

# Identification of Area of Content Production for Community Radio Stations

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# Importance of Radio

- 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.
- Radio frequencies, be they FM, AM, or SW, cover a large percentage of the world's terrain Radios are inexpensive.

# What is Community Media?

- Media managed and programmed (for radio) by the people it serves;
- Non-profit media responding to a community's expressed needs and priorities;
- Media accountable to community structures;
- Media that allows involvement in its programming through contribution of program ideas and participation by the community it purports to serve.

**Community media is not about doing something for the community but about the community doing something for itself, which means owning and controlling its own means of communication**

**(The World Association of Community Broadcasters)**

# Importance of Community Radio

- Awareness-raising of the social and economic benefits that can result when communities have access to appropriate information.
- Real tool for social change.
- Vital alternative to corporate media.
- Driven by social objectives rather than profit motives.
- Empower people rather than treating them as passive consumers/listeners.
- Nurture local knowledge rather than replacing it with standard solutions.
- promotes discussions and debate among the members of the community.
- enables marginalized and poor communities to speak about issues that concern them

# Community Radio Need to Ensure the Following

- To keep the community informed and to revive, retain and sustain cultural heritage, traditions and norms;
- To empower the community by sharing skills and providing training;
- To operate an effective and sustainable community radio that will champion health care and other development and social challenges;
- To act as a mediator between government, organs of civil society and the people; and
- To convey information and education about development related issues.

# Content Development

# Content Development

## What is local content?

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

## 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.



# Know Your Locality

Participatory appraisal for

- Agro-eco system analysis
- Micro-farming situation

# Knowing Your Audience

- What prior knowledge are they likely to have to the subject?
- How interested will they be in it?
- How much structure and hand-holding are they going to require?

# 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

# Content Development

- Training and capacity building help to orient CR toward a more focused content to respond to community information needs.
- 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.

# Content Types

<b>Content Type</b>	<b>Purpose</b>	<b>Clues</b>
<b>Fact</b>	<b>A statement assumed to be true</b>	<b>Specifications Chronologies Date, Times Purpose</b>
<b>Concept</b>	<b>What it is Why it is what it is</b>	<b>New terms Ideas Abstractions</b>
<b>Process</b>	<b>What happens How something works</b>	<b>Stages Phases Cause/effect</b>
<b>Procedure</b>	<b>How to do something How to make decisions</b>	<b>Steps Takes or actions</b>
<b>Structure</b>	<b>What it looks like</b>	<b>Drawings or diagrams Has boundaries or parts</b>
<b>Principle</b>	<b>What should or should not be done What is true in light of evidence</b>	<b>Rules Guidelines Laws Policies</b>

# Content Taxonomy

<b>Content Domain</b>	<b>Content Type</b>
Declarative (knowing what)	Concepts and facts
Procedural (knowing how)	Procedure and processes
Situated (knowing when and how)	Principles

# Content Organization

<b>Chunking</b>	<b>Break information into small pieces.</b>
<b>Labeling</b>	<b>Label each unit of information with a descriptive and meaningful name.</b>
<b>Relevance</b>	<b>Create groups of related information.</b>
<b>Consistency</b>	<b>Keep the same organization and look throughout a course.</b>
<b>Hierarchy</b>	<b>Group from small to larger pieces of related information.</b>

# ICT as an Added Value to Build Content

- 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.





Thanks