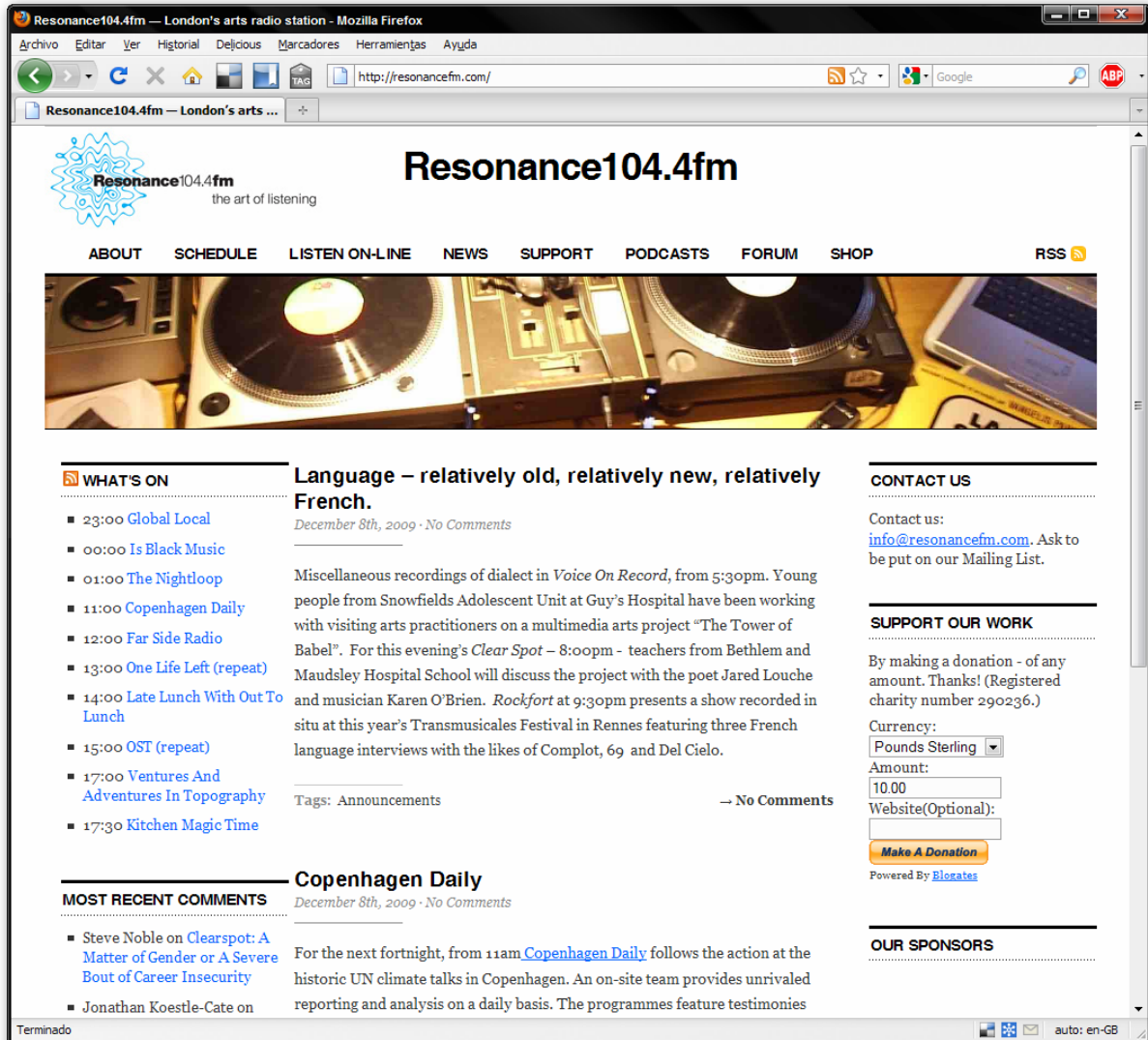


Case Study

Resonance104.4fm



Profile

Website's name / Domain	http://resonancefm.com
Country of origin	United Kingdom
Geographical scope	<ul style="list-style-type: none"> • Regional • National • EU • International
Language/s / tackling of language issues	<p>Contents are authored in English</p> <p>The site offers machine translation of its contents to 10 languages: French, German, Spanish, Italian, Portuguese, Japanese, Korean, Chinese, Arabic and Russian.</p>

Website owner

Contact	Resonance104.4fm, 144 Borough High Street, London SE1 1LB, UK
Type of organisation	Non-profit organisation
Description of the owner organisation	<p>Resonance104.4fm is an online radio station aimed at practitioners of contemporary art, a community underserved in the universal formulae of mainstream broadcasting. It features programmes made by musicians, artists and critics who represent the diversity of London's arts scenes, with regular weekly contributions from nearly two hundred musicians, artists, thinkers, critics, activists and instigators; plus numerous unique broadcasts by artists.</p> <p>Resonance104.4fm is fully crowdsourced; all donations go towards the maintenance of the station and are put to practical use to improve our broadcast output. Additionally, a great deal of man hours put into the project come from volunteer work.</p>
Importance of the website within the organisation structure	The website allows the organisation to break the regional/national limitations imposed by conventional radio broadcasting and reach a worldwide audience.

Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

Mission:

The Resonance104.4fm mission is to make public those artworks that have no place in traditional broadcasting.

Objectives:

-To cater an underserved community of both listeners and creators through an alternative radio formulae.

-Provide a service for those whose access to media is restricted or limited due to language, ethnicity, lack of formal training opportunities and cultural bias.

-To provide a multicultural service, transcending age barriers, and will typically develop programmes for marginalised, disadvantaged persons and groups within the community.

- Where possible, expand and diversify to respond to the necessities of the often rapidly shifting urban audience

Resonance104.4fm offers on its website a complete podcast repository of its contents, a shop with music broadcasted by Resonance104.4fm and difficult or impossible to find through other retail channels and a forum to allow its audience to communicate and give visibility to events or contents in line with Resonance104.4fm audience values that might be of interest to its community of listeners. The site allows its audience to selectively receive contents of its interest through its RSS syndication.

Website facilities

Kind of facilities	<ul style="list-style-type: none">• Information repositories (news, events, documents, downloads)• Online selling / buying• Podcast, videocast• Forum
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	<ul style="list-style-type: none"> • RSS • Agenda • Other 						
Member / non-member facilities	All user contribution features can be accessed without being registered.						
Importance within the website content	Functionalities of the website are central to its mission objectives.						
Frequency of usage	<table border="1"> <tr> <td>Number of visitors (monthly):</td> <td>No information</td> </tr> <tr> <td>Frequency and number of uploads of contributors:</td> <td>No information</td> </tr> <tr> <td>Frequency of website updating by the website owner:</td> <td>No information</td> </tr> </table>	Number of visitors (monthly):	No information	Frequency and number of uploads of contributors:	No information	Frequency of website updating by the website owner:	No information
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Frequency and number of uploads of contributors:	No information						
Frequency of website updating by the website owner:	No information						
	<p>Average live hours per month: 354</p> <p>Total number of forum members: 2,528</p>						
Does the website show any results for working communication and debate on a European / cross-border level?	The website mainly reflects the culturally diverse art scene of London. The website and its facilities provide a potential to increase cross border debate, although right now it seems that its focus is not leveraging it.						

Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The website does not have a specific European focus; it reflects the Londoner art scene for the world to see.
	Cultural values	<ul style="list-style-type: none"> • Dialogue/exchange/debate • Intercultural dialogue and understanding • Artistic expression
Presentation, navigation, structure		The website's facilities are well developed and easy to navigate; the initiative uses open source web platforms without customising its graphic appearance.
Trustfulness		The core values of the initiative are clear and transparent, and the content adheres to them.
Main strength		The main strength is the online forum and the leverage of open source technologies, data formats (wordpress, podPress, ogg) and free web2.0 services and technologies to provide a compelling cultural proposition at a competitive and sustainable cost that allows the initiative to remain independent and crowdfunded .
Main drawback		Main drawback is the focus on the UK, especially the Londoner Art Scene.
Usage of communication facilities		The forums and comment system on the website's

content are actively used and create a community that connects art practitioners and the general public. Podcasts and RSS feeds effectively disseminate the outcomes of the project.