

DUNDALK FM100 POLICY STATEMENT

1. The Broadcasting Philosophy/Local Ethos:

Our philosophy is to help all local organisations use the medium of radio to meet their objectives in a fun and enjoyable way. The policy closely follows the spirit of the Mission Statement for Dundalk FM adopted by Dundalk FM Members in 2005 and agreed as part of a grant from the BCI Community Radio Support Scheme: *'Dundalk FM is a non-for-profit, independent, friendly, community development organisation giving voice to all in Dundalk and surrounding area. We are committed to educate, entertain and inform through our wide range of programmes'*

The community served will participate at all levels of programming. Outside broadcasts and recordings from local events will ensure the station continues to enjoy community support and broadcast local voices and views.

The station aims is to foster relationships between all ages, genders and social backgrounds that use Dundalk FM as a platform for promoting community development. It is therefore committed to debating subjects that people living within the franchise area want to discuss in addition to examining Dundalks image and portraying it as an imaginative, receptive and stimulating place to live and work. The organisation commits itself to the BAI definition of Community Radio and operates its community radio service in accordance with the AMARC Community Radio Charter for Europe.

2. The target audience for the service:

The target audience will be all individuals and community groups in Dundalk and environs. There are approximately 40,000 people living in this area. We will have reporters in each of the major parts of town and in each of the parishes.

3. The weekly schedule

The schedule will consist of 116 broadcast hours broken down as follows:

Monday 16 hours
Tuesday 16 hours
Wednesday 16 hours
Thursday 16 hours
Friday 18 hours
Saturday 18 hours
Sunday 16 hours

All programming will be live. Live programming will include repeat and pre-recorded programming. There will be no automated programming.

4. Percentages of total broadcasting hours:

The breakdown of proposed formats for a typical weekly schedule is as follows:

Format Total broadcast Day

Music Programming 50%
News & Current Affairs 20%
Advertisements 10%
Other Speech Based Content 20%

5. News:

The station news service will focus on stories of interest to Dundalk and the environs and will include headlines, feature stories and clips from programming and telephone interviews. The breakdown will be as follows:

- Hourly 2 minute bulletins will be broadcast between 9am and 7pm on weekdays.
- Bulletins at 1pm, 5pm and 7pm weekdays will be of four minutes duration each.
- Bulletins will consist of local news stories and national and international headlines.
- News will be sourced from the Internet, press releases, newspapers and local journalists.
- News will also be sourced from service provider websites, local events, traffic, lotto results, forthcoming exhibitions, death notices, chamber of commerce news, town council news, church newsletters, fire service and the Garda station.

6. Current affairs coverage:

Weekly current affairs programming will consist of

- Half hour readings of articles from the local newspapers.
- Two hours (Monday – Saturday): magazine show featuring local events and issues, interviews with local people and a newspaper review. Speech to music ratio will be at least 65%:35% and a variety of topics will be covered such as health, the arts, current council issues and personal finance.

We will regularly invite a panel of guests into the studio to discuss recent international, national and local events. These will include two guests on the daily show and one guest on the weekend show. The station will draw from the pool of regular contributors such as teachers, solicitors, dramatists, writers, actors, religious and political analysts.

7. Sports Coverage:

A minimum of two live matches will be broadcast each month during the season and include local and away games. Three daily local sports bulletins will be broadcast as part of the news bulletins at 1pm, 5pm and 7pm.

We will broadcast sports programmes such as Ice Hockey Show, Mixed Martial Arts, Summer League Football and GAA as and when sports teams are available.

Dundalk FM commits a minimum of 5 hours of sports programming each week and to increase this depending on seasonality. Sports programmes focus on local soccer, GAA rugby, boxing, tennis and other minority sports that don't get coverage anywhere else.

8. General music policy:

A mixture of general music and specialist music will be broadcast over the total broadcast day and will not exceed 50%.

General music programmes will have a minimum of 25% Irish Music and a minimum of 5% speech content.

9. Specialist music policy:

We will broadcast at least one hour from the following genres of music each week:

Country an Irish	Classical music
30s and 40s Music	Show band music
Easy listening music	Ska and reggae
American Country	Irish trad music
Acoustic music, from musicals	Irish pop/rock
Rock and roll music	Celtic/spiritual music
Alt music	Ethnic music
Jazz Music	Dance music
Dundalk bands	Religious music
50s – 70s music	

10. Irish Music policy:

A minimum of 25% of all music played will be Irish music, defined as a song written and performed by an Irish artist or an Irish song played by any artist. We will broadcast a minimum of four hours of Irish music each week during the hours of 7am and 7pm.

11. Special Interest Speech:

Dundalk FM commits to a minimum of 6 hours special interest speech programming per week to include the following topics:

Anti-poverty initiatives	History
Arts	Mental health
Charities	Minority groups
Community Development	Self-improvement
Disability	Senior citizens
Education	Social issues
European languages and culture	Tourism
Finance	Women's issues.
Food	Health

Special interest speech programming would be made up of the following programme types:

Religion, Documentaries, Old Time Radio, Features, Disability, Selection of the Above

12. Irish language programming:

The station encourages presenters to use the Irish language where possible. We will broadcast at least one 1 hour programme in the medium of Irish each week. Additionally, we will encourage further Irish language and bilingual programming.

13. Dedicated language programming

We will broadcast at least one non-Irish/non-English language programme per week. Where the station cannot resource its own foreign language programme resources, it will source a series from CRAOL, rotating between languages.

14. Promotion of Irish Talent:

We will promote local artists by bringing them into the studio and to outside broadcast events for interviews and live performances.

We will work with schools, community groups and individuals to record and broadcast their productions. Dundalk FM will broadcast at least a one-hour local music show each week.

15. Acquired/Networked:

We will broadcast relevant network programming of interest to our listeners, for example European Magazine programmes, radio book programmes. We have no plans to purchase or sell broadcast material. We aspire to broadcast programming from other community stations through the CRAOL website programme exchange.