

Meeting notes from Wednesday evening 18th October, British Legion

Chair ED Holmes

Ed welcomed our guest speaker Osman Sen-Chadun from Outreach RADIO on behalf of a large gathering of Rotarians.

What a speaker he turned out to be. Thanks to Shaun O'Brien for bringing him along.

He began by introducing 'Outreach Radio', which he formed as a non-profit local operation during lockdown with a temporary licence. Having previously been in related industries he saw gap in the market for truly local radio on the Dab plus network. In October 2022 he applied for a permanent licence and has grown the station since then, to cover much of Hampshire. This has worked to the stations advantage as the BBC looks at how to cut costs with their local production.

He also gave a revue of the state of local radio in general, how to set them up and competition between and how to attract advertising. The latter a must for independent radio. All this was a real eye opener. The station does much work with local businesses and community organisations including of course us. Osman oversees many events and projects to support local initiatives. This also drives the numbers listening to the station.

They monitor the listening profiles to see what people like and schedule different programmes for different age groups for daytime evening and weekends. The weekends attract a much younger audience. Who would think they were interested in local radio? There was so much interest from younger listeners he formed a second station 'Outreach Dance' to encourage young people's involvement. Even giving them programming and presenting time as work experience.

The station attracts about 232000 plus 110000 for Outreach dance. To find other listeners Osman has developed a Freeview channel so you can listen on the TV.

I'm sure we all learned a lot about local radio from a man who is extremely committed to local radio and what it can do for local communities. We all wish him well in his endeavours.

Have a look at their web site, where you can find more about what they do.

Ed then asked Keith Cameron to outline the progress from his membership initiative. WE found ourselves with the second speaker of the night.

He reminded that we raise about £150000 a year for charity. So doing something right. Responses to his two questions were generally good and openly enthusiastic. He divided the replies into 4 main areas Service /Fellowship/ Meetings/ Development

He will send out the results to all members in near future. Well done Keith on your work.

Then not only do speakers come in twos but threes! **As Ed asked Stuart Wineberg** to tell us about his attendance at District Conference. He was extremely positive about how the conference has 'upped its game'. With high quality and interesting speakers. The networking was good and he chatting to people who he knew from other clubs. He encouraged the club think about engaging with this event more and to go next year on 11-13th October 2024.

Stewart Mitchell