SOFT SKILLS IN COMMUNITY BROADCASTING SETTING

COMM**UNITY**

COMMUNITY RADIO
EMPOWERING
UNHEARD VOICES

MODULE 4

Co-funded by
the European Union

TABLES OF CONTENTS

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

01. LEARNING OBJECTIVES

✓ In this module, we aim to equip learners with the soft skills required for a community broadcasting setting. We will learn how to articulate ideas clearly, engage with diverse audiences, and foster open dialogues, promote inclusivity, enhance empathy and sensitivity and improve your general communication skills crucial for community radio.

✓ By the end of this lesson, learners will gain know-how in communicating a clear message of inclusion in radio channels and video podcasts.

✓ The interactive content is available with this module and a short exercise, both designed to facilitate active engagement and assess the grasp of the course content, fostering a well-rounded learning experience.

02. WORKING WITH DIVERSE GROUPS

This Working with Diverse Groups section aims to present and explain the skills needed for implementing the best activities during the work with diverse groups in a community radio setting.

EVERYBODY NEEDS TO MASTER BASIC SOFT SKILLS

While it's important to know the technical aspects of performing a job to the best of one's abilities, it's also necessary to have interpersonal skills. Working in a community broadcasting setting requires not just technical skills but also soft and life skills.

Some common examples include:
✓ **communication**
✓ **listening**
✓ **time management**

"Diversity is not about how we differ. Diversity is about embracing one another's uniqueness."

Ola Joseph

LET'S START WITH INTERSECTIONALITY

Intersectionality is defined as the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, creating overlapping and interdependent systems of discrimination or disadvantage.

They do not exist separately from each other but are interwoven and linked together.
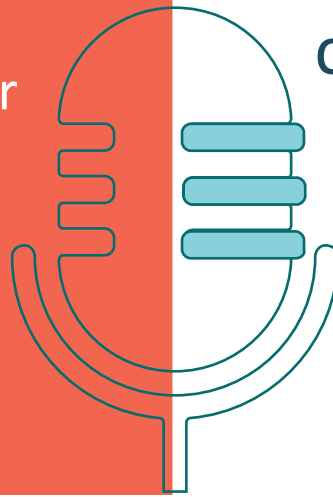
This means that we need to equip ourselves with the understanding that everyone's identity is a complex structure made of various circumstances and life challenges.

We should always communicate with respect, and understanding that each person is equally valuable circumstances

DIVERSITY IN RADIO COLLABORATION

Recognize Individuality
Understand that everyone's experiences, shaped by their unique identities, are valid.
Be open to diverse perspectives stemming from race, gender, sexuality, ability, and more.

Encourage Inclusive Communication
Use inclusive language that respects all identities.
Avoid making generalizations or stereotypes.

Active Listening
Prioritize understanding over responding.
Validate feelings and experiences without making assumptions.

Continuous Learning
Educate yourself about different intersectional experiences.
Attend workshops, read, and engage in conversations to broaden your understanding.

Cultivate Empathy
Put yourself in others' shoes.
Recognize the challenges and privileges associated with different identities.

Foster a Safe Environment
Create spaces where everyone feels respected and heard.
Address and rectify any microaggressions or biases promptly.

Collaborate with Respect
Value each team member's input.
Recognize the strength that comes from diverse teams.

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SOFT SKILLS FOR A DIVERSE AUDIENCE

Cultural Sensitivity
Recognize and respect the diverse backgrounds and experiences of your audience.
Avoid cultural stereotypes and biases in communication.

Empathetic Communication
Strive to understand the feelings and perspectives of diverse audience members.
Tailor your message to resonate with varied experiences.

Active Listening
Engage genuinely with feedback from all audience segments.
Show that every voice, regardless of background, is valued.

Adaptability
Be willing to adjust based on the diverse needs of your audience.
Stay open to new ways of thinking.

Conflict Resolution
Address disagreements or misunderstandings with patience and understanding.
Seek common ground while respecting differences.

Inclusive Language
Use terms and phrases that encompass all identities.
Avoid language that might alienate or offend specific groups.

Continuous Learning
Commit to ongoing education about intersectionality and diverse experiences.
Stay updated on inclusive best practices in communication.

In radio, our strength lies in our diversity.

By embracing intersectionality, we create richer, more inclusive content that resonates with a broader audience.

UNDERSTANDING NEURODIVERSITY AND INTELLECTUAL DISABILITY

For some communities, 'neurodivergence' refers to individuals and groups thereof whose brain processes are different from those of the supposed majority in society. Under this model, 'neurodivergent people' would refer generally to people with learning disabilities, autistic people, and a wide variety of people whose neurology is different by virtue of ADHD, dyslexia, dyspraxia, and so on.
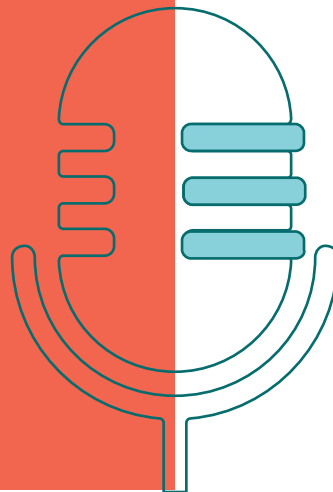
Not all individuals or communities identify, or are comfortable, with the terminology of neurodivergence. In an attempt to balance these viewpoints, we offer the following viewpoints:

- Neurodiversity is a concept that recognizes and celebrates the diversity of human brains and minds. It is not the same as disability, but people who have neurodivergent characteristics may need adaptations at work or school.
- Intellectual disability may mean a person may have difficulty learning and understanding complex ideas and making decisions, as well as taking care of themselves. Depending on the particular situation, a person might need different levels of support, but also be able to participate in various ways.

SOURCES:
- https://my.clevelandclinic.org/health/symptoms/23154-neurodivergent;
- https://www.gov.scot/publications/learning-disability-autism-neurodiversity-bill-scoping-analysis-2022/pages/2/#:~:text=Under%20this%20model%2C%20'neurodivergent%20people,%2C%20dyspraxia%2C%20and%20so%20on.;
- https://www.neurodiversity.guru/is-neurodiversity-the-same-as-intellectual-disability

WORKING WITH PEOPLE WITH DISABILITIES

When we work with people with disabilities, we should be aware that each person is different and has different needs.

Physical disability

A person with a physical disability, intellectual disability, or who is neurodivergent is not necessarily impaired at a cognitive level. Many people with differences in abilities have a degree, a job, a talent and various sets of skills.

In this case, the community radio organiser has the role to understand:
➢ how to **funnel their knowledge and skills** to reach best results in broadcast,
➢ how to **identify their challenges** and ways to overcome them.

WORKING WITH PEOPLE WITH DISABILITIES

Intellectual disability

A person with an intellectual disability or learning disability often can face great challenges when it comes to communicating and working with others.

There are a few tools we can use to boost happiness and participation working in a community radio setting, whether it is us who need support, our peers, or a guest:
- ✓ Use and ask for easy-to-read and understand language,
- ✓ Practice non-formal education, peer to peer
- ✓ Ask for support and offer it, evaluate the place of collaboration, and identify opportunities for improvement.

DO NOT FORGET:

People with cognitive impairment or learning disabilities are better suited to learn by doing and cooperative learning. You should look for the best role for them to experience the activities to discover which is the best for them.

UNDERSTANDING CULTURAL AND RACIALY DIVERSITY

Become aware of:

- Cultural Diversity - The existence of a variety of cultural or ethnic groups within a society.

- Racial Diversity - inclusion of people representing more than one national race in a group or community.

- Practicing inclusion fosters mutual respect and understanding. It encourages diverse perspectives and ideas and strengthens social cohesion and collaboration.
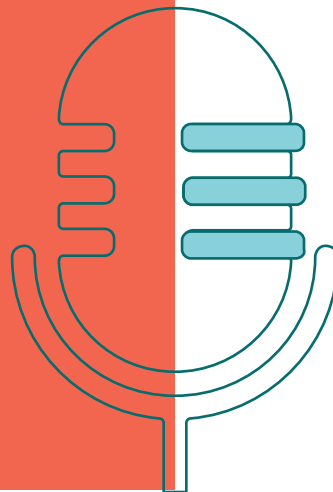
Best Practices

- Educate yourself about different cultures and races.
- Engage in open dialogue and active listening.
- Avoid making assumptions; ask questions instead.
- Embracing cultural and racial diversity enriches our understanding of the world and fosters unity.

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UNDERSTANDING GENDER DIVERSITY

Become aware of:

- The range of different genders beyond just male and female, including, but not limited to, non-binary, genderqueer, genderfluid, and more.

Practice:

- Recognising and respecting individual identities and experiences.

- Challenging traditional gender norms and promoting inclusivity.

- Encouraging a more comprehensive understanding of humanity.
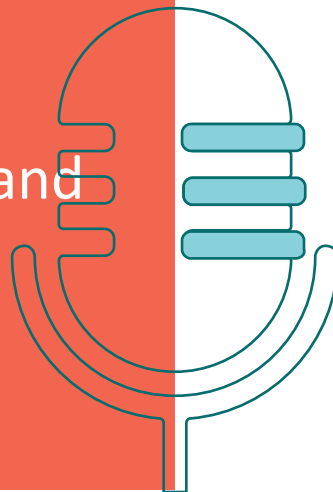
Best Practices

- Use inclusive language (e.g., "they/them" for non-binary individuals).
- Educate yourself about different gender identities and expressions.
- Create safe spaces for open dialogue and self-expression.

Embracing gender diversity enriches our communities, fosters understanding, and promotes a more inclusive world.

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NEXT: SKILLS REQUIRED IN BROADCASTING SETTINGS AND HOW TO DEVELOP THEM

Soft skills are paramount for effective engagement and connection with the audience.

Here, we explore the interpersonal and communication abilities essential for fostering a thriving and inclusive community broadcasting environment. How to do it?

1. KEEP IT SIMPLE

Delivering information in a **concise**, **clear**, and **easily understandable manner** is the best way to start a project.

This approach helps everyone maintain focus on their objectives and anticipated outcomes.

Furthermore, it is essential for the staff to develop the ability to identify and address small yet significant details to ensure that nothing is unintentionally overlooked.

2. FACILITATE CONNECTIONS

Teamwork is the basis of a good result so do not overlook this level of activity.

Throughout the process, the team will naturally generate dynamics, and it's crucial for a coordinator to facilitate discussions, address emerging issues, and promote awareness of effective problem-solving strategies.

If you are interested in learning more on *How to facilitate sessions for culturally diverse groups of people*, check out THIS BLOG POST!

3. GIVE PEOPLE ROLES THEY ENJOY AND FEEL GOOD IN

It is important to create a multifaceted team with different voices and skills. Each of the team members will be better in a certain activity. It is your job to **promote their diversity** and encourage them to increase their knowledge.

A community radio needs different expertise: directors, technicians, editors, consultants, speakers and assistants. The aim is to make sure that each team member is in a role that fits them well, so they can contribute effectively to the success of the project.

4. PROMOTE CREATIVITY IN DIFFERENT WAYS

Foster creativity through various means: Explore musical preferences together with your team to identify **individuals with strong musical or technical skills**, as they can serve as your sound technician or musical director.

However, remember that even speakers should have an understanding of music, culture, current events, and engaging topics. Your team should be able to consider situations from diverse viewpoints and determine the most

5. SUPPORT THEM THROUGH REGULAR TEAM MEETINGS

For instance, you can kick off the week by hosting a brief **brainstorming session** to gather schedule ideas, and at the end of each month, have a more comprehensive discussion with the team on the ideas generated.

Boost their research skills, a crucial asset, especially if you are considering assigning some members as editors. Developing this proficiency ensures that your staff remains well-informed about a wide range of topics, from music and events to news and technology.

6. TEACH THEM HOW TO MANAGE TIME

Some people have trouble managing their time. They might get so caught up on a task and don't realise how long they've been working on it.

When someone becomes better at managing their time, their schedule becomes more productive!

CHECK OUT THIS VIDEO ON TIPS ON EFFECTIVE TIME MANAGEMENT!

CLICK AND WATCH

CASE STUDIES AND BEST PRACTICES

Let's look at some of the real-life examples to help us learn from and improve our future community radio endeavors and projects!

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

WEB RADIO "RADIO SENZA BARRIERE"

Uniamoci's Web Radio **"Radio Senza Barriere"** is an Italian web-radio conducted and managed by people with disabilities.

It was developed with the aim to **start debates** and **foster mutual understanding**, to increase the **communication and creative skills** of people involved, as well as to **strengthen their self-esteem**.

The team comprises of Maria Giulia Spinoso, Vincenzo Scalavino and Davide Ciro Schiera.

MEET THE TEAM!

1. **Maria Giulia Spinoso** is editor, speaker and easy to read and to understand speaker.

1. **Vincenzo Scalavino** is speaker and is in charge of commenting daily news with Maria Giulia.

1. **Davide Schiera** is the sound technician, his role is registration, editing and supporting the schedule.

THEIR STORY...

The idea came from the youth initiative *"Disabile in...forma: il network dei giovani"* within the Youth in Action Programme, that Uniamoci implemented in the late 2010 aimed at offering to young people with disabilities (and other disadvantaged groups) a place and time to communicate.

They have been the recipients of a path of empowerment, active participation and assumption of personal responsibility participating in the decision-making process.

The first speaker transferred his knowledge and know-how to the following, and then to her co-speaker. The technician decided to join the team later, proposing to put his passion for audio and video services at the web-radio team's disposal.

RADIO SENZA BARRIERE TODAY

So, now Radio Senza Barriere uses a radio automation software, has a director and produces audio and video of good quality.

From its humble beginnings, the organisation now has its web-radio channel with weekly broadcasting completely managed by people with disabilities as volunteers, who are completely **autonomous**, only needing consulting support by the activities Coordinator in Uniamoci.

GET IN TOUCH WITH RADIO SENZA BARRIERE!

▶ YouTube

FUTURE PROJECTS

Uniamoci is establishing a web-radio with daily programmes, licensed for music broadcasting. This initiative actively includes and empowers people with disabilities, as well as those seeking opportunities for community involvement and growth at the Uniamoci Association. They also offer training sessions for speakers and technicians to continuously enhance their broadcast quality and service.

"SENZA CORNICE" - GIOVANNI CUPIDI'S PODCAST

Senza Cornice is a podcast series in which **Giovanni Cupidi**, a person with a disability who fights for the recognition of the rights of people with disabilities, **tells five very different stories of inclusion**.

Cupidi opens up the series by talking about himself, starting from the assumption that *"sincerity comes from sharing"* and that if we want others to open up and tell their own experience, whoever asks must be willing to get involved first.

Very different lives, but all linked by a common thread:

"SENZA CORNICE" PODCAST

The podcast offers a reflection on the fact that people with disabilities are often exposed to the risk of **"infantilisation"**, without their adulthood being recognised.

Why do these podcasts work well?
The reason is that behind each episode, there is **teamwork** and good editorial consultancy about disability. If Senza Cornice is a good editorial product, it is also because there are **different professionals** behind it and they can all be heard.

WHAT CAN WE LEARN FROM GIOVANNI CUPIDI?

When we choose to tell our story, we expose ourselves to the risk of being self-referential, but in this case the risk is averted, thanks to a few tricks:

➢ **informal and simple style**, very discursive
➢ **involvement of other people**: guests, people in relation to the speaker
➢ **normalisation of disability:** no sensationalist tone but simplicity and irony.

Working with people with disabilities

When you work with individuals with disabilities, it's important to celebrate their strengths while helping them recognise their areas for growth, just like you would with anyone else.

Supporting them in the initial stages and fostering their independence and self-advocacy is key.

Everyone is unique, and in our society, there's a place for each person. Community radios provide an excellent platform for amplifying their voices, even when they might not be as clear, ensuring that they are heard and understood.

03. IDENTIFYING COMMUNITY NEEDS

Understanding the needs of your community is the foundation for creating relevant and impactful broadcast content.

In this presentation, we'll explore techniques to identify and address the unique needs and interests of your audience.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

IMPORTANCE OF COMMUNITY NEEDS ASSESSMENT

A Community Needs Assessment is like taking a close look at a community to figure out what problems or issues people are facing and what resources or solutions might help them. **Why is it important?**

➢ **Empowering your community**: Identifying their needs allows you to create content that informs, educates, and uplifts.
➢ **Building connections**: Tailoring content to your audience strengthens your bond with the community.
➢ **Amplifying voices**: Addressing community needs gives marginalized groups a platform to share their stories.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

COMMUNITY SURVEYS AND FEEDBACK

To better understand the community's needs and preferences, you can employ a combination of methods. This includes **conducting surveys** with tailored questionnaires to gather insights on various topics and gathering suggestions.

Additionally, encouraging **open feedback channels**, such as through emails, social media, or dedicated comment sections, can help capture valuable input from the community.

Once the data from surveys and feedback is collected, you should carefully **analyse the data** to
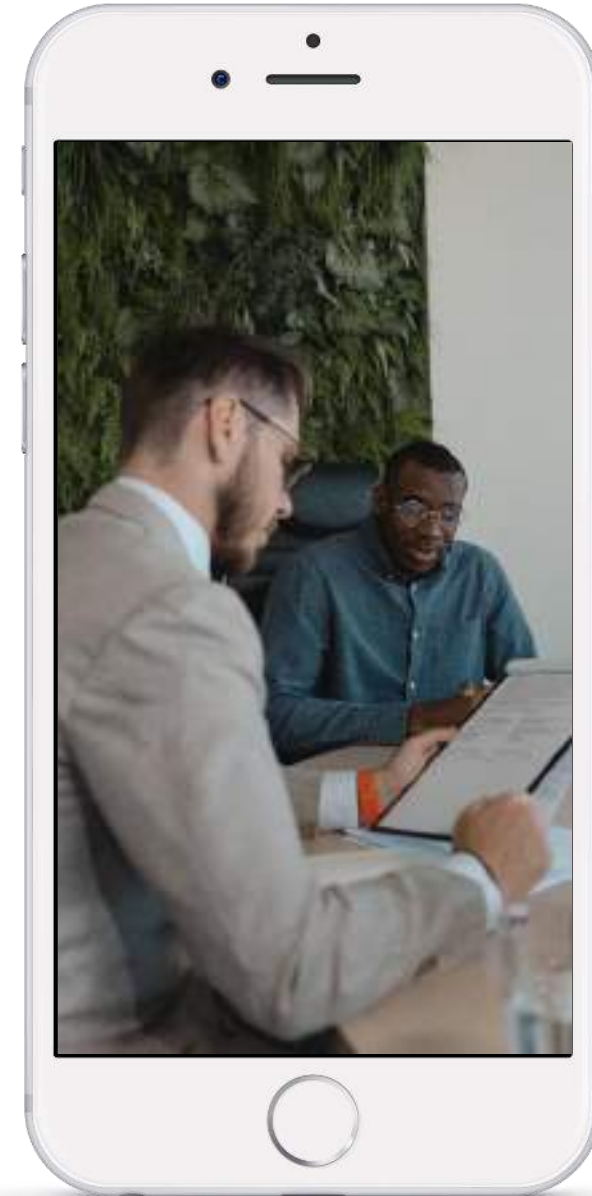
ENGAGING WITH COMMUNITY LEADERS

Community leaders often have firsthand knowledge of local issues, preferences, and concerns. Their insights can help ensure that the content aligns with the genuine needs and interests of the community. *Here is how you do it:*

Reach out to local leaders

Attend community meetings

Seek partnerships

Collaborate with community leaders to understand pressing issues and events.

Participate in gatherings to gain first-hand knowledge of community concerns.

Building relationships with community leaders can lead to meaningful collaborations.

ACTIVE SOCIAL MEDIA LISTENING

Social media allows you to tap into real-time conversations and insights from the community. By monitoring discussions and trends on social media platforms related to the community or relevant topics, you can **gain a deep understanding of current interests and concerns**.

This engagement goes beyond passive observation; it involves actively responding to comments and direct messages, fostering a **two-way conversation** that not only helps identify needs but also builds a stronger connection with the community. Social media provides a valuable
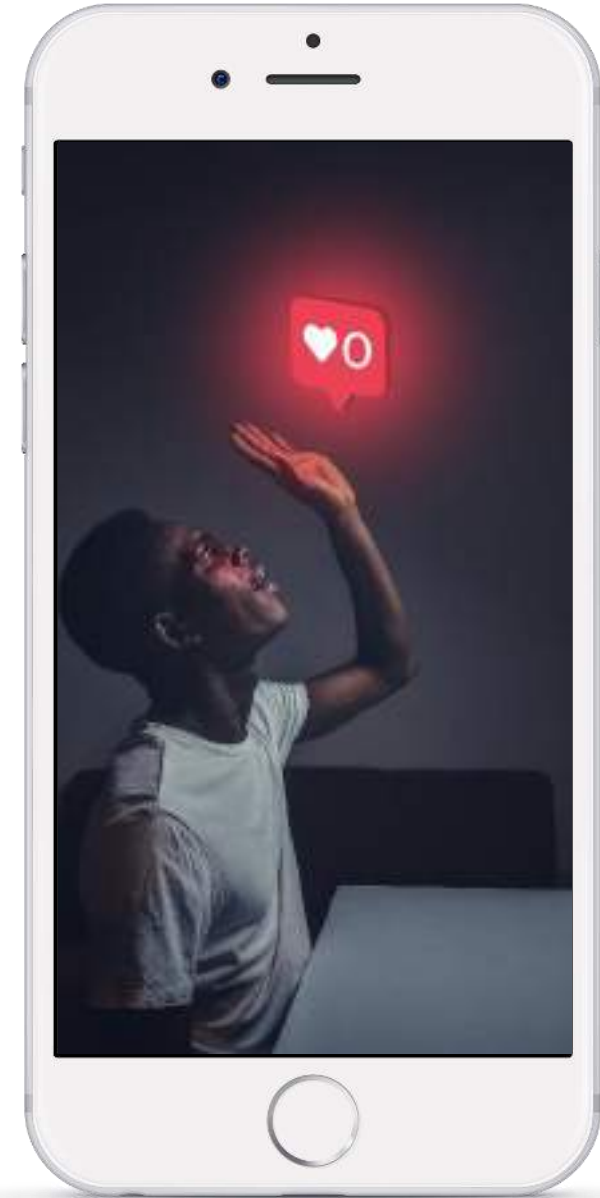
ANALYSING DEMOGRAPHICS AND DATA

ANALYSE AUDIENCE DEMOGRAPHICS
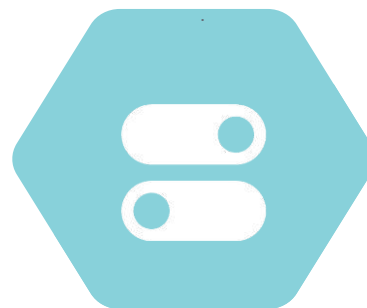
Understand the age, gender, location, and interests of your listeners.

USE WEBSITE ANALYTICS

Track website traffic and content engagement to identify popular topics.

DATA-DRIVEN DECISIONS.

Make content decisions based on the data to cater to your audience's preferences.

COMMUNITY SURVEYS AND FEEDBACK.

Actively seek feedback to pinpoint specific needs and preferences.

HOSTING COMMUNITY ENGAGEMENT EVENTS

Consider organising **community events** such as workshops, forums, or town hall meetings to directly engage with the community. During these gatherings, foster open discussions and actively listen to the needs and concerns of participants.

Collect valuable insights from these interactions and utilise the gathered information to shape and refine your content strategy.

CLICK AND WATCH

CHECK OUT THIS VIDEO ON HOW TO INVITE PEOPLE TO A COMMUNITY EVENT AND INCREASE COMMUNITY ENGAGEMENT!

COLLABORATIVE CONTENT CREATION

Collaborative content creation enhances the diversity of perspectives and expertise, allowing for a more comprehensive exploration of community needs. **How to do it?**

✓**Involve the community:** Encourage listeners to submit stories, ideas, or guest suggestions.

✓**Community-led episodes:** Collaborate with community members to co-create episodes on relevant topics.

✓**Amplify diverse voices:** Showcase the talents and perspectives of your community through joint content creation.

MONITORING LOCAL NEWS AND TRENDS

Staying updated on local news is vital in identifying community needs as it provides essential insights into the immediate concerns, interests, and issues that directly impact the community's daily life.

Stay updated on local news: Keep track of events, issues, and developments in your community.

React to emerging trends: Address current topics of interest promptly to provide timely content.

Reflect community concerns: Your content should reflect the realities and challenges faced by your
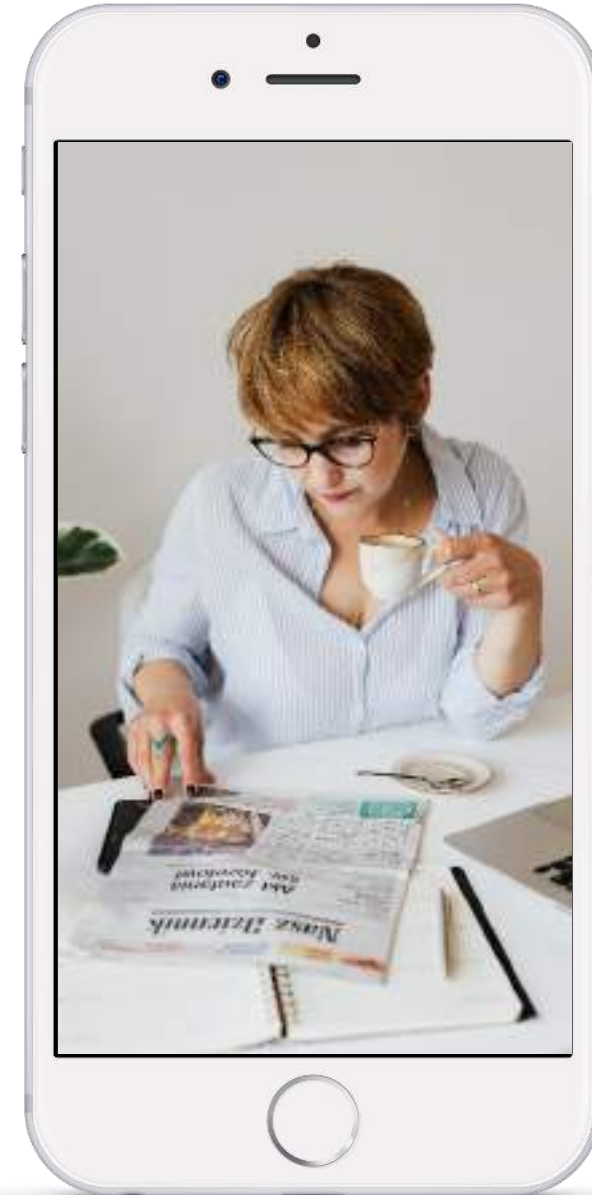
ADDRESSING UNDERREPRESENTED ISSUES

Addressing underrepresented issues involves actively seeking out marginalised voices, providing them with a platform to address concerns that are often overlooked.

This effort goes hand-in-hand with **raising awareness** about pressing social, environmental, or economic issues that demand greater attention within the community.

Additionally, community broadcasters can leverage their platform to advocate for practical solutions and positive change in response to these challenges.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

EVALUATING CONTENT IMPACT

In order for your content to be effective in addressing the needs of the community, you need to measure content engagement and conduct impact assessments.

Measure content engagement

Impact assessment

Adapt and improve
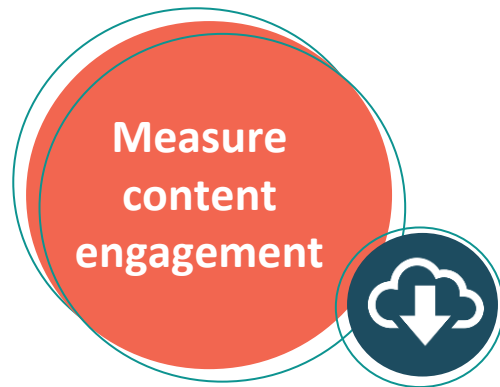
Analyse the performance of episodes through downloads, shares, and feedback.

Evaluate how your content addresses the identified community needs.

Use feedback and data to refine your content strategy continually.

THE ONGOING PROCESS OF IDENTIFYING AND MEETING COMMUNITY NEEDS

Navigating the ongoing process of meeting community needs is not a one-time task; it's an evolving journey. *Community needs change*, so stay flexible and ready to adapt your focus as these needs evolve.

Keep the conversation flowing with your audience to *stay connected* and in tune with their changing interests.

And don't forget to let your listeners play a part in shaping the future of your community radio and podcast – *it's their voice that truly makes it special!*
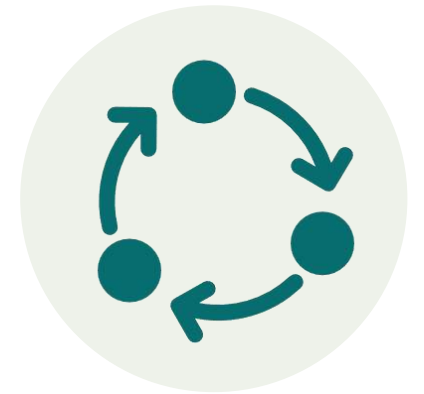
EMPOWERING YOUR COMMUNITY

Empowering your community is all about understanding and caring. Start by listening to what your community needs – it's the first step to make a real difference. Embrace the diversity within your community by sharing unique stories and voices.

When you address these needs, your radio and podcast become a powerful force for good, bringing people together and helping your community thrive.

READ MORE: Check out this article on the power of empathy!
The Power of Empathy to Rebuild

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

Identifying community needs

Identifying community needs is at the core of community radio and podcasting's purpose.

Engaging with your audience, collaborating with community leaders, and being responsive to trends are key elements of a successful community-driven platform.

By continuously seeking and addressing community needs, you create a space where every voice is heard, and your content becomes a beacon of empowerment for your community.

04. COMMUNICATING DIVERSITY VALUES FOR YOUR COMMUNITY RADIO AND PODCAST

Embracing diversity is essential for creating an inclusive and representative platform.

In this section, we'll explore strategies to communicate and celebrate diversity values through your content.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

EMBRACING DIVERSITY IN CONTENT

When it comes to creating engaging content, embracing diversity is the key to making it truly special. Reflect diverse perspectives by **featuring guests from various backgrounds** and communities. Don't hesitate to showcase the rich tapestry of voices out there.

Consider broadcasting or translating content in **multiple languages** to be as inclusive as possible. This way, you'll connect with even more people and make them feel at home.

And don't forget to **celebrate cultural events**! Acknowledge and highlight important cultural celebrations in your content – it's a great way to bring communities closer together.

FOSTERING INCLUSIVITY

Create safe spaces
Establish an environment where all community members feel welcome and respected.

Address sensitive topics
Handle controversial topics with sensitivity, empathy, and respect.

Champion underrepresented voices
Seek out the voices of marginalised and underrepresented communities.

Promote cultural exchange
Encourage community members to share and learn about each other's cultures.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

STORYTELLING FOR CONNECTION

Storytelling is like the magic glue that bonds people together, allowing us to share our experiences, feelings, and unique perspectives, creating connections that touch the heart.

Personal narratives

Humanise issues

Bridge divides

Share stories that resonate with diverse experiences, connecting with a broad audience.

Use storytelling to put faces to social challenges, evoking empathy and understanding.
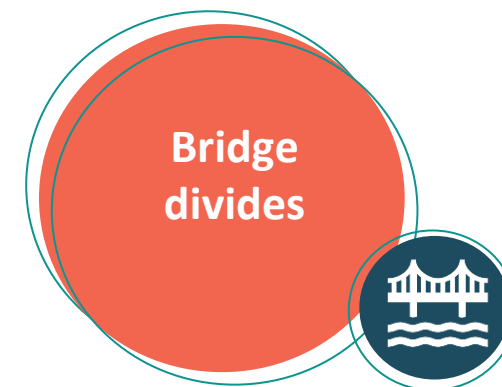
Stories have the power to unite communities and break down barriers.

COMMUNITY DIALOGUES AND PANELS

In the effort to promote diversity values, community dialogues and panels serve as valuable platforms for meaningful conversations.

You can organise panel discussions that bring together people with different viewpoints to discuss important topics, helping you better understand various perspectives.

Encourage community members to join these discussions and share their thoughts. These conversations aim to bring people together and strengthen your connections.
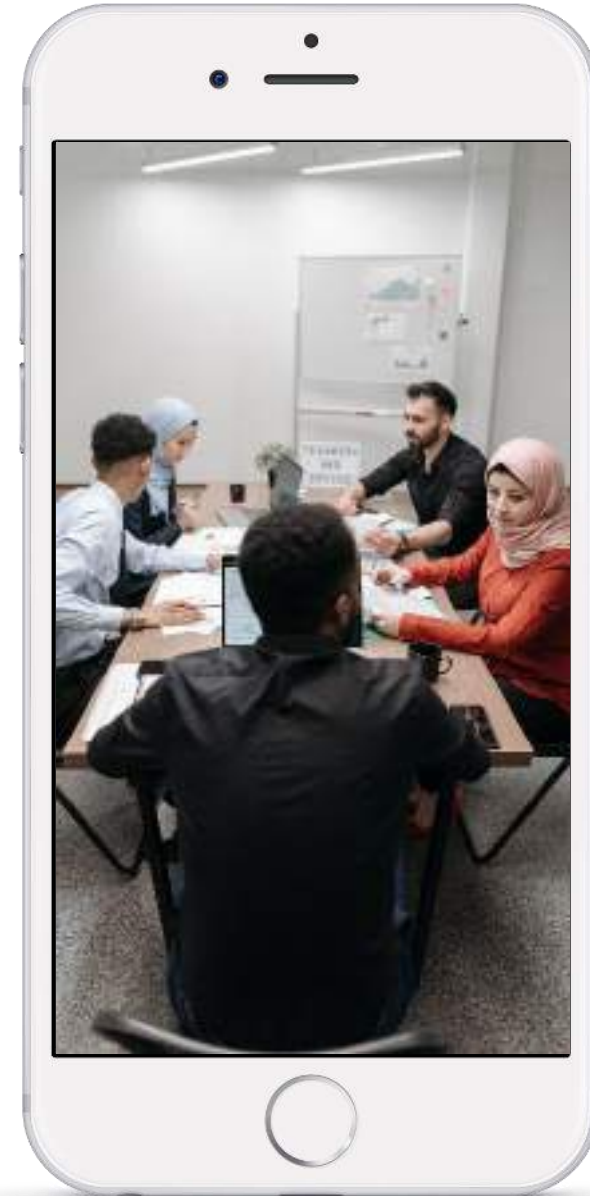
ENGAGING WITH MINORITY LANGUAGES

By committing to embracing language diversity and preserving cultural heritage, you can take several steps to engage effectively with minority languages.

This includes:
- incorporating content in these languages to celebrate and honor the cultural richness,
- collaborating with language experts, such as linguists,
- promoting language learning and appreciation, fostering a deeper connection with the diverse

READ MORE: Check out this article on language diversity!
Linguistic Diversity: What Is It, How To Encourage It, And Why Is It Important

COLLABORATIVE PARTNERSHIPS

✓ **Collaborate with community organisations:** Partner with local NGOs or cultural groups to co-create content.

✓ **Joint events and initiatives:** Plan joint projects and events to celebrate diversity and unity.

✓ **Strength in unity:** Work together to amplify the impact of diversity-focused efforts.

PROMOTION AND OUTREACH

Without effective promotion and outreach, the potential for communicating diversity values remains untapped.

Diverse guest promotion: Highlight upcoming guests to showcase the range of perspectives your show offers.

Social media representation: Ensure diverse representation in promotional materials and social media posts.

Engage diverse influencers: Partner with influencers from various backgrounds to expand your reach.

ADDRESSING BIAS AND STEREOTYPES

In your mission to promote diversity values, it's crucial to tackle bias and stereotypes head-on. This means addressing misconceptions and prejudices through educational content that helps our audience see things differently.

It might be challenging at times, but it is so important!

Be mindful of the words and images you use, making sure you don't spread harmful stereotypes. By using your platform to encourage understanding and empathy among the community, you are not only raising awareness but also actively contributing to creating a more inclusive and accepting environment where diversity is celebrated, and stereotypes are left behind.

CULTURAL COMPETENCE AND SENSITIVITY

Cultural competence starts with educating ourselves about cultural nuances and sensitivities to ensure our content is always respectful.

The aim should be to cultivate an environment that highly **values and embraces cultural diversity**, fostering inclusivity in all that we do.

Furthermore, make sure you actively seek input and feedback from diverse communities to guide your approach, ensuring your content resonates with and reflects the richness of the community.

IMPACT AND CELEBRATION

It's easy to forget to measure and celebrate the positive impact we make in our day-to-day work with the community, but taking a moment to reflect on these achievements can be incredibly rewarding and motivating.

Measure impact

Celebrate milestones

Encourage collaboration
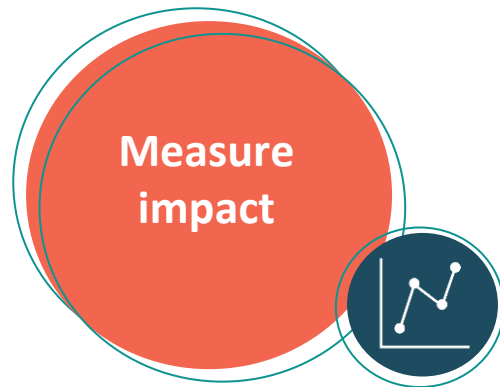
Analyse audience engagement and feedback to gauge the success of your diversity initiatives.

Acknowledge and celebrate the positive impact of your diversity-focused content.

Inspire others in your community to celebrate diversity through their own platforms.

Communicating Diversity Values for Your Community Radio and Podcast

Communicating diversity values is crucial for fostering an inclusive and representative community radio and podcast.

By embracing diverse perspectives, celebrating cultural richness, and fostering understanding, your platform becomes a catalyst for positive change.

Continue to celebrate diversity, empower voices, and build a community that thrives on the strength of its differences!

05. FOSTERING DEMOCRACY AND HUMAN RIGHTS IN RADIO CONTENT

Community radio and podcasts have the power to be a force for positive change. Let's explore how to ensure your content reflects principles of equality, inclusion, community wellbeing, democracy, and human rights.

EQUALITY AND INCLUSION

Equality and inclusion form the foundation of our commitment to community wellbeing, democracy, and human rights in our radio content.

Equality means ensuring that everyone has the same rights, opportunities, and access to resources, regardless of their background or identity.

Inclusion signifies creating an environment where every individual feels respected, valued, and welcomed.

READ MORE: Do you know the difference between diversity and inclusion?
Diversity vs.Inclusion

EQUALITY AND INCLUSION

We actively embrace diversity by representing various backgrounds, cultures, and identities in our content.

The language you use should be inclusive, using gender-neutral and respectful terminology to make everyone feel at ease.

Prioritise equal opportunities, providing a platform for underrepresented voices, thereby giving them an equal chance to be heard and contribute.

These efforts collectively contribute to community wellbeing, foster democracy by giving voice to all, and uphold fundamental human rights.

EMPOWERING COMMUNITY WELLBEING

Apart from the local focus and social impact with showcasing community-led projects, special focus should be put on **mental heath awareness**. This helps individuals navigate the unique mental health challenges brought about by modern lifestyles and societal pressures.

Address mental health issues with **sensitivity** and provide valuable resources for support. This approach ensures that the community members has access to the necessary information to nurture their mental and emotional wellness, creating a more resilient and thriving community.

UPHOLDING DEMOCRATIC VALUES

Incorporating democratic values in community radio content serves as a powerful catalyst for promoting citizen engagement and open dialogue.

Freedom of expression
Encourage open discussions and diverse viewpoints without fear of censorship.

Fair representation
Ensure balanced coverage of political topics, giving voice to different perspectives.

Engaging the community
Involve your audience in your content and decision-making processes.

Promoting transparency
Build trust and accountability within the community.

PROMOTING HUMAN RIGHTS

As in all community-led projects, promoting human rights through content is essential. Start by prioritising human rights education to raise awareness about social justice issues, empowering your community with knowledge.

Shine a spotlight on activism by showcasing stories of those that tirelessly advocate for human rights to inspire others.

When approaching sensitive topics, remember to handle them with **care and compassion**, fostering sensitivity and empathy in your discussions to contribute to a more just and equitable society.

CREATING SAFE SPACES

SAFE SPACES: *environments where individuals can express themselves openly and respectfully without fear of judgment or discrimination*

To create and maintain safe spaces begin by facilitating respectful discussions, ensuring that **all participants feel heard and valued** while fostering an atmosphere of mutual respect. Also, combat hate speech and discriminatory content proactively, quickly addressing any such incidents to preserve the safety and inclusivity of your community.

Establish clear community guidelines that outline the expectations for respectful behaviour within your radio and podcasting spaces, providing a framework for constructive dialogue and harmonious interactions.

HOW TO INCORPORATE EMPATHY AND SENSITIVITY IN YOUR CONTENT?

Reflect the human experience
Approach stories with empathy and sensitivity to connect with the audience. When content creators do not practice this, they risk coming across as detached or unsympathetic, potentially alienating the audience and diminishing the impact of the message.

Avoiding Sensationalism
Balance impactful storytelling without exploiting sensitive topics or traumatic experiences. Without this, content may inadvertently hurt or offend individuals, perpetuate harmful stereotypes, or worsen the trauma experienced by those involved.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

REPRESENTATION MATTERS!

When it comes to creating inclusive content, representation truly matters.

By featuring stories from marginalised communities, you're not only empowering their voices but also giving them a platform to share narratives that might otherwise be overlooked.
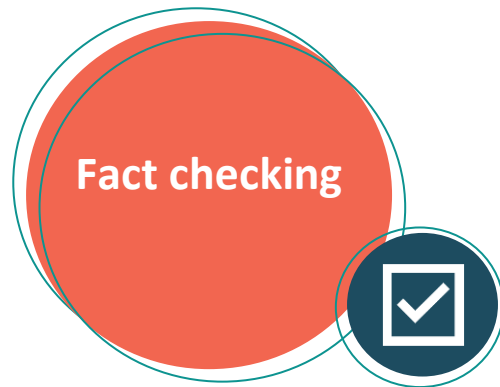
CLICK AND WATCH

CHECK OUT THIS TED TALK ON WHY REPRESENTATION MATTERS!

ACCOUNTABILITY AND TRANSPARENCY

Accountability and transparency promote responsible content creation, trust, and a sense of shared responsibility within the community.

Fact checking

Ensure the accuracy of information before presenting it to your audience.

Correcting mistakes

Acknowledge and correct errors transparently to maintain trust.

Addressing feedback

Take audience feedback seriously and be responsive to concerns.

TRACKING MEANINGFUL METRICS

Meaningful metrics **go beyond mere numbers**. They provide insight into the real-world change your content initiates.

By delving deeper into the impact of your content, you can see how it resonates with diverse audiences, fosters understanding, and promotes inclusivity. These insights guide your efforts in creating content that actively contributes to positive change within your community.

READ MORE: What are meaningful metrics tools?
Metrics That Truly Matter

FACT-BASED REPORTING IS IMPORTANT!

Your responsibility is to use reliable sources and practice **evidence-based reporting.**

By doing so, you maintain the integrity of your content and empower your audience with trustworthy information.

Fake news and misinformation are on the rise today, so relying on fact-based reporting is like using a truth shield. It helps ensure that honest and accurate information prevails.

Ensuring equality, inclusion, community wellbeing, democracy, and fostering human rights in radio content

By infusing your content with principles of equality, inclusion, community wellbeing, democracy, and human rights, you can create a positive and transformative community radio and podcasting platform.

Embrace the responsibility of advocating for positive change and making a difference in the lives of your audience.

You can make a significant contribution to building a world where the power of media **empowers and uplifts all members** of our diverse and interconnected community.

06. RECORDING STORIES FOR BROADCASTING
WITH AN INCLUSION MESSAGE

Storytelling is a powerful tool for fostering inclusion! Together, let's record stories with an inclusion message, so that you can reflect the rich culture of your community and actively contribute to making it stronger and more unified.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

"I still believe in public radio's potential. Because it's the one mass medium that's still crafted almost entirely by true believers."

Sarah Vowell

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

A STORY WITH AN INCLUSION MESSAGE – WHERE TO START?

Definition of <u>INCLUSION</u>:
 "ensuring that everyone feels valued and respected as an individual"

Before you start preparing for your interview, ask yourself these questions:
➢ What is inclusion, and why is it important in radio and podcasting?
➢ What does it mean to you?
➢ How can you be more inclusive when you are researching and broadcasting a story?
➢ Can you record a story about a community and not give a voice to every member of that community?

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

STORYTELLING WITH AN INCLUSION MESSAGE

Storytelling has been a part of human culture for centuries. It's a way to communicate our experiences, share our values, and connect with others on a deep level.

In community broadcasting, the stories we tell can shape perceptions, challenge stereotypes, and break down barriers.

An inclusion message is about ensuring that **everyone**, regardless of their background, **feels welcome and valued** in your community.
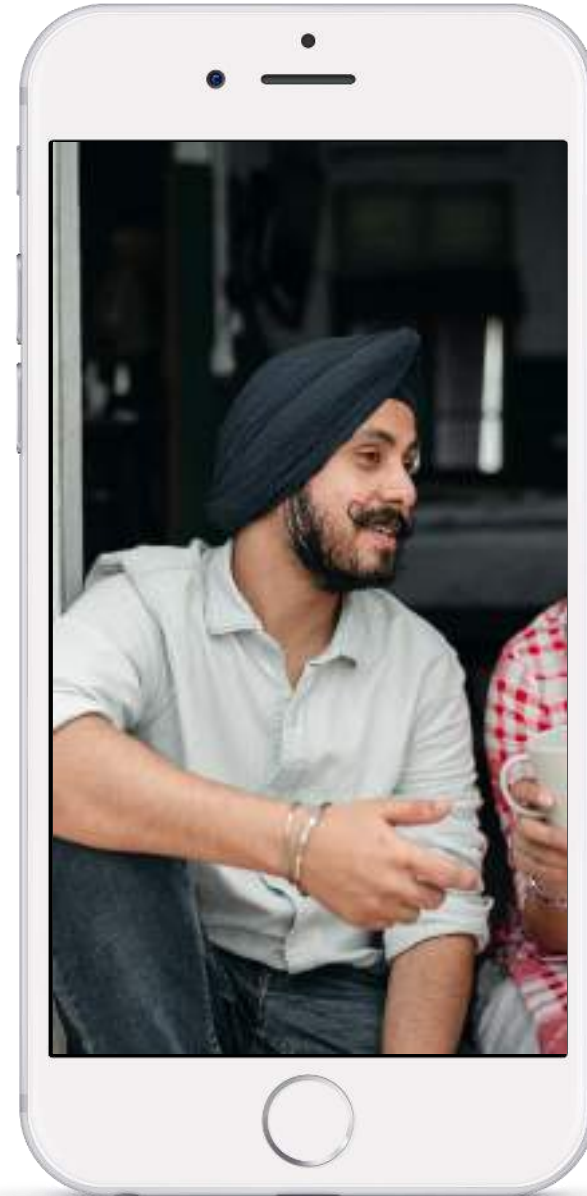
EXERCISE: LET'S RECORD A STORY WITH AN INCLUSION MESSAGE!

✓ In this exercise you will plan, research and record a short 10 min recording.

✓ The recording should show community participation and social benefit in action.

✓ It should also show how everyone from the community was included and respected.

✓ Keep in mind that you must get your message across to your audience in the time allowed.

✓ Ensure that everyone feels valued and part of the conversation.

✓ Do not show any bias or prejudice.

PREPARE FOR THE INTERVIEW

Choose a theme: Select a theme that resonates with your community and aligns with the values of inclusion. Identify the CORE INCLUSION MESSAGE WITH YOUR INTERVIEWEE.

Identify your storytellers: Reach out to members of your community who can share personal stories related to the chosen theme. Ensure a diverse group of storytellers and that everyone's viewpoint is being respected. Choose a guest that have not been given a voice previously.

PRO TIP:
Make sure you know your guest's background and check for the correct pronunciation of their name in advance.

PREPARE FOR THE INTERVIEW

Empower the guest: Ask them what message they want to highlight and empower them to be their own voice by reassuring them that their message is important. Support them in preparing their story for broadcasting, by helping them research the topic from all angles.

Prepare the questions: Use the *Who, What, Where, When & Why* method to set your questions.
Ask open ended questions to get a detailed answer.
Prepare follow up questions in case they are needed.
Make sure to address the agreed CORE INCLUSION MESSAGE.

Write your script: Writing your script in advance saves you going off topic. Make sure you look up all the relevant facts in advance and ensure you are familiar with the topic. If you are taking research from a source, rewrite it

PREPARE FOR THE INTERVIEW

Prepare the guest: Let your guest know in advance how you will signal that you are coming to the end of the interview. Suggestion: *"Before we finish, please give out your contact details".*

Intro and Outro: Interview Introduction – this must be scripted and checked before recording starts. Interview outro – this will be played at the end of the interview and must also be scripted.

PRO TIP:
Make sure you think about the tone and style of your interview to set it right. Practice by yourself or with friends in advance.

DURING THE INTERVIEW, DON'T FORGET TO...

➢ Start with a short introduction: introduce yourself and your guest to your audience.

➢ Mention the name of your radio station or platform for your podcast.

➢ Tell the audience a little about your guest/guests, what is their role and why have you chosen to interview them on this topic.

➢ Get the message out loud and clear to the audience. But, avoid giving personal opinions or personal information.

➢ Have a clear start, middle and end of the story. Link back to inclusion.

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

DURING THE INTERVIEW, DON'T FORGET TO...

➤ Let the guest answer the questions. Do not ask the question and answer it as well.

➤ Let the guest speak at their own pace. Give the guest adequate time to get their message across to the listener. Do not interrupt them. Your voice should only be heard when asking a question.

➤ Use a conversational tone and keep the same voice level throughout the interview. Avoid getting over-excited.

➤ Thank your guest and remind the listeners who you were speaking to and their role within the organisation. Ask your guest to send a final message

REFLECTION

Now you need to reflect on the exercise keeping in mind the Social Benefits.

Ask yourself these questions:

1. Was an individual or an organisation given a voice that had not been heard before?

2. Was the topic highlighted that would not have received focus if you hadn't completed this recording?

3. Did you ask feedback from your guest?

4. What benefits will your guest gain from your work? Did you help raise awareness of the issue to help and support them or their organisation?

5. Was the guest given enough time and was everyone's viewpoint respected?

REFLECTION

- Did you get this recording out to a wide audience? Via podcast, social media?

- Did you also ensure that everyone from the guests' organisation was able to access the interview?

- Did you help and support the guest's organisation to share the interview?

This is community participation at work!

THERE IS ALWAYS ROOM FOR IMPROVEMENT!

✓ List any issues that arose during your project.

✓ Did you give each guest equal time?

✓ Were you fair and impartial?

✓ List the areas in which you can improve for the next recording.

✓ What can you do to ensure any issues do not arise the next time?

✓ How can you be more inclusive in your next programme or podcast?

COMMUNITY RADIO EMPOWERING UNHEARD VOICES

Community Training Resources

SMART

Specific Methodologies And Resources for Radio Trainers

This project was completed as a training tool for community radios, here are links on how to research a topic for a radio programme or podcast to ensure everyone is included.

Market place research on a topic

Flashlight activity

Brainstorming With Sound