



Love Da Beat Radio



# WHAT WE DO FOR THE COMMUNITY

Commercial radio station with a community element



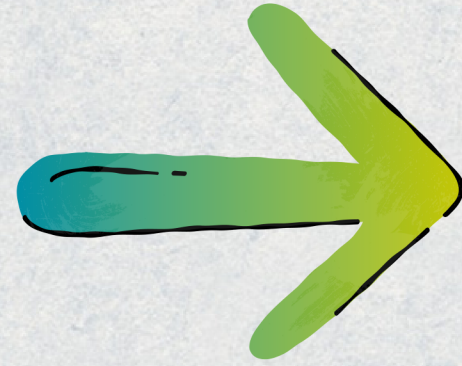
# OUR INTRODUCTION!

Love Da Beat Radio is here for the community. We work with everyone in the community from children, vulnerable/disabled/special needs children, especially those who are showing signs of involvement in gang culture or crime. Also with adults and adults who are vulnerable/disabled or have special needs.

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# OUR COMPANY'S STORY

LOVE DA BEAT RADIO IS A DIVERSE ONLINE RADIO, SHOWCASING THE FINEST MUSIC AND CULTURAL CONVERSATIONS TO OUR GLOBAL EMPIRE. BROADCASTING LIVE ON YOUR AIRWAVES TO OVER 188 COUNTRIES ACROSS THE WORLD. OUR STATION HAS GROWN TO BE AN INFLUENTIAL VOICE AND AMPLIFIER WHO BELIEVE THAT EQUALITY AND DIVERSITY SHOULD ALWAYS BE AT THE FOREFRONT OF OUR STATION. WE ARE PRODUCING OVER 136 SHOWS A MONTH LIVE FROM LDBR HQ LOCATED IN THE HEART OF PENGE.

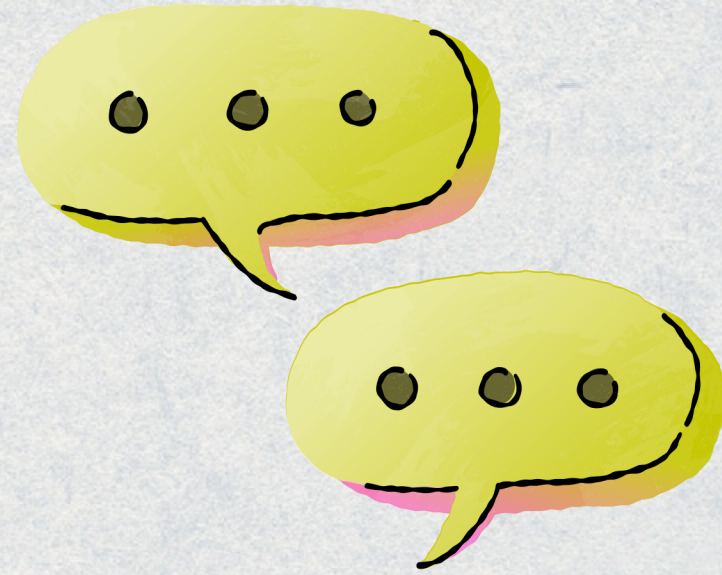
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## Company Mission



# OUR MISSION

LOVE DA BEAT RADIO, ENTERTAINS FROM AS YOUNG AS 4 THROUGH TO ADULT AGES. LOVE DA BEAT RADIO IS EXTREMELY INFLUENTIAL AMONGST THIS HARD-TO-REACH DEMOGRAPHIC. THESE YOUNG PEOPLE ARE ALWAYS ONTO THE NEXT THING, THEY WANT OR ALREADY OWN THE LATEST COOL STUFF AND HAVE THE DEVICES AT THEIR FINGERTIPS TO FACILITATE THIS SENSE OF IMMEDIACY.

IT'S MORE THAN JUST DUAL SCREENING – IT'S ABOUT USING MULTIPLE DEVICES SIMULTANEOUSLY FROM A MOBILE, TO A TABLET, TO A TV, TO A LAPTOP!

SO HOW DO WE CAPTURE THIS FICKLE AUDIENCE? BY REACHING THEM WHEREVER, WHENEVER, HOWEVER THEY WANT US, WHICH INFORMS OUR COMMERCIAL STRATEGY.

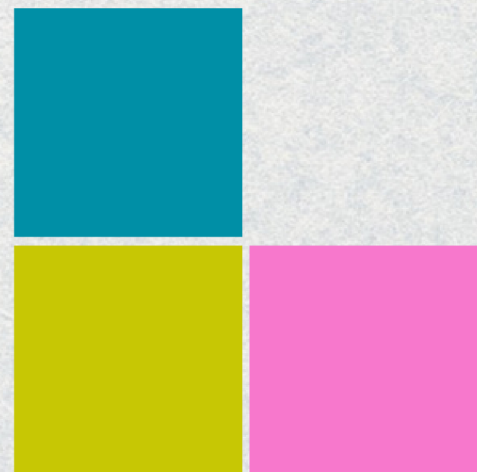
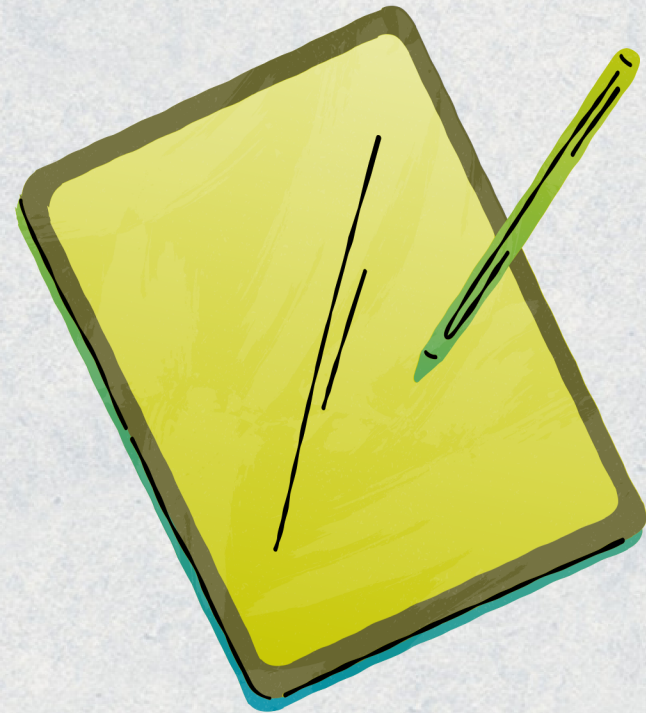
FROM OUR YOUTHFUL, PEER-TO-PEER APPROACH, TO OUR INNATE UNDERSTANDING OF THE CHANGING NUANCES IN YOUTH CULTURE, OUR AMBITION TO NEVER STAND STILL WITH OUR CONTENT SOLUTIONS DELIVERS THE LATEST TRENDS ACROSS EACH PLATFORM. THE STRATEGY ENCOMPASSES ON-AIR AND ONLINE, PROVING DIGITAL IS AS IMPORTANT AS RADIO, SOCIAL AS IMPORTANT AS LIVE EVENTS, AND THEY ALL WORK TOGETHER TO CREATE THE ULTIMATE 360 DESTINATION TO HEAR, SEE, SHARE AND DISCOVER, WHAT LOVE DA BEAT RADIO IS ABOUT.





# OUR GOALS

TO BE THE LEADING DIVERSE COMMERCIAL RADIO STATION, BROADCASTING ON DAB, FM AND TV. SUPPORTING THE COMMUNITY IN ALL ASPECTS.



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# WHAT WE DO FOR THE COMMUNITY

**Kids  
Corner**

**Traineeships**

**Mentoring**

**Drug &  
Alcohol  
Groups**

**School  
Workshops**

**Work  
Experience**

**Volunteer**

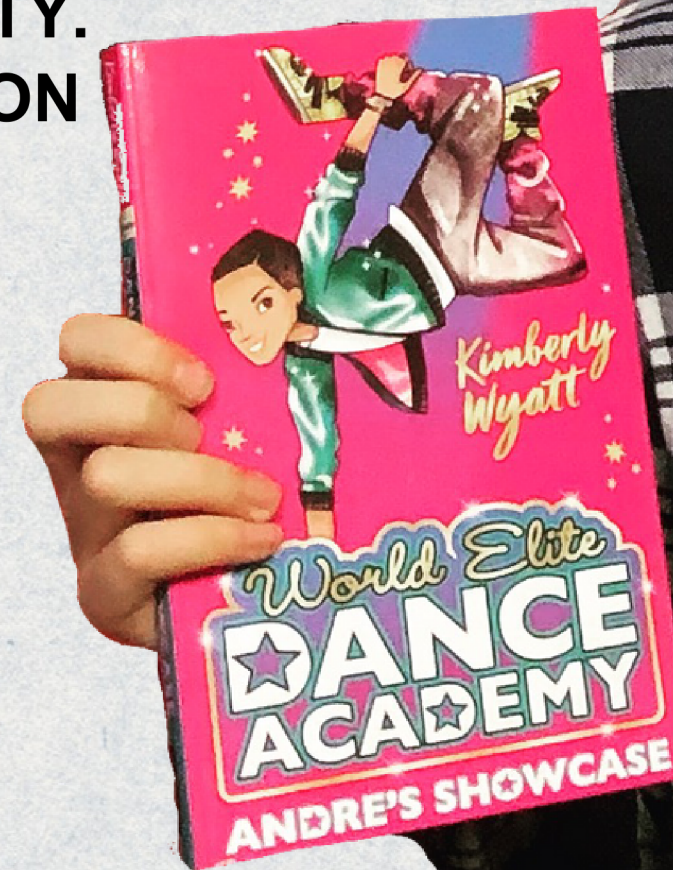


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# KIDS CORNER

THE KIDS CORNER SHOW IS A SHOW DESIGNED FOR YOUNG PEOPLE 12 YEARS AND UNDER. THIS IS TO BOOST THEIR CONFIDENCE, PUBLIC SPEAKING SKILLS AND READING SKILLS WHILST LEARNING THE BASIC FUNCTIONALITIES OF HOW RADIO WORKS. THE SHOW IS EACH AND EVERY SATURDAY AND SUNDAY 10AM TILL MIDDAY AND IS ABSOLUTELY FREE. TO BOOK YOUR CHILD ON THE SHOW, PLEASE EMAIL [INFO@LOVEDABEATRADIO.CO.UK](mailto:INFO@LOVEDABEATRADIO.CO.UK) FOR AVAILABILITY. YOU CAN ALSO FOLLOW THE SHOWS INSTAGRAM ON [@KIDSCORNERSHOW](https://www.instagram.com/kidscornershow).





# SCHOOL WORKSHOPS

WITH OUR SCHOOL WORKSHOP PROGRAMME, WE ENGAGE AND PUSH YOUNG PEOPLE TO BE A BETTER VERSION OF THEMSELVES. WE GO INTO SCHOOLS AND WORK WITH GROUPS OF YOUNG PEOPLE, WHO ARE STRUGGLING IN AN MAIN STREAM ENVIRONMENT AND WHO MAY POTENTIALLY BE A CAUSE FOR CONCERN. THE AIM IS TO BOOST THEIR EDUCATIONAL AND BEHAVIOURAL OUTLOOK WITHIN SCHOOL AND HOME, BY INVOLVING THE PARENTS AND TEACHERS, SO THAT IT IS A MULTI DISCIPLINARY EFFORT. FOR THE PUPIL TO BE ACCEPTED ON THE PROGRAM, THEY ARE SAT DOWN AND SET THE TARGETS TO, WITH THE CHILDREN COMPLETING THE COURSE, THEY WALK AWAY WITH THE FOLLOWING SKILLS:

- TEAM BUILDING
- PUBLIC SPEAKING
- CONFIDENCE
- RESEARCH SKILLS
- ACKNOWLEDGEMENT OF SURROUNDINGS
- SELF PRIDE
- ENGAGE WITH THEIR SCHOOL WORK
- COMPLETE ALL HOMEWORK
- BE ON THEIR BEST BEHAVIOUR IN CLASS
- BEHAVE AT HOME



THIS THEN MOTIVATES THE CHILD TO WANT TO ENGAGE WITH THE TARGETS, TO COMPLETE THE COURSE. IF THE CHILD DOES NOT STICK TO THE AGREED TARGETS, THEY WILL NOT TAKE PART ON THE WORKSHOP. THIS IS WITH OUR QUALIFIED STEM AMBASSADORS.





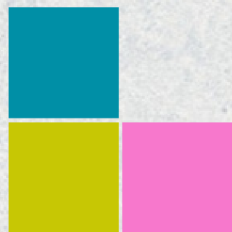
# TRAINEESHIPS

**WE ACCEPT STUDENTS FROM COLLEGES AND UNIVERSITIES, WHO ARE SEEKING OR WANT TO COMPLETE A TRAINEESHIP WITH US.**

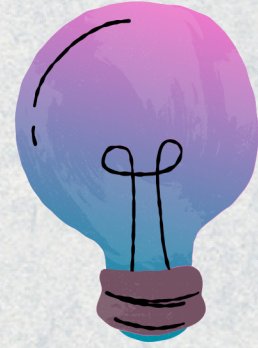
**STUDENTS NEED TO CONTACT THEIR STUDENT UNIONS OR TUTORS TO EMAIL US.**



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# WORK EXPERIENCE

WE ACCEPT STUDENTS FROM COLLEGES AND UNIVERSITIES, WHO ARE SEEKING OR WANT TO COMPLETE WORK EXPERIENCE WITH US.

STUDENTS NEED TO CONTACT THEIR STUDENT UNIONS OR TUTORS TO EMAIL US.



**THE FRIDAY TAKEOVER**  
WITH OSCAR, LISA, IYO AND CICEK  
SPECIAL WORK EXPERIENCE SHOW

**@LOVEDABEATRADIO**  
FRIDAY 12:00 - 14:00 BST  
[WWW.LOVEDABEATRADIO.CO.UK](http://WWW.LOVEDABEATRADIO.CO.UK)

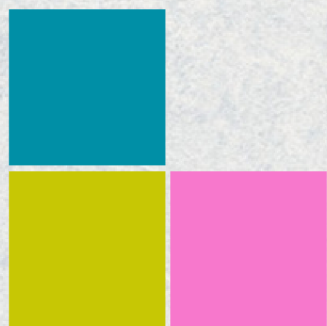




# MENTORING

**AT LDBR, WE OFFER A MENTORING PROGRAMME TO TRY AND HELP PREVENT, YOUNG PEOPLE GOING DOWN THE WRONG PATH. TO GUIDE THEM TO THE RIGHT ONE. THINGS TO LOOK OUT FOR IN A YOUNG PERSON, THAT COULD BE A POTENTIAL ISSUE:**

- **A SUDDEN CHANGE IN ATTITUDE**
- **AGGRESSIVE AND DESTRUCTIVE BEHAVIOUR**
- **NOT ATTENDING SCHOOL**
- **HANGING AROUND WITH PEOPLE OLDER THAN THEM**
- **TAKING AN INTEREST IN DRUGS/WEAPONS OR BOTH**
- **ARRIVING HOME LATE**
- **CONSTANTLY GETTING INTO TROUBLE WITH THE POLICE**
- **UNEXPLAINED MONEY AND EXPENSIVE ITEMS**
- **BEING SECRETIVE ABOUT WHAT THEY ARE DOING AND WHO THEY ARE WITH**
- **RETURNING HOME WITH UNEXPLAINED INJURIES OR LOOKING DISHEVELLED**

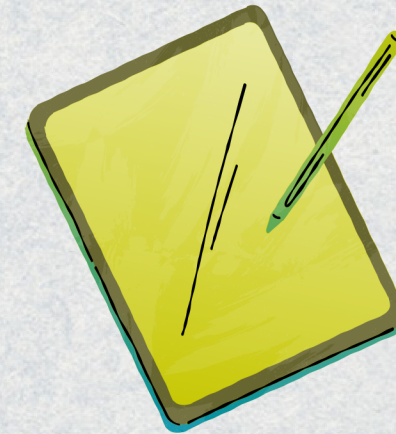




# MENTORING CONT.

CHILDREN AND YOUNG PEOPLE ASSOCIATED WITH GANGS ARE IN GENERAL EXTREMELY VULNERABLE. CHILDREN MAY JOIN GANGS FOR A NUMBER OF REASONS:

- FOR PROTECTION FROM OTHERS; GANGS, GROUPS OR PEERS
- TO FEEL ACCEPTED OR A SENSE OF BELONGING
- FOR A SENSE OF IDENTITY
- FOR RESPECT
- BECAUSE SIBLINGS, FAMILY MEMBERS OR PARTNERS ARE GANG MEMBERS
- FOR EXCITEMENT
- FOR STATUS AMONGST PEERS AND OTHERS
- BECAUSE THEY FEEL LIKE IT'S THE 'NORM'
- FOR FRIENDS AND ACCEPTANCE
- FOR POTENTIAL SEXUAL/ROMANTIC PARTNERS
- FOR FINANCIAL GAIN AND OTHER REWARDS
- OUT OF FEAR, INTIMIDATION OR THREATS
- AS A RESULT OF BEING GROOMED OR RECRUITED BY GANG LEADERS, CHILDREN MAY THINK THAT BEING IN A GANG MAY BE EXCITING OR REWARDING, BUT THE REALITY IS VERY DIFFERENT.



BEING PART OF A GANG PUTS CHILDREN AND YOUNG PEOPLE AT RISK OF:

- COMMITTING CRIME
- DEALING, TRAFFICKING OR TAKING DRUGS
- A CRIMINAL RECORD AND HIGHER RISK OF ENDING UP IN PRISON
- VIOLENCE OR DEATH

AT LOVE DA BEAT RADIO, WE OFFER A FREE ONE TO ONE MENTORING SERVICE WITH YOUNG PEOPLE TO MANAGE THEIR EXPECTATIONS AND TO GUIDE THEM ONTO THE RIGHT PATH.

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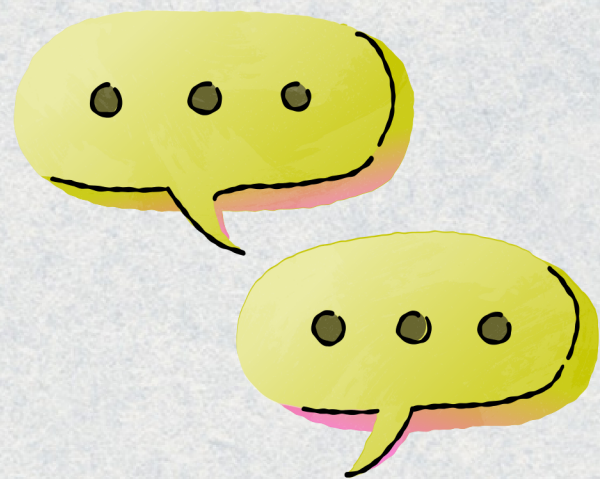


# VOLUNTEER

**AT LOVE DA BEAT RADIO WE OFFER A WIDE RANGE OF VOLUNTEER ROLES, TO HELP OUT WITH THE STATION. WE ARE LOOKING FOR THOSE WHO HAVE A PASSION FOR RADIO AND KEEN TO GET THEIR FOOT IN THE DOOR TO HELP GROW AND SUPPORT OUR STATION.**

**WE ARE LOOKING FOR THE FOLLOWING:**

- **VOLUNTEER SOCIAL MEDIA ASSISTANT**
- **VOLUNTEER PRESENTERS**
- **VOLUNTEER ADMIN**
- **VOLUNTEER CONTENT DESIGNER**
- **VOLUNTEER VIDEOGRAPHER**
- **VOLUNTEER MARKETING ASSISTANT**
- **VOLUNTEER SOUND ENGINEER**



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# HOW TO CONTACT US

## ADDRESS

LOVE DA BEAT RADIO  
KNIGHTS HOUSE  
140 - 142 HIGH STREET  
PENGE  
LONDON  
SE20 7EU

## NUMBER

0203-989-009

## E-MAIL

INFO@LOVEDABEATRADIO.CO.UK

## WEBSITE

WWW.LOVEDABEATRADIO.CO.UK

## SOCIALS



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**WE LOOK  
FORWARD TO  
WORKING WITH  
YOU!**



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