

INTRODUCTION TO THE COMMUNITY BROADCASTING SECTOR



MODULE 1



COMMUNITY RADIO INCLUSION &
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LEARNING OBJECTIVES

- ✓ This module aims to equip participants with a comprehensive understanding of **community broadcasting**. By the end of the module, participants will be able to define community broadcasting, recognise its impact on civic engagement, categorise various broadcasting types, appreciate its role in non-formal education, and draw insights from real-world case studies.
- ✓ The interactive short quiz serves as a tool for reinforcing knowledge and assessing comprehension, ensuring a well-rounded learning experience.





01. WHAT IS COMMUNITY BROADCASTING?

In this segment, we delve into the fundamentals of community broadcasting, unpacking its core principles and offer key insights on integration into what is, a global network.

Additionally, you will learn effective strategies for raising awareness. Throughout, we emphasise the importance of cultivating a distinct tone and voice to enhance impact and engagement.



WHAT'S SO SPECIAL ABOUT COMMUNITY RADIO?

What really differentiates community media from their local commercial counterparts is that they (community radios) see themselves as part of the community.

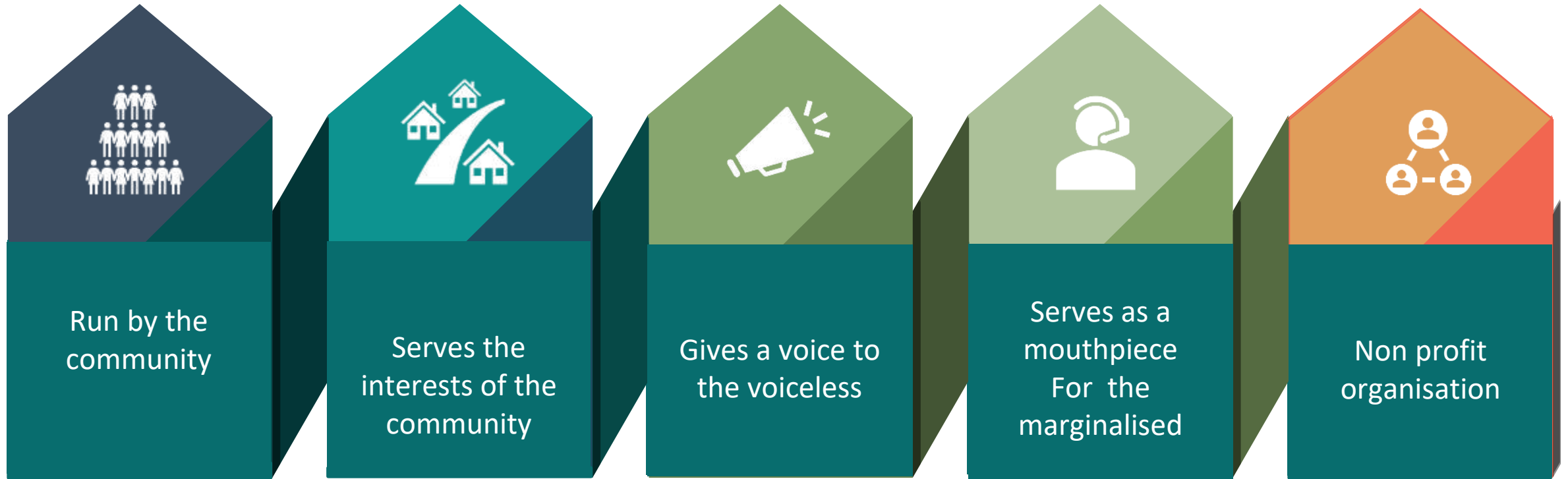
They do not just serve the community, or reflect the interests of the community, they engage directly with the community and the community engages directly with them – they are inseparable. It is not just about capturing the attention of listeners, it is about listening to the community, being part of the community by engaging in activities, amplifying the voices of diverse groups in the community, opening a space for volunteers to take part directly and indeed to manage and run the station. Most of all it is about contributing to the overall social benefit of the community, as part of and engaging with the wider local empowerment and development infrastructure.

Source: Community Radio Delivering Social Benefit, Ó Siochrú and Paul Butler, Nexus Research Cooperative, April 2020





COMMUNITY BROADCASTING



[Learn more](#) about community broadcasting.



COMMUNITY BROADCASTING

Each Community Radio channel is different, as each community they serve is different. In terms of purpose and content, When effective, Community Radio:



Ensures that all community voices are heard, representing all diversity and highlighting all important issues



Consistently reports about community news, ensuring residents are informed and connected.



Covers local events and promote these events to raise awareness.



Provides live coverage of local sporting events, fostering a sense of unity and excitement in the community.



EXAMPLES

- ✓ If a community radio is in a rural community, we may include a farming slot or a gardening slot, and spotlight initiatives such as [social farming](#).
- ✓ If we have people with mixed abilities in our community, we will ensure our schedule is inclusive to showcase their abilities.
- ✓ If we have refugee's or asylum seekers in our community, a programme can be co-designed specifically to suit their needs.





EXAMPLES

- ✓ If there are communities with ethnic minorities in an area, the community radio can reach out to see how they can be given a voice.
- ✓ If there are people with intellectual disabilities in an area the community radio will actively work with the service users to ensure their voices are heard. See link to podcast for people with intellectual disabilities that broadcast on a community radio.
- ✓ [READ MORE](#)



EXAMPLES

- ✓ Athlone Community Radio, Ireland incorporated a programme called “Foreign Language” into their schedule.

“Now that we have Ukrainian refugees in our community, an hour-long Foreign Language programme called World Voices is broadcast each week.”

[READ MORE](#)



COMMUNITY BROADCASTING represents the best of



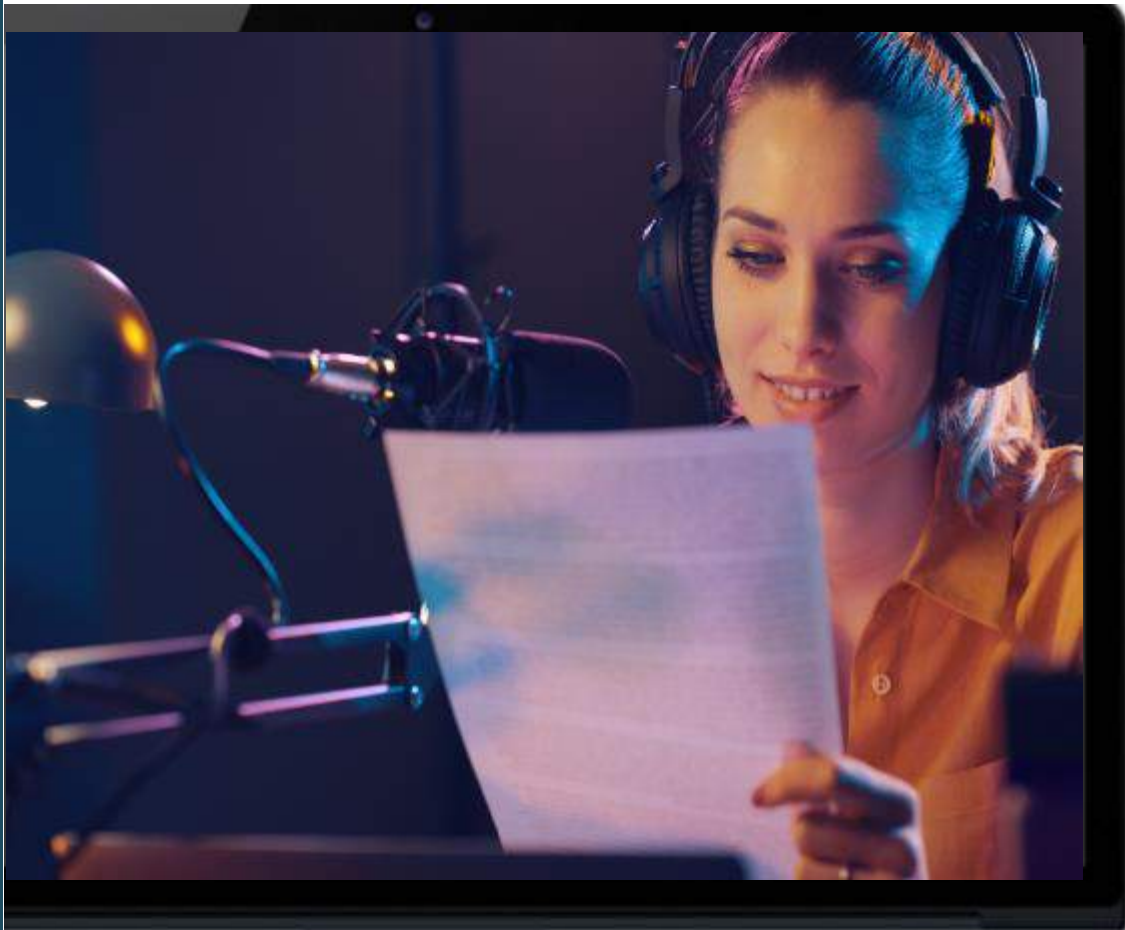
GLOBAL MOVEMENT

- ✓ The World Association of Community Radio Broadcasters (AMARC) is the international umbrella organisation of community radio broadcasters, founded in 1983, with nearly 3,000 members in 110 countries.
- ✓ Its mission is to support and contribute to the development of community radio along the principles of solidarity and international cooperation.
- ✓ Community radios agree to adhere to [AMARC principles](#).
- ✓ Website: www.amarc.radio





YOU CAN BE PART OF A GLOBAL NETWORK



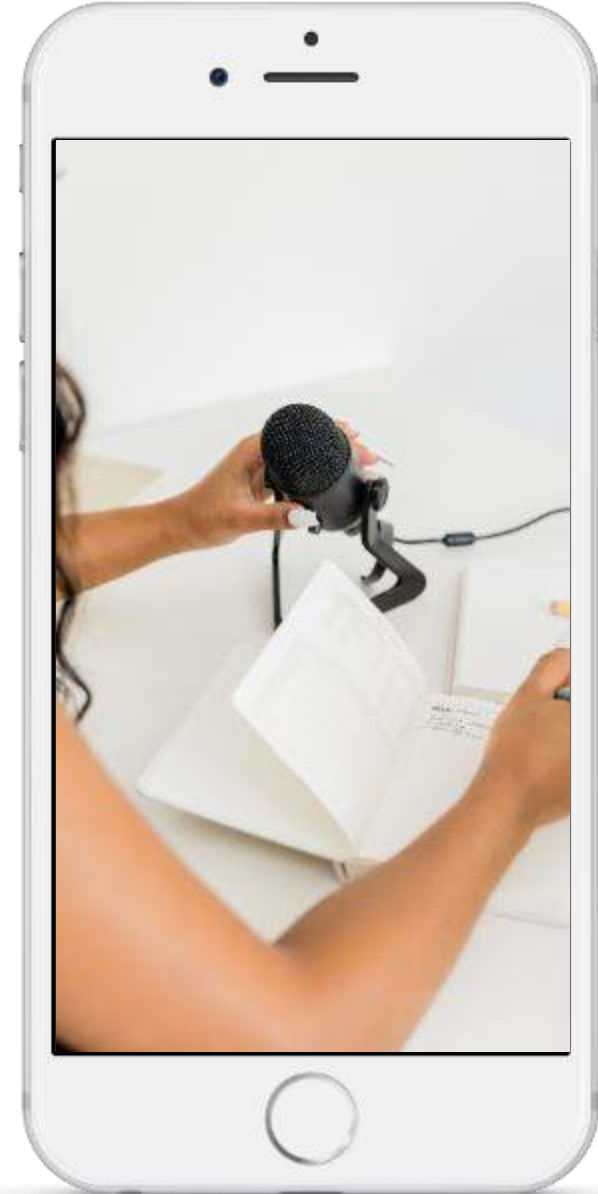
- ✓ You can have your voice heard
- ✓ Your message is important
- ✓ Communicate your message to a wider audience
- ✓ Raise awareness for you as an individual
- ✓ Raise awareness for your organisation
- ✓ Be your own voice





THE POWER OF COMMUNITY BROADCASTING

- ✓ You can use your voice to serve your community.
- ✓ You can help empower individuals and organisations to be their own voice.
- ✓ Your message will be accessible to all within the community.
- ✓ You can focus on the needs of the marginalised, isolated and disadvantaged groups and individuals in your community.
- ✓ You can tell the stories that reflect the interests of the community to raise awareness and help break





EXAMPLES

- ✓ St Hilda's is a Special School located in Athlone town, Ireland - [Home - | Care, Dignity, Inclusion, Independence and Respect for Every Person \(sthildas.ie\)](https://sthildas.ie)
- ✓ In 2023, Athlone Community Radio trained 9 adults with intellectual disabilities to raise awareness of an event they were hosting in the local town.
- ✓ They were trained on how to research, script and prepare for an outside broadcast.



EXAMPLES

The participants were trained on how to research, script and prepare for an outside broadcast. They broadcast live from their “Pedal Power” event in May of 2023.

This group would not have had their voices heard if it were not for community broadcasting.

[READ MORE](#)

PEDAL POWER - LIVE BROADCAST WITH ATHLONE COMMUNITY RADIO



David, Sophie & Mark ready for the radio debut with Athlone Community Radio



Mark & David getting ready for their live broadcast with Deirdre



Mark, Sophie & David on air with Deirdre



Playing requests for Moore's Nursery, Ferbane Tidy Towns and a Birthday shout out too! 🎧



Listening back to our interview 🎧



🎉 Celebrating our radio debut 🎉



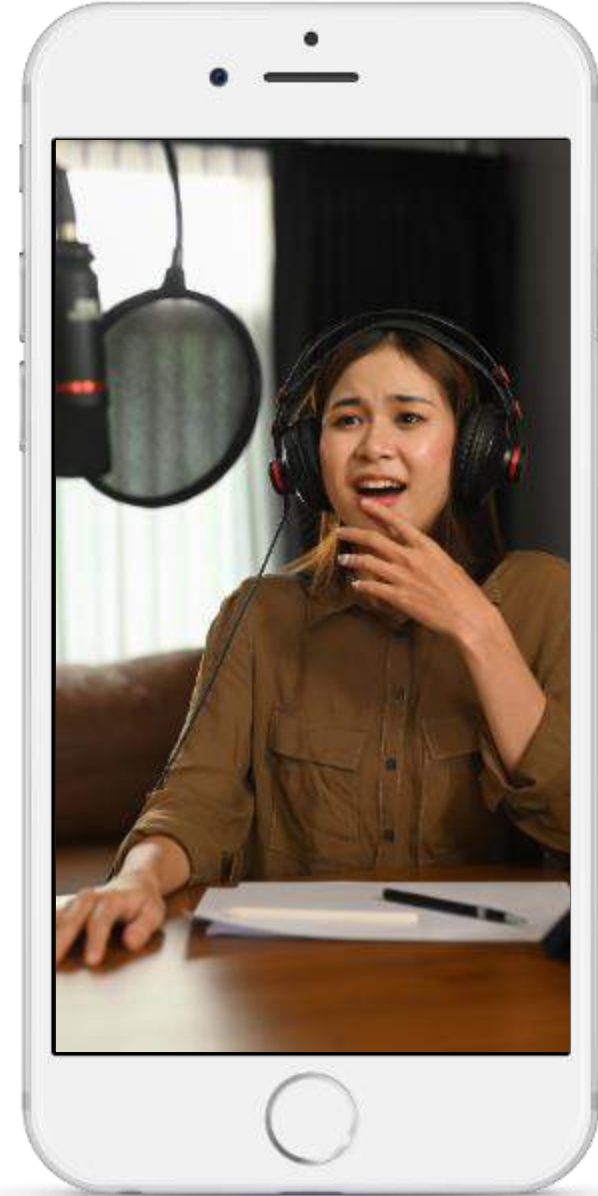
RAISING AWARENESS THROUGH COMMUNITY BROADCASTS

- ✓ You can help raise awareness of different cultures and heritages.
- ✓ You can empower individuals and groups to become their own voice.
- ✓ You can encourage the general population to see that everyone's voice is equal.
- ✓ You can empower the listener to see issues from a different viewpoint.
- ✓ You can encourage a better understanding between different communities.
- ✓ Broadcasting your cause or story will help you to raise awareness and highlight any issues within



COMMUNITY PARTICIPATION

- ✓ **Community participation** is at the core of community broadcasting.
- ✓ You can encourage communication between people from marginalised groups and the general population.
- ✓ **Community participation** leads to social benefit within marginalised groups.
- ✓ By telling your own story you will encourage other people to tell their stories.
- ✓ You can support groups or individuals who have not had the opportunity to have their message heard by recording their stories.
- ✓ By telling their personal stories they will inform



YOUR VOICE YOUR MESSAGE

IF YOU PARTICIPATE IN A COMMUNITY RADIO:

- ✓ Your communication skills will be improved.
- ✓ You will learn how to write your story.
- ✓ You will learn how to record your story.
- ✓ You will learn how to become an active member of your local community.
- ✓ You will learn how to share your culture and heritage with the community.
- ✓ You will learn how to become an active







02. HOW CAN COMMUNITY BROADCASTING HELP THE CIVIC PARTICIPATION + ENGAGEMENT OF DIVERSE & VULNERABLE GROUPS?

In this section, we'll explore how can community broadcasting help the civic engagement of diverse and vulnerable groups.



Community Participation

Community participation fosters a sense of belonging and empowerment, creating a collaborative environment where individuals contribute to shared goals. It strengthens social bonds, enhances problem-solving, and promotes a more inclusive and resilient community. Strategies for effective community participation include:





Civic Engagement in Community Broadcasting

Civic engagement in community broadcasting plays a pivotal role in amplifying diverse voices, fostering informed discussions, and promoting active citizenship. Through participatory media, communities can address local concerns, encourage dialogue, and empower individuals to shape the narratives that reflect their shared experiences.

Key questions for community broadcasting:

How do we promote civic engagement of diverse & vulnerable groups?

How do we measure social benefit?

How do we adhere to the AMARC Principles?

How do we give a voice to the marginalised in our society?



SOCIAL BENEFITS

Overcome

Overcome disadvantages by giving everyone a voice.

Empower

Empower people to be their own voice and raise awareness of their own issues.

Learn

Raising awareness will bring an understanding to the wider community.

Change

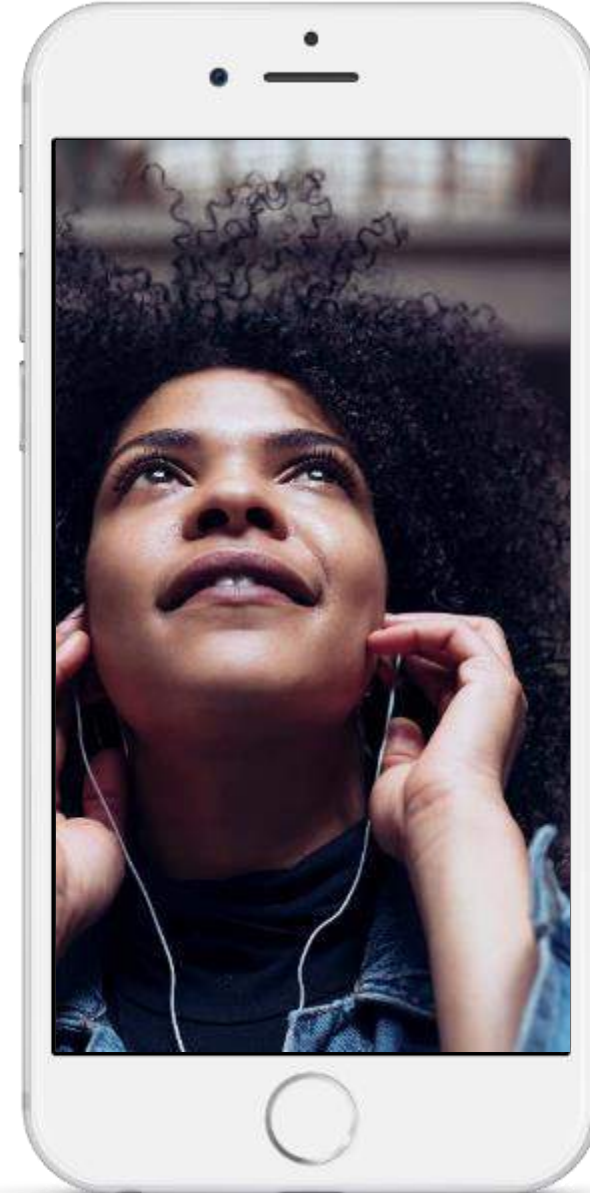
Help bring about change that will help enhance people lives.


Skills

Help people develop new skills.


Strong

Help people build their confidence.



A professional studio microphone with a pop filter, set against a dark background with warm lighting. The microphone is silver and black, mounted on a stand. The pop filter is a large, circular, black mesh screen. The background is dark with some blurred lights, suggesting a studio environment.

“Recognising that community radio is an ideal means of fostering freedom of expression and information, the development of culture, the freedom to form and confront opinions and actively participate in local life; noting that different cultures and traditions lead to diversity of forms of community radio; this Charter identifies objectives which community radio stations share and should strive to achieve.”

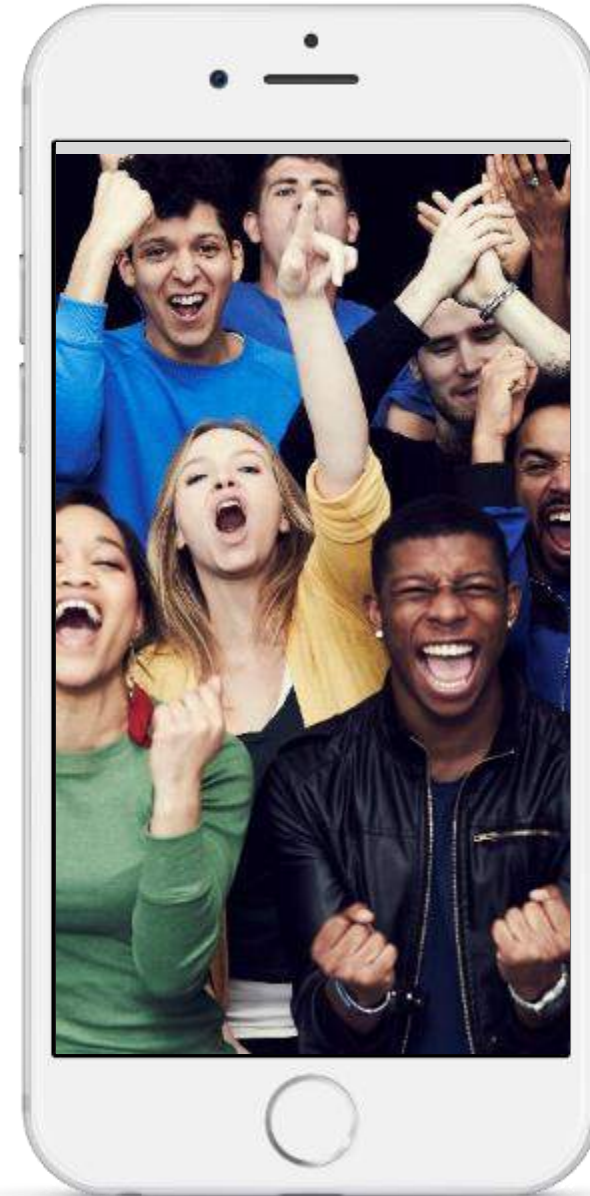
A professional studio microphone with a silver body and a gold-colored mesh grille is mounted on a black boom arm. A black pop filter is positioned in front of the microphone. The background is dark and out of focus, with some warm light reflecting off the microphone's body.

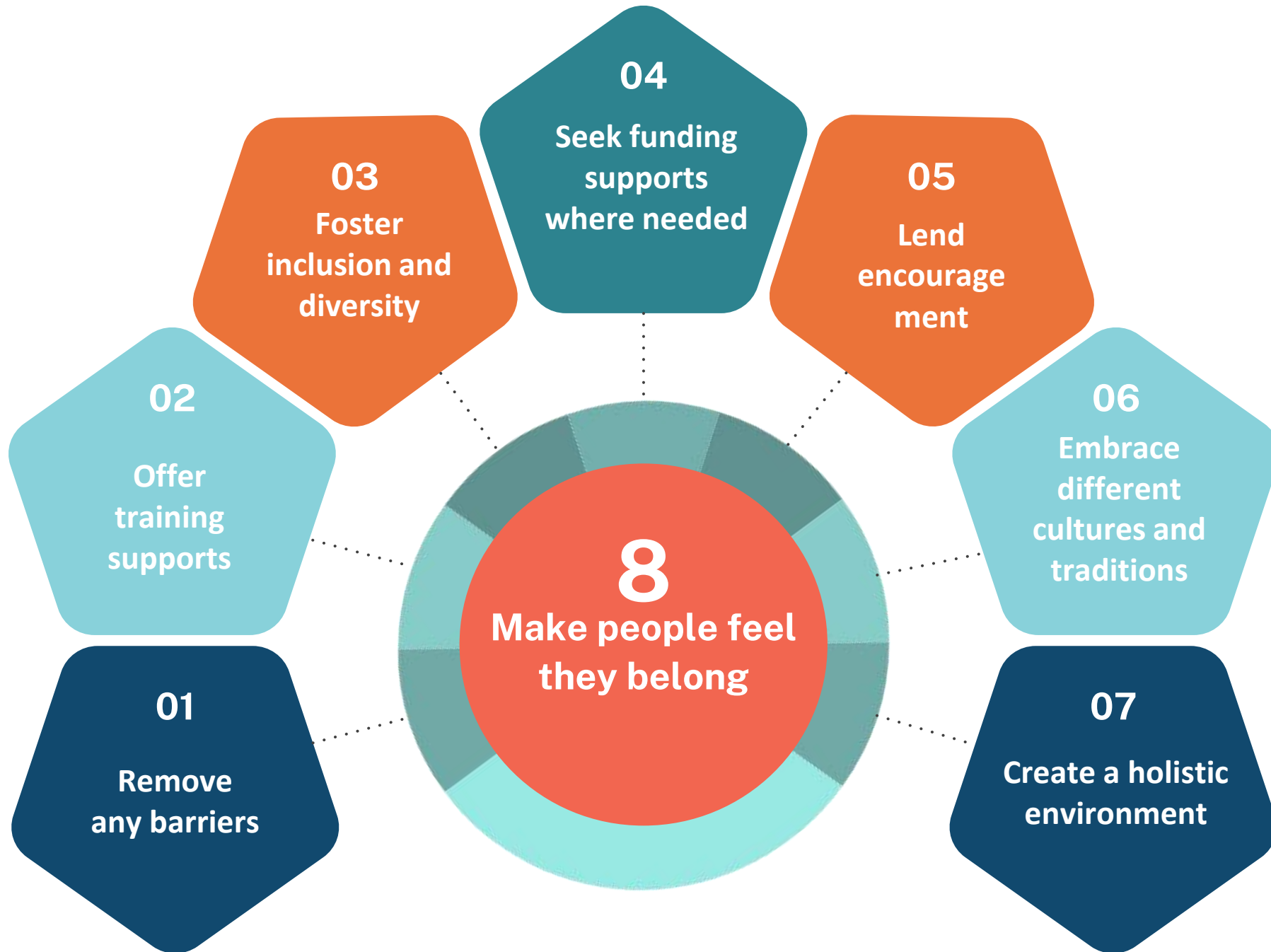
“Provide a right of access to minority and marginalised groups and promote and protect cultural and linguistic diversity”

AMARC PRINCIPLES

How to implement Article 5:

- ✓ Promote freedom of expression.
- ✓ Promote freedom of opinion.
- ✓ Be accessible to the whole of society.
- ✓ Promote inclusion and diversity.
- ✓ Encourage the free flow of information.
- ✓ Encourage active participation in the community.
- ✓ Promote different cultures and traditions.

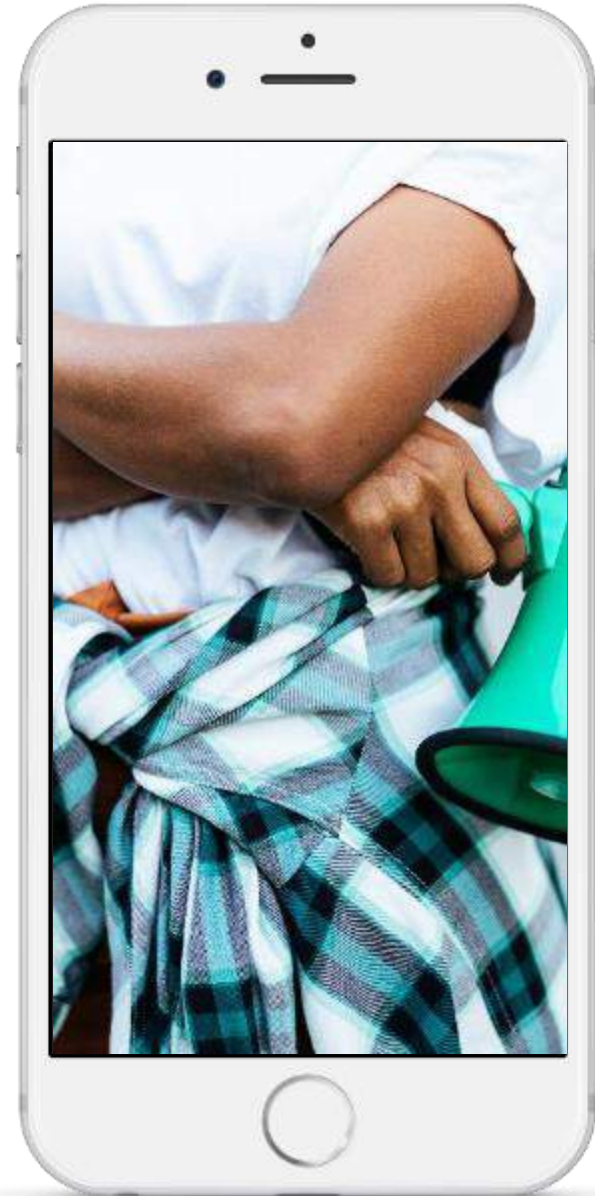




VOICE OF THE MARGINALISED

“Provide a right of access to minority and marginalised groups and promote and protect cultural and linguistic diversity”

AMARC PRINCIPLES, ARTICLE 5





HUMAN RIGHTS

Article 19 of the Universal Declaration of Human Rights guarantees freedom of opinion and expression and the freedom to receive and impart information and ideas through any media and regardless of frontiers.

IMPORTANT PARTS OF COMMUNITY PARTICIPATION



EMPOWER

Empower yourself and your community to have control over your own lives

Learn or Create

- Learn how to be your own voice and the voice for your community
- Learn how to recognise your needs and those of your community
- Learn how to advocate for change for yourself and your community
- Create radio for your communities' interests
- Get your community talking

Action

- Participate in community radio as a guest or a host
- by actively listening and participating in radio discussions
- by creating impactful radio content
- by understanding their unique cultural and social dynamics
- by hosting interactive radio sessions and debates



Perspective



Voice



Perspective

A position from which things may be viewed or considered.

A perspective is more than an opinion; it is a viewpoint informed by one or more contexts.

Voice

The mixture of vocabulary, tone, point of view and syntax that conveys various viewpoints, opinions and perspectives.

Consider your voice, the way you speak to the audience and their needs.



COMMUNICATE

Make a connection with your community by sharing or exchanging information, news, or ideas:

- ✓ Learn how to improve your communication skills.
- ✓ Learn how to develop your message and that of your community.
- ✓ Learn how to share your culture and heritage.
- ✓ Learn how to create radio to raise awareness for your community.



Issues



Representation



Issues

Problems, injustices or subjects of personal or public concern to which people adopt conflicting attitudes.

These may be social, economic, environmental etc

Representation

The way people, events, issues or subjects are presented in radio/podcast.

Make sure you represent a diverse community.

INFORM

Give facts or information to your community.

- ✓ Think about the message you want to impart.
- ✓ Who is your message aimed at?
- ✓ What is the best way to impart this information?
- ✓ Learn how to research your topic.
- ✓ Be clear and stick to the facts.
- ✓ Respect other people's opinions.



Audience



Context



Audience

The group of listeners, and viewers that the radio/podcast is addressing.

When we consider audience we might consider demographics, for example, age, ethnicity, gender, location, education level, interests etc.

Context

The environment in which a programme is created or responded to.

There are various types of context including authorial, historical, cultural, social, political, personal or genre.



EDUCATE

Educate your listeners by:

- ✓ Telling the listener about your community in a fun and friendly manner.
- ✓ Showcasing your culture and heritage through radio.
- ✓ Helping your listeners understand you and your community.
- ✓ Helping the listeners become aware of the important issues faced by your community.



Themes & Ideas



Language Features



Themes & Ideas

Themes typically revolve around human experiences and are expressed as ideas. For instance, a show's theme might be love, with the underlying idea being that love requires sacrifice.

Inform about topics relevant for community and shape inclusive ideas.

Language Features

The features of language that support meaning.

This might include sentence structure, word classes, vocabulary, punctuation, figurative language etc. When you inform, think how language is perceived by your community members.

EQUALITY

Provide your listeners the state of everyone feeling equal.

- ✓ Embrace your differences and the differences of other societies.
- ✓ Raise awareness to bring about equality.
- ✓ Be an active participant in your community.
- ✓ Treat others with respect and dignity.
- ✓ Deliver your message in a friendly non-confrontational way.
- ✓ Become an active listener.



Equality of attitudes and values

Attitudes



Values



Attitudes

A way of thinking or feeling towards something.

Our attitudes are shaped by our values and they can be expressed by what we say, do, wear, etc.

Values

The things that we hold as important, good, desirable or worthwhile.

They guide or motivate our attitudes or actions. We can have individual values or group values (cultural values).



KNOWLEDGE

If you want to impart knowledge through community radio, follow these steps:

- ✓ Be Clear, Be Concise.
- ✓ Speak to the right people.
- ✓ Learn how to research and check facts:
<https://toolbox.google.com/factcheck/explorer>
- ✓ Become a creator of radio.
- ✓ Tell your organisation's story.
- ✓ Focus on 5 key questions: Who, What, When, Where, Why & How.



Response



Style




Response

The way a listener, viewer or audience reacts or responds to your programme. This might include what they how they LEARN, feel (emotional response), what they think or consider (intellectual response) or what they do (behavioural response).

Style

The ways in which aspects of the programme are arranged and how they affect meaning. This affects how you transfer knowledge.

Style can influence how your audience gains knowledge.



“The subliminal depths of radio are charged with the resonating echoes of tribal horns and antique drums. This is inherent in the very nature of this medium, with its power to turn the psyche and society into a single echo chamber”

CASE STUDY

Waves of Change: Amplifying Community Voices through Radio



Waves of Change: Amplifying Community Voices through Radio

We will now share a story of ladies from Ukraine who gained employment by taking part in a community radio project with Ros FM, a community radio in Ireland:

- *Tania, Tetiana and Olena who moved to Roscommon Town in Ireland in Spring of 2022.*
- *The three ladies are Ukrainian refugees. They were introduced to their local community radio station (Ros FM) on their arrival in Roscommon Town.*
- *Along with over 20 other refugees they took part in a 5 week Integration project with Ros FM.*

WEBSITE: www.rosfm.ie



When the 5-week project was completed, the group was invited to take a regular slot on the community radio to have their voices heard.

They availed of the opportunity and started to broadcast weekly on the community radio.

Their programmes are podcasted each week on Rosfm/mixcloud.

The ladies are gaining valuable experience in both written and oral communication .

Being part of the community radio has helped them to integrate and find employment in their new community.

Their experience contributes to the overall sense of belonging in the community.

COMMUNITY VOICES

A Message from Tania:

“Thank you for this project. I am happy to come and learn something new and very interesting for myself. To become a part of an integration project for me means to be useful to society. But I am confused by the level of my English.

*Best regards,
Tania”*





Tetiana was an English teacher in Ukraine and she gained employment through this Integration project.

Opportunities for employment can be gained from being part of a community radio team.

Olena is currently employed in Roscommon town.

She was approached while she was producing and presenting the weekly programme on Ros FM.



COMMUNITY VOICES

Waves of Change

- ✓ The three ladies encouraged more people from their group to come and take part in their programme each week.
- ✓ They have built their team and are looking forward to continuing to raise awareness of their culture and be their own voice.

Waves of Change: Amplifying Community Voices through Radio



- ✓ By telling their stories, people will empower themselves and the listener to see issues from a different viewpoint.
- ✓ This in turn will lead to better understanding and communication between people from marginalised groups and the general population.





03. TYPES AND FORMS OF BROADCASTING

In this section, we navigate through the two types of broadcasting by examining three distinct forms that leverage various media elements.

We'll explore forms that incorporate audiovisual elements, those emphasising visual elements, and those centred around audio elements.



TYPES OF MEDIA BROADCASTING

Media broadcasts can be primarily categorised into two types:

- **Visual (Video):** This form involves the transmission of moving images. It is the backbone of television and online streaming services, providing a visual experience along with audio.
- **Audio broadcasting** is the distribution of sound content to a dispersed audience via electronic mass communications. This includes radio broadcasts and podcasts.

Broadcasting has been a fundamental method for disseminating information to a broad audience. The practice began in earnest with the advent of AM radio at the start of the 20th century. Although experimental broadcasts took place earlier, radio gained widespread recognition and became a popular medium around 1920.



TYPES OF MEDIA BROADCASTING

With the evolution of technology, particularly the rise of the internet, a new form of media has emerged that often blends these categories: Social Media.

Platforms like Facebook, X/Twitter, and YouTube can host video, audio, and written content. The versatility of social media allows it to act as a singular platform for multiple forms of media broadcast, depending on the content shared by users.

It is crucial to recognise the impact of digital advancements on media broadcast, which now allows for real-time interaction and feedback, a feature that traditional broadcasting methods did not offer.



FORMS THAT USE AUDIOVISUAL ELEMENTS

STREAMING

Web Radio is a form of streaming presenting listeners with a continuous stream of audio and video that typically cannot be paused or replayed.

Internet radio is generally used to communicate and easily spread messages through the form of talk.

One of most used streaming network is **Twitch**. It is famous because the people who use it broadcast live while they play.

TV

TV often features radio or podcast content, creating cross-media appeal. To collaborate, reach out to TV producers with a compelling pitch highlighting mutual benefits.

For a successful TV collaboration, build a strong audience base and demonstrate unique content that can enrich TV programming.

SOCIAL MEDIA

Social media has become a key platform in modern broadcasting, predominantly used by individuals aged 16 to 34. It facilitates the sharing of images and videos, contributing to the diverse media landscape. However, the accuracy of information can vary, leading to potential misinterpretations. Popular platforms include X/Twitter WhatsApp, Instagram, and TikTok, while Facebook remains a favorite among those over 30 years.





FORMS THAT USE AUDIO ELEMENTS

RADIO

It is a medium that has been used for a long time is gaining new popularity now again, because of accessibility, ease of use and informative and amusing mix.

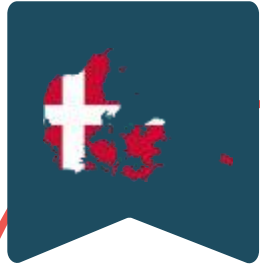
Community radios serve as vital platforms for local voices, fostering community engagement and providing a space for diverse, grassroots perspectives

PODCAST

Podcasts are a powerful way of conveying information. They can be found in applications such as Spotify, Amazon music, Apple music and YouTube.

You can talk about everyday life, health, politics, sports, current affairs, self-care, philosophical issues, life beliefs, history, humour, etc.

MOST FAMOUS PODCASTS IN EUROPE



Denmark

En Beklagelig fejl

[Click here to listen](#)

Xcaret i stykker

[Click here to listen](#)

Monkeland

[Click here to listen](#)



Germany

Dark Matters

[Click here to listen](#)

Verbrechen von nebenan

[Click here to listen](#)

LANZ & PRECHT

[Click here to listen](#)



Ireland

Mothers of Invention

[EPISODES | Mothers Of Invention](#)

The Echo Chamber Podcast

[The Echo Chamber Podcast – Tortoise Shack](#)

AFRA-ÉIRE

[Afra-Éire results on SoundCloud - Listen to music](#)



Italy

Deejay Chiama Italia

[Click here to listen](#)

Fratelli di Crozza [Click here to listen](#)

Storia - Podcast Focus.

[Click here to listen](#)



MOST FAMOUS PODCASTS IN EUROPE

The order of the most listened podcasts in Europe changes continuously. If you want to see the current ones [CLICK HERE](#).





04. COMMUNITY BROADCASTING HAS A ROLE AS NON-FORMAL EDUCATORS IN INCLUSION AND DEMOCRACY

In this section, we will look into the role of community broadcasting as a facilitator of non-formal education in inclusion and democracy. We will also explore the broader social benefits of community media.





RADIO'S ROLE IN NON-FORMAL EDUCATION

Radio often serves as a platform for community education from a number of perspectives:-

- **Listeners and communities learn.** Individuals of all ages access educational content outside of formal education systems. They are encouraged to participate in discussions and contribute to the content, fostering a sense of community and shared learning.
- **Volunteers learn.** By becoming involved in community broadcasting, volunteers acquire Technical Skills, Content Creation Skills, Communication Skills and Media Literacy Skills.



Case Study

Using Community Radio for Non-Formal Education



This [EPALE article](#) by Ramon Mangion shares the vital role of community radio stations in non-formal adult education, focusing on a case study of **Kottoner 98FM** in Cospicua, Malta. [Live 98.0 FM](#) | [Kottoner](#) | [Radju](#) | [818 Favorites](#) | [TuneIn](#). They share

- Radio has been, is, and will remain a fundamental medium for the transmission of information. It is also widely accepted that radio stations have a fundamental role in society in terms of the potential for the provision of education, particularly adult education.
- The enduring significance of radio as an information transmission medium and underscores the potential of community radio for educational purposes.
- The strengths of local and community radio in non-formal education, highlighting attributes such as attractiveness, availability, accessibility, and affordability.



Case Study-Using Community Radio for Non-Formal Education

Kotterer 98FM shines through its diverse programming, including talk shows, literature narration, community information, and history-related content. They also share the challenges faced by educators in utilising radio, such as the lack of direct contact with learners and the need to navigate the limitations of the medium.

Despite these challenges, the author concludes that radio, with its unique strengths, remains a valuable tool for non-formal adult education.



FRAMEWORK FOR ASSESSING THE LEARNING OPPORTUNITIES OF COMMUNITY MEDIA

Social Benefits	Learning Opportunities
<p>1. Individuals, especially minorities and those marginalised, are growing in confidence and creativity and/ or reinforcing a sense of belonging, directly from engaging with the Station</p>	<p>Non formal learning can be achieved through...</p> <ul style="list-style-type: none">1.1 Placements from community organisation working with marginalised/disadvantaged people1.2 Station volunteers making programmes and in administration and support1.3 Training of marginalised/ disadvantages individuals; and taking in interns from external entities1.4 Isolated or marginalised individuals listening to radio programmes addressing their interests and expanding their knowledge



FRAMEWORK FOR ASSESSING THE LEARNING OPPORTUNITIES OF COMMUNITY MEDIA

Social Benefits	Learning Opportunities
2. Individuals are enhancing their employment prospects, through gaining skills and confidence reinforcing community identify	Non formal learning can be achieved through... 2.1 Media training that can act as a foundation to enhancing vocational prospects. 2.2. Volunteer opportunities that enhance employment prospects through personal development and skills acquisition 2.3 Staff experience and training that enhance their vocational prospects.



FRAMEWORK FOR ASSESSING THE LEARNING OPPORTUNITIES OF COMMUNITY MEDIA

Social Benefits	Learning Opportunities
<p>3. Community members are informed and aware of what is happening around their community</p>	<p>Non formal learning can be achieved by community members in the form of...</p> <ul style="list-style-type: none">3.1 Regular bulletins of everyday information such as weather events etc.3.2 Specific social bulletins such as educational opportunities, culture, social events, etc.3.3 Transactional information services such as Job Search or Marketplace Opportunities



FRAMEWORK FOR ASSESSING THE LEARNING OPPORTUNITIES OF COMMUNITY MEDIA

Social Benefits	Learning Opportunities
<p>4. Community members are responding more effectively to issues—local to global— because they have access to diverse viewpoints and to more and better information</p>	<p>Non formal learning can be achieved through...</p> <ul style="list-style-type: none">4.1 Producing/broadcasting content and format that addresses local to global, with diverse views presented in a balanced and constructive format, in studio and outside broadcasting4.2 Providing facilities and resources for volunteers to do the same, covering issues of local interest and concern4.3 Referencing local advocacy groups when reporting on news items4.4 Actively engaging in the community through projects, advocacy and interactions on issues or local interest and concern

ADAPTED FROM : Community Radio Delivering Social Benefit, Ó Siochrú and Paul Butler, Nexus Research Cooperative, April 2020



FRAMEWORK FOR ASSESSING THE LEARNING OPPORTUNITIES OF COMMUNITY MEDIA

Social Benefits	Learning Opportunities
<p>5. Collective actors (CBOs community broadcast organisations, NGOs etc.) are facilitated, and reinforced in their capacity to achieve their goals</p>	<p>Non formal learning can be achieved through...</p> <p>5.1 Providing airtime to local CBOs/NGOs to discuss and present their work, issues and requests to the public</p> <p>5.2 Facilitating CBOs/NGOs to produce dedicated regular slots or entire programmes, including training and facilities</p> <p>5.3 Actively collaborating, beyond broadcasting, with collective actors for advocacy and joint work on issues relating to social benefit.</p>



FRAMEWORK FOR ASSESSING THE LEARNING OPPORTUNITIES OF COMMUNITY MEDIA

Social Benefits	Learning Opportunities
<p>6. The community sense of identity and cohesiveness is enhanced through interaction and collective action.</p>	<p>Non formal learning can be achieved through...</p> <p>6.1 Bringing diverse community groups into interactive programmes to discuss local issues, including to deal with conflicts and tensions</p> <p>6.2 Helping to mobilise community members around issues of shared concern locally, for collective action, advocacy, etc. in an inclusive manner</p>





06. CASE STUDIES AND SUCCESS STORIES

In this section, we'll explore interesting case studies and success stories of community broadcasting.



RADIO WITHOUT BARRIERS



The Web-radio of the Uniamoci Onlus Association was created with the aim of stimulating dialogue and mutual understanding, increasing communication and creative skills, and strengthening the self-esteem processes of the participants.

Conducted by Maria Giulia Spinoso, Vincenzo Scalavino and Davide Ciro Schiera

<https://www.uniamocionlus.com/radio-senza-barriere/>



COSMO

COSMO, formerly known as Funkhaus Europa, is an international and intercultural radio programme produced by West German Radio Cologne (WDR) and Radio Bremen in collaboration with Rundfunk Berlin-Brandenburg (RBB). Launched on August 30, 1998, as a response to the changing demographics in Germany, it consolidated various foreign-language programmes into a dedicated platform with the aim of promoting cultural diversity in an immigration society.



COSMO

- ✓ The radio station underwent a significant programme reform in 2016, including the introduction of regular Arabic programming and adjustments to the Turkish programme, leading to its renaming as COSMO on January 1, 2017. The change in format received both appreciation and criticism, with some viewing it as a move towards mainstream radio at the expense of its distinctiveness.
- ✓ COSMO's reception is through terrestrial, satellite, and online streaming methods, with a coverage area including Berlin, Brandenburg, Bremen, and North Rhine-Westphalia. The station targets a cosmopolitan audience interested in internationality and diverse musical experiences, with a focus on modern, rhythm-oriented global pop. The programming includes broadcasts in German during the day and in the native languages of the nine largest immigrant groups in Germany during the evenings.



Viva Vox, Dublin City FM

VIVA VOX



Gary Kearney has been producing and presenting the Viva Vox programme on Dublin City FM, as a volunteer, for over two years. The programme is about “issues that affect the disability community” and often that affect everyone in Dublin. Suddenly struck by a brain disability, Gary says he was “thrown on the scrapheap at 45 years old”. The show has not only given him a voice; it educates and advocates for a wide community of disabled and abled, without shouting or lecturing. Whether you’re a TD, Chief Executives, or a just someone with a story, you get treated the same. Gary, as a spokesperson for Disability Federation Ireland, is well used to both radio and television, but he believes this kind of show is only possible because of the flexibility, freedom, support and welcome that he and everyone gets in Dublin City fm, a central part of its ethos as a community radio station.

Source: **Community Radio** Delivering Social Benefit, Ó Siochrú and Paul Butler,

Nexus Research Cooperative, **April 2020**



Ros FM

Roscommon LEADER Partnership and its team were central to the establishment and running of this community based licensed radio station in 2004 with the local volunteers.

ROS FM is now a thriving award-winning social enterprise. This involved securing the Irish Broadcasting Authority License of Ireland for the station and a community services programmer in 2008. The Community Services Programmed supports community-based organisations to provide local services and create employment opportunities for disadvantaged groups and people, such as people with disabilities, recovering drug misusers, ex-prisoners, and long-term unemployed and is funded by the Department of Social Protection.



Learn more with these additional resources



Specific Methodologies And Resources for Radio Trainers

This project was completed as a training tool for community radios, here is a link to look at the features of different media types, and about their media consumption habits.

- <https://smart.radiotraining.eu/en/plastic-figures-an-introduction-to-media-community-media/>





CONCLUSION

Community radios deserve the attention of educators, learners, and all those interested in community cohesiveness.

It has a crucial role in fostering belonging, democracy, and participation.

The COMM UNITY project approach throughout the total of 6 modules, shows how community radios can become more inclusive and have direct contact with the community to serve diverse perspectives.





THANK YOU

Any questions?

www.communityradioproject.eu

