

# Bradford Community Broadcasting

---

Working in Schools.

**tuned in to bradford**



**[www.bcbradio.co.uk](http://www.bcbradio.co.uk)**

# Presentation Overview.

---

- BCB Historical and current context.
- Bradford Social Economic Context.
- Working in Primary Schools.
- Work in Secondary Schools.
- Connect Transmit Project.
- BCB Extra Youth Strand.



# Bradford – Who are we?

---

- Bradford – Industrial city , based around the wool industry;
- Always been a city of migration
- Irish after the potato famine; Eastern Europeans after war in 1940s;50s, 60s, 70s – Caribbean, Indians, Pakistanis , Italians, Ukrainians etc
- Bradford District 2011 Census population estimate is 522,452; its a vey multi cultural city
- Bradford District has very high proportion South Asian heritage – largest group Pakistani (20.4%); also Bangladeshi, Mixed multiple ethnic groups, Black/African/Caribbean/Black British and Other ethnic groups.

# Bradford:

## One landscape, Many Views

---



# Educational, Social Economic Context.

---

- Bradford District is within the most deprived 10% of local authorities in UK
- Bradford District has some of the richest and the poorest wards in the UK.
- Nearly 1 in 3 people of working age are out of work, and average earnings for those in work are lower than the regional and national averages
- Bradford District has a total of 93,124 pupils - 55,000 in primary schools and more than 35,000 in secondary schools.
- There are over 100 different languages spoken in Bradford schools.
- By 2020 Bradford will be one of the youngest cities in Europe

# Bradford City Park

---



# Bradford: Unesco City of Film

---



# BCB Radio – History

---

- BCB started as Bradford Festival Radio 1991.
- Bradford Community Broadcasting was formed in 1994
- BCB is 20 years old!
- Grown incrementally over the 20 years
- Instrumental in lobbying the Government to form the Community Radio Sector 1995 - 2002
- One of the first full time Community Radio stations in the UK. BCB has had a full time Community radio licence for 10 years



# BCB RADIO OUTPUT.

---

Over 230 active volunteers, presenting and producing 100 new programmes each week (84 hours new programmes)

Broadcasting a wide range of speech and music programmes, reflecting the cultural diversity in the city.

Broadcasting in a range of languages (English, French, Ukrainian, Arabic, Gaelic, Spanish, Polish)

24/7 Full time BCB106.6FM & [www.bcbradio.co.uk](http://www.bcbradio.co.uk)

# Pupils from Springwood Primary School recording in BCB Studio 3 .

---



# BCB: How BCB works with schools.

---

- Many different ways e.g.
- Support schools in setting up School Radio Stations.
- Providing technical support and share best practice.
- Support “Pupil Voice” Student Council, voice and influence within a school.
- Providing radio training and support - researching, presenting, producing, editing and broadcasting etc.
- Training for teachers and other school staff.
- Work in schools across curriculum delivery
- Use radio as a tool to improve confidence, curiosity, communication skills, oracy etc
- Media Literacy - understanding the media

# Creative Partnerships

---

- **Creative Partnerships** was the government's flagship creative learning programme, established in 2002 to develop young people's creativity across England.
- It aimed to build sustainable learning partnerships between schools, creative and cultural organisations and individuals.
- Creative Partnerships facilitated many long-term links between schools and creative professionals, such as artists, architects, scientists and multimedia developers.

# BCB: In Primary Schools.

---

- BCB collaborated with a number of artists, authors and creative practitioners to deliver projects that supported primary school pupils and staff embed creativity across the curriculum.
- 2 examples of BCB working in primary schools:
- St Stephens School - **Recruiting a Creative Director**
- Our Lady of Victories (OLV) - **Radio OLV**



# Young Reporters from Oak bank Primary School.



# Sci-Fi Stories in St Anthony's Primary School



# Work in Secondary Schools: Connect Transmit:

---

- The **Connect: Transmit** project is a 2 year action research project evaluating the capacity of community radio to develop young people's **speaking and listening skills**.
- It engaged around 100 young people aged between 11 and 18, from a range of backgrounds, in 4 cities across the UK, and trained them in community radio skills in a variety of settings including: **GCSE curriculum delivery**, extra-curricular activity, and informal drop-in sessions. The project was funded by Paul Hamlyn Foundation that funds Educational Research within Britain.
- BCB worked with **Belle Vue girls**
- school, delivering a module from
- GCSE Media Studies





# Connect: Transmit BCB Aims

---

Support participants to use community radio as a tool to **express themselves** around issues that affect them and their community.

Explore and **develop interview skills and techniques** for producing content for radio.

Develop interpersonal communication with a particular focus on **speaking and listening**.

Explore the importance of **non-verbal communication** during active listening.

Encourage **reflective practice** and reviewing means of communication.

**Communicate information, ideas and opinions** in an open and understandable way

# Connect: Transmit BCB AIMS

---

Identify the difference between explaining, debating and expressing opinions.

Introduce radio production concepts and practical production skills.

Research and produce **radio feature**

Introduce the concepts of **Rhetoric and Transactional Analysis**

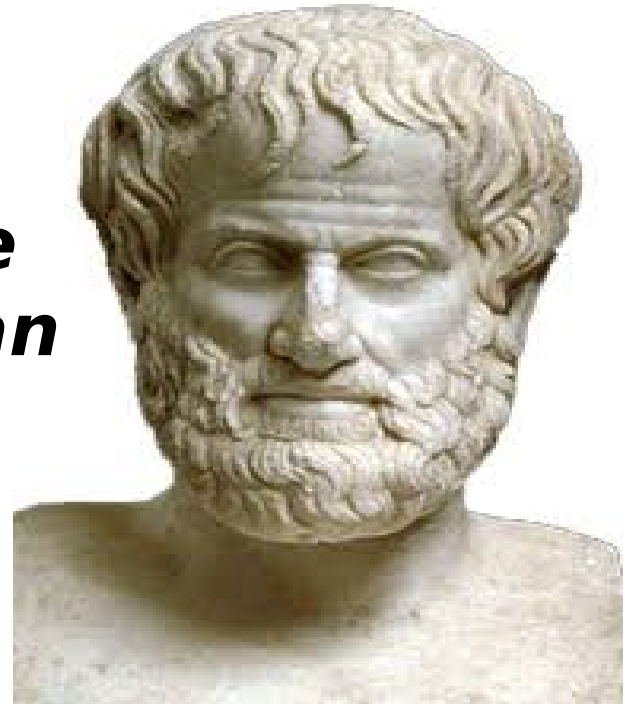
**Work as a programme team** to research, produce and present a live radio

**Present live Programmes** on BCB radio.

# Aristotle and Plato 2014

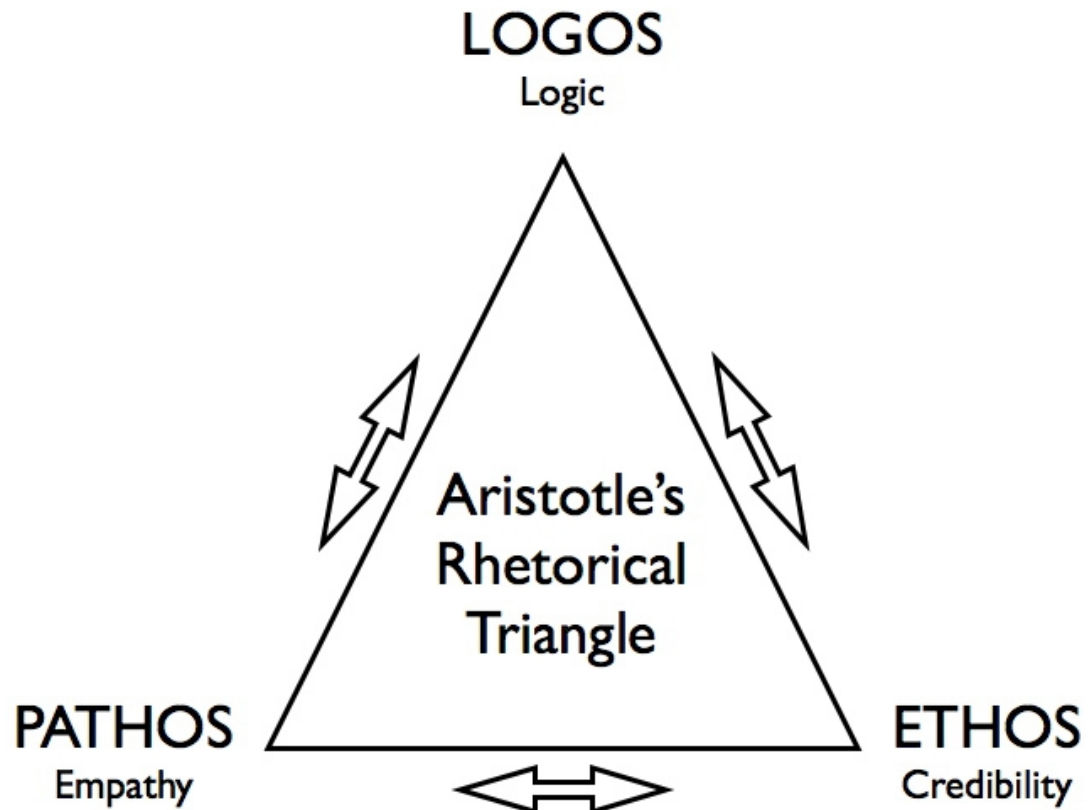
---

***Rhetoric is the art of persuasion: the attempt by one human being to influence another in words***



# Aristotle

---



# Aristotle and Plato in 2014!

---

- **Logos, Ethos and Pathos** – the Three Musketeers of the Persuasive Arts!
- Media Literacy – understanding what's actually going on

# Assessment:

---

- In order to break down speaking and listening skills into measurable units, **Connect: Transmit** partners identified a number of specific skills.
- **Confidence; Adapting talk; Communicating clearly; Listening; Talking about talk; Discussion; Negotiation.**
- A baseline assessment was conducted at the start at the project and repeated at the end. The project used the “Outcome Star” model to evidence the impact in the following areas.

# Assessment: Details

---

- **Confidence** – How confident you feel about your speaking and listening skills, and stating your opinions in a range of situations.
- **Adapting Talk** – How much you feel that you are able to adapt your talk for different audiences, purposes and contexts.
- **Communicating Clearly** – How easy you find it to communicate your ideas and persuade people, in a range of situations, that your ideas should count.
- **Listening:** How good you think you are at listening to what other people are saying and responding to it.

# Assessment: Details

---

- **Talking about talk** (Critical thinking skills) How much you understand ,and can talk about, the power of speech to make a different in your life and others.
- **Discussion** (Argumentation, persuasion): How confident you are about contributing to discussions and building your own arguments.
- **Negotiation**: Using speaking and listening skills to resolve problems when they occur in group work or other situations and to encourage compromise.



# Findings:

---

- 90% of the young people reported an overall improvement in their speaking and listening skills.
- Positive changes were reported by the majority of participants in all outcome areas, ranging from 58% of young people feeling they had improved their “discussion” skills, to 68% of young people feeling more positive about their ability to “adapt talking”.
- (The project also supported a BCB individual volunteer named Sam Stebbings)

# Connect: Transmit visit to BBC Media City

---



# Alternative Education: Oastler School, Pupil Referral Unit, Home Educated

---

- Pupil referral Unit and Oastler school – BCB role with young people outside formal education
- Brightside – Home educated young people

# BCB EXTRA 6.30-7pm

---

- Every day we broadcast the BCB Youth Strand of programming that is produced and presented by young people from Bradford. The content reflects the needs, interests and subjects of the youth broadcasters that work on the shows.
- The youth strand also acts as platform for the various schools and youth groups we work with.

# Beckfoot Secondary School recording in BCB Studio

---

