



BUILDING CONTENT AND CAPACITY IN COMMUNITY RADIO: Training, Content Development, Networking, and ICTs



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INTRODUCTION

- The last two decades have seen a rapid expansion in the number and popularity of community radio stations.
 - Among other reasons, this expansion can be attributed to the democratization and decentralization in many parts of the world, including Africa.
 - With expansion came the relaxing of state monopolies of broadcasting.
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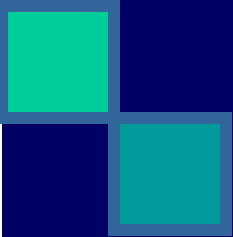



IMPORTANCE OF COMMUNITY RADIO

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- **Why community radio is important?**
 - RADIO: The first accessible technology.
 - Almost every one has access to a radio.
 - Radio can be listened to anywhere: at home, at work, in public and private places. You can read a paper, and any other material for that matter, on the radio.
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IMPORTANCE OF CR...

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- Radio frequencies, be they FM, AM, or SW, cover a large percentage of the world's terrain.
 - Radios are inexpensive.
 - There has been much awareness-raising of the social and economic benefits that can result when communities have access to appropriate information.
 - Community radio is a real tool for social change and monitoring /ownership and control.
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EXAMPLE: VACCINATION CAMPAIGNS

- Community radio has been a tool for effective information dissemination on health issues in MALI
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HOW DO WE CREATE ACCESS TO APPROPRIATE INFORMATION FOR SOCIAL CHANGE?


- Content development and networking
- Training and capacity building
- Strategic and appropriate use of ICT's
- **ICTs' being a cross-cutting tool adding value to the various means of channelling information and reinforcing capacity at the community level.**



CONTENT DEVELOPMENT FOR SOCIAL CHANGE

1. What is local content?

Local content is material conceptualized, produced, and packaged by people using their own instruments (languages, values, beliefs).





2. Why is local content important?

Local content is a source of identity and development, and it enables cultures to flourish. More importantly, it provides the communities with the relevant information necessary for their development.



CONTENT DEVELOPMENT...

- Content in CR covers a wide range of issues that express the desires and needs of the community served. Different CRs focus on different contents depending on their localities and communities' needs.
 - Networking is vital for sustainability, social development, and democracy; and for the learning process for communities that share common concerns.
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CONTENT DEVELOPMENT AND NETWORKING CASE STUDIES

Case Studies:

- Khwezi Community Radio
 - Campaigns for Human Rights
 - *21ST of March Campaigns*
 - Exchange of News and Information: *Simbani Africa News Agency*
 - Audio Exchange: *World AIDS Day Exchange*
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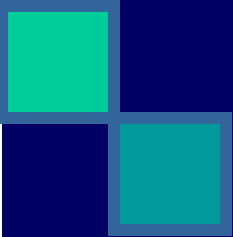



TRAINING FOR SUSTAINABILITY

- Training and capacity building help to orient CR toward a more focused content to respond to community information needs.
 - Example: Training for culture of peace in post-conflict countries.
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BEYOND TRAINING: CAPACITY BUILDING

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- Capacity building goes beyond the conventional perception of training. It is holistic.
 - Community radio management should be equipped to:
 - Manage change
 - Resolve conflict
 - Manage institutional pluralism
 - Foster communication in the community
 - Ensure that information is shared by the whole community.
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ICTs AS AN ADDED VALUE TO BUILD CONTENT AND CAPACITY

- Internet is one of main infrastructures through which CR can disseminate and retrieve information.
 - Contention exists on whether it reinforces status quo or improves social well-being.
 - Advantages of technology are not in creating new “virtual” communities but in strengthening existing technologies, such as radio.
 - One of the biggest internet challenges facing CR is sustainable connectivity.
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STRATEGIC AND APPROPRIATE USE OF ICT


The benefits of the Internet in addressing CR needs are:

- Retrieval of information to improve planning, policy analysis, and decisionmaking
 - Cementing networking and relationships among radio stations
 - Encouraging information and programming exchanges among stations
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STRATEGIC AND APPROPRIATE USE OF ICTs *cont.*

The benefits of the Internet *cont.*

- Online training and access to training materials
 - CR's contribution to the New Information Order
 - Access to developmental information.
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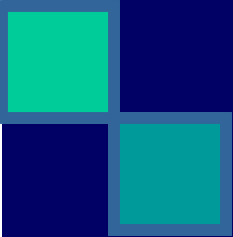



ICTs BEST PRACTICES CASE STUDIES

- An integrated community media approach is most appropriate for application to ICTs in community media such as radio and telecenters. Content can be conveyed via community or rural radio, audiocassettes, CD-rom, and computer technology, including the Internet, in telecenters to disseminate information.
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STRATEGIC USE OF ICTs

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- Best practices: combination of community radio and telecenters
 - New trend...
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BEST PRACTICES: RADIO AND TELECENTERS


- Telecenters are used in areas with low penetration rates or no access at all, particularly in rural and periurban areas, in which the majority of those with no access to computers or other forms of ICTS live.
 - Use of computers and Internet for content; fax; email, and telephone; online radio.
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CASE STUDIES

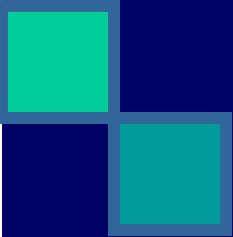


Telecenters:

- Facilitate a process of development that is affordable and accessible for rural communities
 - Provide basic telephone communication and computing facilities
 - Provide access to production of information resources relevant to specific local users
 - Provide training in ICTs
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CASE STUDIES *cont.*

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- Each telecenter serves 250-500 households to respond to the above multipurpose needs of the communities that they serve.

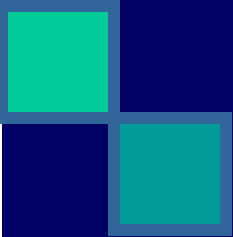
Example of radio browsing:



- Radio combined with telecenters helps to disseminate/share the knowledge generated by the telecenters' activities.



CONCLUSION

- Community radio is a means to advance the knowledge society and serve as a conveyor belt to generate, provide access, disseminate, and share knowledge, data, information, communication, and best practices at all community levels.
 - Challenges mean SUSTAINABILITY.
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