is meeting its aims, using criteria such as:

- i) Volunteer's pro-actively engaging with their community
- ii) Number and quality of guests on the show from their community.
- iii) Level of promotion of events and issues within their community.
- iv) Promotion of the community's culture.
- v) Level of planning of the show
- vi) On air style
- vii) Feedback from the community.

We have provided Outside Broadcast training to 14 volunteers and we are encouraging more to take part. Over a year there is approx. eight OBs at various events in Manchester. Our older volunteers have taken the lead in this initiative hosting OBs, talking at events and being visible to their communities.

An example of targeting and working for a specific community was our 'Routes into Levenshulme' show. We received 8 requests at open days to host a project specifically for Levenshulme residents exploring its community (over a third were born outside the UK). From this we developed a show where we trained twelve local people and interviewed over thirty local people for a weekly show exploring the people and their stories of how they came to Levenshulme. This is now a weekly show.

We had a similar request from children asking why it appeared only adults were allowed to have shows. This has led to our weekly children's radio group as well as a Radio Takeover

Day by Chapel St Primary School (who children posed the question). Twenty children were trained in radio production. On Dec 14<sup>th</sup> 2018 from 9am till 7pm every show was presented by year five and six pupils.



We will attempt to consult with different communities. Practically we do this via meeting other voluntary organisations. We will seek their input into a respective show that targets their community. If they don't listen we encourage them to do so and then feedback. We will encourage them to use the show and ALL FM as a means to promote their community. If their community isn't served by a show on ALL FM, we offer them the opportunity to train at ALL FM.

Projects usually close with an event. At these events we invite voluntary organisations representing diverse communities to attend. We will use these opportunities to engage with different communities (via the voluntary org) to assess their views of relevant shows and any feedback that they have, aswell as offering the opportunity of radio training and becoming a voice for their communities.

Attempting to be 'the voice of Manchester' is an ambitious aim. We believe that community radio should be the voice of its people regardless of their education, background or history. Attempting to engage those who are more isolated can be time consuming and challenging. However when they find their voice the rewards are high.

**\* Transcripts:**

**i) Persian Seda show:**

Iranian Song Bahar (spring) by Martik

Jingle: with you and next to you, Persian Seda Radio

**Presenter,** There is a story about the beginning of Iranian New Year which says the youngest Daughter of the last month of the year (Mr. Esfand) called SOORI, the grand child of the Winter Season has fallen for one of the Sons of the spring season, Wearing a lovely dress of Jasmine and Acacia and will be going in to the lucky house

**ii) The Polish Show:**

**Presenter:** Happy to have you listening this evening till nine o'clock. This is Lady Gaga...

**iii) Spanish:**

**Presenter:** ...call me 0161 248 6767. We have a new guest here. Hello. Good afternoon. How are you doing?

**Guest:** Very well. Thank you.