



Reach Proposal



Reach – Proposal



You and Your Work

Reach is a project that expands the availability of the radio industry by providing training and new opportunities in Chelmsford. Radio work requires a high level of skills and confidence which includes being able to relate to a target audience. Reach will provide the skills necessary for the first step into working in the media. Media students who have the skills do not have a sufficient opportunity obtaining experience in the industry. The Reach project has been designed to enable enthusiastic members of community, who seek an interest and want to learn about radio. This is going to target young people, especially at GCSE, A-level and University students (aged 16 to 25 years olds).

Our initial 28 day Restricted Service License (RSL) broadcast took place on 8th July 2006. Our plans came together and we operated a radio station across Chelmsford. All our members are volunteers and most have no professional radio experience. On the back of this success we wish to carry out more RSLs in the local area to highlight the need of a youth orientated station. When we have completed several RSLs, we will aim for a Community license from Ofcom, if the demand is sufficient. This will enable us to provide a service to the Chelmsford area for young people continuously without any break in transmission.

Training in this project, is a key essential to success. With the experience of the core steering group, we will be able to pass on our own knowledge and experience on to other members of the project. **Aaron Beadle**, *Project Leader* and **Daniel Hault**, *Assistant Project Leader* are the founders of Reach. Both of them have been part of a management team for an Internet radio station, *CMP Radio*. They managed a huge community of presenters across the globe from amateur professionals to new starters in radio. Daniel is the Station Manager of an RSL station in Tamworth, Staffordshire, where Aaron also produced and planned on air content. Their knowledge will be of a great help to making the Reach project a success. **Chris Howarth**, *Station Manager* has been part of several terrestrial radio stations and has gained a huge range of knowledge and experience that will benefit presenters, newsreaders and all station crew. His role at *BBC Essex* as a Programme Assistant and newsreading at *Hospital Radio Chelmsford* will be put to great effect in training individuals in radio broadcasting. **Andrew Hunt**, *Technical Engineer*, has extensive computer programming knowledge. He is able to create and support computer applications which is essential to training and broadcasting. Andrew also brings essential experience with book keeping and accounting from his previous role as a Financial Director.

The group appreciates that Reach will be providing a currently non-existent youth service; training for the immediate crew and a youth targeted radio station for the community of Chelmsford.

Making It Happen

We are looking to broadcast again building on the successes of the first RSL. The key difference is that we will be working with our members months before a broadcast to offer thorough training in radio.

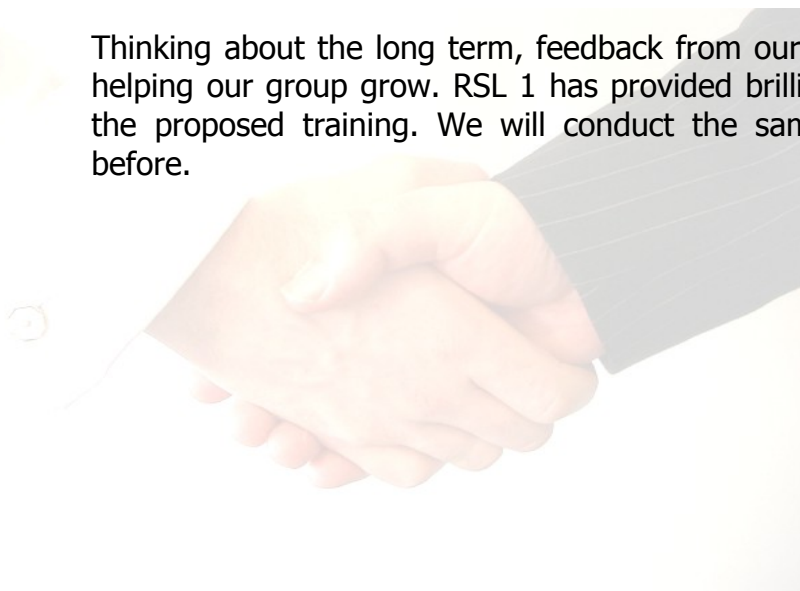
Currently Reach owns some studio equipment that was purchased for RSL1. There are improvements where we are building on the initial success as we are offering a more structured training course prior to the broadcast. This requires some extra purchases.

Our same studio location is secure for RSL 2. We will be broadcasting from Springfield, 2 miles from Chelmsford town centre. The local bus route will make the location easy to access for everyone.

The training course will assume no prior knowledge of radio. All members will have the opportunity to take part in the training and some of our existing members have valuable knowledge to contribute. During training members can produce a demo CD to showcase their newly found talent. This can then be used for them to apply to an established radio station and start their career.

One of the key benefits that Reach has is the experience of each management member. This will prove to be invaluable when it comes to providing support and dealing with matters with our members. With the knowledge of the management team put together, we feel confident that we will be able to deal with any situation that Reach has to deal with as a group, making us stronger before we start. This will all payoff in the future as we grow and this will allow us to make better designs for our members and for our group as a whole.

Thinking about the long term, feedback from our members will be one of the key factors in helping our group grow. RSL 1 has provided brilliant feedback and is heavily contributing to the proposed training. We will conduct the same feedback after the broadcast event as before.



Your Budget

The initial investment and expenditure has set up the basic equipment for Reach to produce many broadcasts and training courses. Our studio equipment and location is secure and accessible but there are extra purchases to enhance our training for RSL 2.

We aim to purchase a Clyde Synergy digital mixing desk. This will enable us to expand our training. The advantage to this is that it is a complete broadcasting package so that it includes the hardware mixer and the playout software. It is software that is recognised and used by the industry (e.g. commercial radio) so it gives our members a better advantage because their skills are more easily adapted to industry equipment. This is a recognised skill that is ideally added to a member's C.V.

Our current mixing desk will have a use as a second training desk and it will form the centre of a second studio. This could enable recordings to be produced away from the on air studio and will provide a studio for news output.

Other essentials, already purchased include media players (CD and Mini-Disc) and facilities you would find in a any radio studio (e.g. high quality microphones). Each component has been heavily researched so we could find the best product for ease of use, budget and professionalism.

Apart from the broadcasting facilities that we will provide for the members, transmission equipment is a must to enable to broadcast on the FM frequency. Ofcom will provide us with a frequency to broadcast on and it is vital the equipment provides a consistent transmission for the full 28 days. Along with the transmitter, a sound processor will be in place to process our sound to achieve professional results at every level. Looking towards the future we are considering buying our own transmitter (rather than hiring one) to save costs in the long run and enable us to be independent.

Other costs such as music royalties (MCPS, PRS, PPL) and Ofcom fees occur again as they need to be paid for each broadcast to ensure we are abiding by the law and paying all music and broadcast licences.

Aaron Beadle is the primary account holder and Andrew Hunt is the secondary signatory for the Reach bank account.



Benefit To You and the Public

The Reach project is designed to train members in their chosen area(s) of the radio industry. Over the course of the training and on-air experience, it will benefit media students and anyone else with an interest in the radio industry. It will be equally beneficial for young people who want to learn new and varied skills. Key skills in each area of work will be covered and will provide an insight to everyone involved into how a radio station works. Training will cover areas such as technical operation, production, presenting, news production, audio editing and how to relate to the target audience.

The entire steering group has the passion to make this project a success to themselves, as much as with the community involved. We feel we will get self-satisfaction with developing our own on-air skills and using our knowledge and experience to the best of our advantage for all members.

During our next 28 day broadcast the abilities and new skills of all members will be on show across Chelmsford. Young presenters, newsreaders, and other staff will be able to relate to their audience; the target audience we are aiming for (12 – 24 year olds) will feel connected to Reach's output. News and travel news will be a part of our on air services to inform our audience of local and national news. This will include local issues and will be presented at an appropriate level, duration and frequency for our target audience. Presenters will be broadcasting shows throughout the 28 day event with music and entertainment features. Audience focus will remain the key aim for the 28 broadcast. Reach offers a rare opportunity to involve the local community by broadcasting local events and encouraging involvement from local unsigned bands for example. Reach's long-term effects will include the audience (Chelmsford) appreciating the specific youth service, and media students will be aware of our presence and purpose to provide training for the radio industry. The benefit of our project is two-fold; individuals can volunteer and take an active role and the rest of the community benefit from our live broadcasts.

The current situation for stations covering the regional youth market is non-existent. Only a few large commercial and national stations exist that target 12 – 24 year olds as part of their audience. These do not provide local information to the community or the opportunity for involvement.

To ensure that Chelmsford knows about the project from a member and listener perspective, we will be using various marketing techniques to make our presence known. Our target audience will be connected very closely to shopping in the town centre. We therefore plan to promote Reach with posters and leaflets. This will target young people who may want to become active members. For prospective members it will be good for them to talk to existing members on a one-to-one basis. Other ideas include possible shopping centre advertising using their TV service and newspaper adverts to attract interest.

Meeting Our Ambitions

Throughout the project, we will be aiming to provide support and encourage growth with our members. Our main objective is to offer opportunities to young people. From our first broadcast we have discovered that there are not many projects in the local area that support media students or provide a platform to showcase skills and talent.

Reach will reach this ambition because the project will be targeted to, run by, and designed around young people. Not only will we give the opportunity for all our members to express their talent and use their newly acquired skills, but also our target audience will gain a youth specific radio station.

All our members will be a voice directed towards the local community. They will get the experience and knowledge they need to judge whether a career in the media is right for them. Reach offers a variety of roles which will give members experience and they will be able to make an informed decision about which roles they feel most confident in.

Having carried out our first successful 28 day RSL broadcast we are able to recruit new members to continue to provide our opportunities and allow for a bigger member base. Existing members will be able to extend their broadcasting experience with future broadcasts with more RSLs or a possible Community Licence. The awareness of our project has increased and this will give the opportunity to young people unaware of the project, to join ready for training and our next broadcast. Reach will be a continuing project with the ambition of giving the opportunity to young people where it was not possible before.



Evaluation

At the end of each broadcast, to ensure that we know how well the project went, every member will be given a questionnaire to fill out. Even though we can talk to our members, it will be advantageous to gain some statistical data about the event, to help focus improvements and continue the success for future training and the next RSL broadcast.

All the questions will be carefully chosen by the Reach steering group and each member will complete it anonymously. When it comes to future RSLs or a possible Community Licence, we will know how to shape our service. The members will be able to feed new ideas, change or remove aspects from the project.

Our activate members and the population of our target audience will be key to evaluating our project. The feedback that we receive will provide a good indication that our project is serving the community to its greatest effect.

Conclusion

This is a station with a lot of potential, not only to our members, who will gain valuable experience in the media industry but it will also benefit our listeners, providing them with the up-to-date information and exclusive entertainment for Chelmsford.

The steering group continues to provide dedicated time and effort to enable Reach to serve the community. We offer a unique experience to members and listeners alike. The training opportunities we aim to provide are rare and Reach is an exclusive opportunity to Chelmsford.

Contact Details

If you would like to receive any more information or would like to ask any questions, please feel free to e-mail [**aaron@reachfm.co.uk**](mailto:aaron@reachfm.co.uk)

I would like to take this opportunity to thank you for your interest in this project and I hope, after reading this, you are as enthusiastic as we are about Reach.

Reach: Reach for your potential.

Aaron Beadle
Project Leader for Reach
www.reachfm.co.uk