



Southampton's Unity 101 Asian and Ethnic Community Radio Station

Our Story and Achievements













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### "Unity 101 is about helping the community be a community."

—Ram Kalyan "Kelly"



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#### Who we are













#### **Our Mission**

Unity 101 Community Radio is a community radio station that is by the community, for the community, and to the community.



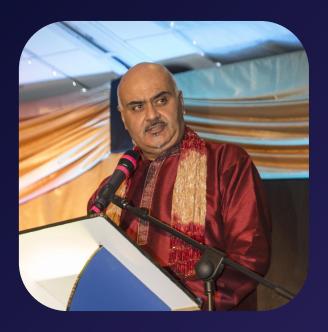












#### **Our Direction**

Our aim is to promote and broadcast music and culture of the Asian & ethnic communities of Southampton. To provide the training and skills required, so our volunteers and listeners are better able to participate more fully, in a cohesive society.













FAQs

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### Who do we serve?











#### **Our Audience**

Our Radio Station aims to serve the local diverse communities around the Hampshire area. Specifically, and locally, the Saint Mary's area of Southampton. Although all are encouraged to engage.



Unity 101











#### Our Projects

Our projects are aimed at the Diverse and Ethnic Communities of Southampton along with the wider community so that we can bring people together under one single united front.















### What have we done?









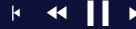


#### Hands of Love

Hands of Love is a passion project where untold tales from diverse and ethnic communities come to life. Ranging from the rich history of the Merchant Sea Navy and the vibrant mosaic of NHS staff, as we host captivating events that enlighten and inspire. Embracing unity and inclusivity, forging connections that transcend boundaries.

**FAOs** 









#### **Derby Run**

Derby Run saw us transform a mile-long stretch into a pristine, welcoming haven for a day of exhilarating races and carefree play. Uniting children, adults, families, and the community, we create a safe, vibrant space for everyone to revel in the joy of togetherness and friendly competition.















### **Unity Cricket Festival**

The Unity Cricket Festival was a collaboration with Hampshire Cricket Association that brought together over a thousand diverse attendees in a celebration of inclusivity. Featuring mixed teams of all ethnicities, ages, and genders, this event showcased the power of unity in our community. Local businesses and organizations joined the festivities, amplifying the impact of this unforgettable occasion.













#### Eastleigh Mela Festival

Eastleigh Mela Festival is a jubilant gathering embracing South Asian culture and welcoming all ethnicities. Lose yourself in a spectacular display of pan-Asian music, traditional dance, comedy, and captivating tribute acts. Savor mouth-watering delicacies and join the 10,000+ annual attendees in this unforgettable celebration of diversity and unity.















### The Queen's Platinum Jubilee

**FAOs** 

The Queen's Platinum Jubilee in Southampton – was the grandest celebration on the South Coast. Thousands gathered in-person and online to revel in a multicultural spectacle featuring exceptional acts from the Commonwealth and beyond. Where they had the chance to indulge in an array of ethnically diverse cuisine and quintessential British treats that delighted palates and captivated hearts.











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04 FAQ's











### What is the primary goal of this community radio station?

The primary goal of our community radio station is to celebrate and promote the diverse and ethnic cultures in our community, providing a platform for people to share their unique music, stories, and events while fostering understanding and appreciation for various cultures.



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### What types of programming can I expect to hear on this station?

Our programming focuses on diverse and ethnic music, news, interviews, and discussions. We feature traditional and contemporary music from around the world, talk shows that highlight cultural events and customs, and interviews with local artists, community leaders, and activists.



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### How can I tune into the radio station?

You can listen to our community radio station by tuning into our FM frequency on 101.1 FM in your local area or by streaming our broadcast online through our website or mobile app. A full list of which can be found on our website.











# Can I make requests or provide suggestions for programming?

Absolutely! We welcome and encourage listener input. You can contact us through our website, social media platforms, or by calling our station during regular business hours to make requests or offer suggestions for new programming.











#### How can I get involved with the radio station as a volunteer?

We are always looking for enthusiastic volunteers to join our team! Visit our website to fill out a volunteer application, or contact us directly to learn about upcoming volunteer opportunities and training sessions.











# Are there any opportunities for local artists or musicians to have their work featured on the station?

Yes, we actively support and promote local artists and musicians from diverse and ethnic backgrounds. If you'd like your work to be considered for airplay or a feature segment, please submit your music or art along with a short bio through our website or contact us directly.











### Can I advertise my business or event on the radio station?

Yes, we offer advertising opportunities for local businesses and events that align with our mission of promoting diversity and cultural understanding. Contact us for more information on advertising rates and options.



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#### How can I stay updated on the latest news, events, and programming from the radio station?

To stay updated, you can follow us on our social media platforms, subscribe to our newsletter through our website, or download our mobile app to receive notifications about upcoming events and programming changes.



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## What types of events does the radio station host or participate in?

Our radio station hosts and participates in a variety of events, including cultural festivals, music concerts, art exhibitions, community gatherings, and panel discussions on diverse topics. These events aim to celebrate different cultures and promote understanding within the community.



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# How can I find out about upcoming events organized by the radio station?

You can stay informed about our upcoming events by visiting the our social media platforms. As well of course, listening to the radio station for updates.











### Can my organization partner with the radio station to host a multicultural event?

We are always open to collaborating with local organizations to host or co-sponsor multicultural events. If you're interested in partnering with us, please contact our events coordinator with details about your proposed event, including its purpose, target audience, and any specific requirements.











### How can I volunteer for events hosted by the radio station?

We appreciate volunteers who help make our events a success. If you'd like to volunteer, please fill out our online volunteer application and indicate your interest in event support. Alternatively, you can contact our events coordinator directly to discuss specific opportunities.



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# Are there any opportunities for local businesses to sponsor or participate in the radio station's events?

Yes, we welcome the support and involvement of local businesses in our events. Sponsorship opportunities include financial contributions, in-kind donations, or providing services during the event. Businesses can also participate by setting up booths or offering special promotions. Contact our events coordinator for more information on sponsorship and participation opportunities.









#### Thanks!

Do you have any questions?

kelly@unity101.org +44 7773 713 736 www.unity101.org



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**FAQs** 











