

Emergency radio in India happens at last

India's first emergency FM station in flood-hit Cuddalore, TN, 107.8 FM is on air. Ekta Mittal of Maraa reports.



107.8MHz Cuddalore Emergency Radio on air

A phone call from John Nelson, Managing Trustee of Sarnalayam Trust, in Cuddalore is what it took to get the ball rolling to set up the first emergency FM station in India. Cuddalore district was among the severely affected areas by the floods that hit Tamil Nadu on November 8, 2015. Reportedly, 80 people died, two villages were completely cut off from the road, and as many as six out of 13 blocks in the district were severely affected. The most difficult task in disaster mitigation is to cope with the aftermath of disaster and loss. And Cuddalore was no different.

Nelson felt a radio station would be timely to cater to immediate needs – for warning signals, connecting families, emergency announcements, direct people to relief material and vice versa.

Moreover, a radio station in Cuddalore was much needed, given that media coverage of the floods focused mainly on Chennai and other neighbouring areas.

Nelson alerted Ram Bhat of Maraa and Acting President AMARC (World Association of Community Radio Broadcasters) Asia-Pacific, and suggested the need for an emergency station. Members of the Community Radio Forum (CRF) quickly acted upon this request and approached the Ministry of Information and Broadcasting and the Wireless Protocol Committee to issue an emergency license for flood affected Cuddalore. Almost as a domino effect, things fell in place, and the license was issued on December 7, 2015. The public sector enterprise, BECIL (Broadcast Engineering Consultants India Ltd.) made arrangements for a transmitter; technicians and CRF volunteers left for Cuddalore the same night.

The radio was set up with the bare minimum requirements. BECIL technicians worked all day on December 8 to install the transmitter. Two poles mounted on top of one another transformed into a tower, antenna and remaining parts were assembled in complete darkness atop the District collectors' office. The station went on air midnight of December 8.

History was made (Please see editorial by Ashish Sen on earlier efforts to set up emergency radio in the country.) This was an important move towards achieving hands on experience on disaster communication. Significantly, the bureaucratic procedures involved in acquiring a license were minimal in this case. The focus was on effectively addressing the urgency of the matter and high priority was accorded to ensure that local communities had access to information in their local language.

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UNESCO Chair at UoH gets 2nd term

The UNESCO Chair on Community Media at University of Hyderabad (UoH), the only one of its kind in the world, has been granted a second term, until 2019, by UNESCO Headquarters (Paris). The Chair is based in the Department of Communication at UoH and is headed by Prof. Vinod Pavarala.

Its work during the last four years has been directed both at the national as well as international levels towards promotion of community-owned, citizen-controlled media, such as community radio, participatory video, community newspapers, and mobile telephony-based interventions.

The Chair was set up with the objective of enhancing research and knowledge-sharing, policy advocacy, and capacity-building in the field of community media.

The prestigious Chair came in recognition of the extensive work carried out by a team, led by Prof. Pavarala in the field of



community radio over the last decade. The Chair team consists of faculty fellows Dr. Kanchan K. Malik and Mr. Vasuki Belavadi and more than half a dozen doctoral research scholars working in diverse areas of research on community media.

CR News Bureau

INTERNATIONAL

Women in CR: Lessons from Mozambique



Palmira Velasco

Palmira Velasco is a journalist and Director, Association of Women in Media (Associação da Mulher na Comunicação Social - AMCS), Mozambique. Former editor of Demos, Palmira was the first Mozambican woman editor. At present, she is also Treasurer in the AMARC (World Association of Community Radio Broadcasters) International Board.

In an interview with **Kanchan K. Malik** during AMARC 11 in Accra, Ghana, Palmira recounted the journey of her association with Rádio N'thiyana, which means 'women' in the local Makhuwa language.

Kanchan K. Malik (KKM): Please tell us about the beginnings of the community radio N'thiyana.

Palmira Velasco (PV): N'thiyana which means 'women' in the local Makhuwa language is a community radio run by the Association of Women in Media. This community radio station was established in 2000 and I am running it since 2004. It worked one year as an experimental radio and then we got a licence from the government. Our community radio is the first one made by women in Mozambique for women.

KKM: It's an all-women run radio?

PV: Who started the radio station? Our women! So, it means, that at the decision making places, [there] are all women. What we do is, we train young female journalists, and also established what are called listeners' clubs... where most of them are women. And what we do is we train women in local language because

some people, they can speak and they can read the Bible in local language but they are called people who don't know how to write and how to read, because our official language is Portuguese. So, we train these women also in local language, on different issues, like HIV/AIDS, elections, start up industry... and other different issues. What we do to gain [sic] men, women and young girls for the station is: call them for training. When we coordinate this - they come themselves and they say, no we don't have women. Sometimes they say, oh we have women, but she is pregnant, she has baby she can't leave husband or children. We say, it's ok, fine. She can bring the child and someone will look after the child and we pay all the expenses. That is the way we manage to get women.

KKM: So, these women are from different places in Mozambique where you have community radio stations?

PV: Of course. We have around 100 community radios in Mozambique. So we do training in regions: south region, central region and north region. We call all [the women] together to come to the training and also we train them in basic journalism: how to interview, how to use recorders, how they can moderate the debates. We do among us, women. So, they become confident. We do 'live' training. Most of our trainings we do at radio station. We have the practical and also the theoretical. That is the way we manage to have girls confident to do radio.

KKM: You said this was the first radio which was started by all women. Out of the 100 stations, how many stations are run by only women?

PV: Just one.

KKM: Any idea if women are participating in those other stations?

PV: They do, but most of the time they just leave it because they are volunteers, or not paid, or their husbands say 'don't go, because you are not paid.' Sometimes there is also sexual harassment at the radio station. Younger girls sometimes don't stay because... I will tell you a story in my community radio. We had one guy, when he came, he was a gardener. After two years he asked, 'aunty, I want to try to

do radio.' I said, 'ok fine, I will give you a chance.' He was one of the best reporters I had. He didn't have any background but he was very good in local language and he became an editor at the radio station.

But I didn't know he used to ask girls to have sex with him to get in the studio, because normally when the volunteers come, they spend one or two months at the newsroom, writing and to go to the field, and during these two months we train them how to speak, how to use the microphone, how to use the equipment. But I noticed most of them, are staying only four-five months. I asked 'what's going on?' 'Ah no... she is not preparing,' he told me. And again when one left, I went to another radio to call her. What happened? She said, 'he asked me to sleep with him.' So, my decision was to take this man out. I said, 'no, you can't stay with us. Go out.' So, there are so many problems women are facing.

KKM: Tell me about the kind of programming that you have at your station?

PV: Yes, we have different programmes. Health programmes, women's programmes, we have what is called community voice. We do a vox pop. We just go with a recorder and ask women, what do you think about transport? What do you think about road? What do you think about waste/garbage? It is one of the most popular programmes. And we also have another programme, where people without telling their names, anonymous, they tell their stories: For example, 'My husband left me with two or three children who are not registered, he doesn't give me money, and he brought another wife.' We then open the lines so people can counsel the lady, saying ok, you can do this and that. We have a lawyer who comes at the end of the programme to say what she must do to solve the problem. So, this is also one of the most popular programmes. And we also do drama in local language. We play the drama after 10 O'clock or after 9 O'clock because we want women to go to the fields, and when they come back, do their domestic work, and then in night they can listen to radio.

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SOUTH ASIA

Bhutan holds its first CR capacity building workshop

As Bhutan takes its first steps towards introducing community broadcasting in the country, the first ever 'Capacity Building Workshop on Community Radio' was held in Phuentsholing between November 17-26, 2015. Conducted by the UNESCO Chair on Community Media team from University of Hyderabad (UoH), this 10-day workshop was organized by the Ministry of Information and Communications (MoIC), Bhutan with support from the International Programme for the Development of Communication (IPDC), UNESCO and the India office of UNESCO, New Delhi. The College of Science and Technology (CST, Phuntshoeling) played host to this CR workshop.

Anchored by Vasuki Belavadi, faculty fellow, UNESCO Chair on Community Media (Department of Communication, University of Hyderabad), the workshop was attended by 22 participants from eight pilot community radio stations to be set up in Bhutan. Prof. Vinod Pavarala, UNESCO Chair, Dr. Kanchan K. Malik, faculty fellow with the Chair, and Hemant Babu, Nomad India were the resource persons.

Inaugurating the workshop, the chief guest, Dasho Pemba Wangchuk, Dzongda (provincial executive head), Chukha dzongkhag (province), said that the experience gained from the eight pilot community radio stations being initiated in Bhutan would contribute towards policy formulation for the community



Learning audio editing

broadcasting sector in the country. He pointed out that there was minimal coverage of rural areas in the newspapers and the voices of the rural people rarely get represented in the media existing in Bhutan. Community Radio can be that bridge, leading to the development of the dzongkhags (provinces), he said. He cautioned against the misuse of community radio and emphasized that it must remain apolitical and serve social issues.

Speaking at the inaugural ceremony, the UNESCO Chair on Community Media, Prof. Vinod Pavarala said the participants would be the pioneers who will show the way towards building of a robust community sector in Bhutan. Prof. Pavarala expressed his belief that community radio in Bhutan

could not only promote knowledge sharing, but also, more importantly, address 'voice poverty'. He referred to the 2015 Gross National Happiness Survey in Bhutan, which observed that geographically most of the unhappy are located in the rural areas, and said that community radio could be a means to 'create just societies that enhance the well-being and happiness of all people.'

Representing the Ministry, the Coordinator of Training, Tshering Yangden, said that community radio in Bhutan will seek to reach the unreached and that it would focus attention on the needs of the rural areas.

Participants at the 10-day workshop were introduced to the basic principles of CR, codes and ethics and management principles. They were also introduced to studio and field equipment in the production chain; and the transmitter and antenna in the transmission chain.

Conducted in a participatory mode, the workshop also saw the participants learning the ropes of planning a programme, interviewing and editing using Audacity. They were also introduced to other means of reaching out and involving the communities using internet and mobile technologies.

Vasuki Belavadi

(Please see First CR Station set up in Bhutan, page 8.)



Participatory activities for participants

EDITORIAL

Is there light at the end of the tunnel for CR?



Wireless Operating License for emergency radio in Tamil Nadu

First, the good news. After nearly a decade of advocating to the Central government the case for emergency based radio, the light at the end of the tunnel is finally visible. The havoc unleashed by the recent floods in Chennai and parts of Tamil Nadu would appear to have finally prevailed upon the Centre to do a U turn as far as Emergency radio is concerned. (See story on Emergency Radio) While the decision is undoubtedly a land mark in the annals of community radio history in the country and a significant achievement for all the relevant players who made it possible, it hasn't taken place a day too soon. Community radio advocacy efforts towards making emergency radio stations a reality hark back to 2008 post the Kosi floods in Bihar and more recently when the Mandakini burst its banks during the 2013 Uttarkhand floods. However, these pleas fell on deaf years.

Given that emergency radio has now become a reality; will the government consider the wisdom of course correction and review its thinking on mobile broadcasting?

The significance of emergency radio as a vehicle to combat disaster has been emphasized on several occasions in previous issues of CR News. Now that a new chapter has been ushered in, we hope a similar attitude will prevail in terms of fast tracking licenses for community radio stations in disaster prone areas.

Across the world, radio has proven credentials as a crucial medium of communication in disaster preparedness and mitigation. Often, it is the solitary communication technology that functions during such times. Notwithstanding the efficiency which characterized the speed by which the license was issued for Cuddalore, India (and South Asia) has a lot to learn from countries like Japan where temporary licenses for community radio during times of disaster have been provided as quickly as 24 hours.

Side by side with the relevance of emergency radio, the case for mobile transmitters during times of disaster also assumes significant relevance. The use of the Suitcase radio in Fiji or Doko radio in Nepal or the Tuk Tuk Radio in Sri Lanka are cases in point which demonstrate the efficacy of mobile transmitters. Given that emergency radio has now become a reality; will the government consider the wisdom of course correction and review its thinking on mobile broadcasting?

Even as these questions merit consideration, there are larger issues that remain to

be addressed. A recent report tracking the growth of community radio in the country pointed out that, "the actual number of operational community radio stations (CRS) is only 188 after more than a decade." Of these, as many as 105 are from university campuses. The number would hardly inspire confidence in terms of the sector's growth, given that even government projections in 2007 estimated that there could be as many as 4000 community radio stations in the country.

However, a more disquieting growth trajectory scenario emerges on unpacking and disaggregating some of the statistics quoted in the report. On the one hand there has only been an increase of eight community radio stations since the list which was issued in May 2015. While there are as many as 323 applications under consideration of the government some of these hark back to as early as 2011. The North East and Jammu and Kashmir only have three and one CRS in their states respectively. Ironically the sector's sluggish growth comes at a time when some of India's neighbours would appear to have embarked on a considerably more proactive course of action.

A second phase of community radio stations will reportedly get off the ground from 2016 in Bangladesh. About six months earlier, the country's Minister for Information, Mr Hasanul Haq Inu committed his efforts to ensure that the country would have a community radio station in every upazilla (sub district). The Bhutan Ministry of Information and Communication recently embarked on a journey of initiating community radio by promoting the capacity building of eight pilot community radio stations in the country. (See story: CR makes waves in Bhutan). In contrast, the Indian scenario continues to struggle with the same cumbersome license application procedures and restrictions like the ban on news. The question however is: Will the efforts of some of our neighbours serve as a wakeup call to policy makers in Delhi? Or will it take another tsunami or a catastrophic flood for the writing on the wall to redeem itself?

Ashish Sen

INTERNATIONAL

CR toolkit adapted for use in five East African countries



UNESCO Chair on Community Media Team

The UNESCO Chair on Community Media team conducted a three-day workshop in Arusha, Tanzania with grassroots CR practitioners to adapt and validate the Community Radio Continuous Improvement Toolkit (CR-CIT), developed by the Chair with support from CEMCA, for East Africa. This workshop, held in collaboration with the East African Community Media Network (EACOMNET)

on October 5-7, 2015, was supported by the International Programme on Development Communication (IPDC) of UNESCO and its regional offices in East Africa.

This co-learning workshop attracted participation from 32 representatives from 25 community radio stations in Kenya, Tanzania, Rwanda, Burundi, and Uganda. The project, in the long run, seeks to empower community radio stations in

East Africa to work towards sustaining a robust CR sector in the region; to contribute to the sustainability of community media as an independent, democratic voice in East Africa; and, thereby, strengthen the plurality and diversity of media in the region.

At the inaugural, the participants and the Chair team were welcomed by Joseph Sekiku, Community Media Network of Tanzania (COMNETA) and Jimmy Okello, EACOMNET and Al- Amin Yousef, UNESCO. Zulmira Rodrigues, the Country Representative of UNESCO in Tanzania and Liberat Mfumukeko, the East African Community (EAC) Deputy Secretary General, who spoke during the inauguration of the workshop, reiterated the significance of community radio and pledged their support to promoting this sector in the EAC region.

Recalling the words of Julius Nyerere, the founder of independent Tanzania, "While they were trying to reach the moon, we were trying to reach our villages," Prof. Vinod Pavarala, UNESCO Chair, reiterated that community radio was a tool for reaching out to the rural, marginalised and indigenous communities and for them to gain access to media spaces.

CR News Bureau



Workshop in session

INTERNATIONAL



Prof. Nick Couldry

After virtually a decade since the guidelines enabling grassroots community radio became a reality in India, the sector would appear to still have a long way to go. A tally of 188 community radio stations in India (the majority of them being campus community radio) against a projected capacity of at least 4000, does not merit a gold star by any yardstick. The continued prohibition on news broadcast in the Indian policy despite persistent protestations and appeals to revoke the

ban, fly in the face of international principles and practices. Amidst this bleak scenario, the government's recent endorsement to enable emergency radio post the destruction wrought by the Chennai floods appears as a silver lining.

In many ways, the community radio scene in India mirrors the challenges of sustainability and growth that the sector confronts in other parts of the world. While some media analysts and commentators have remarked that the sector's challenges are part of the larger challenge and current crisis in the media, the question is: where do we go from here?

If these challenges compel advocates and practitioners to revisit and realign relationships and networks between community media, academic research, and social movements, they also raise a more fundamental and larger question linked to perceptions and practices of 'voice'.

*It is in this context that the efforts and work of media scholars and commentators like Nick Couldry assume relevance. Currently, Professor of Media, Communications and Social Theory in the Department of Media and Communications at the London School of Economics, Couldry's works on 'voice' have consistently been at the cutting edge of community media research and advocacy. But their relevance has perhaps never been more palpable than today – when the crisis in the media is not just restricted to blurred boundaries between public, private and community but also transcends geographical borders and impinges the independence and sustainability of each sector. No longer is it just a question of "Whose voice do we hear in the media or whose voice do we need to hear?"; but a need to demonstrate just: Why voice matters?**

Significantly, the community radio scene in India underscores the importance of this question. On the one hand, the gaps between demand

and supply appear to be indicative of a restrictive and reactive legal and policy climate. At the same time, the gaps underline the need to investigate the challenges confronted by the sector in the context of media ethics, economics and the growth of neo-liberalism.

These may be relatively new territories for the community radio sector in the country, but as the excerpts from the interview with Nick Couldry demonstrate, they merit deeper analysis and investigation.

"So, one has to talk about what is the consequence of preventing a group of people talking about the news. This means saying to a group of people: You can speak, but you must speak on condition that you don't represent your account of the world around you."

Excerpts:

On why VOICE matters and the distinction between VOICE as process and VOICE as value:

In a sense, Voice as process is the act of speaking... what has to change to ensure that everyone does speak... The disconnect in democracies as well as closed regimes is where voice as process is taken for granted. Voice as value refers to the act of listening. Who listens and who is listened to? Voice as value is about the possibility of being listened to... The social applications that are available today... where people come together [may provoke] multiple conversations... [and be] useful for campaigns and slogans. But do they add value? If alternative media is just about making media without regard as to who is listening, such media would be irresponsible. No one is served where everybody is speaking and nobody is listening. Voice as a value assumes particular importance when there is an entire way of thinking that operates on the basis that for certain crucial purposes voice does not matter. Valuing voice involves particular attention to the conditions under which voice as a process can be effective. The examination of voice as value is what drives community media research... It is not just about the platforms that exist, but... about people and process...

For example, [look at] community media in the context of extreme violence. Well-known community media scholar Clemencia Rodriguez's latest book, 'Citizens' Media Against Armed Conflict: Disrupting Violence in Colombia' demonstrates how community media transforms individuals into citizens. The need is deep when people live under extreme violence – community media act as loud speakers for those realities that still exist out of the reach of armed violence – situations not yet permeated by logics of war and aggression.

Why Voice Matters?

Conversation with Ashish Sen

On the importance of re-examining how Community Media is valued: Why Community Media practitioners and academia need to realign their work with economists like Amartya Sen and others:

When I talk about Amartya Sen who is an enormously important theorist in this area – I am really fusing two parts of his writings... He wrote a book on Ethics and Economics which was a radical and path breaking attempt to resituate the discipline of economics back into the wider domain of philosophy and normative discussions – about the good life – which he argued was where economics originally came from... [For instance] you find both moral philosophy and technical economics in Adam Smith's writings side by side...

[Amartya Sen] tried to reposition economics in terms of wider debate of what would be a good life so that the notion of economics would stop being just how to increase the Gross National Product, GNP [an abstract measure] and start to be [about] how to perhaps increase the GNP and other economic measures in the context of a broader attempt for us collectively to secure through our use of our resources... a better life for all of us. [This is] a much broader question and one that gets often forgotten in economics...

In another part of his work... he pointed out, having a democracy that involves some form of free media – is essential for development, because unless the reality of starvation, of poor distribution of food can be spoken about, can be recognized so that governments are forced to react to it, famines happen – because governments are able to hide the consequences of their poor choices.

This was quite a radical link to make within development economics and theories of development... [where] media was not just an optional add on or a desirable supplement... but was core to the possibility of good economic development itself...

Amartya Sen has been neglected as a resource within Media and Communication studies... [At] a time particularly when there are debates within community media, it is useful to make strong links to Amartya Sen because he points in the direction, where we can see community media is not just an optional add on that enables people to feel a little bit better and a little bit more empowered, but is actually at the core of better development...

If people not only feel that they can speak and speak about the problematic realities around them, but feel that they are valued and that their contribution to society as a whole is taken into account and treated as important, then they may act differently as economic agents, as political and civic agents, [resulting in] a deeper quality of development.

On restrictive legislation and curbs like the ban on news:

[We need] to make sure that somewhere in the regulation, the potential of media to change the quality of communication in

communities, to change the quality how citizens can communicate with government and government can communicate with citizens, is worth stressing. So that media is not just a delivery mechanism, not just [about] getting the message, but about sustainin communities in space and time.

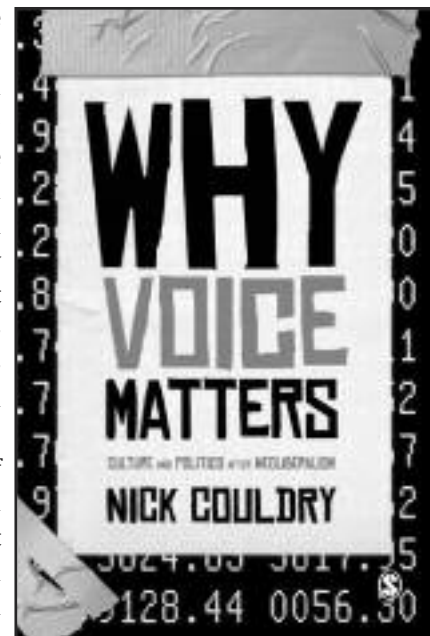
Some people will of course deny that second role to communication. But they can be challenged on that ground. It is a level where we can have

the debate. Especially in the era of social media, few would hold to the position that communication is only about getting a message out from the centre. There must be more to it than that. So the question is: What is that more, how do we think about it, and how do we recognize that within the regulatory structures?

But there is also the question of challenging the narrowness of how development and communication projects are defined. They are defined already in advance in ways that give very little weight to participation and including a range of voices in a sustained way. Forms of arbitrary restrictions such as restrictions on the communicating of news messages in community media need to be unpacked and interrogated.

So, one has to talk about what is the consequence of preventing a group of people talking about the news. This means saying to a group of people: You can speak, but you must speak on condition that you don't represent your account of the world around you.

If you put it in those terms it becomes very clear that that is a very limited form of voice – that is not a body with a full set of limbs. [It] is a very restricted idea of what communication is about because one of the most important things we do through communicating is to say: This is the world I live in; This is my account of my world, and what I think is right and what I think is bad about it – so not to allow community media to talk about news – really that restriction needs to be interrogated and its longer term consequences in terms of disempowering the voice of people need to be raised with the regulators.



* Taken from the title of the book by Nick Couldry (Sage Publications): *Why Voice Matters – Culture and Politics after Neo Liberalism*.

SNIPPETS

First CR station set up in Bhutan

The first Community Radio station in Bhutan has been installed in the Dechen-pelri community under Sarpang Dzongkhag. The station was formally set up on December 3, 2015 with the technical guidance from NOMAD, India. Besides entertainment purpose, this radio station will be utilized to air unheard stories of the destitute people in the area. The radio coverage reaches throughout the Dechen-pelri community till Chokorling Chiwog as of now and we are currently looking for means to attain coverage at other Chiwogs as well.

The community members participated and celebrated the opening of the new station by offering butter lamps and prayers followed by recording their singing voices. We would like to thank the Ministry of Information and Communication, Swiss Development Cooperation and NOMAD for making this possible and for creating a new platform where the community members are encouraged to raise their own concerns, information, discussion etc.

Source: <https://www.facebook.com/TarayanaFoundation>



Bangladesh sets up community broadcasting libraries



A community broadcasting library is being set up as an essential part of 16 community radio stations in Bangladesh. Around 1000 rural broadcasters are directly benefitted from the library. Each library set up with support from European Union, Free Press Unlimited and Bangladesh NGOs Network for Radio and Communication (BNNRC,) will act as a knowledge centre for radio practitioners, development activists, volunteers and the community people around the station areas.

Under this initiative, BNNRC has provided one book shelf and a set of books to each of the station. The library includes books published by BNNRC on topics like, right to information, how to ensure participation and sustainability of a radio station, effective program making (using formats like development drama), financial management and capacity strengthening of radio practitioners etc.

Source: <http://www.bnnrc.net/home/cr-library>

Bangladesh launches its 16th CR station



The 16th Community Radio Station in Bangladesh – “Radio Sagardwip 99.2” went on air in the Hatiya Island of Noakhali District on November 12, 2015. Initiated by Dwip Unnayan Sangstha (DUS), a philanthropic organization functioning since 1971 in

Hatiya upazila, the radio station will play a vital role by broadcasting programmes related to disaster risk reduction and for upgrading the standard of life and livelihood in this area.

Hatiya, a small island, situated in the mouth of the river Meghna and the coast of Bay of Bengal is known as a disaster-prone upazila with unprivileged community.

At present, 15 other CR Stations are on-air in the country aiming to ensure empowerment and right to information for the rural community. They are broadcasting altogether 125 hours of programmes per day on information, education, local entertainment and development motivation activities. Around 1000 youth are working with these stations as rural broadcasters catering to 5.5 million rural people in 68 upazillas under 14 districts.

Source: <http://www.bnnrc.net/home/bnnrcdus>

2015 CBAA CR award for 4ZZZ



The 2015 Community Broadcasting Association of Australia (CBAA) Community Radio Awards in 20 categories were presented in November.

This year the Tony Staley Award for Excellence in Community Broadcasting went to Brisbane community radio station 4ZZZ for the Ability

Radio Project. The Ability Radio Project is a co-production by people with an intellectual disability and support workers. Including a 14- week course in radio production skills, the resulting content is intended to give voice to the challenges and triumphs of people with an intellectual disability in their own voices, to address issues important to people with intellectual disability and to provide information about services available in the community. Completed radio packages are broadcast on 4ZZZ, as well as being podcast, and distributed via the Community Radio Network.

Source: <http://www.radiotoday.com.au/news/whats-new/8023-2015-cbaa-community-radio-award-winners.html>

INTERNATIONAL

CR for and by the Maasai in Tanzania

A firsthand account of the Orkonerei Community Radio Station by Vinod Pavarala

A dusty and bumpy drive from Arusha, Tanzania took us to Terrat village, about 80 km away, in the Simanjiro district of the Manyara region. It had the haunting beauty of the dry highland in the Maasai plains. UNESCO had organized a workshop there for community radio stations in Tanzania in October this year. The village of about 15,000 people, mostly the Maasai pastoralist community, is located on the banks of a small river and had houses mostly built of mud and wood, with a few concrete houses with corrugated iron roofs.

The Institute for Orkonerei Pastoralists Advancement (IOPA) was founded in 1991 by the soft-spoken Martin Kariongi Ole Sanago, a Maasai himself who returned to his roots after getting trained as a doctor in Ireland to promote community economic rights and improve the standards of living of the Maasai people through innovative social entrepreneurship initiatives. It was the time when small farmers were being intimidated to sell their lands for cheap prices and with most of the national parks being on Maasai lands, they had to contend with alienation from wildlife parks.

An Ashoka Fellow, Martin outlined the 'social businesses' that IOPA has set up, including milk processing and cheese making, energy and water supply, livestock production and natural resource management. The Orkonerei Radio Station (ORS) was started in 1995 and went on air in 2002 after a long struggle to get a license,



Inside the Orkonerei Community Radio Station

a story that was reminiscent of some of the early efforts of grassroots organizations in India to carve a space for community broadcasting. Martin said pointedly that the station 'evolved from an organic link to the community and their basic rights'.

David Baraka, the genial and resourceful station manager of ORS, gave us a tour of the station and sat down for a chat. He holds a diploma in journalism from the Arusha Institute of Journalism and has been with the station since 2006. UNESCO had provided the initial support for equipment, content production, and capacity building. He is proud that it is mostly individuals from the Maasai community who are able to present and produce programmes at the station, thanks to a series of training workshops conducted by organizations such as BBC Media Action, UNESCO, and the Bill & Melinda Gates Foundation.

Although Tanzania has a complicated language policy that emphasizes media content in Kiswahili, the station managed

to get permission to broadcast news content in Maasai language. The traditional Maasai elders, with their unmistakable, tall, regal bearing, dressed in red or blue shukas as they are called in Maa, the Maasai language) or kangas and carrying their long sticks or the shorter rungu, participate in radio programmes quite regularly. In fact, we met some of them as they were recording their voter awareness messages for the upcoming national elections.

Advertising, including political messages, are permitted on air, and the station typically broadcasts about seven to 10 commercial messages in a day. They are clear that they refuse any advertisements that they feel 'destroy the image of the station or that of the community'. IOPA's enterprises also advertise on the station, and the organization has an annual budget for the station. As Baraka explained, there is no salary system for the staff, but the amount left after all the expenditure is given out as allowances. In terms of news, there is a code of ethics in place to ensure fairness and balance.

"I am keen that I must use my education to work for my community. My heart swells with pride when the Maasai people know what is happening in the world through our radio, from conflicts in East Africa to news of 'Papa' Obama," Baraka signs off with a sense of fulfillment about his work.



Baraka (in red shirt) interviews a Maasai elder

INTERNATIONAL & SOUTH ASIA

Lessons from an all-women run CR in Mozambique



Palmira Velasco congratulated on being elected to AMARC International Board

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KKM: How many hours in a day do you broadcast and are the women's programmes only in the night when they come back?

PV: 19 hours a day. No, for us all programmes have gender perspective and we also have open lines. So, women can call, women and men, but mostly our women, because it's in local language.

KKM: How did you come into radio? And how has it changed your life?

PV: Yeah, originally, I was a print journalist. I started my journalism when I was 22. It was my first job. Then I became an elected chair person of Association of Women in Media in Mozambique. So we started a community radio because I understood that women can't write and read in Portuguese. So, the radio is better because they can speak in local language, so they can understand, they can participate. This is how I became a community broadcaster and station manager – for us there is no difference – women's media association and station.

KKM: Can you share with us the story of a girl who has joined with you, who came from a background which was not very privileged, and then through radio she now feels more strong and empowered?

PV: Yes, so many stories, because some of the girls, they started with a child programme. So they grow up at the radio station. The parents supported them. We have a story of a girl. The parents didn't want her to go to radio station, because she did not pay attention at school. So we said, no, we want her to come; she was seven years old; when they come to do radio, we also teach them how to read nicely, because we have extra lessons. So if they read nicely and write nicely, so they can do well at school. This way we convinced her father... apart of going to school in the morning, Saturday they have lessons at the station. We had a younger boy who was teaching them how to read nicely, and pronounce. So, that is the way she became confident. So, this is one of the experiences.

KKM: What is the typical background of the girls who join in the radio? To which community do they belong?

PV: All of them can come, even if they speak Portuguese or national language. because we find so many people who don't know to speak in national language. Myself, I communicate well in Portuguese. But, in my mother tongue I can understand, but can't write. This is because when Portuguese colonised Mozambique, they didn't allow us to use our national languages. So, any girl can come to our station. If she can speak fluently in her local language, she is welcome.

KKM: What does coming to AMARC 11 mean to you? Is it your first time?

PV: I think it's very good because I can exchange experiences. Yes, it's my first time. I like it because I met other women and other associations and heard different stories. You know the environment of each country, the culture, so this is really very nice.

Note: I thank Annapurna Sinha for her help with transcribing the interview.

Emergency radio on air in India

Continued from Page 1

Volunteers from Auroville Radio, Kalanjiam Radio and independent broadcasters reached out and helped set up the station with basic equipment and produced a jingle and announcements. It was inaugurated by the District Collector on December 9. In every sense, the station marked a new beginning.

While it is still early days, field reports confirm that the local community have started to call the radio station requesting for information and also sharing their grievances. According to Ram Bhat, "The District Collector comes as and when he is free to visit the radio station. He has asked the radio station to restrict itself to

announcements related to government information. The radio station personnel are noting down all the grievances on a register and passing it on to the DC, but this content is not being aired as of now. There is [also] a shortage of volunteers, equipment and funding for the emergency radio. The district administration while supportive in principle has not offered any financial or in-kind support apart from the building, power supply and basic furniture."

Meanwhile, as things are still afloat, people are finding ways to stay connected. A place of belonging is being built on air. Tune into 107.8 FM in Cuddalore.



SOUTH ASIA

UNESCO Paris meet: In quest of a way forward for CR in South Asia

“Free community radio from the risks of NGO-ization and advocate the need to go beyond the development paradigm towards a communication rights perspective” was one among the several recommendations proposed towards addressing the challenges that community radio sector faces in the South Asia region. This was done during a special South Asia panel on ‘Capacity Building for Community Radio Sustainability’ convened at the global seminar on ‘Community Media Sustainability: Strengthening Policies and Funding’ hosted by UNESCO, Paris on September 14 and 15, 2015.

The two day meeting was attended by representatives from more than 26 countries. Participants included practitioners of community media, as well as regulators, policymakers and some donor agencies.

The South Asian region was represented by Dr. Vinod Pavarala, the UNESCO Chair on Community Media at the University of Hyderabad (India); Mr. N. Ramakrishnan (Executive Director, Ideosync Media Combine & General Secretary, Community Radio Forum) and Ms. Venu Arora (Executive Director, Ideosync Media Combine) (India); Mr. AHM Bazlur Rahman, CEO, BNNRC (Bangladesh); and Mr. Hasanul Haq Inu, the Hon’ble Minister for Broadcasting, Govt. of Bangladesh, who presented the keynote address during the opening session.

As part of the panel on South Asia, Prof. Pavarala referred to the two-decade old community radio movement in South Asia as a paused revolution while citing some of the macro-level institutional challenges that it is facing. He pointed out one such hurdle to be the apprehensions over security arising out of the activities of a variety of non-state actors in South Asia. While internal conflict has completely stalled the development of community radio in Sri Lanka, other countries in the region are also dogged by similar concerns, he said. Prof. Pavarala stated that the Ministry of Home Affairs in India tends to look at everything through the Internal Security prism, and this position militates against evidence from different parts of the world that community media could play a potential peace-building role in conflict-prone or post-conflict societies.

Mr. Bazlur Rahman discussed BNNRC’s initiatives on capacity building and learning for the Bangladesh CRs, and took stock of the state of CR in the country. Mr. Ramakrishnan highlighted the urgent need to return CR to its first principles of freedom of expression and a right-to-media discourse, in order to re-dedicate the concept of CR to providing a platform for the marginalized. He also spoke about Ideosync’s work with capacity building initiatives for CR in India and Bangladesh; the development of Ideosync’s manual on CR and internal migration (in partnership with UNESCO); its FREE/DEM initiative for CR stations in India on articulating issues around democracy. Ms. Arora described Ideosync’s recent three-country (India-Nepal-Bangladesh) study on community radio sustainability supported by CEMCA and UNESCO.

**Compiled by Taijrani Rampersaud
with inputs from Venu Arora**

The 20 point recommendations of the South Asia panel are as follows:

1. Strengthen participatory and deliberative democracy
2. Free community radio from the risks of NGO-ization and advocate the need to go beyond the development paradigm towards a communication rights perspective
3. Strengthen civil society as a pre-condition for an independent community radio sector
4. Lift restrictions on content while adhering to a commonly acknowledged broadcasting Code of Practice
5. Prioritize media dark areas and use community radio for conflict resolution and peace building
6. Set up autonomously administered public funds to support community radio
7. Promote a culture of self-assessment among community radio and build capacities for participatory research
8. Support transparent and accountable institution building so that CR may perform its role as the third tier of broadcasting
9. Support capacity building for CR to enhance media literacy and digital literacy; Also provide training on sustainability issues apart from the regular trainings on technology issues
10. View CR as local media institutions (with a unique DNA) different from that of an NGO or an educational institution
11. Expand CR policies to diversify ownership to a variety of actors, including trade unions, cooperatives and self-help groups to run community radio
12. Encourage diversification of funding sources for community radio stations, and mandate limits on specific sources – especially government advertising and sponsorship - in order to maintain the independent character of the CRS
13. Support processes that network community media for self-learning and peer sharing; CR Policy must re-emphasise a rights based framework
14. Regulatory frameworks must focus on equity and empowerment and not on monitoring and content
15. Support dialogue with regional political organizations like SAARC, BIMSTEC, and African union to advocate the above
16. Organise regional ministerial meetings to sensitise Governments about such supportive policy frameworks
17. Engage with Sustainable Development Goals of the UN to emphasise the role of Community Media in achieving sustainable development (as per Target 16.10 of the SDGs)
18. Dialogue with Universal Access Funds at national and regional level to access resources for Community Media
19. Ensure that marginalised communities, especially LGBTQ, migrants, lower caste and indigenous and tribal communities own CR – undertake evaluations that show this ownership; and,
20. Ensure that CR returns to its roots by providing a voice for the voice-poor, and offering a platform for marginalized voices.

CR UPDATES

Awards for Alfaz-e-Mewat and Waqt Ki Awaaz

Community radio, Alfaz-e-Mewat, won the Manthan award 2015 under the community broadcasting category. The Manthan award saw 412 applications from 36 participating countries. Fifty seven made it to the finals and there were ultimately 27 winners.

Alfaz-e-Mewat's application laid emphasis on the research that was undertaken using community radio in its programmes on governance. These included MNREGA *Mera Hak*, which used Integrated Voice Response System for crowd sourcing information on the implementation status of MGNREGA. MNREGA *Mera Hak* was produced with inputs from fellow radio stations in four states – Rajasthan, Madhya Pradesh, Bihar and Uttar Pradesh – on programmes related to Public Distribution System, and formative research for community learning programs on sanitation.

Besides these programmes, the station has also been instrumental in supporting research on community radio sustainability. Today, besides the daily broadcasts heard over the radio, Alfaz-e-Mewat's mobile app featuring radio episodes on panchayats is popular with the youth. Set up in 2012 by NGO Sehgal Foundation, the station broadcasts for 13 hours daily and reaches out to 225 rural villages in Mewat district of Haryana.

From December 2015, the station embarks on a 365-episode



Pooja O Murada and Arti Manchanda Grover accepting Manthan Award for Alfaz-e-Mewat

series on women's health and nutrition, supported by the Department of Science and Technology, Government of India.

Shramik Bharti's Waqt Ki Awaaz CR and its programmes got recognition and several awards this year. These include the Manthan Award – Digital Inclusion for Development. Mr. Akhilesh Yadav, Chief Minister of U.P. recognized Waqt Ki Awaaz as an impactful Social Enterprise at an *Manch 2015*, organised on November 14 at CM's residence by the Government of Uttar Pradesh.

CR News Bureau

Call for contributions

The editorial team seeks contributions by way of news reports, features, opinions announcements on recent community radio activities in your organization/region/nation. Voices/Stories from the field, including interviews with community members (listeners and producers) are especially welcome. Contributions should be in English, restricted to 300 words for news/ event and 450-500 words for opinion pieces and features, and typed double spaced. Contributions may preferably be accompanied by photographs/ illustrations. Contact address and details of authors/ organization should accompany the contributions.

The last date for submissions is **January 14, 2015**.

Electronic submission of contributions is recommended. Please email your articles/reports/features to: newsr2010@gmail.com

You can also post them to:

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