



**COMMUNITY RADIO  
SOCIAL IMPACT  
ASSESSMENT  
REMOVING BARRIERS  
INCREASING  
EFFECTIVENESS**

**Challenges, Findings, Reflections,  
Experiences, Lines of Action  
for Community Radio stakeholders  
AMARC Global Evaluation  
2007**



**World Association of  
Community Radio  
Broadcasters**

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## Foreword

The World Association of Community Radio Broadcasters, AMARC conducted in a 2006 a long-range participatory action research seeking to identify the barriers that limit the potential positive impact of community radio and explore ways to increase the effectiveness of community radio in achieving poverty reduction, development objectives, inclusiveness and democracy building in local communities.

The evaluation process highlighted that communities have sought in community radio a means to express their own issues, concerns, cultures and languages. Community ownership of the media and participation in programming has led to communication processes that are effectively empowered local actors to achieve poverty reduction, forward development objectives, encourage inclusiveness and participation, peace building, good governance and accountability. AMARC and other stakeholders have contributed strongly to the expansion of scattered CR experiences into a dynamic and diverse global sector of broadcasting that has become an alternative to commercial and state owned media, which often neglect representation of the poor, the marginalized particularly women.

The evaluation process has pointed to the lack of proper enabling legislation as the single most important barrier to increased effectiveness of CR social impact. It has also revealed the rich experience of CR movement and the need to encourage exchanges of best experiences in order to better highlight CR social impact. There is need for appropriate tools and indicators to evaluate CR social impact that go beyond information dissemination indicators or small project impact in individuals. Some specific experiences point to the need for further research on how to increase the effectiveness of CR. To do so, the most important challenge is to embed participatory monitoring and evaluation across the CR network

AMARC plays a leading role in the worldwide CR movement for its perception of what CR should be, for its accumulated expertise and the extension of its network of more than 3000 members from 110 countries. The last AMARC 9 World Conference of Community Radio Broadcasters held in Amman Jordan in November 2006, received the first findings of the evaluation process and defined strategic lines of action for 2007-2010 seeking to reinforce the CR movement by removing barriers and establishing conditions for increasing its effectiveness. This book seeks to share the evaluation process findings and contribute to increased debate and awareness of CR social impact.

*Marcelo Solervicens*  
*Secretary General, AMARC*  
*Project responsible*

# PART I

## Chapter 1. Overview. AMARC CR Impact Assessment: Removing Barriers, Increasing Effectiveness.

This book brings together the principal findings, reflections, lines of action and documentation arising from the global assessment of Community Radio (CR) conducted by the World Association of Community Radio Broadcasters (AMARC) in 2006 entitled “Community Radio Impact Assessment: Removing Barriers, Increasing Effectiveness”.<sup>1</sup> This overview is a synthesis of the key findings of the AMARC evaluation process. The reader can also consult <http://www.amarc.org> for further information.

The Goal of CR impact assessment was to contribute to the reduction of poverty by highlighting the barriers that hinder Community Radio (CR) social impact and seek to better define the interventions that can increase the effectiveness of community radio sector and of AMARC in achieving social and development goals.

The global assessment was a participatory action-research process that involved 927 CR stakeholders of 96 countries in regional Roundtables, in a survey, an electronic Forum, in AMARC decision-making bodies meetings, and the AMARC 9 World Conference held in Amman, Jordan 11-17 November 2007. The Global Evaluation process was the first phase of a participatory monitoring & action research process. It counted on the participation of two groups: a core group community radio stakeholders including AMARC members and partners; a larger universe of community radio stakeholders including participants from community radios, academicians, donors and communication for development stakeholders. It was an open monitoring and evaluation process that combined the appropriate use of ICTs and face-to-face meetings. It was facilitated by the web publication of the outputs of the different phases of the process. In that perspective the evaluation process respected the basic epistemological principles of action-research methodology, allowing for external analysts to review the building of consensus among the participants.

### Key findings on the Community Radio Global Review:

The themes of the assessment process included: a *Community Radio Global Review* assessing common challenges, the diversity of situations and best experiences; *Community Radio Social Impact* in poverty reduction, development and democracy building and finally; *AMARC Effectiveness Assessment* as a global network and leading institution of the CR movement. The participatory

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<sup>1</sup> The project “Community Radio Social Impact Assessment: Removing Barriers, Increasing Effectiveness” was supported by the Open Society Foundation, Ford Foundation, Swiss Development Cooperation (SDC) and Swedish International development Agency (SIDA).

monitoring and research process was oriented by the following principles: To increase effectiveness of CR in achieving Millennium Development Goals; Recognize *voicelessness* and powerlessness as key dimensions of poverty; Address the contribution of CR to accountability, equity and civil rights; Ensure the full and effective participation of women; Be participatory and inclusive of marginalized groups; Explore weaknesses and threats as well as strengths and opportunities. What follows is a synthesis of the key findings in the themes.

*The lack of proper enabling legislation is the single principal barrier to CR social impact.* The absence of a friendly legislation; the existence of media oppression and military threats are a generalized barrier to the development of community radio. On varying degrees, these factors hinder CR capacity to develop its positive impact in giving voice to the marginalized, in developing inclusive and democratic societies where governments are accountable and people are empowered to achieve development objectives. Likewise, the absence of appropriate legislation recognizing the social contribution of CR creates financial sustainability challenges that hinder the possibility for scaling up good models of sustainable CR. In spite of this hindering factors CR development is deeply rooted in local communities worldwide increasing the importance of social sustainability as the key aspect of good models of CR.

*Community Radio is a new worldwide tier of radio broadcasting.* Community radio is a distinct media sector and a vital alternative to state owned public broadcaster and commercial private media. Communities have sought in community radio a means to express their own issues, concerns, cultures and languages. The expansion of CR is the result of the reduction of diversity of voices that accompany the formation of media conglomerates that accompanies the globalization processes.

*Community Radio is a new media that properly mixes old and new ICTs.* The rapid development of CR worldwide that accompanies the expansion of new ICTs shows the existence of a positive link between ICT & CR. Community Radios properly highlight that the key communication processes underlying the information society are related to communication rights of people. CR shows the benefits in mixing old and new technologies with CR. With appropriate capacity building CR are able to circumvent restrictive media legislation thus strengthening the CR movement. It also shows that the key element in the information society is that beyond technology the key element is people communicating.

*Community Radio Sustainability is a global challenge.* In spite of increasing positive experiences of socially sustainable CR, financial and technological sustainability remain a challenge that often distract CR practitioners from dedicating themselves to ameliorate radio production, increase community participation and pertinence of programming. Community radio faces important sustainability challenges regarding capacity building, and in enhancing local

ownership. Knowledge sharing on best experiences across regions as well as increased use of new ICTs can make a difference.

*Community Radio is part of a political non-partisan communication process.* Community radio is a social actor of the development process. Community radio can initiate or accompany social change and carries responsibility to be effective in facilitating civil society development and democratic processes. The participation of community radio practitioners and stakeholders in social action and social movements was indicated as an important challenge facing community radio and a key factor in achieving increased social impact.

*Exclusion and marginalisation particularly of women* The participants identified exclusion of women as a key social challenge that can be confronted by community radio. Gender equality is a societal challenge that needs to be tackled if we want to achieve poverty reduction. Gender stereotypes carried by traditional media are obstacles to women rights and empowerment. Community radio can effectively facilitate women's inclusion and the recognition and exercise of women's rights. CR can be a key factor in fighting exclusion and marginalisation through engendering community radio both in terms of content and access to radio management and technology use.

*Community Radio Networks and knowledge sharing are weak.* Even though community radio has become a global sector, interaction and exchange between regions is weak and systematic impact assessment is rare. A multifaceted challenge for community radio is the need to strengthen its own networks and communications. There is need to embed appropriate assessment tools, to document and disseminate good practice and to strengthen network development through institutional capacity building and communications.

### **Key findings on the Social Impact of Community Radio**

*Community radio achievements are not properly highlighted and/or disseminated.* One general perspective arising from the evaluation process is that in spite of a large body of evidence on community radio social impact, CR practitioners and stakeholders have not taken the time and the efforts needed to present systematically the achievements of community radio worldwide.

*Measurements of Community Radio Social Impact must be people centred* Community Radio practitioners and stakeholders agree that measurement of Community radio social impact should be people-centred and based on multi dimensional understanding of poverty. In this perspective the key indicators of community radio social impact are related to voice, empowerment and local ownership of communication processes.

*Quantity indicators don't tell the whole story.* Community Radio participants insisted on the fact that quantity indicators such as measurement of audience, number of hours of programming dedicated to an specific topic, number of



organizations interviewed tell only part of the story of the social impact of community radio. This said, it becomes clear that in absence of sufficient knowledge sharing, relationship between CR and the donor community tend to make them respond to donor pre-established indicators instead of clarifying the need for more appropriate indicators to render CR impact.

*Quality indicators are needed to measure the impact of the communication process facilitated by CR.* For the CR practitioners the main characteristic of CR is to initiate and facilitate a communication process that allows for interaction and interchange ability between the listener and the producer. Quality indicators such as life stories of individual and collective social change can render the process on how this communication process has a social impact. The main recommendation is on the use of participatory monitoring & evaluation process.

*Time is a key factor when measuring CR social Impact.* CR experiences show that CR social impact is dependent on the time factor. The longer the period the more easily it is to measure the social impact of CR. Good examples of this is the experience of CR in Nepal, that after 10 years of experiences, became a contributing factor in the return of democracy after the Royal Coup of February 2005;

*The need to use the tools for measurement that correspond to the social impact we are evaluating.* For peace building and conflict resolution for instance the *Listeners clubs*, feedback and letters measurements need to be fine-tuned. The main indicators for CR social impact can be drawn from the use of Audience research, phone-in, letters, SMS feedback, listeners clubs, focus groups to the measurement through official statistics on the political, social and economic changes in the communities. It can consider the increased participation of citizens in setting the public agenda to the resolution of existing problems through collective action facilitated by the communication processes initiated by CR.

### **Key findings on Community Radio Social Impact**

*The main social Impact of Community Radio is Voice for the poor and marginalized.* For most community radio practitioners, the social impact of community radio is evidence on itself. The sole existence of community radio has a positive impact in the communities. CR allows local communities to experience alternative experiences through their access to a proximity media. For some participants this explains the lack of understanding on some stakeholders on what is the impact of CR: they have difficulties in differentiating between mass media (They see CR as a lower example of mass media), and the participatory and communication rights perspective of CR, the essential medium to allow the voices of the poor and marginalized be heard.

*Community radio is effective in poverty reduction.* Access to voice, information, and knowledge are vital factors in facilitating the achievement of poverty

reduction and sustainable human development. Voicelessness is a key dimension of poverty and exclusion.

*CR is effective in ensuring proper governance.* Community radio can contribute to rendering governments accountable by enabling ordinary people to question their leaders on matters such as the use of public resources.

*CR is effective in achieving development goals.* Community radio is effective in facilitating communication for key development sectors such as health, education and livelihoods;

*CR is effective in empowering Women.* Community radio is effective in empowering women to actively participate in their communities and to become citizens whose voices are heard;

*CR is effective in ensuring inclusion of the marginalized.* Community broadcasting plays a specific and crucial role in encouraging public participation, facilitating community level debate, facilitating inclusion and cultural diversity. The influence of community and independent radios in Nepal's return to democracy are good examples. Rural community radios in Latin America and Africa, show the importance of CR in democratic processes and in ensuring salvage of local languages and knowledge;

*CR is effective in conflict resolution.* Community radios in countries in conflict are known to have an important social impact in conflict resolution and peace building. The examples of RDC, Nepal, Sri Lanka, El Salvador are some key examples on how radio can have a positive impact in addressing this issue;

*CR has an effective impact in disaster prevention/relief.* CR has proven very effective in prevention or in confronting disaster relief following natural disaster. The examples go from the Tsunami in Asia, the Katrina disaster in New Orleans, in Sub-Saharan regions radios are effective in confronting consequences of desertification.

### **Removing Barriers, Increasing Effectiveness**

It is clear that even though the sector has become a world tier of broadcasting the challenges are enormous. The individual most important factor hindering CR social impact is the lack of recognition of its legal existence by many governments or the inappropriateness of legislation in other cases. Amplifying the voices of the poor and the marginalized, particularly women, is a key challenge for CR as it become increasingly recognized for its social impact in poverty reduction, addressing development objectives and democracy building. Sustainability, increased effectiveness and social impact are challenges that need to be addressed through proper knowledge sharing and capacity building, and harmonization of the different bodies of AMARC.

The Roundtables, the electronic Forum and the survey on CR social impact consistently indicated key lines of action for the Community radio stakeholders and specifically for AMARC. The goal of AMARC as defined by CR stakeholders is to combat poverty, exclusion and voicelessness and to promote social justice and sustainable, democratic and participatory human development. In the pursuit of this goal AMARC purpose is to amplify the voices of the excluded and marginalized through community media and new ICTs, to support popular access to communication, and to defend and promote the development of CR worldwide.

In order to remove barriers and increase its effectiveness the CR sector needs to: (1) Advocate and do policy research to achieve improvement in the policy, legal and regulatory environment for community media and of the right to communicate as the recognition of CR is the single most important factor hindering CR positive social impact; (2) Increase knowledge sharing and capacity building in the CR sector to strengthen the sustainability, effectiveness and relevance of community media facilitating the appropriation of community media by excluded and marginalized communities to better identify, discuss, articulate and voice their development concerns; (3) Develop content exchange and social action campaigns in order to amplify the voices of the excluded and marginalized in sustainable development and to strengthen south-centered perspectives; (4) effectively support gender equality, women rights and voices to combat gender based discrimination and to strengthen women's participation in community media at all levels; (5) Reinforce the CR Network and communications and to strengthen alliances between community media and other networks and social movements, as well as by strengthening and harmonizing AMARC international and regional bodies functioning.

On the other hand, and following the assessment of lack of consistency by the AMARC network in the Synthesis Meeting of AMARC decision-making bodies, a proposal was tabled for the AMARC 9 General Assembly. Regarding AMARC structures and functioning the AMARC 9 General Assembly carried a resolution seeking better integration and harmonization between the works of AMARC bodies. This would avoid the repetition of situations like the one of AMARC Africa and increase the effectiveness of AMARC as a global network. (See resolution 22 of the AMARC 9 General Assembly).

## Chapter 2. Methodology Highlights of the Evaluation Process

The current book describes the findings of the first phase in a wider strategic objective leading to embed systematic iterative and comparative monitoring and evaluation methodologies throughout the AMARC community radio network. AMARC consists of distinct legal and operational entities within a common political framework and accountable to a membership base of 3000 in 110 countries.

The methodology of the AMARC “Community Radio Impact Assessment: Removing Barriers, Increasing Effectiveness” builds on the evaluation methodology based in theories and practices of the communication for development community particularly action research<sup>2</sup> that were part of the building of the community radio movement more the 30 years ago in Latin America, starting with the works by Paulo Freire<sup>3</sup> and practitioners’ such as Ramiro Beltran,<sup>4</sup> and others.

The assessment proceeds in tandem with related work in the framework of the Building Communication Opportunities initiative (BCO) and internal AMARC project evaluations. It also draws recognition to the results of a recent on-line conference on community radio organized by the Institute for Development Studies (Jan-Feb 2006).<sup>5</sup> This Email discussion demonstrated the current interest and the wide range of topics being debated on CR by development professionals and scholars and not only community media practitioners and activists.

The synthesis of the AMARC *Community Radio Impact Assessment: Removing Barriers, Increasing Effectiveness* evaluation process were brought to the AMARC 9 World Conference held in Jordan in November 2006. It helped CR stakeholders to assess the situation of community broadcasting and the environment in which it evolves and helped define procedures, mechanisms and strategies to increase the effectiveness of community radio in helping local communities to achieve social and development objectives including the millennium development goals (MDGs). It served as groundwork for defining AMARC’s Strategic Plan for 2007–2010.

### Methodology Assumptions

The project is directly connected to the reinforcement of grassroots community radios effectiveness in achieving social change and development objectives. Community radio aims to empower communities to speak by themselves, to give a voice to the voiceless and to be a dynamic social actor for social and economic

<sup>2</sup> This methodological presentation is based in Action Research literature. Among others: Rory O’Brien. An Overview of the methodological Approach of Action Research. Faculty of Information Studies, U of Toronto, 1998. Also see action research documentation at [www.idrc.ca](http://www.idrc.ca)

<sup>3</sup> Paulo Freire, *Pedagogy of the Oppressed*, New York, Herder . 1970

<sup>4</sup> R. Beltran, *Communication for Development in Latin America. A Forty Year Appraisal*, In *Cultural Expression in the Global Village*, Southbound, 1993.

<sup>5</sup> See <http://www.id21.org/communityradio/finalreport.html>

good. It did not involve a traditional AMARC institutional assessment in itself, except the evaluation of the effectiveness of its contribution to the development of the community radio movement.<sup>6</sup>

The review, impact assessment and evaluation of AMARC effectiveness aimed at identifying barriers and increasing the effectiveness of community radio movement social impact through proper planning, by grounding a consultation/reflection process in the following principles:

- Oriented to increase effectiveness in achieving Millennium Development Goals;
- Recognize voicelessness and powerlessness as key dimensions of poverty
- Ensure the full and effective participation of women;
- Be participatory and inclusive of marginalized groups;
- Address the contribution of CR to accountability, equity and civil rights
- Reflect on the mission of AMARC and General assembly decisions;

The project closely involved AMARC members in both design and implementation. It contributed to clarify the situation in which community radio evolves and the challenges and perspectives it faces. The process will help develop tools for proper assessment of community radio social impact in poverty reduction, democratic governance and Human rights and; how can AMARC better support and defend the community radio movement building the conditions for scaling-up the community radio sector.

It is clear that projects imposed from the outside are less likely to tap into existing communication networks, there is then need to understand the context. The assessment process “seeks to overcome any separation between research and project development, placing the evaluation of project practice, making that assessment at the same time both more relevant and more useable.”<sup>7</sup> Douglas Horton<sup>8</sup> considers that this is controversial among some evaluation theorists, because it challenges the research principle that the measurement of something should be independent of the thing measured, but viewing evaluation as *an intervention* turns the table on this classic threat to validity and looks at how the collection of data can be built into program processes in ways that enhance program and organizational outcomes.

Furthermore, we consider research-action transforms the evaluation process in a capacity development mechanism, supporting increased organizational effectiveness. This can make the evaluation more cost beneficial to a significant extent. For example, an evaluation interview or survey that asks about various objectives of a program can affect awareness of what the objectives or intended

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<sup>6</sup> Charles Lusthaus, Gary Anderson, and Elaine Murphy, Institutional Assessment. A Framework for Strengthening Organizational Capacity for IDRC's Research Partners, IDRC, 1995, 88 pp.

<sup>7</sup> Jo Tacchi, Evaluating Community Based Media Initiatives: An Ethnographic Action Research Approach.

<sup>8</sup> Douglas Horton et al. Evaluating Capacity Development, Experiences from Research and Development Organizations around the World, ISNAR/IDRC/CTA, 2003, 188 pp

outcomes of the program are. In that sense, the evaluation is an intervention in that it can reinforce what the program is trying to do. The basic questions that need to be addressed throughout the life of projects:

1. What are we trying to do?
2. How are we trying to do it?
3. How well are we doing?
4. How can we do it differently/better?

These four questions must be asked periodically during the assessment process. Answering them in the ways suggested produces a systematic yet adaptable method for effectively developing and evaluating projects. The idea is to “develop a *research culture* within the community radio movement. If action research means a way of thinking about the relationship between knowledge and action (rather than specific research methods), then it can be part of the culture of a project or organization. That is to say, people can routinely think about what they need to know, what they do know, what knowledge their activities produce, how they can go about knowing more, and how they relate their knowledge to planning future activities.”<sup>9</sup>

### **Methodology Concept and Process**

The methodology of the project “*Community Radio Impact Evaluation: removing barriers, increasing effectiveness*”, is Action Research. Action research is a systematic form of inquiry that is collective, collaborative, self-reflective, critical, and undertaken by the participants of the inquiry.<sup>10</sup> Action research, sometimes called “practitioner research,” is a reflective investigation of a personal interest, problem or challenge. Communication for development<sup>11</sup> and social change measurements are included in this perspective.<sup>12</sup>

### **Ground-based**

The first characteristic is that the importance given to praxis and the importance of context permits participatory and ground-based evaluation. The process begins with the development of questions, which may be answered by the collection of data. Action implies that the practitioner will be acting as the collector of data, the analyst, and the interpreter of results. Action research *leads to re-frame a problem*; then experiments are performed to bring about outcomes that are subjected to further analysis. Reflection-in-action recognizes that there is little or no separation of research from practice, little or no separation of knowing and doing.<sup>13</sup> This methodology results in learning by doing developing

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<sup>9</sup> Jo Tacchi, Evaluating Community Based Media Initiatives: An Ethnographic Action Research Approach. Paper for OUR Media III conference, Baranquilla, Colombia (19-21 May 2003)

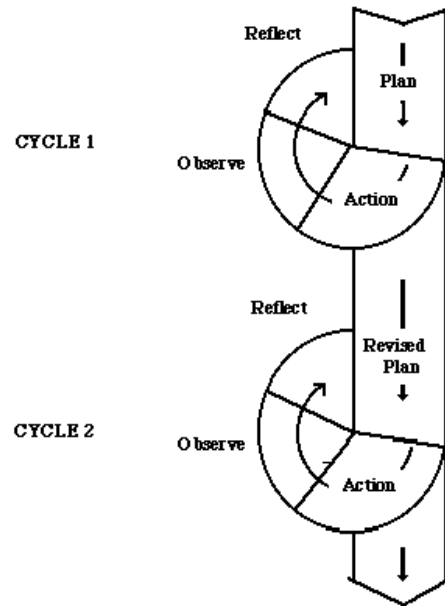
<sup>10</sup> McCutcheon, G. & Jung, B. (1990). Alternative perspectives on action research. *Theory into Practice* 29 (3): 144-151

<sup>11</sup> See among others: Paolo Mefalopoulos and others Participatory Communication Strategy Design, FAO, Rome, 2004.

<sup>12</sup> Maria Elena Figueroa and others, Communication for Social Change. An Integrated Model for Measuring the Process and Its Outcomes, The Communication for Social Change Working Paper Series: No 1, 2002.

<sup>13</sup> Schon, D. A. (1983). *The reflective practitioner : How professionals think in action*. New York: Basic Books.

capabilities for monitoring, impact assessment and evaluation by the CR practitioners and stakeholders. The methodology is open to realities in the ground as it recognizes the importance of context and its influence on institutional performance.



### Process approach

The second aspect is that Action Research is iterative and cyclical and is similar in nature to the numerical computing technique known as *successive approximation* - the idea is to close in upon a final goal or outcome by repeated iterations. This characteristic allows for process intervention through knowledge sharing leading to deeper understanding. Action research starts with understanding of a problem leading to an intervention plan that brings the Action.<sup>14</sup> During the action, pertinent observations are collected in various forms. (Monitoring the implementation by *Observation*.) The new interventional strategies are carried out, and the cyclic process repeats, continuing until a sufficient understanding of (or implement able solution for) the problem is achieved (*Reflection and Revision*). A representation of an AR protocol by Kemmis is provided in Figure 1<sup>15</sup>.

### Empowerment approach

A third characteristic of Action Research is the degree of empowerment given to all participants and thus to the movement of community radio practitioners itself. Involvement is of a knowing nature, with no hidden controls or preemption of direction by the researcher. All participants negotiate meaning from the data and contribute to the selection of intervention strategies, the need for communication between all participants to be of paramount importance. The Action Research

<sup>14</sup> Taken from [An Introduction to Action Research](#) - by Dan MacIsaac

<sup>15</sup> Kemmis, S., & McTaggart, R. (Eds.). (1990b). *The action research reader*. Victoria: Deakin University.

refers to using evaluation logic and processes to help people in programs and organizations learn to think evaluatively. This is distinct from using the substantive findings in an evaluation report. It's equivalent to the difference between learning how to learn versus learning substantive knowledge about something. Learning how to think evaluatively is learning how to learn. Learning to think and act evaluatively can have an ongoing impact, especially where evaluation is built into ongoing organizational development. Values are the foundations of goals. By providing a mechanism and process for clarifying values and goals, evaluation has an impact even before data are collected. Likewise, the process of designing an assessment often raises questions that have an immediate impact on program implementation. Such effects can be quite pronounced, as when the process of clarifying the program's logic model or theory-of-action leads to changes in delivery well before any evaluative data are ever collected.

### **The context and institutional assessment approach**

The action research methodology allows for an assessment on the legal and cultural context and its dynamic influence on the existence and development of community radios in different regions of the world. Precisely one of the key AMARC objectives is to contribute to the creation of enabling environments for community radio. Thus, Lusthaus and others closely link the performance of Organizations to the environment conditions as suggested.<sup>16</sup>



The key dimensions of the external environment influencing organizations are the administrative, legal, political, socio-cultural, economic, technological, and stakeholder contexts.

<sup>16</sup> Charles Lusthaus, Marie-Hélène Adrien, Gary Anderson, and Fred Carden Enhancing Organisational Performance. A Toolbox for Self-assessment, IDRC 1999, 140 pp.



Each of these components of the external environment can also influence the efficiency of community radios as individual organizations as well as the community radio movement as a global network. In this perspective the existence of unfriendly legal environments that do not carry recognition for CR become barriers to be removed with local or global interventions so to increase the potentially positive influence of community radio in poverty alleviation.<sup>17</sup>

### **Participants in the Evaluation Process**

The participants in the evaluation process were relevant actors of the communications for development and community radio sector, Multilateral Organizations, NGOs, Donor Community and academics. They consist on two main groups of participants – the Core group (AMARC decision making and operational bodies, external advisors and partners among CR stakeholders); and the Stakeholders Group (formed by CR members, communication and development stakeholders and academics).

#### **The Core Group**

The Core Group consisted of relevant communication for development partners, CR stakeholders and the decision-making structures and operational staff of AMARC (International Board, Regional Boards and partners at regional level (roughly 200 participants). This group, consisting on relevant actors of the community radio, community media and NGO movements interacted in face-to-face roundtables and electronic discussions and meetings. It acted as the forum for knowledge gathering and critical review to define specific lines of action to remove barriers and increase the effectiveness of CR social impact.

#### **The Stakeholders Group**

The Stakeholders Group is formed by people interested in community radio including grass-roots members of AMARC, community radio practitioners, communication for development practitioners, NGO officials, donors, government officials, private sector partners. Their participation in the first instance will consist in participating in the roundtables, electronic discussions, in the survey as well as in the AMARC 9 world conference held in Amman, Jordan 11-17 November. Their purpose is to validate and critique and serve as equilibrium to the Core Group.

#### **C4D projects and Community Radio Targeted Research**

Besides the discussions by the *Core and stakeholders group*, there was specific impact assessment research on AMARC chosen projects together with community radios and C4D practitioners at community, country, and international levels. Some of the selected articles included in this book are part of that research, related to good experiences. It also involved review of some Emails list debates as the one conducted by Id21<sup>18</sup>; they are also linked to the Workshop organized by AMARC SDC and UNESCO for the World Congress for

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<sup>17</sup> Kanchan Human, *Community Radio in India: A Study*, School of Communication, University of Hyderabad, 2005

<sup>18</sup> See <http://www.id21.org/communityradio/finalreport/pdf.html>

Communication for Development held in Rome, Italy in October 2006.<sup>19</sup> It involves also the specific discussion on the impact assessment being carried by Building Communications Opportunities (BCO) Alliance.<sup>20</sup> It also includes a review of the impact assessment literature and research papers prepared by external advisors as knowledge sharing tools for community radio practitioners.

## **Strategies and Resources**

The methodology of the “*Community Radio Social Impact Assessment: Removing Barriers Increasing Effectiveness*” project involves resources and strategies leading to ensure a participatory action-oriented research process, centered in learning by doing thus developing monitoring, impact assessment and evaluation capacities of the CR practitioners and stakeholders. It also looks for supporting the larger Communication for Development community; donors and other stakeholders to better understand development processes. The first phase of the consultation, review and evaluation process included resources and strategies consisting on the following:

*Participation & Knowledge sharing:* Built on the experience of the participants taking into account the empowering effect of knowledge sharing between community radio practitioners, communications for development community and donors;

*Diversity recognition* Considered the diversity of experiences of community radio, each community requires an approach adapted to their needs in an specific social, economic, political and cultural environment. It will seek to develop models for impact assessment that can be used in the future;

*Interactivity* It made extensive use of interactive face-to-face and on-line mechanisms such as Roundtables, teleconferences, electronic discussions, websites;

*Cumulative knowledge* It reviewed, reflected and shared existing evaluative material that has been produced in recent years of qualitative and quantity nature;

*External Support and Screening.* The methodology also included support from external advisors on evaluation process. They were mainly from the Communication for Social Change Consortium.

*Definition of goals purpose, objectives and strategic lines of action* guiding the collective knowledge accumulated during the global assessment permitting to further develop monitoring and evaluation tools from the actions to remove barriers and increase the effectiveness of CR.

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<sup>19</sup> See: [http://www.amarc.org/index.php?p=World\\_Congress\\_on\\_Communication\\_for\\_Development&l=EN](http://www.amarc.org/index.php?p=World_Congress_on_Communication_for_Development&l=EN)

<sup>20</sup> See: [www.bcoalliance.org](http://www.bcoalliance.org)

## Description of the Activities

The three themes (CR global review, CR social impact evaluation and AMARC and CR movement effectiveness) organized the participatory action research process engaged 927 CR stakeholders of 96 countries. First of all in discussions and knowledge sharing activities (Round Tables, Electronic Forum, Survey, and research) leading to the production of documents intended to embed evaluation processes leading to remove barriers and increase the efficiency of the Community Radio Movements and of AMARC in poverty reduction and development challenges. Secondly in the debates on the results of the CR Social Impact assessment process and in policy definitions on how to remove barriers and increase the effectiveness of CR at the AMARC 9 World Conference of CR Broadcasters held in Amman from 11-17 November 2006. The activities of the project were:

- (a) **Roundtables.** The project engaged 232 CR practitioners and stakeholders in face to face to face regional Roundtables where there was discussion on CR review in the region; social impact of CR and what can AMARC do? (The roundtables were attended by external advisors from the Communication for Social Change Consortium):
  - a. The **Asia pacific Roundtable** was held in Colombo Sri Lanka on May 5, 2006 in combination with The World Press Freedom Day. 43 participants including community radio practitioners and stakeholders attended the Roundtable. The participants contributed consistently in the three themes through workshops.
  - b. The **Latin America and Caribbean Roundtable** "*Community Radios and Social Change in Latin America & the Caribbean*" was held in the headquarters of the National Coordination of Radios, Lima, Peru, Wednesday 24 and Thursday 25, May 2006. There were 48 participants from 19 countries between community radio practitioners and stakeholders. The Latin American region is one of the oldest of AMARC and the nature of challenges proved to be particular.
  - c. The **African Roundtable** "*Community radio social impact: removing barriers, increasing effectiveness*" was held in Abuja, Nigeria on July 5, was followed by a workshop on advocacy for Community radio in Nigeria. 52 community radio practitioners, and stakeholders from 14 countries participated. Among others, there were contributions from Uganda, Benin, Mali, Kenya, South Africa, Ghana, Senegal, Democratic Republic of Congo, and Nigeria.
  - d. The **European Roundtable** "*Community Media Social Impact: Removing barriers, increasing effectiveness*" was held in Brussels, in European Parliament on July 12. 41 participants attended it, from 12 European countries.
  - e. The **North America Roundtable** was held July 31 in Madison, Wisconsin, with the Grassroots Radio Conference with participation of 38 CR representatives from Canada and the United States.

- (b) **Electronic Forum.** 196 CR practitioners and stakeholders participated in interactive and multilingual discussions articulated around the reactions to the synthesis documents produced from the Roundtable face-to-face phase. There were three consecutive discussions on the same three topics of the Round tables.
  - a. CR review in the region;
  - b. Social impact of CR and;
  - c. What can AMARC do?
- (c) **Community Radio Social Impact survey.** 149 CR practitioners and stakeholders from 76 countries answered the questionnaire on the three themes discussed in the Roundtables.
  - a. **Research activities on Best experiences,** CR practitioners' presentations were selected and some of them were included in this book (See Part 3).
  - b. **Bibliography and evaluation tools.** The external advisors contributed to the action research process with documents on social impact evaluation of CR including, overview, methodologies and bibliography.
- (d) **Synthesis Meeting of AMARC decision-making bodies on the results of the project "Community Radio Social Impact Assessment: Removing Barriers, Increasing Effectiveness".** 38 members of decision-making bodies of AMARC (including the International board and the regional boards of AMARC) met on November 10 in Amman, Jordan, to discuss the results of the Evaluation process and to explore policies for better governance of AMARC structures and the need for better harmonization between the different bodies of AMARC in order to increase AMARC effectiveness;
- (e) **AMARC 9 World Conference of Community Radio Broadcasters** 312 CR stakeholders from 94 countries (besides the AMARC decision making bodies) participated in the 9<sup>th</sup> world gathering of CR broadcasters. The participants analyzed in several workshops the synthesis of the global evaluation process and decided on policies and the strategic plan 2007-2010 arising from the global evaluation. There were important remarks on how to embed the evaluation process throughout the AMARC and CR network.

## **PART II. Global Challenges to Community Radio<sup>21</sup>**

### **Chapter 3 Global Review of Community Radio: Barriers and Opportunities.**

Under globalization, the world has become a “village” characterized by an economic, social and cultural divide in the North as well as in the South that translates itself into a democratic deficit, inequitable public policies, acute development challenges, inadequate distribution of wealth and opportunities, exclusion of women and the poor, cultural tensions, migrations and a series of open or latent conflicts. Concentration and corporate ownership of media, including the existence of large conglomerates, has led to prioritize customer and profit interest resulting in the dilution of the critical role of media in informing citizens and holding governments and economic entities accountable.

These challenges of globalization tend to present themselves affecting in varying degrees regions, countries and local communities. The communication processes facilitated by CR show new and dynamic responses to these challenges that arise from the communities themselves and, through networking with social movements, at the regional and international levels. Communities have sought in community radio a means to express their own issues, concerns, cultures and languages. The continuous struggle for more democratic systems of governance and accountability, globally and particularly in Latin America, Africa and Asia have paved the way for the proliferation of community radios worldwide. CR has become a new tier of communications and has become a new social actor for development that is contributing specifically to empowerment of women and the excluded as well as social change conducive to democracy building, good governance and accountability, poverty reduction and the achievement of development goals.

Community Radio contributes to communication political processes that foster social change. Community radio’s fundamental role in poverty reduction and democratization is evidenced in the multiplicity of voices aired, the numbers of public service announcements and programs that are provided at little or not cost; reporting by and on underserved communities; in depth coverage of political events including those by small parties; serious discussion of issues neglected by corporate media such as labor movements; low and full power stations in rural communities and urban neighborhoods; and lobbying for a more democratized media generally

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<sup>21</sup> Part 1, presents the key findings and documentation on the situation of Community Radio worldwide formulated and used by CR stakeholders during the World Evaluation of Community Radio: Removing Barriers, Increasing Efficiency activities, including Regional Roundtables, Electronic Forum Discussions, electronic Survey and AMARC 9 World Conference.

Community Radio suffers, everywhere and in varying degrees depending on the region or country, either situations of oppression, of military threats or censorship and associates itself to social movements and builds coalitions for communication rights and freedom of expression with other media and/or with human rights activists. In spite of increasing positive evidence on the positive impact of CR, a common barrier to the development of Community Radio worldwide is, either the absence, shortcomings or inadequacy of legislation and regulation for community radio at all levels (spectrum allocation, frequency allocation, community radio definition in law, support to community radio). Unfriendly legal frameworks are a constant challenge to the sector so that the main characteristics of community radio need to be constantly highlighted and developed.

Thus, CR political, social & cultural recognition and performance varies from region to region leading CR and community media practitioners to reinforce diverse social movements and country agenda, including on development issues, civil society reinforcement, women rights, cultural diversity, peace building among others. But, in spite of differences due to legal frames and regulations and the challenges of country environment, community radio is universally built along not for profit objectives, local community ownership, participatory and progressive programming driven by community challenges.

What is Community Radio? Not the media moving into community but the community moving into the media. We (Community Media) are not the media but the facilitators of social movements, the voice of civil society. Furthermore, local ownership and appropriation of CR are closely linked to participation in decision-making processes and the needs of the community deserved. One of the strengths of community radios, is their *horizontality and diversity*, which shows that they are built from the bottom up, thus reflecting a network of multiple languages, and the expression of differences. This diversity actualizes the representation of the excluded, the survival of historic memories, of cultural diversity and an equitable approach to development.

Community radio can initiate or accompany social change and carries responsibility to be effective in facilitating civil society development and democratic processes. The participation of community radio practitioners and stakeholders in social action and social movements was indicated all along the global assessment of CR as an important challenge facing community radio and a key factor in achieving increased social impact.

After decades and centuries, and several women's conferences, in many parts of the world, women's rights have been recognized and opportunities for women have expanded. However, gender equality is far from being achieved. CR is a key instrument in advocating women's rights and practicing gender equality. The participants identified the exclusion of women as a key social challenge for community radio. Gender equality is a societal challenge that needs to be tackled

if we want to achieve poverty reduction. Gender stereotypes carried by traditional media are obstacles to women rights and empowerment. Community radio can effectively facilitate women's inclusion and the recognition and exercise of women's rights. Engendering community radio both in terms of content and in access to radio management and technology is a fundamental development and democratic challenge.

Community radio is about politics, in terms of democratization of societies but not in terms of partisan politics, as CR must maintain their independence and autonomy from governments and political parties. The role of community radio in good governance, accountability and democratization was highlighted in relation to several experiences.

Common opportunities being used by community radios are the benefits that come from mixing "old" and "new" information technologies. The people centered approach leads to the use of the appropriate combination of technologies allowing capacity building and knowledge sharing conducing to voice for the excluded, marginalized and building citizenship. It also shows that the corner stone in a democratic and inclusive information society is goes well beyond technology, it about people communicating.

The sustainability of local and specific CR is a recurrent challenge in all continents, to the point that it may hinder CR social impact. Social sustainability of community radio is a reality closely linked to local ownership, but social sustainability also raises issues about capacity building and knowledge sharing to ensure community participation in the survival of community radio experiences. The sustainability of local and specific CR is related to its capacity to have relevant, participatory and creative programming that attracts the audience and encourages access to the media in their own language, and is alternative and distinct from commercial and public broadcasting. Sustainability is also dependent on financial support otherwise it distracts CR practitioners from dedicating themselves to ameliorate radio production, increase community participation and pertinence of programming. The proposal is, as it is done in some countries, the unconditional public funding justified by the social nature of community radios, ensures CR basic financial sustainability. Sustainability is also related to curtailing specific geographical and technological challenges to broadcasting and to access to the media including the necessary capacity building to facilitate local communities ownership of the media.

CR experiences, notably good experiences are not highlighted and suffer from their local and specific characteristics rendering scaling up more difficult. Furthermore and even though community radio has become a global sector, the interaction and knowledge sharing between regions is weak and systematic impact assessment is rare. A multifaceted challenge for community radio is the need to strengthen its own networks and communications. There is need to embed appropriate assessment tools, to document and disseminate good

practice and to strengthen network development through institutional capacity building and communications. One general perspective arising from the evaluation process is that in spite of a strong body of evidence on community radio social impact, CR practitioners and stakeholders have not taken the time and the efforts needed to present systematically the achievements of community radio worldwide

### **Key findings on Community Radio Global Review**

*The lack of proper enabling legislation is the single principal barrier to CR social impact.* The absence of a friendly legislation; the existence of media oppression and military threats are a generalized barrier to the development of community radio. On varying degrees, these factors hinder CR capacity to develop its positive impact in giving voice to the marginalized, in developing inclusive and democratic societies where governments are accountable and people are empowered to achieve development objectives. Likewise, the absence of appropriate legislation recognizing the social contribution of CR creates financial sustainability challenges that hinder the possibility for scaling up good models of sustainable CR. In spite of this hindering factors CR development is deeply rooted in local communities worldwide highlighting the importance of social sustainability as the key aspect of good models of CR.

*Community Radio is a new worldwide tier of radio broadcasting.* Community radio is a distinct media sector and a vital alternative to state owned public broadcasting and commercial private media. Communities have sought in community radio a means to express their own issues, concerns, cultures and languages. The expansion of CR is the result of the reduction of diversity of voices that accompany the formation of media conglomerates that accompanies the globalization processes.

*Community Radio is a new media that properly mixes old and new ICTs.* The rapid development of CR worldwide that accompanies the expansion of new ICTs shows the existence of a positive link between ICT & CR. Community Radios properly highlight that the key communication processes underlying the information society are related to communication rights of people. CR shows the benefits in mixing old and new technologies with CR. With appropriate capacity building CR are able to circumvent restrictive media legislation thus strengthening the CR movement.

*Community Radio Sustainability is a global challenge.* In spite of increasing positive experiences of socially sustainable CR, financial and technological sustainability remain a challenge that often distract CR practitioners from dedicating themselves to ameliorate radio production, increase community participation and pertinence of programming. Community radio faces important sustainability challenges regarding capacity building and enhancing local ownership. Knowledge sharing on best experiences across regions as well as increased use of new ICTs can make a difference.



*Community Radio is part of a political non-partisan communication process.* Community radio is a social actor of the development process. Community radio can initiate or accompany social change and carries responsibility to be effective in facilitating civil society development and achieving development objectives and democracy building. The participation of community radio practitioners and stakeholders in social movements was indicated as an important factor in achieving increased social impact.

*Exclusion and marginalizing, particularly of women* The participants identified exclusion of women as a key social challenge that can be confronted by community radio. Gender equality is a societal challenge that needs to be tackled specifically in Community radio if we want to achieve poverty reduction and facilitate the achievement of development objectives. Gender stereotypes carried by traditional media are obstacles to the exercise of women rights and empowerment and CR can effectively facilitate women's inclusion and the recognition and exercise of women's rights. CR needs to fight exclusion and marginalizing by engendering CR both in terms of content and access to radio management and in the use of technology.

*Community Radio Networks and knowledge sharing practices are rare.* Even though community radio has become a global sector, interaction between regions is rare and exchanges between CR are rare. Furthermore, systematic impact assessment across borders is almost non-existent CR need to strengthen their own networks and communications and to embed appropriate assessment tools, to document and disseminate good practices and to strengthen network development through institutional capacity building and communications.

## Chapter 4 Regional Perspectives

This Chapter presents a synthesis of the debates and findings from Africa, Latin American, Asia Pacific, European and North American perspectives on the different activities held during the global evaluation process (roundtables, electronic forum, survey, exchanges at the AMARC 9 World Conference).

### **African Perspectives<sup>22</sup>**

In the African regional debates, there was strong consensus on the need to “optimise the limitless potential of Community Radio in expanding the geography of the democratic space.”

Some of the key specific elements raised was that Community Radio is for the people/by the community; It is differently run and managed, and differently regulated by different legislation in the various countries; CR should be expanded and allowed to grow – governments must create an enabling environment for this important tool to thrive; CR is about empowering communities by redistribution of power because “Participation is the engine of democracy and community radio is a tool for participation”

Some of the specific challenges related to CR in the African context were also raised. They are related, first of all, to the difficulty of maintaining the independence of CR political role from governments, political parties or religious denominations. There is also the issue of gaining respect for the role of CR for promoting good governance and accountability. Specific challenges of CR are similar to other regions and they relate to ensure local ownership of CR, content development, issues of financial sustainability and challenges to ensure gender equity within CR.

In the African context CR has proven its positive influence in poverty reduction and in facilitating sustainable development as well as good governance and accountability. CR needs to be driven by the needs of the community it serves. As said by Fr. Patrick Tor Alumuku’s book *Community Radio for Development* which says somewhere that, “freedom of expression is significant because human life depends on communication, and to be fully human, people must communicate.” We all work towards the development of community radio in our various countries and all through the world.

### **Asia Pacific Perspectives<sup>23</sup>**

The main challenges for CR in the Asia Pacific region are, first of all the lack of appropriate CR legislation accompanied by constant oppression of media,

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<sup>22</sup> The African Roundtable notes were compiled by Doris Dery, Women’s representative, West and Central Africa. Resume of Electronic Forum by Grace Githaiga, President AMARC Africa.

<sup>23</sup> These are excerpts from the notes from the Asia Pacific roundtable taken by Suman Basnet, AMARC AP Coordinator

freedom of expression and military threats. There also exist difficulties related to the sustainability of CR, increased by geographic isolation (Maldives).

The use of mixed technology was considered as a clear opportunity allowing exchanges that reinforce CR programming and permitting to circumvent oppressive media legislation. CR has proven to be a unique tool as early warning system in natural disaster prevention as well as after the Tsunami in facilitating reconstruction and solidarity building. CR has proven in the region to be an effective tool for peace building and democracy building as in the democratic experience of Nepal. The role model of women in CR and engendering CR programming are effective possibilities to promote gender equality and women's rights in the region. Networking and capacity building is important.

It is important to articulate the values and social objectives in the CR sector. CR can serve for *Protection* in terms of security and safety against danger, particularly disaster that can be predicted and prevented; for the role of media in conflict prevention by encouraging the dialogue before the conflict becomes violent. CR also serves for the *well-being* of local communities by facilitating to achieve millennium development goals and things like education and health, it involves also issues such as happiness, self esteem and quality of life. CR also in terms of *recognition* on how individuals have been improved by CR, because they have not only been able to speak out but also to be heard and make an impact. It's about being able to participate in political processes and having one's point of view recognized and actually making a difference. This is what others would call good governance, accountability and participation. CR is also about information on shared cultures and values that can impact on individual rights. Particularly for situations of women in society that need to challenge particular cultural values that are damaging to women; on attitudes towards young women and the ways in which they can be abused; attitude towards women in relation to their relation with men in society. At the same time it should respect cultural and linguistic diversities rather than promoting one culture. CR encourages *socialization* that includes solidarity, social inclusion, and rights of people to speak about their lives and identify inequalities in society.

### **Latin American and Caribbean Perspectives<sup>24</sup>**

Although the electoral processes seem to be consolidated in many countries in Latin America and the Caribbean, there is still a democratic "deficit" in the region. In spite of the changes, it seems that "everything changes to stay the same". The arrival of progressive sectors to the government has not conducted to any significant gains in the democratic culture, the distribution of wealth and the access to public policies for all. In this context, CR have played an important role: in denouncing the neoliberal model; in explaining the situation in a simple way and; by opening the microphones to the marginalized sectors of the population.

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<sup>24</sup> These are excerpts from the notes taken by Paula Castello, Project Officer of AMARc LAC

This context limits communicational practices financially and legally. There are progressive legislations, but the specific rulings contradict them and make the existence of community radios very difficult. There is the need for recognition and to build a collective identity; to exist requires to be recognized by the media.

In this context there is need for more clarity on what community radio and there is still a lack of agreement with other social movements to increase their influence/impact, in order to become a counterbalance of factual power. There is coexistence of several models of community radio. It is necessary to strengthen CRs' internal evaluation processes and work, to be coherent between what community radios preach and stand for and their internal functioning, which should be ideally democratic and equitable. At present, there are excellent radios that must be "demarginalized" or in other words, stop being only directed to the "poor"

All community radios in the region are socially sustainable; otherwise they would not be on the air. Nonetheless, financial sustainability is a problem for many of them.

CR have horizontality and diversity, being and undergoing bottom-up process, diversity, recognition of differences and keeping historical memory to rescue cultures and identities and foster a commitment in community radios to equity, for the sake of the excluded.

Legal frameworks vary from country to country, from government recognition by the government of Bolivia to lack of mainstream recognition as in Chile. CR has not been able to set up the agenda for the recognition of communication rights. There is also the danger of losing autonomy with "friendly" governments such as the Venezuelan government.

### **North American perspectives<sup>25</sup>**

North American community radio are diverse and dynamic parts of the CR movement – rural and urban, low power (100 watts or lower) and full power, from various regions of the US and Canada. Participants consider that the context is marked by increasing militarization, unilateralism and unresponsiveness to their politics accompanied by a growth in poverty and income. Social services, healthcare, education and both child and elder care are in decline and persistent racism, sexism and homophobia exacerbate those problems. Access to information and knowledge is limited by on-going consolidation of media ownership and is further threatened by the possible enclosure and privatization of the internet.

There is Politicizing of national regulation of the airwaves. Rather than focusing on spectrum allocation and interference issues, the FCC (US regulatory body)

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<sup>25</sup> *These are excerpts from the notes taken by Elizabeth Robsinson, AMARc Treasurer*

has abandoned those responsibilities and replaced them with concerns about 'indecentcy'. The regulators in both countries also indicate support for the community radio sector, but fail to require any support for the sector and allow the commercial sector free reign.

Financial sustainability remains a critical issue for most community broadcasters. Most stations have few paid staff and rely on volunteers for the creation of programming as well as the functioning of the station. Again, national funding, in the limited arena in which it exists, has been politically manipulated. Corporate ownership of the vast majority of media and a plethora of commercial media result in the persistent marginalization of community radio and community media generally. In the US, the majority of the non-commercial spectrum has now been given over to religious broadcasters.

While there is a growing threat of censorship, there is a concomitant desire to know among the populace and a growing skepticism about corporate media. The political crises, then present opportunities for making common cause with other social sectors, for providing service to communities.

Success is a challenge – economic success can lead to loss of credibility and loss of mission. There are also concerns with mission drift in the face of funders' needs versus our own, pressures to 'professionalize', building new audiences, and maintaining continuity with high volunteer/staff turnover. The sector also needs better means of measuring impact rather than simply via money raised and numbers of listeners.

Community radio's fundamental role in poverty reduction and democratization is evidenced in the multiplicity of voices aired, the numbers of public service announcements and programs that are provided at little or not cost; reporting by and on underserved communities; in depth coverage of political events including those by small parties; serious discussion of issues neglected by corporate media such as labor movements; low and full power stations in rural communities and urban neighborhoods; and lobbying for a more democratized media generally.

### **European Perspectives.<sup>26</sup>**

Community media has recently grown in Europe. AMARC is aware of the increasing complexity and challenges arising from mainstream acceptance of community media.

The needs and challenges vary within European regions. For example, the Spanish network is very young. Its main challenges include bringing together different experiences into a new legislation. In Austria, a concentration and commercialization trend has cut out a lot of local content and local media in

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<sup>26</sup> The European Round Table was held during the Community Media Meeting that took place in Brussels from the 9-12<sup>th</sup> of July 2006.

general. Therefore, an increasingly important function (and challenge) for community media is to become the local supplier of content in many places including the need to develop multilingual programming and intercultural dialogue (involving linguistic minorities). This has become more important as official borders are being abolished but traditional borders remain in the minds of local communities and local media needs to recognize the need for local content. There are organizational problems in Sweden that make access to community media difficult. Three organizations dealing with community media exist: two for community radio and one for community television. Their survival is largely dependant on governmental and municipal funds. Ireland is a recent example of how training in Community Media can be integrated in a national education system contributing to strengthen social and communicative skills of its practitioners and trainees. This potential could be developed in a much wider scale if these capacities and the potential of Community Media were recognized and supported on the European level. This potential could also help to close the Digital Divide, which is especially relevant on the local level and for disadvantaged or marginalized groups and communities.

CR in Europe thrives for recognition as the third media sector as a public sector arising from below community media workers should be fully recognized as journalists, community media should be involved in all consultations related to our field of activity, access to frequency, broadcasting capacities, sufficient frequencies reserved, funding: one model would be European Community Media Fund management. Recognize CR as media literacy tool

## Chapter 5: The Amman Declaration<sup>27</sup>

We, the participants in the 9th World Congress of the World Association of Community Radio Broadcasters (AMARC 9) held in Amman, Jordan, from 11 to 17 November 2006;

Recalling Article 19 of the Universal Declaration of Human Rights, which states that "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media, and regardless of frontiers;"

Recalling United Nations General Assembly Resolution 59 (I) of 14 December 1946, which states that freedom of information, is a fundamental human right, and General Assembly Resolution 45/76 A of 11 December 1990 on information in the service of humanity;

Acknowledging the Declarations of Windhoek (1991), of Alma-Ata (1992), of Santiago (1994), of Sana'a (1996), and of Sofia (1997) resulting from the UNESCO-sponsored seminars which assert the establishment, maintenance and fostering of an independent pluralistic and free press is essential to the development and maintenance of democracy and economic development;

Considering Article 9 of the African Charter on Human and People's Rights which reaffirms the right that every individual shall have the right to receive information;

Considering that the World Summit on the Information Society (WSIS) Declaration of Principles reaffirms the principles of freedom of the press and freedom of information, as well as those of the independence, pluralism and diversity of media are essential to the Information Society;

Noting that the WSIS Plan of Action calls for the provision of "support to media based in local communities and support projects combining the use of traditional media and new technologies for their role in facilitating the use of local languages, for documenting and preserving local heritage, including landscape and biological diversity, and as a means to reach rural and isolated and nomadic communities;"

Recognizing the powerful role that community radio plays in the achievement of the Millennium Development Goals by raising awareness of the key development challenges across the world and promoting peoples' participation in and ownership of development process;

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<sup>27</sup> Drafted and ratified by participant community radio broadcasters members of AMARC during its 9th General Assembly in Amman, Jordan, November 16, 2006

Recalling that the women and media section of the Beijing Platform for Action calls for the increased participation and access of women to expression and decision-making in and through the media and new technologies of communication and urges governments, NGOs and the media itself to promote a balanced and non-stereotyped portrayal of women in the media;

Recalling the AMARC Declaration of Principles adopted at the founding conference of AMARC in Managua (1988), the European Charter for Community Radios adopted at the founding conference of AMARC Europe in Slovenia (1994), and the AMARC International Charter of Community Radios (2003) and their expression of the organization's commitment to represent the interests of all communities;

**Declare that:**

1. The promotion and protection of peoples' communication rights are crucial in the free flow of information and ideas, which are the pillars of a functioning democracy;
2. Communication rights are based on a vision of the free flow of information and ideas, which is interactive, egalitarian and non-discriminatory and driven by human needs, rather than commercial or political interests;
3. Respect for pluralism, culture, language, and gender diversity should be reflected through all the media as a fundamental factor in a democratic society;
4. Communications media that help sustain the diversity of the world's cultures and languages should be supported through legislative, administrative, and financial measures;
5. Women's access to and participation in decision-making in the media should be guaranteed at all level,
6. Media plays an important role in highlighting and promoting women's role in conflict transformation, peace building and reconstruction and in expediting national, regional and international peace processes;
7. Community media plays an important role in strengthening cultural rights, and in particular, the rights of linguistic and cultural minorities, indigenous peoples, migrants and refugees by providing access to the means of communication;
8. The rights of indigenous peoples should be respected in their struggles for access and participation in communications media;
9. People with disabilities should be portrayed realistically and their disabilities be explained accurately while at the same time promoting their access to media;



10. Independent media can play a significant role in achieving sustainable peace and promoting social development in the Middle East and North African region;

11. The continued expansion of transnational corporate media conglomerates and the concentration of ownership increasingly threatens plurality, including the existence of independent and community broadcasters;

12. New digital broadcast systems have led to re-planning existing frequency allocation and new approaches to regulation risk further marginalization of communication services run by and for citizens, communities and social organizations;

13. While the growing convergence between telecommunications, computing and broadcasting is increasing the number of potential users, the digital divide is also continuing to widen and within that divide exists a gender digital divide;

**We call for:**

1. All social actors including governments, NGOs and other members of civil society, the United Nations and other intergovernmental agencies to contribute in efforts to ensure just and equitable access to all communications media by all people;

2. The growth of local, community-based and independent media initiatives that promote pluralism, cultural, language, and gender diversity by instituting policy and legislation and providing administrative, financial and technical assistance;

3. The full implementation of the women and media section of the Beijing Platform for Action including the media provisions in the 2005 Outcome Document by governments, media industry bodies and civil society;

4. Support by governments, corporations and international institutions for the promotion of communication rights including the formulation and enforcement of telecommunications regulation in favor of the development of South-South communications infrastructure;

5. Allocation of a percentage of public funds for development projects should be dedicated to the enhancement of local communications capacity;

6. Rules to prevent concentration of media ownership and the take-over of community broadcasting services by commercial companies and reservation of a portion of any new digital spectra for community broadcasters;

7. Establishment of standards, norms and measures at national, regional and international levels, to enable and assist the development of independent community broadcasting services;
8. Support for the development of digital systems, which are appropriate to the needs of community broadcasting services, assessment and monitoring of the impact of technological convergence and regulatory change on the community media sector, measures to assist adaptation of community broadcasters to media convergence and appropriate forms of new technology;
9. Preservation of existing analog frequencies used by community broadcasters until such time as a digital replacement is available; and allocation of part of the broadcast spectrum for self-regulated use by microbroadcasters;
10. The International Telecommunication Union to ensure that frequency planning, technical standards for telecommunications and radio, and development resources give a high priority to the needs of local communities and civil society;
11. International financial institutions to dedicate a percentage of loans and bonds to supporting community-based and independent media;
12. Recognition of the crucial role of community media in disaster relief and management and in emergency preparedness;
13. All governments that have jailed journalists for the practice of their profession to release them immediately and unconditionally. Journalists who have had to leave their countries should be free to return and to resume their professional activities. Those who have been dismissed unlawfully should be allowed to regain their positions.
14. Continue condemnation of the continued physical assault, threats, arrest, detention and other forms of harassment, against community radio broadcasters and other journalists.

**We call on the community media sector to:**

- Monitor transnational corporations (TNCs) and launch international campaigns to raise consciousness about and develop strategies to halt the increasing control TNCs on our communications systems and structures;
- Lobby for national and international measures to ensure new information and communication technologies provide affordable access to citizens and communities to establish new community media service;
- Develop community media program exchanges and build solidarity and support for community struggles for human rights and social justice;

- Promote and support the training of journalists, broadcasters, engineers and other media professionals, especially those working in rural and marginal urban areas; and
- Educate civil society organizations, governments and regulators, and the general public on the policy issues of regulation, the importance of a sustainable and pluralist broadcasting environment, and the benefits of community media.

We, the members of the General Assembly of AMARC gathered here in Amman are firmly convinced that community media plays a specific and crucial role in enabling public participation towards a just and equitable information and knowledge society that includes the voices of the poor and marginalized. We recognize that the lack of proper enabling legislation is the single principle barrier to the further development of community radio. We call for community broadcasting to be recognized as a distinct media sector as a vital alternative to state owned public broadcasters and commercial private media. We assert the existence of a positive link between information communication technologies and community radio. We recognize that community radio sustainability is a global challenge and the in spite of the increasing positive experience of socially sustainable community radio; financial and technological sustainability remains challenges for community radio organizers. We view community radio as an initiator or accompaniment to social change that carries responsibility to be effective in facilitating the civil society development in democratic processes. We recognize the role community radio can play in facilitating women's inclusion and the recognition of women's rights, the reduction of poverty and promotion of sustainable development.

We are committed to the realization of our demands in this declaration and we pledge to continue our work for the promotion and protection of people's communication rights and all rights embodied in the Universal Declaration of Human Rights. We call on the international community and all independent and community media advocates to contribute to the same.

## **Part III Community Radio Social Impact.<sup>28</sup>**

### **Chapter 6 Findings on Community Radio Social Impact**

The goal of the AMARC Community Radio Impact Evaluation: Removing Barriers, Increasing Effectiveness was to understand the communication processes facilitated by CR, to highlight the effects of CR as well as finding ways to increase the social impact of CR in achieving poverty reduction and development objectives in democracy building, inclusiveness, good governance and accountability.

An essential part of understanding of CR effects is the systematization of the social impact of Community Radio, the criteria for measuring that impact, the ways to measure or to assess the influence of CR and the areas where CR makes a difference. This evaluation process belongs to the larger objective of critical reflection on our work as a framework to reinforce CR relations with civil society movements and CR stakeholders to ensure their support and partnership.

The participants in the evaluation process see the role of community radio not as a technical one, but rather ontological, we are evaluating the social impact of communication processes. The evaluation of community radio needs to be seen as part of communication process of a political but not partisan nature. The existence of individuals in the public sphere depends on the access to media. The participants highlighted the need to incorporate the values and social objectives of the CR sector in the impact evaluation process. We are talking of evaluating a communication process so, the indicators of what we are evaluating need not only to be of quantity or quality, they have also to be process and time related. We must create our own tools to measure the impact of community radio in order that the assessments clearly reflect what community radio is set to do.

The participants considered necessary to consider specific evaluation contexts in measuring community radio social impact. Among others: the Capacity to measure social impact is not equally distributed everywhere, particularly in the case of the Asia Pacific Region; The legal frameworks have a specific influence on the impact of community radio; the level of articulation between local/national/regional and global citizenship agendas influences the evaluation of CR social impact.

To increase CR impact there is a need to create the conditions for such an impact through a strategy for capacity building in radio language and

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<sup>28</sup> Part II, presents the key findings and documentation on the social impact of Community Radio worldwide formulated and used by CR stakeholders during the World Evaluation of Community Radio: Removing Barriers, Increasing Efficiency activities, including Regional Roundtables, Electronic Forum Discussions, electronic Survey and AMARC 9 World Conference.

communication strategies within the CR themselves. In order to maximize the impact of community radio, we must ensure that it meets the needs of its listeners and there is local ownership through participation in the CR;

Externally there is need to create conditions to have an impact in the academic agenda, in the definition of legal frameworks, in setting the public citizen agenda, the media agenda, the cooperation agencies agenda. For this, coalition building is essential. It allows abandoning a corporatist discourse, it permits the expression of social minorities rights, to decentralize AMARC network, to link community radio objectives to the larger process of democratization of societies.

In order to increase the impact of community radio there is a need to place community radios as an expression of right and not to separate communication rights from other rights or challenges. This will allow having an impact in the relation with governments without losing autonomy and maintaining the legitimacy in the communities. There is need to have an impact in the global agendas, with multilateral organizations and with cooperation agencies to give a global scope to community radio movement.

We are measuring social change resulting from communication processes. There is need for measurement tools in order to measure how things are changing, not on how large our audiences are but what the audiences contain, or ethnographic details that show the role community radio is playing.

### **The Assessment of CR Social Impact.**

The participants considered that the evaluation process consisting in participatory monitoring & evaluation by CR practitioners, and stakeholders was the appropriate one. The evaluation must be seen as part of a continuous process leading to an increasingly participatory process.

In terms of how to evaluate, the *time of measurement* is vital; the real measurements of community radio impact assessment should be longer than months or years. In that regard *testimonials* powerfully document the impact of community radio as long as they come from a variety of experiences and backgrounds. In that perspective, mere Statistics are not good for measuring CR impact, specially if CR has 2,5 Km reach and serves a small community. An example by a participant illustrated this: In Thailand they measure CR impact by the sales of FM radios, but the real impact of CR is not the sale of radio apparatus but the feeling of dignity that comes from it. There is also a matter of context; the impact of CR is more easily measured in emergency situations as when there is an earthquake.

Community Radio practitioners and stakeholders agree that measurement of Community radio social impact should be people –centred and based on multi dimensional understanding of poverty. In this perspective the key indicators of

community radio social impact are related to voice, empowerment and local ownership of communication processes;

Community Radio participants insisted on the fact that quantity indicators such as measurement of audience, number of hours of programming dedicated to an specific topic, number of organizations interviewed tell only part of the story of the social impact of community radio. This said, it becomes clear that in absence of sufficient knowledge sharing, relationship between CR and the donor community tend to make them respond to donors pre-established indicators instead of clarifying the need for more appropriate indicators to render CR impact

For the CR practitioners the main characteristic of CR is to initiate and facilitate a communication process that allows for interaction and interchange ability between the listener and the producer. Quality indicators such as life stories of individual and collective social change can render the process on how this communication process has a social impact. The main recommendation is on the use of participatory monitoring & evaluation process;

CR experiences show that CR social impact is dependent on the time factor. The longer the period the more easily it is to measure the social impact of CR. Good examples of this is the experience of CR in Nepal, that after 10 years of experiences, became a contributing factor in the return of democracy after the Royal Coup of February 2005;

### **Key Findings on criteria for measuring CR Social Impact.**

*Community radio achievements are not properly highlighted and/or disseminated.* One general perspective arising from the evaluation process is that in spite of a large body of evidence on community radio social impact, CR practitioners and stakeholders have not taken the time and the efforts needed to present systematically the achievements of community radio worldwide.

*Measurements of Community Radio Social Impact must be people centred* Community Radio practitioners and stakeholders agree that measurement of Community radio social impact should be people-centered and based on multi dimensional understanding of poverty. In this perspective the key indicators of community radio social impact are related to voice, empowerment and local ownership of communication processes.

#### *Quantity indicators don't tell the whole story*

Community Radio participants insisted on the fact that quantity indicators such as measurement of audience, number of hours of programming dedicated to an specific topic, number of organizations interviewed tell only part of the story of the social impact of community radio. Measurements based on statistical data only do not apply to community radios. We have to be creative in measuring the impact rather than counting the quantity of people listening to the radio. Statistical measurement does not work for community radios with 2.5 km reach.

This said, it becomes clear that in absence of sufficient knowledge sharing, relationship between CR and the donor community tend to make them respond to donor pre-established indicators instead of clarifying the need for more appropriate indicators to render CR impact. What does it do to people when they get involved into CR? It empowers people. Bridging digital divide is not just a technical matter, giving people experiences in the media allows them to have a new vision of themselves. The experience changes peoples lives, generates self-confidence. How can we measure that kind of impact?

*Quality indicators are needed to measure the impact of the communication process facilitated by CR* For the CR practitioners the main characteristic of CR is to initiate and facilitate a communication process that allows for interaction and interchange ability between the listener and the producer. In the northeast of Thailand they have been measuring the impact of community radio from the sale of FM radios as another possible way of evaluating the impact. But the real impact is not the sale of the sets but the feeling and dignity that the people have. One, which is more easily measurable, is the role of community radios in emergency situations or there could be an earthquake. It's a very nebulous thing to measure how people are integrating the community radio not only in terms of their listening patterns but also the way that they are interacting with the people of their community. Likewise, it's a very difficult thing to measure how comfortable people are to talk on the radio and about the radio particularly in situations where there has been a conflict. Likewise, quality indicators arising from life stories of individual and collective social change can render how the communication process initiated by CR has a social impact. The main recommendation is on the use of participatory monitoring & evaluation process.

*Time is a key factor when measuring CR social Impact* CR experiences show that CR social impact is dependent on the time factor. Community radio cannot be measured in a time space of months or a couple of years but it has to be much more long lived. Testimonials are very powerful way of documenting how people feel about the impact of community radio to them and in the wider space of their community as long as they come from a wide variety of experiences and backgrounds. The longer the period the more easily it is to measure the social impact of CR. Good examples of this is the experience of CR in Nepal, that after 10 years of experiences, became a contributing factor in the return of democracy after the Royal Coup of February 2005;

*The need to use the tools for measurement that correspond to the social impact we are evaluating.* For peace building and conflict resolution for instance the *Listeners clubs*, feedback and letters measurements need to be fine-tuned. In many countries in the world the background infrastructure for measuring impact does not exist. What is the basis for claiming that a community radio has reached a certain number of people? How do you prove that the community is actually listening to you programs? How can you have an objective figure that says that

this is the impact you are having in terms of ordinary listeners? The main indicators for CR social impact can be drawn from the use of the following list:

- Audience research, phone-in, letters, SMS feedback, listeners clubs, focus groups;
- Increased access & participation of the community, citizens and excluded in radio programs and activities and events;
- Political, social and economic changes in the communities (socially tested indicators);
- Content analysis of program broadcasting;
- Increased participation of citizens in setting the public agenda and democracy: political impact of the radio as intermediary of the community with the political power;
- Empowerment of individuals and the excluded (examples of election of indigenous representative; number of local organizations, etc.)
- Increasing number of CR and radio projects;
- Increased participation in electoral processes;
- Life stories of members and listeners of the CR;
- Resolution of specific existing problems through social or collective action (water sanitation, AIDS prevalence, etc.)
- Government statistics related to territory of coverage by the CR.

### **The Social Impacts of CR.**

*The existence of CR is a measure of the level of democracy, Good Governance and accountability in a society.* For most community radio practitioners, the social impact of community radio is evidence on itself. The sole existence of community radio has a positive impact in the communities because it allows the access to a media and alternative experiences for local communities. This situation explains the lack of understanding on stakeholders on what is the impact of CR, for they have the difficulty to differentiate between CR as a mass media (or a lower example of mass media) and the participatory and communication rights perspective of community radio as being the essential medium to let the voices heard of the poor and marginalized. Advocating for the recognition of community radios within the wider struggle for the democratization of societies is part of the democratization of societies and the existence of CR is a measure of the democratization reached but that society. CRs are entitled to be protected by the law. We must stop separating communication from other social problems.

*Community radio is effective in ensuring inclusion of the marginalized.* Community radios have played a role in all regions opening the microphones to the dispossessed and marginalized. The inclusion that results brings added value to information on shared cultures and values and also in recognition of individual rights especially for women. CR facilitates building of communities' socialization, including solidarity, social inclusion, and rights of people to speak. (South Africa) Community radio is (or should be) an accessible form of communication which can ensure a voice for our people's marginalized communities and sectors, such



as rural black women, impoverished children and workers in the informal economy, contributing to their democratic development and helping them to organize and struggle for change and for improvements to their socio-economic and political status. “For a Mapuche, written words and numbers carry no real value. We have an oral tradition and the measure of the impact of the community radio is related to reinforcing the cultural Lafquenche way of life and the self determination it reinforces in the communities”. Participant from Southern Chile

*Community radio is effective in poverty reduction.* Access to voice, information, and knowledge are vital factors in facilitating the achievement of poverty reduction and sustainable human development, as voicelessness is a key dimension of poverty and exclusion. Radio *Ada* (Ghana), Radio *Oxyjeunes* (Senegal) are good examples. The strength of Community Radio is to restore the capabilities the poor to participate in development. As said by Amartya Sen: “...poverty must be seen as the deprivation of basic capabilities rather than merely as lowness of incomes, which is the standard criterion of identification of poverty” Participant from India.

*CR is effective in ensuring good governance and accountability.* Community radio can contribute to rendering governments accountable by enabling ordinary people to question their leaders on matters such as the use of public resources. “Community Radio has made possible for ordinary people to have powers to summon their leaders and make them accountable how they are using public resources. This instills accountability, transparency and good governance and strengthens societies bringing sustainable development and leaders do what people want and according to their priorities for example they can debate whether they want a school instead of a clinic or a hammer mill instead of a borehole.” Participant from Zambia;

*CR is effective in achieving development goals.* Community radio is effective in facilitating communication for key development sectors such as health, education and livelihoods. “Uganda has seen the emergency of community radios specializing in various avenues from health, HIV-AIDS, youth matters, education and gender affairs (women). This has brought a positive economic growth and a reduction in the HIV-AIDS rate due to empowering information thanks to community radios. Let us all rise and make this noble cause more effective.” (Participant from Uganda). Provide service to the community, with programming of a high pedagogical, cultural and informational content. That it offer its audience a personal and community-based development alternative. They should be guiding lights to the community they serve (Participant from Venezuela).

*Community Radio is effective in Disaster Prevention/Relief.* Community Radio has proven a key actor when it comes to natural disaster prevention and relief in Asia by allowing access to information and voice at the local level contributing to the protection, security and safety of communities against danger. We need to

document the role played by CR is disaster and relief management. The experiences from India, Indonesia, Thailand, Japan and Pakistan need to be documented. Our own preparedness to face this disaster will depend on how much we learn from this. Following hurricane Katrina, in the USA, community radio practitioners petitioned the FCC for and received Low Power FM licenses to be used at locations where evacuees were housed. They set up transmitters and began broadcasting. FM radios were distributed to evacuees and emergency announcements as well as simple logistics information needed to reconnect families were broadcast

*Community radio is effective in Peace Building.* Community Radio facilitates communication processes facilitating dialogue for conflict resolution and Peace Building in Asia, in Africa and Latin America. There is the need for measuring the role of community radio in peace building and conflict resolution. Particular ways in which impact is measured such as through listeners club and feedback and letters need to be further explored and fine tuned. Some of them are measuring how things are changing, some of them are measuring how large our audiences are and what are audiences contain and some are ethnographic details that showed us what role community radio is playing. Community radios are known as messengers of development, peace, social knowledge and the socio-economic and cultural tools of empowerment. They extend a bridge between politics and community action. Conflict reconstruction and peace building are areas where the CR sector can work best. There is a need to do lot of documentation in this matter. Many countries have been in conflict and community radios have been playing a particular role and people have generated experiences.

*Community Radio is effective in empowering Women.* Community Radio has proven a key component in addressing women empowerment by facilitating access to information and Voice for women in Asia, Africa and Latin America. "After decades and centuries, and several global women's conferences, in many parts of the world women's rights have been recognized and opportunities for women have expanded. However gender equality is far from being achieved. Community radio is key instrument in advocating women's rights and practicing gender equality" Participant from the Philippines. Calling it women's participation in community radio is more realistic than using the word 'gender.' A woman behind a microphone handling the studio on her own is a sign of involvement of women in this sector. When a woman says that she is a housewife and has come to the station from time to time, that is the indication that the station has come upfront. Just by taking women's feedback on programs does not mean women's participation.

*Community Radio is effective in ameliorating quality of life and cultural diversity.* CR facilitates the amelioration of quality of life, self-esteem and facilitating achieving the millennium development goals in Asia, Africa and Latin America. (Cameroon) Programs are inspired by people's life experiences. Radio deals with local problems, especially economic, social and cultural life. It uses local and

national languages. “For several cultural and linguistic minorities, the community radio is the only place where their language is spoken and their music being heard and their culture is celebrated. Community radio a social impact in preserving languages and cultural expressions, giving additional value to them, and leading to the amelioration of the self esteem of the community and to large recognition people outside the community” Participant from Bolivia. For instance in one station there was a question on how to look after the children in the village better? The children in the village seemed healthier and better looked after. There weren’t as many deaths as before. This outcome could be traced right back to the messages and programmes that were broadcasted earlier on.

*Community Radio is effective in building citizenship.* CR contributes through communication processes to building citizenship and individual participation in the public sphere. This can be measured by the recognition of individuals whose lives have been improved by community radio. The issue being not only to hear, but also to be heard and participate in political processes by having one’s point of view recognized. “Only radio with the magic of sound can help the survival of local knowledge and reinforce solidarity in the communities, because it attracts the listeners in their own language and can send their message as the people of the community is producing the programs, it builds ownership that a commercial media could have. This is very positive.” (Participant from Colombia.)

*Community Radio is effective in extending Communication Rights.* The impact of community radio has been in extending the communication rights, including the right to be heard and not only to be informed. There is an impact from the existence in itself of community radio, in the democratization of communication and in the establishment of the public agenda by civil society organizations. The right to the information is placed in political context and not only as a problem of journalists. There is need for more coordination with social movements to increase the impact of CR if we want to counteract *factual* powers. An indicator of this is that governments have recognized AMARC as an interlocutor, when it comes to community radio.

*Community Radio helps citizens to influence the local public agenda setting.* The impact of community radio is stronger at the local level especially in making possible for citizens to participate in setting the public agenda. Community radios propose a change against the belief that the world cannot be changed. This is being done by re-appropriating political spaces. Politics is not solely the right of politicians. It is a dynamic and dialogic process of collective construction which can not be quantitatively measured but must be looked at qualitatively. This permits to recover the sense of politics and the democratization agenda: Politics not as the space of politicians but including citizens. Community media has a role in the representation of civil society organizations and in building of a type of politics that is collective, dynamic and in dialogue that can only be measured in quality and not in terms quantity. “Some general indicators of social impact of community radio can be seen in the increase of participation and collective action

to solve problems that affect the community as a whole, the strengthening of local community voices to increase the dialogue with other communities and with external agents of development, the rise of cultural identity, the appropriation of a share of the public space for active citizen's participation, and the growth of awareness of the concept of national citizenship or ethnic universe. Impact can be recognized if, for example, groups of women have bettered their positions in terms of being heard and contributing to decisions." Participant from Guatemala.

*Community Radio empowers local communities.* Likewise, the increase in impact is related to empowerment, to decentralization, to the establishment of citizenship agendas, and the content of strategies directed to the radios and to the networks with clear concepts and goals. (Mali) The vision, objectives, management and programming are adapted for communication with a view to community development.

*CR supports the development of a democratic and inclusive information society.* Community radios introduce in their practice the subject of communications and a promise of appropriation of new technologies by society. Possibilities exist of shortening the gap but there are no public policies (in place to guide the process). Governments see the subject of NICT from the economic point of view. It is necessary to find ways to convince others that NICT is a question of rights. We must also reflect on how these technologies would affect radios, their content (programming), not only the replacement of old with new technologies/equipment, but the political, social and economic impact on societies. This discussion is important to prepare us for the change.

*The Survey on Community Radio Social Impact* indicated that the perceived order of social impact of CR is as follows. (1) Access to a media for excluded; (2) Promote democratization of society and of communications; (3) Accountability of governments; (4) Inform and broadcast on local issues; (5) Solidarity and community development; (6) Women empowerment; (7) Poverty reduction; (8) Health prevention & relief; (9) Conflict resolution & peace building; (10) Source of employment;

## Chapter 7: The Impact of Community Radio<sup>29</sup>

### Measuring Impact

In spite of the pressure from mechanist theories and practices that reduce knowledge to statistics, it is now clear that social progress and social change cannot only be measured in numbers. Well being is not a matter of productivity or higher income alone, but relates to education, health, culture, knowledge, ethics and human values. Social development and social change relate to a wider spectrum of goals; a horizon of freedom that includes the right to communicate and a better understanding of human development.

This is why the traditional western approaches to measuring development are of little use, and alien to local culture and values. In the first place, institutional agendas are often alien to the needs of the community. External measuring systems usually pay little attention to local needs and are designed and applied by specialists who often know little about the human universe in which they intervene. Often they do not speak the language, nor are they able to recognize social and political traits within the communities they visit. The kind of information that is researched may not be the information that is more important for the community. The manner in which measurements and evaluations are done often reflect pressures (short time availability, that is overly demanding on the communities) and bias (cultural, political), and are often the result of manipulation, both at the stage of collecting information and at the stage of interpreting the data.

The above explains why so many programmes rated as successful when evaluated –usually at their peak of effectiveness and under intensive inputs -- easily collapse after a couple of years. Most of these evaluations are also “self-evaluations”, which do not involve truly independent evaluators (e.g. universities, research centers), and if they do, they may be conducted by companies that earn their living by crafting positive results.

Participatory monitoring and evaluation (PM&E) is growing as a concept and as a demand from communities to be involved in the process of being evaluated. Communities usually know better about the horizon of their expectations, the kind of goals they want to reach and the kind of life they want to live. Having communities as full partners in the design, development, application and analysis of evaluation data is the right way to go, even if the results may not be satisfactory for external partners or for the community itself. Evaluations should be seen as a mechanism to learn and do better, not just as collecting information to build another best practice example. There is also much to learn from bad practices.

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<sup>29</sup> by Alfonso Gumucio Dagon, Managing Director, Programmes, Communication for Social Change Consortium, 29 September 2006

Evaluation that is based on qualitative indicators rather than quantitative indicators, and takes advantage of life stories of social change, provides a better sense of what may be needed at the planning stage. Community members themselves can work hand-in-hand with researchers, as they did in Colombia<sup>30</sup>, to establish evaluation indicators and methodologies. Participatory evaluations of communication initiatives that have not been participatory usually reveal that community ownership should have happened from inception of a community media project.

*Qualitative* indicators are flexible because they are indicators of social processes and speak of real people and of individual and collective stories of social change. *Quantitative* indicators are often like an outsider's picture which is taken at a given time and doesn't reflect the before and the after. The *snapshot* approach to quantitative indicators will only tell about a precise moment in the process, but little about the process itself.<sup>31</sup>

### **Impact on social change**

When we inquire about the impact of community media (radio, Internet, or other), what do we mean by that?

The main concern of communities in terms of their well-being is *self-determination*, the increase of participation and collective action to solve problems that affect the community as a whole, the strengthening of local community voices to increase the dialogue with other communities and with external agents of development, the rise of cultural identity, the appropriation of a share of the public space for active citizens participation, and the growth of awareness of the concept of national citizenship or ethnic universe.

The main impact on social change, identifiable in community radio stations that are truly participatory and democratic, is on *voices*. The fact itself of being able to communicate is a qualitative indicator of the highest relevance. Communities that never had the opportunity to express themselves, or social sectors within a particular community that were placed under the shadow of silence, now have voices of their own. The importance of having a voice that is heard through a community radio station indicates social change underway within that community and in relation to any external stakeholders. Communities that seize their *right to communicate* and not just their right to access information are taking a great step forward in acting together for the betterment of their lives.

The importance of voice and the ability to exert the right to communicate may not seem so important for those who have that right insured, but it can be the most

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<sup>30</sup> The systematization of the community radio network (AREDMAG) in the Magdalena Medio region was a joint effort of three universities and the local radio stations.

<sup>31</sup> The Communication for Social Change Consortium has developed a set of publications on Participatory Monitoring and Evaluation (PM&E) which can be found at: <http://www.cfsc.org/publications-resources.php?id=283>

meaningful social change indicator in communities that have never been heard. For example, the community audio towers in the Philippines have changed the landscape of relations between small communities and local governments. In *Tacunan*, à Barangay in Mindanao, members of the Community Media Council (CMC) emphasize that electricity, potable water and a new road were a result of the community being empowered through the community audio tower to communicate its demands to the authorities.

*Participation and ownership*, which allow for the appropriation of the communication process, are indicators of impact because they are the result of social transformation within the community. For participation to take place and evolve towards ownership, social changes have to happen in the relations of power within the community. Ownership of the communication process can only take place if the various sectors within a community can participate democratically, through their representatives or directly as citizens whose rights are fully recognized in the community. Impact can be documented if, for example, groups of women have bettered their positions in terms of being heard and contributing to decisions.

The issue of *horizontal* communication is relevant not only for a radio station establishing a dialogue with other communities, but also the horizontal dialogue that is established within the community, among various social sectors, to be part of the process of ownership.

*Collective action* is another key indicator of impact. Communities able to collectively strengthen their capacity to respond to the needs of development and social change through dialogue, through participation and through collective action, are in a position to make decisions about the present and the future. *Capacity or capability* (reflection, analysis, learning from each other, problem solving, and empowerment) is essential for development of freedom, or development as freedom.<sup>32</sup>

### **The role of AMARC**

AMARC has been the main network representing the movement of community radio worldwide. Its growth has encompassed the development of thousands of community and local radio stations in Africa, Asia, Latin America and the Caribbean, and other regions of the world where community radio exists. AMARC is an association and at the same time a social movement with a political perspective, as stated in its main documents. It aims to “*contribute to the expression of different social, political and cultural movements and to the promotion of all initiatives supporting peace, friendship among peoples.*”. Through their programming, radio stations affiliated with AMARC are guided by principles reflecting respect: “*the sovereignty and independence of all peoples;*

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<sup>32</sup> “*In this perspective, poverty must be seen as the deprivation of basic capabilities rather than merely as lowness of incomes, which is the standard criterion of identification of poverty.*” Amartya Sen: Development as Freedom (1999) Alfred A. Knopf, Random House Inc. New York.

*solidarity and non-intervention in the internal affairs of other countries; international cooperation based on the creation of permanent and widespread ties based on equality, reciprocity, and mutual respect; non-discrimination on the basis of race, sex, sexual preference or religion; and respect for the cultural identity of peoples.”*

The importance of AMARC as facilitator of impact needs to be stressed. As an organization that represents an extended social movement, spread in all regions of the world, AMARC has a responsibility in leading the movement and strengthening it by increasing participation and ownership from its affiliates. The network democratically responds to its constituency, not as a service provider, but as representative of the struggle for the right to communicate.

Impact is not only circumscribed to the area of influence of each community radio station. Through AMARC, the influence of community radio now covers all regions. The fact that community radio has been incorporated in the language of development and social change is already a demonstration of impact of community radio. The notions that community radio represent in terms of dialogue, debate, participation, ownership and collective action have been deployed by AMARC and other regional networks and organizations over the worldwide public space. That is certainly a significant indicator of impact of communication strategies that transcend local scenarios.

Community radio cannot be perceived any longer as the sum of local, isolated and marginal experiences, but as a social movement that keeps growing and reflects the lives and struggles for freedom of millions of people around the world. Its impact is now recognized by large development organizations that are reviewing their policies and strategy papers to accommodate an updated notion of communication for development and social change, which is not narrowly focused on dissemination of information and access to information, but on the exercise of the right to communicate through the strengthening of community media.

The work of AMARC across regions has had impact in the recognition of community radio and the legislation that many governments are reviewing to accommodate the right to communicate of communities. In Latin America and The Caribbean, AMARC has notably influenced the Inter-American Commission for Human Rights, which held audiences with government officials of various countries, to open or maintain and enhance the dialogue and negotiation with civil society organizations and representatives from community radio networks. This has had effect in Mexico and Guatemala, among other countries, in spite of political difficulties to achieve immediate results in the latter country.



## **Chapter 8: Why Assess Community Radio? It Works, Doesn't It?<sup>33</sup>**

Volumes of text have been written about community radio: how it builds community participation and local ownership, how it offers alternative programming and showcases indigenous cultures, how it can help preserve “lost” languages and societies. Dozens of organizations during the past 15 years have studied and written about the power of community radio. Ranging from Unesco to OSI and other foundations, to universities, regional radio associations and AMARC itself, there seems to be universal consensus that community radio is an effective tool for development.

During its Amman, Jordan world assembly in November 2006, AMARC delegates will discuss the next steps in the organization’s future. Key to that future will be the ability to prove the continued contributions of community radio to development, and to make that case to a variety of stakeholders including station managers and local management committees, donors, government policymakers, listeners, programme producers and community leaders.

Many of the arguments about the power of community radio are still anecdotal and episodic. That is, one can argue for the value of community radio based on what he or she has observed with a particular issue at a particular station at a particular time. For example, the organizing power of community radio is demonstrated clearly by case stories of Bolivian miners’ radio or Radio Zibonele’s role in organizing taxi drivers. More recently, there seems to be causal evidence that Nepal community radio helped restore democratic government in that country or that Radio Magdalena has increased dialogue and problem-solving about peace and conflict resolution in Columbia.

Yet, there remains a need to “make the case” more systematically of how community radio stations – over sustained periods of time – have moved development forward in their coverage areas, are contributing to shifts in community values and norms, and are positively impacting people and societies.

A key distinguishing factor setting community radio apart from commercial radio is its participatory process nature. Community radio is not just about producing good radio programmes. It is a social process, more than a series of products or programmes. Community radio stations spring up and survive because they can make positive contributions to societies, often to societies in turmoil or during periods of growth.

Thus, we need methods of measurement and assessment that analyze the volatile process nature of community radio. We assume in this paper that adequate instruments already exist to measure community radio programming, or

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<sup>33</sup> Written by Denise Gray-Felder, CFSC Consortium, for AMARC 6 November 2006

that existing radio programming assessment tools can be adapted to community radio.

This executive report, prepared for delegates to the AMARC Amman assembly, does three things:

- 1) Summarizes the arguments for assessing the effectiveness of community radio, as a process
- 2) Outlines forms of assessment that may be useful to AMARC stations
- 3) Proposes ways of documenting community radio effectiveness and assessment processes in the coming year.

### **Arguments for Assessing Community Radio Effectiveness**

In a sense, the growth and spread of community radio stations throughout the world can be considered a movement of social ideas and processes of development. Community based radio stations, when effectively managed by local committees, can demonstrate key principles of local ownership, elevating local voices, community participation in decisions affecting them and collective decision-making. Each of these is essential for good government and democratic values to flourish.

Community radio stations provide venues for less frequently heard small voices to be heard in larger big media. They provide ways of organizing people living together in the same defined geographic area – or community of interest -- around their common values and beliefs.

Most people affiliated with community radio – either as station management, programmers, listeners, or donors – believe that community radio works. Programming is generally interesting, and offers viable alternatives to mass-market commercial radio in most license areas. The public interest is often served with programme offerings in health, education, agriculture, culture, politics or financial management, to name a few.

Listeners seem to like and appreciate community radio stations especially when subjects that they care about are aired.

In short, within the development field, community radio is widely viewed as a successful approach. How do we prove such views?

During its Amman assembly, AMARC delegates will be asked to consider a sustained way of assessing community radio throughout its regions. Some call this “effectiveness.” Others talk about “impact” of community radio, or “evidence” that community radio works. We do not believe these words are interchangeable. The type of analysis and review that we reference in this paper should be termed “effectiveness and impact.” For we encourage AMARC members to undertake processes that will help them understand how they are

doing the work they are chartered to do (effectiveness) and what influence that work has on the people they represent and the communities they serve (impact).

The first task, therefore, is to clearly state what we want to assess. We favor the term “assess” instead of “measure.” As community radio is a participatory process that aids development and social progress, we do not recommend that purely quantitative efforts be used. We favor participatory means of assessment in which people from the affected community are involved in recommending, putting together the plans, and using the assessment tools.

At this juncture, we recommend that any AMARC system of assessment contain two components:

- a) Assessment of the effectiveness of the process of delivering community radio (station management, operation and programming), and
- b) Assessment of the effectiveness of community radio stations in contributing to social progress of the communities in which they are broadcasting, and analysis of the impact of such contributions.

Currently, those community media organizations that undertake assessments, (often termed evaluations) primarily look at the perceived impact of community radio programming on listeners and the perceived views of their listeners. In principle, we support such means of gathering feedback from the beneficiaries. What is most often lacking, however, is a systematic look at the entire process of delivering community radio and its programming – an analysis that must be done with the heavy involvement of the intended beneficiaries or those from the affected communities.

This perspective sees assessment as a central component of accountability to the communities, which community radio stations serve. Unless such systems are well developed, accountability can be compromised.

Why assess community radio’s effectiveness now? There are several reasons: Because there is enough history and available data to make analysis of short-term and long-term outcomes sensible. Because there has been significant financial investment by donors ranging from large bilateral and multilateral institutions to individual donors who have built community stations in Latin America, Africa and Asia, such donors need to know if their money has been put to good use.

Also, because competition can only increase, due in part to rapidly exploding communication technology which can drive costs down, more community radio stations may spring up in those parts of the world with favorable broadcast legislation. On the flip side, we are already seeing dramatic growth of commercial radio stations within developing countries.

Assessments create knowledge that can be used to make the community radio process – and its individual station offerings – better. No institution, whether from the community or not, can afford to stagnate and take its mission or its stakeholders for granted.

We also need to undertake more systematic assessment of community radio because liberalization of media may ultimately result in more favorable legislative and policy climates for community radio, in many parts of the world. Solid assessment reports can help show regulators and legislators that community radio is indeed contributing to social progress of a nation.

Community radio is a system that influences public and private values, helps shape public opinion and public will, “rescues” lost cultures and languages, and informs citizens who may be harder to reach about issues of importance to them. As such, this system is essential to governments and civil society. In order to attract and sustain community radio networks within and across national boundaries we need concrete, defensible information on what the community radio movement has done.

As an organization, AMARC can only benefit from cementing its base and demonstrating to all its constituents that the community radio process not only works but is essential to the movement of development goals. Community radio contributes in numerous ways to shaping public attitudes and beliefs, informing citizens, catalyzing dialogue, increasing community participation in decisions that affect them, promoting local ownership of communication processes, and mobilizing members of the affected community. Systematic and regular assessments of both the process of community radio and the impact of community radio on moving societies should be required oversight.

And finally, regular assessments of the community radio process will lead to better radio programming.

### **Recommended Methods**

Our review of available literature on community media, community radio, and participatory evaluation revealed no single vehicle or tool that can be automatically adapted to the type of systemic assessment of the community radio process that we’re recommending. However, there is a myriad of available sources of assessment tools for development or for media, parts of which can be adapted to the challenge of community radio.

As suggested above, we suggest a two-tiered approach to any assessment:

- A. looking at the effectiveness of the total process of delivering community radio for a defined geographic or franchise area (system effectiveness)

- B. Assessing the effectiveness of community radio in bringing about shifts in public values and social norms leading to social progress; and analyzing the impact of such contributions to a given society. (impact or social influence)

In both cases, we prefer participatory approaches in which the people involved in the systems or in the processes determine what will be assessed and why, what the indicators of change are, how they will be quantified or qualified, what the data means for their community, and how the knowledge garnered will be presented and shared.

A. System view of community radio effectiveness

This type of assessment can take a short-term or longer-term view. The emphasis is on station delivery, not just programming, with evidence of movement. Indicators can be determined and monitored by people of and from the affected community, with results shared broadly within the community. The vehicle can be written questionnaires or face-to-face individual or group meetings. We prefer a combination of means.

Among the type of issues that can be asked, on a short –term basis are: What do you like or dislike about the station? About how it operates? About the personnel? About management?

- What is the purpose of this station? Is it meeting its stated purpose? Why or why not?
- What works well? What doesn't work well?
- What do you think has been the station's greatest accomplishment in the past year? In the past two years?
- What has been the greatest failing?
- Is the station responsive to your needs? To your interests?
- How do you give feedback to the station? Do they seem to act upon your suggestions?
- Do you see any evidence of change in your community this year that can be attributed to the station? If so, what?
- Is this station making a positive contribution to your community? To your culture?
- Which issues seem to be of greatest importance to this station?
- When has the station failed you or failed your community? How?

Program-related: (audience or listener specific to determine reach and reactions)

- Which programs do you listen to regularly and why?
- Which shows do you never miss? Why?
- Which do you always miss and why?
- Where are you, physically, most often when listening to this station?
- What would you like to hear more of?

- What would you like to hear less of and why?
- How often do you listen to this station (days, times, frequency)
- How long do you listen each day and why? Who do you listen with?
- Do you recall a time when the programming was not on the air, as anticipated? What happened? What did the station do as a result?
- Are you involved in station operation? Why not? Do you know anyone who is? Who and what does he/she do? Would you like to be involved in the station?
- Who are your favorite presenters and why? Your favorite programs and why? Least favorite?
- What have you learned in the past 3 months from listening? What do you expect to learn in the next 3 months?

#### B. Impact or Social Influence (Outcome assessment)

This form of assessment is looking at longer-term change, or indicators of change. Those within the community define change. These same community members can also be involved in determining the indicators of progress or the critical factors needed to bring about social change. Among the methods that can be used are elements of participatory monitoring and evaluation (see the Consortium publication “Who Measures Change?”) and Most Significant Change methodology.

Types of questions explored might include:

- What are people saying about this community radio station within this community? What stories are most frequently told? How have these stories changed over the past year, past two years?
- Is this station contributing to how people think (about a stated issue)? How? Why do you think that is?
- Is this station influencing the way people act in this community? How? What signs or evidence do you have of such change?
- Do you see changes in public beliefs? Opinions? Values? (these should be issue specific with definitions of these terms) Examine how and why you think this is happening.
- What is the purpose or mission of this station? Do you think it is living up to its stated purpose? Why or why not?
- How is this station contributing to local culture, local society, your country?
- What is important for you to change in this community? How can the station play a role? Is it playing such a role now, and if so, how? If not, why not?
- What are you learning from listening regularly? What have you learned in the past year? Before then?
- If you could set guidelines for how the station should operate, what would they be?
- What do you know about how the station is managed? Are you satisfied?

- How do you participate in this station? If you do not, have you ever been approached to do so?

### **Principles of Assessment**

The review of existing literature done for AMARC suggests that although there are few specific guidelines for evaluating the impact of community radio, there are several useful reference several publications.

The nature of community radio itself, being participatory and adapted to the cultural, social and political context of each region, country and community, calls for approaches to impact assessment, and even systems assessment, that are consistent with the philosophy of participation and local ownership.

Any assessment should serve the needs and interests of the community radio constituencies, this is, the people from the community where the station operates. Assessments should be done in a participatory manner involving all stakeholders and constituents such as listeners, station personnel, affiliated community groups, NGOs and universities.

If we accept these principles, then it is counter-intuitive for us to recommend a single manual, or single tool, be used for assessing community radio.

AMARC may need to develop a resource publication on assessing community radio. The resource book should explain participatory approaches, their value, and provide examples from other efforts.

## **PART IV. Community Radio Practitioners Perspectives.<sup>34</sup>**

### **Chapter 9: Community Radio and Empowerment<sup>35</sup>**

#### **Introduction**

Two years ago, UN agencies and leading NGO specialists in the field of communications for development, gathered in Rome for the Ninth United Nations Round Table on Communications for Development. In their final Declaration they stated:

“Governments should implement a legal and supportive framework favoring the right to free expression and the emergence of free and pluralistic information systems, including the recognition of the specific and crucial role of community media in providing access to communication for isolated and marginalized groups.”<sup>36</sup>

This is just one of several authoritative statements in recent years that have recognized the particular role of community media in poverty reduction and development. Similar statements can be found in reports of several bilateral donors and of UN specialist agencies including The World Bank<sup>37</sup>, United Nations Development Programme<sup>38</sup>, UNESCO<sup>39</sup> and FAO.<sup>40</sup>

Community media can be understood as referring to media projects and organizations which are independent, civil society based and operate for social objectives rather than for private financial gain. They are normally operated by community-based organizations, local NGOs, workers organizations, educational institutions, religious or cultural organizations, or by associations of one or more of these forms of civil society organization.

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<sup>34</sup> Part III, presents some presentations by CR practitioners on challenges and experience of CR and AMARC during the World Evaluation of Community Radio: Removing Barriers, Increasing Efficiency activities, including Regional Roundtables, Electronic Forum Discussions, electronic Survey and AMARC 9 World Conference.

<sup>35</sup> Presentation of Steve Buckley, President of AMARC in Colombo, May 1<sup>st</sup> 2007.

<sup>36</sup> Ninth United Nations Round Table on Communications for Development, Rome, September 2003

<sup>37</sup> The World Bank has said: “Community radio stations can be critical enablers of information, voice and capacities for dialogue”, in Social accountability and public voice through community radio programming, Social Development Notes No 76, The World Bank April 2003

<sup>38</sup> UNDP has said: “Legal and regulatory frameworks that protect and enhance community media are especially critical for ensuring vulnerable groups freedom of expression and access to information”, in Access to Information: Practice Note, UNDP October 2003

<sup>39</sup> UNESCO has said: “Community radio is one of the most effective and least costly means of communication for development, especially in rural communities” in Communication for Development, Report to the 58<sup>th</sup> Session of the United Nations General Assembly, May 2003

<sup>40</sup> FAO has said: “Community radio activities can help in bridging the rural digital divide facilitating the link with new information and communication technologies” in A Brief about FAO Communication for Development, FAO Communication for Development Group, 2004



While community media can take many forms – for example, using cassette tape, video, public address systems and print – it is community radio which has particularly come to the fore as a medium which is accessible, low cost and, often, both popular and participatory. Today community radio is not only well established in Europe and the Americas. It is widespread across Africa; it has become a growing force in Asia and the Pacific; and it has entered the mainstream discourse of development professionals and agencies.

The growth of community radio is a story of people and communities striving to speak out and to be heard. Community radio has provided a means of empowerment and of self-reliance. It has enabled people to engage in dialogue about their conditions and their livelihoods. And it has contributed to the defence of cultural and linguistic diversity. It is a story in which the pursuit of social and development goals has been deeply entwined with the struggle for human and political rights and particularly the right to freedom of expression.<sup>41</sup>

Over the last twenty years, as the global network of community broadcasters has grown it has been paralleled by the emergence of new communication technologies - technologies that enable access to information globally and instantaneously. The emergence of new information and communication technologies has rightly been compared to the industrial revolution. It has contributed to economic globalization and has enabled new international social movements to proliferate. But it also threatens to amplify the gross asymmetry in people's access to information and communication. While enthusiasm for the

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<sup>41</sup> Mexico: Radio Jën Poj and Radio Uandarhi: On 6 December 2004, Radio Jën Poj in Santa Maria Tlahuitoltepec, Oaxaca and Radio Uandarhi of Uruapan, Michoacán became the first indigenous groups in Mexico to be granted broadcast licences to operate their own community radio stations. The move by the Mexican government followed three years of negotiations and lobbying by community media activists, human rights organisations and the Inter-American Commission of Human Rights. When President Vicente Fox's Partido Acción Nacional won the Mexican election of 2000 one of the essential demands of citizen's groups was reform of the Radio and Television Act, guarantees of the right to freedom of expression and the need for limits on private media concentration in the hands of corporations such as Televisa.

At first it seemed there were good reasons to be optimistic but behind the scenes lobbying of the federal government by commercial broadcast proprietors produced a new radio and television decree weighted strongly in their favour together with renewed persecution of the community radio stations. Community broadcasters, including Radio Jën Poj, reported military raids and violently implemented closures. In 2003 both the United Nations Human Rights Commission and the Inter-American Commission on Human Rights intervened with recommendations to the Mexican government to cease the persecution of community radio and to provide proper licences to operate.

In March 2004, at a hearing of the Inter-American Commission of Human Rights, the Mexican government gave undertakings to establish a process for legal recognition of not-for-profit community radio stations serving indigenous people and farming communities. Despite last-ditch efforts by commercial broadcasters to persuade President Vicente Fox to abandon the licensing plans, the first two licences were awarded in December 2004 and more have been awarded since. The newly licensed community radios have said they will emphasise indigenous languages and culture and will seek to address the social and economic problems of the communities they serve.

liberating potential of the Internet rose alongside its stock market success – and perhaps waned with it too – it has also brought a wider awareness of the importance of access to knowledge and information which has in turn brought a renewed interest in traditional media such as radio.

### **Poverty and freedom of expression**

In recent years there has also been a significant shift in the thinking of development professionals and development institutions from an excessive emphasis on market driven economic growth and technology transfer to a more people-centered discourse.<sup>42</sup>

In this perspective voicelessness and powerlessness have come to be seen as key dimensions of poverty while democracy, equity and civil rights are seen as not only intrinsically desirable but as directly contributing to the realization of human security, well-being and opportunity.<sup>43</sup> Amartya Sen, the Nobel Prize winning economist, has argued consistently and forcefully that no substantial famine has ever occurred in any independent country with a democratic form of government and a relatively free press.<sup>44</sup>

Sen has offered four reasons why media freedom is important.

First he argues that freedom of speech and the ability to communicate is intrinsically desirable for well-being and the quality of human life. The suppression of people's ability to communicate directly reduces quality of life even if the authoritarian country that imposes such a constraint happens to provide other social and economic protections.

Second, it can have an important protective function in giving voice to the neglected and the disadvantaged. The means to speak out can contribute greatly to human security. Political elites faced with public criticism in the media have a strong incentive to take timely action to avoid crises and to counter inequity in access to resources.

Third, the media have an informational function in disseminating knowledge and allowing critical scrutiny. This function is crucial to empowerment and holding elites to account.

Fourth the media have a crucial role to play in value formation enabling public adaptation to change and the local appropriation of knowledge and information.

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<sup>42</sup> Balit, Sylvia, Communication for Isolated and Marginalised Groups, Blending the Old and the New, Paper for Ninth United Nation Round Table on Communications for Development, FAO, Rome 2004

<sup>43</sup> Chapter 6, World Development Report 2000/2001, Attacking Poverty, New York: Oxford University Press <http://www.worldbank.org/wdr>

<sup>44</sup> See, for example, Sen, A. (1981) Poverty and Famines: An Essay on Entitlement and Deprivation. Oxford: Clarendon Press; and Sen, A.(2000) Development as Freedom. New York: Anchor Books

From this perspective, communication policies that guarantee the rights to freedom of expression and access to information can contribute directly to the achievement of development goals. Policies that suppress these rights can have a detrimental effect.

Without access to voice poor people are unable to participate in debate or to express their opinions on public policies that affect them directly. Without access to information poor people are unaware of their rights and entitlements, are unable to challenge decisions and lack the knowledge to take effective action to improve their conditions.

Nobody hears the poor. It is the rich who are being heard.<sup>45</sup>

The groundbreaking study, *Voices of the Poor*, set out to listen to poor people's own voices on the experience of poverty. It started from a recognition that poor people's own views have rarely part been part of the policy debate. The study noted that poor men and women are themselves acutely aware of their lack of voice, their lack of information and their lack of contacts to access information and, from interviews across the world, they discuss how this puts them at a disadvantage in dealings with public agencies, NGOs, employers and traders.

People living in poverty face particular barriers to voice and access to information that are directly associated with the conditions in which they live<sup>46</sup>. These include barriers of cost, for example for the purchase or rental of communications services and equipment. They include social barriers including discrimination in access to services, lack of education including illiteracy, and lack of provision in appropriate languages. They include lack of basic infrastructure including electricity and transportation. They include political obstacles including repression and lack of will of states to allow democratic access to information and voice for the most marginalized groups as well as direct forms of censorship and lack of information about knowledge and information systems. This asymmetry is frequently called the "digital divide" but it is more accurately understood as a "communications divide" that pre-dates the new digital technologies. It is a divide rooted in poverty and one whose effects are to sustain poverty through lack of access to voice, information, knowledge and power.

### **The role of community media**

Local and community-based media have become recognized as having a particular role to play for people and communities facing poverty, exclusion and marginalization. They can assist in providing access to information and voice, including in local and vernacular languages. They can reinforce traditional forms

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<sup>45</sup> Participant, discussion group of men and women, Borg Meghezel, Egypt, in Narayan, Deepa, Robert Chambers, Meera Kaul Shah and Patti Petesch (2000) *Voices of the Poor: Crying Out for Change*, New York: The World Bank/Oxford University Press

<sup>46</sup> From the Statement of the Bellagio Symposium on Media, Freedom and Poverty (2002)

of communication such as storytelling, group discussion and theatre and they can enable grassroots participation in policy-making and democracy. They use technologies which are appropriate and affordable. In doing so, they reach out to the most remote communities and to people from all walks of life.

The most widespread and accessible communications technologies remain the traditional media, particularly radio – an oral medium, one that is low cost and that is already receivable by 90 per cent of the world's population. For just a few thousand dollars worth of equipment, a community of 100,000 people or more can be served by a community radio station.<sup>47</sup>

To understand the particular role of community radio we have to recognize the two dominant broadcasting forms in the world today, differentiated by public or private ownership.

There are some good models of publicly owned broadcasting with independent governance and editorial arrangements and a range of public interest programming. But many state owned public media are still not sufficiently independent of the government. Instead of truly serving the public interest they remain the instrument of the government in power. Instead of dialogue with their audience they maintain a one-way mode of communication.

There is almost no country in the world today that is not, by one means or another, also reached by private commercial media whether through the liberalization of broadcast licensing or through the rapid growth of satellite services. Private commercial media can contribute to the plurality of choice but they tend to pay little attention to the needs and concerns of the poorer sections of society. In many countries growing concentration of ownership has had the effect of reducing the diversity of private media. Media concentration has allowed powerful media corporations to emerge that wield enormous political influence while remaining accountable only to their private owners and the marketplace.

Today, however, in most countries and all of the regions of the world, a third form of media, community broadcasting, has emerged from civil society to find a place alongside the established public and private media. Community broadcasting can be considered a third sector of the media landscape - independent, with social and not commercial objectives.

Community broadcasting has developed in response to the needs of grassroots social movements and community-based organisations to find an accessible and

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<sup>47</sup> Indonesia: Radio Angkringan: Just outside Yogyakarta, Indonesia, in the village of Timbulharjo, there is a community owned and volunteer run radio station called Radio Angkringan. It is named after the informal pavement food stalls where people sit to eat, drink and talk – a kind of popular meeting space. Broadcasts are in the evenings because in daylight hours people are too busy working their living from the land. The station has just one computer with an audio bank of Indonesian music, together with microphones, a small mixing unit, a low power transmitter and antenna. This, together with the voices of volunteers, local listeners and guests, provides the broadcast service. The volunteers at Radio Angkringan gather news from the Internet but connectivity is unreliable and expensive. They have acquired a motorcycle and a portable recording kit so they can now make field recordings in the neighbouring local villages.

affordable means to express their own issues, concerns, cultures and languages, and to create an alternative to the state-owned public broadcaster and the growth of private commercial media.

The existence and the practice of community broadcasting is an expression of a more participatory attitude to democracy and the growth of strong and dynamic civil society organizations. It can be considered a form of public service broadcasting, but this is a public service broadcasting not from the top-down, but rather from the grassroots-up.

### **The development impact of community media**

Despite widespread acceptance that the media can make a positive contribution to development, this is by no means assured. Media, in the hands of governments have been used as instruments of propaganda and indoctrination. In the hands of private oligarchs they have become vehicles in the service of elite interests. In the hands of political organizations they have been tools for division and sometimes conflict. In the hand of religious institutions they have been used to evangelize. Even where it is possible to show correlation between development goals and media activity, proving causality can be more difficult.

There are many case examples where community media has been linked directly to the pursuit of the Millennium Development Goals – improved livelihoods, promotion of gender equality, better health and education, combating HIV/AIDS, malaria and other diseases, contributing to environmental awareness and sustainability – however it is not always helpful to think of community media only in instrumental terms or to assess impact against a narrowly defined set of quantitative indicators. The most frequently stated benefit of community broadcasting is its impact in empowering poor people to speak for themselves.

Empowerment of people through community media is directly measurable through participation but its consequences for development are neither easy to measure nor possible to predict. There are in the region of 10,000 community broadcasters in the world today, many of them in Latin America, Europe and North America but with growing numbers in Africa, Asia and the Pacific. Most of them broadcast to rural communities or poor urban neighbourhoods. They regularly have hundreds of direct participants – staff, volunteers, guests and listeners who phone-in – and audiences measured in the 10,000s and 100,000s.

Empowerment through community media can contribute to good governance by identifying corruption and holding leaders to account and it can contribute to sustainable development by enabling people to take control over their own livelihoods, identifying their needs and problems and providing access to knowledge and information to enable informed choices. By giving people voice,

community media can also have important but less tangible impacts on quality of life, sense of community, shared culture and values and perceived security.<sup>48</sup>

In times of political turbulence and transition community media can provide a voice for ordinary people when state or commercial media are prepared to look the other way. In Nepal community broadcasters have been at the forefront of the defence of democracy in the face of an autocratic King while the state media has continued to relay government propaganda. In Venezuela community broadcasters were among the first to report on a military coup that was suppressed from the screens of mainstream commercial media.

### **Obstacles to community broadcasting**

Despite the growing recognition of community broadcasting there remains a need to raise awareness and acceptance of the idea that communities have the right to own and operate their own community media. There is still much to be done in many countries, to establish policies, laws and regulations that enable and encourage community broadcasting.

Alongside the laws and regulations that enable community broadcasting there is a need to build capacity among community-based organizations to develop sustainable models of community media that contribute to the social and economic well-being of communities.

It is the policy, legal and regulatory framework that remains the single most persistent obstacle. It should not be so. There is worldwide experience today of legislating and regulating community media from which we can see what works and what does not.

Twenty years ago there was almost no broadcast community media outside the Americas, a few Western European countries and Australia. State monopolies were the norm in Eastern Europe, Africa, Asia and the Pacific. Today that situation has changed dramatically. In the last ten years community broadcasting has gained a presence across the African continent, in most European Union countries and in many countries of Asia and the Pacific. Throughout the world governments are reforming their media laws to recognize community media.

In the last few years we have seen countries as diverse as Argentina, Bolivia, Uganda, India, South Korea and the United Kingdom, adopting reforms that assist community media.

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<sup>48</sup> Senegal: Radio Ndef Leng: In Dakar, Senegal, Radio Ndef Leng is operated by a Sérère cultural association. It broadcasts in 14 languages and is the most important radio service for the Sérère speaking community. For much of the day Radio Ndef Leng programming consists of an on-air dialogue among its listeners. Sometimes a topic is chosen for discussion while at other times the audience defines the conversation of the day. Listeners phone in through a call-centre which assures that part of the cost of the call goes to sustaining the radio station. There is a constant queue of listeners waiting to speak. The role of the radio presenter is to act as a facilitator, to guide the discussion and to prevent abuse of the air time.

At the same time there is growing recognition in the international human rights system of the value of community media, including in reports or statements of the *Special Rapporteur* on Freedom of Expression of the Inter-American Commission on Human Rights<sup>49</sup>, the African Commission on Human and Peoples' Rights<sup>50</sup> and the Council of Europe.<sup>51</sup>

## Recommendations

From the countries in which community broadcasting is successfully established some common characteristics of good practice can be quickly identified.

1. There should be clear and explicit recognition of community broadcasting as a distinct sector. The distinct character of community broadcasting can be summarized as follows: It should not be run for profit but for social gain and community benefit; it should be owned by and accountable to the community that it seeks to serve; and it should provide for participation by the community in programme making and in management.
2. There should be a straightforward and transparent process for the allocation of spectrum and the licensing of community broadcasting. It should be responsive to demand from community-based organizations that meet the essential characteristics; there should be no unnecessary obstacles that would exclude or deter communities from seeking authorization; and the process should be independent of political interference.
3. The regulatory framework for community broadcasting should have regard to the sustainability and resourcing of the sector. Licence fees should be set at a nominal level so as not to exclude communities with few resources. There should be no unreasonable restrictions on sources of revenue. Community broadcasters should be encouraged to develop economic support from within their own community but assistance should also be provided through independently administered public funding mechanisms.
4. Reform of the legal and regulatory environment should be supported by capacity building to assure the sustainability of community broadcasting initiatives. This includes training in production and management, technical advice and guidance, investment in social and development content, and support for

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<sup>49</sup> The Special Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights stated in his Annual Report 2002: "Given the potential importance of these community channels for freedom of expression, the establishment of discriminatory legal frameworks that hinder the allocation of frequencies to community radio stations is unacceptable."

<sup>50</sup> The Africa Commission on Human and Peoples' Rights has stated: "Community broadcasting shall be promoted given its potential to broaden access by poor and rural communities to the airwaves" Declaration of Principles on Freedom of Expression in Africa, Principle V, Adopted at 32<sup>nd</sup> Session of the Africa Commission on Human and People's Rights, 17-23 October 2002.

<sup>51</sup> A report adopted by the Council of Europe Steering Committee on the Mass Media stated: "Member States should encourage the development of the contribution of Community Media in a pluralistic media landscape." Transnational Media Concentrations in Europe, Council of Europe 2004

country level associations that can speak on behalf of community broadcasters and provide a forum for sharing of experience and best practice.

Taken together, in countries that are receptive to media pluralism and empowerment of the poor, these measures can contribute to the further growth of community broadcasting and strengthen its unique contribution to equitable and sustainable development.



## Chapter 10: Community Media by and for Women a Challenge to Fulfil the Promise<sup>52</sup>

For more than three decades now, the global women's movement has confronted two key issues in the media: the negative and stereotypical portrayal of women in the media and the lack of women's representation and participation in decision-making positions within media organizations.

Community media, independent media, radical media, participatory media, *medios libres*, peoples' media, grassroots media, social movement media and all their different configurations are touted to be the utmost instrument that women can use to reclaim their rightful spaces within media systems and structures. However, research and anecdotal evidence point out to the fact that this is not entirely the case. The discrimination that women face within government and corporate media are sometimes also reproduced in community media. This panel discussion seeks to find out not only how gender inequalities in community media can be stopped but how to effectively use this type of media as a tool in promoting women's decision-making roles and political participation.

While I am inclined not to delve into how mainstream media marginalizes women because there is already more than enough evidence to prove this, I cannot avoid citing two media monitoring initiatives that to me reveal very interesting findings. These two are the 2005 Global Media Monitoring Project (GMMP) coordinated by the World Association for Christian Communication and the "Mirror on the Media, Who Talk on Talk Shows" conducted by Gender Links and the Gender and Media Network in Southern Africa (GEMSA) in 2006. Both studies found out that of all the media, it is in radio where women and women's issues are most underrepresented.

The GMMP which analyzed media content in 76 countries revealed that women and women's issues make up only 17 percent of news subjects as opposed to 83 percent men as news subjects in radio broadcasts. The Mirror on the Media project which monitored 11 radio talk shows in four Southern African countries – Lesotho, Malawi, South Africa, and Zimbabwe states that "if radio talk shows are a barometer of citizenship, then women barely exist—as host, as guests or as callers. Most shows also don't cover many of the topics that women would like to talk more about."

The same project showed that women only make up 25 percent of all callers to radio talk shows in Lesotho, Malawi, South Africa, and Zimbabwe. As talk show guests, women made up only 36 percent and as hosts, women constituted only

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<sup>52</sup> by Mavic Cabrera-Balleza, AMARC Women's International Network and the International Women's Tribune Centre (*presented at the Our Media 6th International Conference (Sydney, Australia; April 9-13, 2007)*).

32 percent. Meanwhile, on gender as a topic, only nine (9) percent of the talk shows focused specifically on gender-related concerns.

Why am I focusing on radio when the situation in all other forms of media is just as bad? It is because radio is said to be the women's medium. It is accessible and affordable; it transcends literacy barrier; it is the medium that has the broadest reach in poor rural and urban areas where there is little media presence and media access. Radio therefore is a potentially powerful tool in enabling women's participation in decision-making on matters that impact to their communities, on matters that impact to their families and to them personally. Women's participation in radio can potentially lead to their broader political participation.

Let's look at the situation in community radio. In 2006, AMARC Asia-Pacific and Isis International-Manila conducted a survey of 23 community radio stations and production groups in Asia-Pacific to examine women's programming and women's participation in community radio. The survey brought the good news that almost all of the community radio stations (21) have between one to five hours of weekly programs by and for women. These programs cover issues such as women's rights, health care, violence against women, literacy, and success stories of women in society.

Now the disappointing news: women make up only 28% of leadership positions—however, this is still comparatively better than in mainstream media where women occupy only 3 to 5% of leadership positions, as reported by the International Federation of Journalists in 2001. In technical positions, women make up only 28% as well. Not surprisingly, there were considerably more women administrative staff and producers at 44% each. Evidently, women are also stereotyped within community radio. Women also lack access to decision-making in the community radio sector.

A study of how gender issues are played out in Indy Media Centers (IMC) conducted by Gabriele Hadl and Lisa Brooten using the various list serves and discussion spaces within the network showed similar patterns of gender-based domination. Some of these are:

- Work is often distributed and valued along traditional lines of gender: e.g. technical work is mostly reserved for men, and is valued more highly than other forms of contributions, given priority in discussions, etc. (the *tech-arrogance* phenomenon)<sup>53</sup>;
- Meetings, though at their best well-facilitated and democratic, were noted to be often dominated by those who talk "long, loud[ly], first and often"<sup>54</sup>.

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<sup>53</sup> Though this problem appears to have become less prevalent than it was in the 1999-2002 phase when many new IMCs were established.

<sup>54</sup> Spalding, D. (2002, December 14). An open letter to other men in the movement. Newswire posting to *IMC-DC*. Retrieved December 14, 2006 from [http://web.archive.org/web/20030615093541/http://internal.indymedia.org/front.php3?article\\_id=779&group=webcast](http://web.archive.org/web/20030615093541/http://internal.indymedia.org/front.php3?article_id=779&group=webcast)

Tallies from meetings showed that even if more women were present at a meeting, men talked more.

- A rhetoric of harassment, a feature common in online communication, characterized by flaming, trolling and cyber-stalking was reported as a normal part of everyday life in certain IMC spaces, and even condoned in face-to-face situations.
- Lack of diversity, time and energy: Even if a collective is aware of gender issues, it may give addressing them a low priority. This is sometimes justified by the old Marxist “revolution first, justice later” argument. Also, the precarity<sup>55</sup> of most IMCs, with a small group of volunteers battling rightists, spammers, tech problems, police surveillance, lack of funds and space, etc. exacerbates existing inequalities.

### **How to address discrimination against women in community media**

Participants in IMC gender debates have suggested ways the issues can be tackled, which Hadl and Brooten summarized as follows:

- Acknowledging existing hierarchies: The inequalities in the wider culture do not of their own accord stop at the door of IMCs -- this is nothing to be ashamed of. Rather than trying to deny them, they should be seen as an opportunity for dissecting and moving beyond them;
- Creating a safe and welcoming environment, if possible from the get-go, as it is harder to change engrained structures later-- e.g. inviting more women to join a long-established all-male collective or changing an aggressive communication culture to a less combative one;
- Improving meetings by providing attentive and fair facilitation, outreach and encouraging different kinds of communication modes. One example of this is the traditional practice in some African tribes where a baton is passed around and whoever holds the baton gets the chance to speak;
- Rethinking the value certain kinds of work are assigned according to the gender traditionally associated with them.

In AMARC, we're planning to conduct a comprehensive gender audit among our members to examine the nature and extent of women's involvement in programming and management of community radio. At the same time, we also hope to come up with models of organizational structures that would best guarantee women's meaningful participation in community radio. We will also identify areas for capacity building. The AMARC Asia-Pacific survey, for example, indicates that women want to be trained in technical areas of radio production. AMARC is committed to responding to this expressed need but we also want to underscore that in addressing the gender inequalities through training or capacity building, we will be training the men as well. Such training efforts will focus on sensitizing them on women's issues and how and why such issues also impact on men; how men are also stereotyped like women; the gender-based power

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<sup>55</sup> 'Precarity' is a neologism of an international movement around the working and living conditions created by neoliberalist policies. The term here emphasizes that the instability is at least partly caused by the enclosing social and political system

relations and the ways by which such power relations play out in the operations of community radio as well as in their programming. In addition, we hope to produce and distribute creative and visual tools such as a checklist for gender-sensitive programming, score cards that illustrate women's participation in decision-making, and other visual indicators.

We do know that men in supposedly progressive sectors like community media are aware of gender inequalities and gender injustices. Why this awareness has not changed their everyday political practice—the way they conduct themselves and carry out their work is mind-boggling for most of us. Many attribute it to the socialization process we [women and men] undergo. Perhaps because we are just beginning to address this issue more concretely and more systematically, we are ready to accept the reasoning that not unlike the women, men are just as trapped in a patriarchal and hierarchical socialization process. But we also need to keep in mind that we need not go easy on our male comrades. We should demand the same if not greater responsibility for them to monitor their own behavior. At some point, we will have to say enough! The patriarchal and hierarchical socialization process is no longer an acceptable excuse. We are aware of the problem, we know what to do with the problem—all we have to do is operationalize the solution.

We also need to realize that women also need sensitizing. I don't want to sound preachy –especially to sisters in the women's movement and the community media sector but as community media practitioners, we have a greater responsibility to break the boundaries set by our socio-political and cultural contexts. If we are to equate community media and women's media with women's progress, we need to go out of our way and take extra effort so that community media will truly become an instrument that allows, encourages and empowers women to speak in their own authentic voice.

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## **Chapter 11: What role did community media play in helping to restore democracy in Nepal? Interview with Raghu Mainaly.<sup>56</sup>**

In April 2006, Nepal saw the culmination and resolution of a profound political crisis during which the country's king seized absolute power in February 2005, disbanded democratic parties and closed down many media outlets and imposed censorship. In April 2006, when large parts of the population took to the streets in mostly peaceful protest, democracy has been restored and the Maoist rebels have called a ceasefire and entered the political process.

James Deane. let's start by talking about Nepal. Now, in my country, England, whenever Nepal is mentioned on the news, the newscasters tend to dismiss Nepal as "a tiny Himalayan kingdom." This patronizing term suggests that Nepal is an inconsequential country. Is that right? Why should anyone take what happens in this country seriously?

Raghu Mainaly: It's not so tiny and is, in fact, bigger than your country and has higher mountains!

JD: A lot happened in Nepal in 2005 and 2006. Raghu, tell us about the events leading up to April 2006 and the seismic political change that has happened there in the last year or so.

RM: Something happened in Nepal this year that has never happened before in our history. About four million people out of a total population of 22 million came out onto the streets. (...) In February 2005, our king took over all political power in the country. He started governing through direct rule, and this was a situation that we never imagined would happen. His forces cut off all Internet connections, phone lines and transport links. They even sealed off our international airport. The army deployed to all media houses and either arrested political leaders or placed them under house arrest.

JD: So this is a mass seizure of power by the king. We are talking about effectively undoing any semblance of democracy in the country?

RM: Yes, and all of us lived in fear, in fact, in a kind of state of terror. (...) This time, this year, the situation became very different. Previously, professionals—media professionals, lawyers, doctors, engineers and civil society leaders—led much [of the resistance to the king]. And political parties led the democratic

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<sup>56</sup> *An interview with Raghu Mainaly, a founder of Nepal's Association of Community Radio Broadcasters and AMARC South Asia representative. The interview was carried in October 2006 by James Deane, managing director of strategy for the Communication for Social Change Consortium at a panel at the World Congress on Communication for Development, which took place in Rome. The panel focused on the role of community media in development. The panel's organisers were AMARC (the World Association of Community Radio Broadcasters), SDC (the Swiss Agency for Development and Cooperation) and UNESCO. In this interview, he explains the critical role of community media in encouraging democratic principles.*

movement. But the political parties lost their faith in the people. Every time the people went out onto the streets, the political leaders told them to go back and not come to the rally.

JD: Are you suggesting here that this was a crisis of legitimacy of a whole political class?

RM: Yes, that class lost their faith in the people and had no moral grounds on which to appeal to the people. (...) the main cause for that was that all political leaders were corrupt and irresponsible, in terms of listening to and acting on behalf of the people. Instead, they exercised a lot of power for their own personal benefit.

JD: Can you make connection between this extraordinary event of four million people coming out onto the streets in generally peaceful protest and community media in Nepal?

RM: Yes, there is a direct correlation. From the very beginning, community media programmes went out telling people that freedom of speech and freedom of expression were the people's rights, not just a media person's rights. We educated people from the beginning about their rights, using programmes very strategically to attract the attention of people, arranging a lot of unique events that would get onto the front pages of the newspapers and international media also. Then we tried to involve all the professionals and called for solidarity and did many events with the people.

JD: Who is "we" here?

RM: Basically the radio broadcasters who had constituted an independent radio movement in Nepal that involved all community and commercial radio broadcasters in the country.

JD: How many radio stations are there in Nepal?

RM: More than 50 radio stations across the whole of Nepal. These cover more than 65 percent of the total population.

JD: Does this radio network reach the majority [geography] of the country?

RM: Yes. And this network started working together as soon as the king began banning the news. In fact, we were told, "don't broadcast anything except music!" So then we started singing the news!

Deane: You sang the news?

RM: [LAUGHS.] So we sang the news, because government had not banned the content, only the form in which it could be delivered.

JD: So just to be clear, this was not just one radio station, but a whole network of radio stations who were using very imaginative ways of continuing to report on the crisis?

RM: Yes, and then we started to read the constitution to people, particularly those articles with most relevance to poor people. We read these in Nepali and more than 20 local languages.

JD: So this was a process of really informing people about their constitutional, legal rights within the context of this political crisis?

RM: Yes, both of the rights of the people and the role and duties of the government. The king had said he had taken these steps to resolve the political crisis. But, instead of dealing with the threat of the Maoist terror, his actions were leading to more fear, ignorance and terror. And looking at situations in other countries, we could not find any examples of where the kinds of steps he had taken had worked. Every hour, we broadcast music to all the stations, the content of which was: "From every village and every home, wake up and defend the interests of the country. If you have a pen, wake up with a pen. If you have an instrument, wake up with an instrument. And if you have nothing in your hand, raise your voice." We broadcast that music every hour.

JD: Why was protest peaceful? Was there anything this radio network was doing that made this protest a forceful, mass response of four million people, but one that was, nevertheless, a largely peaceful one on the streets?

RM: We broadcast a lot of interviews with civil society leaders, doctors, engineers, lawyers, university teachers and others and we tried to turn all these interviews into a peaceful situation, so all these people requested the people to act peacefully. We were creating a forum for a range of people to come and appeal to the people to protest but to do so peacefully.

JD: But were you not yourselves also broadcasting messages warning of the dangers of violence?

RM: Yes, when there were four million people out on the street, and some of us were in jail, we broadcast every half-hour—a short spot urging peaceful protest.

JD: Saying what?

RM: These spots were about one minute long, and the content was that the country had suffered greatly from violence for many years, and that more conflict

is not the way to get freedom and peace. “Please,” we said, “follow the peaceful way.”

JD: So, here you are, there are four million people out on the streets, a community media movement reaching 65 percent of the population, and your claim is that an awful lot of that protest—and the peaceful manner of that protest—is substantially attributable to what the community media movement was doing in the country?

RM: Yes, we believe that, and we believe that communication is the fuel for everything—for democracy, for development and for many other things. Without fuel, the light was very dim. We poured the fuel, and the light became very bright.

JD: For those who are looking at supporting community media, how long has it taken to get to where you are now? What needed to happen to get to where you are now as a movement within the country?

RM: For this particular movement it took about 15 months. For the community media movement as a whole, it’s been a decade-long struggle. (...) we got a lot of support. This was not an individual, or even just an organizational effort, but a national effort and an international effort with so many organizations involved. First, we have to name UNESCO, which helped support us from the very beginning. We heard about community radio and FM through UNESCO’s Mr. Wijananda Jayaweera, who suggested many things to us. As a result of his advice, we started Radio Sagarmatha as a project. And, I should point to AMARC, which was our backbone during the time of crisis. The international media mission to Nepal was another major source of strength.

JD: And what was the role of technology in all this? What was the role of the new technologies, in terms of Internet, mobile telephony, satellite and so on?

RM: The role was very important, but the role of technology is always auxiliary. If we want to do something, then the technology supports and enables us.

JD: But weren’t these radio stations linked across the country?

RM: Yes an independent production house helped enable that.

JD: And what was the policy and legislative environment like for community media in Nepal? And can you bring us up to date on what is happening now?

RM: Before, there was legislation for community media. Then, for a time, even the constitution was effectively suspended. That meant we had no space to talk about particular legislation. Now, the new democratic government is very liberal and positive. Within two months, the new government granted more than 30 licences for community radio. They have also constituted a high-level media



commission, tasked with developing conditions for a healthy, vibrant local and pluralistic media. The government is being careful not to give the monopoly of media to any one company, either economically or ideologically.

JD: So let's be clear about what is being said here. We are at the World Congress for Communication for Development, and we are often asked about the impact of our work and for evidence that it makes a difference. You're saying that it took a long time. It took 10 years to get to where we are now? That perhaps the impact after three or five years was quite difficult to discern, but, after 10 years, you're not talking about a few thousand or even a few hundred thousand people being educated. You're talking about a society fundamentally being transformed? You're saying that transformation would not have taken place without community media? Is that the claim being made here?

RM: Yes. We are trying to produce an act of communicating. We are not manufacturing consent. We are not manufacturing the news. We are trying to develop discussion and consensus about common issues.

JD: Raghu, thank you very much, indeed.

## Chapter 12: Community Radio in the 21<sup>st</sup> century: perspectives and experiences from Eastern and Southern Africa<sup>57</sup>

### Introduction

Community Radio has increasingly been used as a tool to further democratic developments in the East and Southern Africa region. A lot of these radio stations have partly been initiated by grassroots movements as a means to have a communication channel and a voice. They have also been initiated within development projects as a means of furthering local participation in development processes. The overall objective has been to arrive at some sort of social change and development.

The definition of community radio in these two regions has been drawn from South African legislation that defines a community either as a geographic community or a community of interest. Over the past eight years, the practitioners have reached an agreement that community broadcasting is local, non-profit, participatory broadcasting with a development agenda (*What is Community Broadcasting* by AMARC and Media Institute of Southern Africa [MISA] Advocacy packs).

Africa's first form of community radio was the Homa Bay Community Radio Station established in the western part of Kenya in May, 1982. This station in essence was not only an experiment in decentralization of structures and programming but also an effort to gain experience in the utilization of low-cost technology for broadcasting. It was an initiative by the Kenyan government and UNESCO, and was closed down by the Kenyan government in 1984.

However the concept of community radio has always been recognised in one form or another through radio clubs, radio listening groups, rural radio and/or radio forums. In Africa, community radio has arisen under a range of regulation -- from very loose regulation (Mali) to much defined regulation (South Africa). The majority of African countries are somewhere in between with South Africa being seen as having the most favourable legal framework for community radio.

Organised community media national networks exist in Namibia, Mozambique, Kenya and South Africa. These countries and others that include Zambia, Tanzania and Uganda have seen the mushrooming of community radio stations and projects in the late 1990s.

It is important to mention that the ideas of free broadcasting, media pluralism and promotion of democracy through local radio programming are mainly a common vision adopted and shared by SADC (SPELL OUT) governments.

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<sup>57</sup> By Grace Githaiga, Executive Director, Econews Africa

Most of the Eastern African countries are in a process of re-working the broadcast and telecommunications environment. It is hoped that the recommended legislation will favor community broadcasting aimed at promoting social goals and influencing the market conduct of the commercial stations. In spite of certain political difficulties, the idea that community radio can contribute to enhance the participation of communities in efforts aimed at improving communities' living conditions is dependent heavily on decision makers in the region who contribute to making of different legislations. Limited steps are being taken in terms of airwaves liberalisation but the concept of community radio needs to be popularised.

It is the feeling of practitioners that a stable, secure and positive framework has to be created before the community radio can expand and fulfil its function of promoting human rights and democratic values.

### **Opportunities and Challenges**

Community radios have facilitated an improved livelihood through information in different important areas such as trading and business development, breaking myths on HIV/Aids, improving health, agriculture etc.

The sector continues to grow phenomenally in this region both in actual terms and in popularity. However there are still many challenges. These include:

- Legislative framework at country level which is generally a major obstacle to the growth of community broadcasting;
- Issues of institutional and financial sustainability;
- ICTs which present new opportunities but in the same light bring in new difficulties due to affordability;
- Diversity of adaptation to the commercial environment;
- Actual sustainable impact that community radios have produced is lacking and experiences have not been recorded systematically; and
- Lack of strategic plans, just to mention a few.

### **New Technologies and the Future**

Despite the challenges, the emergence of new technologies and, in particular, mobile telephony is contributing to audiences participating in programming. Mobile telephony has exploded in the region and there is coverage even in very remote areas that have not benefited from telephony before. Audiences are able to call during call-in programmes or even text messages giving their opinions. Access to Information and Communication Technologies (ICTs) such as Internet, e-mail and CD-ROM has an important role to play in rural contexts to reduce poverty and enhance social-economic development by providing and improving flows of information and communication.

Community radios, in combination with new technologies, are likely to be increasingly useful in removing barriers and increase effectiveness in terms of knowledge sharing. The convergence between radio and the Internet will provide

new strength to community radio. Not only will community radios get empowered to reach new latitudes, but also Internet users will learn from a participatory experience, which is expected to contribute much to social change. This will allow a nexus between digital and traditional media, as well as establish a linkage between the radio station and Internet.

Some of the envisaged benefits that ICTs could bring to community radio in the Eastern and Southern Africa region include: excellent new technologies for recording, mixing, editing and transmission. The digital audio recorder and the audio computer editing on computers, as well as the sending of sound programmes electronically as attachments, will be part of the new way forward. Another benefit will be that of creating awareness of research findings in diverse areas of interest to the community. Others are mobilizing community for best practices, simplifying research findings, translating into user languages, and providing radio with additional tools to serve the information needs of the community.

Community radio's potential for enabling local people to relay local content in locally-used languages can be linked to the provision of computer training, access to Internet and other digital resources.

The use of the Internet will enhance communities' knowledge base, which can be incorporated into the radio programmes hence enriching them with diverse information.

It is anticipated that in this process of appropriating new technologies, the local users will have the capacity to invent their own words and to rename the hardware. In other words, ICTs will give a new dimension to the bottom-up flow of information. The community radio stations will have access to much more information than those based on transmission only.

Community radio is leading to real change in people's lives. Experiences from the region demonstrate that it is playing a significant role in facilitating community and national ownership of development agendas. Firstly it registers the extent and experiences of a community (be they of poverty or marginalization) in a community's own words. Through community media's familiarity with the local articulation of rights and demands, it also enforces accountability among stakeholders.

## **Conclusion**

Experiences from East and Southern Africa demonstrate community radios as excellent tools for facilitating participation, empowerment, stabilization and positive development through widening of horizon of listeners.

The radio stations have provided choices to the listening community who have become subjects of their own development. However the community stations

need to constantly be guided by asking whether the stations are serving the purpose of giving the voice, are they demand-driven and whether programming address community issues.

Community radio can generate the changes necessary in development. After all it is not exactly money that creates development. People do!

## Chapter 13: Women as Producers of Information. Indonesia Experience.<sup>58</sup>

### Women as Producers of Information

Since 1998 Indonesia has entered the reformation era and liberated itself from the repressive authoritarian New Order Regime. Reforms have also occurred in the world of media in Indonesia as shown by the emergence of many media in various forms such as print, audio and audiovisual. However, have these media given access to the public's voice? In reality, most media have not accommodated the public's voice. Hence, what is required is to let the society become the producers of information.

Medium like a community radio becomes the most appropriate media to broadcast public's interest. In Indonesia, there are about 600 community radios. However, the question remains whether community radios have been fully used by groups of people, including women, which are always marginalized. The result of questionnaire distributed to a number of community radios has showed that women's involvement in the management of community radios is still insufficient. The same condition is found in their program; only a few numbers of programs are dedicated purposely for women. In most cases, the programs are more about recipes, health and beauty problems than about issues on women's rights.

Nevertheless, a group of women now has the initiative to use radio as a medium to disseminate issues on women's rights, among other Women Voice Radio in *Pariaman*, West Sumatra and Women Journal Radio Program. The former is a community radio; the later is a producer of mini feature program broadcasted through all radio networks in Indonesia. Women Journal Radio Program currently has been broadcasted weekly on 183 radio stations in Indonesia.

### Women Voice Radio in Pariaman, West Sumatra

*Radio Suara Perempuan* (Women Voice Radio) in *Pariaman*, West Sumatra, was founded by Nurhayati Kahar. At the beginning, she was concerned about a lot number of violence cases happened to women in her region. Therefore, she founded Institution for Victims of Violent Acts to Women and Children, which has been legally registered since 2002. To spread the campaign to against that violence, they choose community radio as their way.

She thinks that violence to women never comes to surface because the culture of shame is still very strong. For instance, there are many cases of rape that all this

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<sup>58</sup> Presentation to AMARC 9 World Conference. Jordania, November 14, 2006. Ade Tanasia (Program manager (Media) at the Combine Resource Institution, Indonesia

time are settled with custom law, in which the solutions are made up with peace or fine. Yet, if the rapist is a prominent figure in society, the case is often covered up. In fact, the blame is plotted deceptively on the victimized woman.

Hence, Women Voice Radio encourages women to fight for justice. She insists that a violence case shall not be settled with custom law because it often disadvantages women, but it shall be processed with criminal law.

Women Voice Radio uses local language, namely *Minang* language. Its targeted listeners are not only women but also men. It is very important for men need to know about the law on violence to women, so that they will not consider women unintelligent anymore.

The Women Voice Radio program encompasses themes concerning health, religion, children education, sex matter, and also information around the city. In addition, it is also planning to give information on economy (like prices of goods and tips of marketing) because almost 95% women have home industries like making woven clothes and embroidery.

It is interesting that every Sunday night the radio broadcasts radio drama called *Carito Minang* (Minang story). The stories are taken from everyday occurrence involving women. There is a drama entitled "*Maha Bana Baliajo*" which tells about the resistance against custom marriage in *Pariaman*. In this region, there is a custom in which if a woman wants to marry a man, the woman's family must pay some money as dowry to the man's family. The price is various and it can be bargained. The higher the education of the man is, the higher price the woman's family must pay. This practice is now getting more excessive because there is tendency to take up again the custom. In fact, the women feel proud if they can buy men with high price. Through this drama, Women Voice Radio actually wants to break this dowry practice so that there will be no tradition of buying man.

The Radio will never quit fighting for information and communication access for women in *Pariaman*. Progressively such change has begun to happen. Now there are many women willing to speak out their problems on the radio although they still use pseudonyms. If they need further consultation, they can come directly to the institution. Every Sunday afternoon, listener gathering is held. In that occasion, Women Voice Radio gives everyone opportunity to be a broadcaster. Despite seeking talented broadcasters, it can improve people's participation.

## **Women Journal Radio Program**

The Women Journal Radio began its activity in 1999, renting airtime of radio stations in Jakarta like Delta FM, MS 3 and *Pesona* FM. For four months, these three radio stations had got recorded discussions made by Women Journal Radio. At that time, the discussions were very conventional by inviting some speakers to Delta FM studio to discuss actual topics on women.

In order to maximize the program making, the Women Journal Foundation got aids in the form of sufficient equipments and studio construction. In 2000, Women Journal Radio succeeded in making cooperation with 30 radio stations across Indonesia. In 2001, with support from Netherlands Embassy, the number of radio stations broadcasting Women Journal Radio program increased to 50 radio stations and in 2002 increased to 100 ones. With full support from Ford Foundation, since 2003 Women Journal Radio has had 162 partners across Indonesia. Local radio stations recognize the importance of information for their listeners so that Women Journal Radio program has become the most anticipated program and one of their favorite programs. As a result, Women Journal Radio program is free from paying airtime cost in most local radio stations.

Women Journal Radio program is favored mostly by housewives of middle and lower classes in society. Topics that are brought up by the program vary, for instance, violence against women, female reproduction health, women representatives in politics, profile of local women, labor, women's rights, etc. One of advantages of the program is that it raises women's daily problems, which all this time have been ignored by media as information.

In the arrangement of program, Women Journal Radio always considers the development of radio, from the duration, use of sound byte and form of program. The arrangement is not only informative but also entertaining. Until February 2006, Women Journal Radio had produced 334 programs in the format of mini feature. At the first time, the program had duration of 20 minutes, but since October 2003, the program has been shortened to 10 minutes. This reduction is a response of Women Journal Radio to its listeners who prefer program in short, compact and informative format.



## Chapter 14: Community Radio and Media Context<sup>59</sup>

Traditionally the role of the media is perceived as one of informing, providing a public service and entertaining audiences. Some, with a somewhat wider perspective, consider that the two dominant forms of radio, public and commercial, also play an important role in rendering governments accountable, thus supporting democracy and good governance. In the last decades, community radio has evolved into a new radio sector worldwide, as a natural result, both of the evolution of civil societies and the breakthroughs in communications technologies.

Radio is the most widespread electronic communication device in the world and a unique mean of reaching the world's poorest communities. Community radio in particular puts the tools of communications into the hands of communities for cultural expression, news and information, dialogue and development. The specificity of community radio is that it facilitates the empowerment of local communities, inclusiveness, and cultural diversity. In that sense, community radio is closer to what is called "new media", as it erases the boundary between those who receive and those who impart information.

In spite of recent technological developments, radio remains the most widespread and accessible communication technology. It is an oral medium; one that is low cost and that is already receivable by 90 per cent of the world's population. For just a few thousand dollars worth of equipment, a community radio station can serve a community of 100,000 people or more.

The ideal model for sharing the radio spectrum is one that reflects the diversity of society's communication needs. In the North as well as in the South, democratic societies need public (not state), commercial and community radios if they want to reflect the diversity and the needs of their societies. In Nepal for instance, the alliance between community and independent radios in the Save the Independent Radio Movement (SIRM) shows that both can effectively work together in the struggle for press freedom, freedom of expression and democracy. Also in conflict or post-conflict situations the media landscape needs to build a plurality of voices. This is even more important when it is a question of giving voice to the voiceless and addressing the development agenda.<sup>60</sup><sup>39</sup> Community radio has had to advocate strongly in the past for a place in the radio spectrum but there is increasing recognition of the importance to include community radio as a specific radio sector.

The existence and the practice of community broadcasting are an expression of a participatory attitude to democracy and the growth of strong and dynamic civil society organizations. It can be considered a form of public service broadcasting,

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<sup>59</sup> Marcelo Solervicens, Secretary General of AMARC

<sup>60</sup> See: International Mission on Press Freedom and Freedom of Expression in Nepal in [www.nepal.asiapacific.amarc.org](http://www.nepal.asiapacific.amarc.org)

but this is public service broadcasting not from the top - down, but rather from the grassroots - up.

The development of community radio is closely linked to the needs of local communities that were not being addressed by traditional media in terms of media outreach or audience access to the media. Community radio is characterized by its social objective and by benefiting the community it serves; its aim should not encompass the creation of financial wealth and it should be owned by and be accountable to the community. Community radio should encourage participation in its programming and management, and support a strong democratic and dynamic civil society.

Technological breakthroughs and social demands for access to the media encouraged the birth and expansion of community radio in the fifties, sixties and seventies in the Americas and Europe, and in the last twenty years in Africa and Asia.

There has been a legitimacy crisis of the traditional mass media since the 1970s as they abandoned the minority and local issues whilst global social trends showed an increased interest in them. This trend started with the first community radio, known as "*people's radio*", built in the 1950s by Bolivian coal miners angered by traditional media coverage.

### **Mass Media: A Decline in Credibility and Diversity**

Media control by civil society and not only by the media industry is linked to the need for community empowerment in a non partisan manner. The shortcomings of traditional media outlets that consider themselves neutral or consider that "journalists are not social agents" are at the heart of old academic discussions that have recently been revived with the interactive capacity emerging from ICTs and "new citizen media". Community media has been reinforced by this trend, becoming the media of the poor and an ideal communication tool for development work.

In the eighties and nineties, there was also a process of liberalization of the airwaves and the end of state monopolies in Eastern Europe, Africa and Asia. In some places, these processes have increased media plurality. In most cases however, large foreign conglomerates have absorbed them. In the context of dominant neo-liberal globalization, a small number of multimedia conglomerates have reshaped the global commercial mass media environment, leading to a small number of major groups owning most of the world's media.<sup>61</sup>40 In this context what has become "digital" information in radio, television, press or Internet, is just another piece of merchandise, which circulates in accordance with the rules governing the market of supply and demand. The establishment of a few dominating media conglomerates results in the paradox of having a greater number of media outlets with a reduced diversity of sources of information. The

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61 Vivendi Universal, AOL Time Warner, Disney, News Corporation, Viacom and Bertelsmann, General Electric, Microsoft, Telefonica, France Télécom.

ensuing global imbalance in information flows, the lack of cultural diversity, and the absence of any regulatory role by the state, are all factors that have, ironically, fomented the development of community media.

The second aspect involved in the development of community radio as a global sector is the technological breakthroughs in the communications field, such as transistors, FM transmitters, satellite technology and finally the Internet.<sup>62</sup> All these developments have reduced costs and increased inter - activeness of the media facilitating proximity radio.

Community radio has emerged connected to people - centered social movements that use appropriate technologies to share knowledge, developing alternatives to the major means of communication. They inspired counter-information programmes and interactive social communication run by communities from community radio stations, for example in rural areas.<sup>63</sup> These new players multiplied media outlets and created national, regional, and finally international networks such as the World Association of Community Radio Broadcasters, AMARC.

The emergence of these new information and communication technologies has contributed to economic growth and has brought social, cultural and political benefits to a great many people. But it also threatens to amplify a gross asymmetry, the so-called "*digital divide*", in poor people's access to information and communication.<sup>64</sup> Therefore community radio is at the heart of the possibilities of an "Information Society" that is people-centred, inclusive and development oriented; where everyone can create, access, utilize and share information and knowledge, enabling individuals, communities and people to achieve their full potential in promoting and improving their quality of life.<sup>65</sup><sup>44</sup>

### **Community Radio Social Impact**

The growth of community radio is a story of people and of communities striving to speak out and to be heard. Community radio has provided many with a means of empowerment and of self - reliance. It has enabled people to engage in dialogue about their conditions and their livelihoods. And it has contributed to the defense of cultural and linguistic diversity.<sup>66</sup> In that perspective, community radio is an important factor in achieving the Millennium Development Goals.

First, community radio is gaining recognition as the new information technology of the poor and marginalized.<sup>67</sup> Furthermore, the combination of community broadcasting with digital production and Internet access has brought new

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62 Bruce Girard, The one to watch: Radio, new ICTs and interactivity (2003) FAO, Roma.

63 Manuel Castells, La era de la información, economía, sociedad y cultura, 1999, México, Siglo XXI.

64 Alfonso Gumucio-Dragón, Right to Communicate. From the Summit to the People, I4d, in <http://www.i4donline.net/july05/rightcomm.Asp>

65 Declaration of Principles (World Summit on the Information Society, 12 December 2003, Geneva.)

66 46 Steve Buckley, Giving Voice to Local Communities. CR and related policies, UNESCO. March, 2006

opportunities and approaches to community media that have contributed to sustainability and the enlargement of the services provided.

Second, community media is a key element needed for sustainable development: voicelessness and powerlessness are considered key dimensions of poverty. Democracy, equity and civil rights contribute directly to human security, well being and opportunity.<sup>68</sup> By reaching out to local communities facing poverty, exclusion and marginalization; by encouraging them to access media in order to be heard even in vernacular languages, community radio contributes to achieving the MDGs. Community radio can also reinforce traditional forms of communication such as storytelling, group discussion and theatre and can enable grassroots participation in policy-making and democracy.

Radio also transcends the literacy barrier, which is a problem in many southern countries. Radio is also considered a "women's medium" because it doesn't require the full, undivided attention of its audience the way newspapers or television do; meaning, women who must work continuously at one given time like farmers and labourers, can perform their tasks even as they listen to the radio.<sup>69</sup>

Moreover as a proximity medium that addresses and is received by each individual listener, community radio can address particularly difficult themes such as gender violence and stigmatized health issues among others.

Fourth, community radio is the media sector that is better placed for development goals. Some public owned broadcasters have independent governance and editorial arrangements and a range of public interest programming. But they often fail to ensure audience access because of a top-down approach to information dissemination. Other state owned public media tend to remain the instrument of the government in power. Instead of dialogue with their audience they maintain a one-way mode of communication. Private commercial media can also contribute to the plurality of voices but they tend to pay little attention to the needs and concerns of the poorer sections of society and remain accountable only to their private owners and the marketplace.

### **Community Radio: The Challenges**

Even as community broadcasting is gaining legitimacy it is also facing new challenges. How can its specific contribution to a pluralistic media landscape be further recognized in law and country regulations? How can its social and economic sustainability be assured? How can it interface with the new media

<sup>67</sup> 47 See, for example, Declaration of the Ninth United Nations Round Table on Communications for Development (2004) Rome: Food and Agriculture Organization

<sup>68</sup> 48 Chapter 6, World Development Report 2000/2001, Attacking Poverty, New York: Oxford University Press  
<http://www.worldbank.org/wdr>

<sup>69</sup> 49 Women and Community Radio: Opportunities, Challenges, and Responses\* By Mavic Cabrera-Balleza, AMARC Women's International Vice President

platforms and technologies? How can its contribution to the public good be demonstrated?

How can it provide a voice for critical and alternative perspectives and not be co-opted by government agendas or assimilated into the marketplace?

There are barriers that distract community broadcasters from their social purpose hindering their ability to empower communities to speak for themselves, to give a voice to the voiceless and to be a force for social and economic good. As community broadcasting gains mainstream recognition, its greatest challenge will be to demonstrate its immediate social impact and significance - its contribution to culture, education, good governance and citizens' participation - its influence in facilitating development processes when the latter can only be measured over longer periods of time. In responding to this challenge, however, it must avoid being turned simply into an instrument of public service delivery. It must vigorously defend its independence, its right to challenge those in authority and to hold leaders to account.

There remains a need to raise awareness on the fact that communities have the right to own and operate their own community media. There is still much to be done in many countries to establish policies, laws and regulations that enable and encourage community broadcasting. There needs to be formal recognition of community broadcasting as a distinct sector. This should result in a transparent and straightforward process for the allocation of radio spectrum and licensing for community broadcasters without political interference.

Finally, alongside the laws and regulations that can help build community broadcasting, there is a need to build capacity among community-based organizations to develop sustainable models of community media that contribute to the social and economic well being of communities. This should include capacity building for journalists in issues related to development goals. Furthermore, the regulatory framework should consider sustainability and resourcing of community radio, including a nominal level for licence fees, encouraging support from their communities with proper assistance.

## **Part V. Challenges to Community Radio Stakeholders: Increasing the effectiveness of CR.<sup>70</sup>**

### **Chapter 15: How can CR stakeholders and AMARC make a Difference?**

#### **Challenges**

The Roundtables, the electronic Forum, the survey on CR social impact and AMARC 9 World Conference debates consistently discussed on CR Network and AMARC challenges and indicated key lines of action for CR stakeholders and specifically for AMARC.

It is clear that even though the sector has become a world tier of broadcasting increasingly recognized by multilateral organizations and the human rights system. This said, the lack of proper enabling legislation is the single principle barrier to the further development of community radio. In order to actualize its full potential. Community broadcasting still needs to be universally recognized as a distinct media sector, as a vital alternative to state owned public broadcasters and commercial private media. As the main international organization embracing the CR movement worldwide AMARC is in a unique position to promote and defend CR but needs to increase its effectiveness by proper harmonization of its different bodies and actions

Community radio sustainability is a global challenge and in spite of the increasing positive experience of socially sustainable community radio; financial and technological sustainability remains challenges for community radio organizers. Knowledge sharing and capacity building are central for CR sustainability.

There is increasing evidence for CR social impact in poverty reduction, in addressing development objectives and in democracy building. A key aspect of the communication process initiated by CR is giving and amplifying the voices of the poor and the marginalized, particularly women. Furthermore, the positive link between information and communication technologies and community Radio needs to be further implemented in order to increase the effectiveness of CR interventions.

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<sup>70</sup> Part IV, presents the key findings and documentation on the challenges and lines of action discussed and formulated and adopted by CR stakeholders during the World Evaluation of Community Radio: Removing Barriers, Increasing Efficiency activities, including Regional Roundtables, Electronic Forum Discussions, electronic Survey and AMARC 9 World Conference.

CR should increase its role in facilitating women's inclusion and the recognition of women's rights, the reduction of poverty and promotion of sustainable development.

Community Radio contributes to social change by initiating or accompanying communication processes and should carry responsibility for being effective in facilitating civil society development in democratic processes. CR alone cannot address these challenges. Alliances with social organizations and movements are essential. We are a movement in relation to others. They need to be addressed through coalition building, networking and increased communications and harmonization of the different bodies of AMARC.

### **AMARC Evaluation: A Network, a Movements or an NGO?**

One of the key challenges that came out of the evaluation of AMARC is that it has effectively contributed to the development of the CR movement worldwide by developing basic principles and sharing experiences and expertise and has become a diverse and international movement with members on all the continents. But AMARC is increasingly challenged by the existence of diverse practices and definitions of CR arising from the very different political, social and religious contexts where their members evolve. The World Assemblies help to integrate the differences and set up the policies and definitions for the sector. In Latin America and the Caribbean AMARC members have decided not to be an ONG that serves radios but to recognize the entire social movement of community radio, whereas in other regions members perceive AMARC not only as part of CR movement but also as an NGO essential in giving birth to new projects and giving service to member stations. In other regions AMARC is considered as a space where members can share ideas, define policies and exchange on best practices. The key recommendation of members is to consider AMARC as an NGO, a network and part of various social movements.

Alliances with social organizations and movements are essential to advocate for the recognition of community radios within the wider struggle for the democratization of societies. We must stop separating communication from other social problems. We are convinced that AMARC cannot face the processes of change that it set out to bring about in solitude. The participants on the survey confirmed that among the most valuable contributions of AMARC is the articulation and building of links in order to strengthen the CR movements and the fact that it institutionalizes and gives legitimacy and visibility to the international CR movement. Among more specific interventions is (1) the defense of CR and its contribution to the struggle for legal recognition of CR; (2) support in training and exchange of experiences and knowledge; (3) support for the birth of new projects; (4) expressing the interests of the communities; (5) promoting women's empowerment and (6) as a source of information and advice on running a radio station..

The specific evaluation of AMARC structure, functioning and effectiveness dealt with AMARC's vision and priority setting, its strategic planning process, its mechanisms for ensuring good governance and sound financial management during implementation of its strategic plan, and its monitoring and evaluation mechanisms of both immediate outcomes and long term impact. The key recommendations insisted in facilitating dialogue among the regional, sector and global bodies. First of all, it is clear that AMARC's impact – as well as that of its members – is strongest when its actions are oriented towards belonging to and participating in various social movements, especially human rights and social justice movements and the women's movements. It is also clear that AMARC has an orientation towards advocacy, mobilization and network development, with service provision being subsidiary to and facilitated by its conception as a network. Secondly, it is necessary to harmonize strategic planning cycles at the international, regional and of the Women International Network in order to increase the coherence and the effectiveness of our interventions. Thirdly, reinforce good governance and financial management mechanisms through capacity building and capacity building of the political and operational structures. Finally, there is need to document and systematically report in the outcomes and impact of advocacy and solidarity efforts, disseminate evaluation findings and ensure systematic programme and project monitoring.

### **Recommendations on objectives and Lines for action**

In order to remove barriers and increase its effectiveness the CR sector needs to: (1) Advocate and do policy research to achieve improvement in the policy, legal and regulatory environment for community media and of the right to communicate as the recognition of CR is the single most important factor hindering CR positive social impact; (2) Increase knowledge sharing and capacity building in the CR sector to strengthen the sustainability, effectiveness and relevance of community media facilitating the appropriation of community media by excluded and marginalized communities to better identify, discuss, articulate and voice their development concerns; (3) Develop content exchange and social action campaigns in order to amplify the voices of the excluded and marginalized in sustainable development and to strengthen south-centered perspectives; (4) effectively support gender equality, women rights and voices to combat gender based discrimination and to strengthen women's participation in community media at all levels; (5) Reinforce the CR Network and communications and to strengthen alliances between community media and other networks and social movements, as well as by strengthening and harmonizing AMARC international and regional bodies functioning.

### **Advocating for Community Radio:**

The participants in the global evaluation process recommended strong advocacy and policy research for more inclusive, interactive and pluralistic media systems and including national, regional and international advocacy and solidarity action;



*Clarifying the nature of Community Radio.* The existence of unfriendly legal and regulatory frameworks for Community radio creates an *identity crisis* of what is community radio, expressed in different models of “doing” community radio. This requires from AMARC constant work to put forward the key characteristics of the sector and publicize international standards and national best experiences.

*Increasing lobbying and advocacy for CR.* More generally, AMARC should use its links with international forums to support lobbying and advocacy in the region in defence of freedom of expression, in encouraging the participatory nature of community radio and support women empowerment.

*Advising governments on CR legislation:* AMARC should also use its global experience and serve as a consultation body to advice governments on how to further legislation favourable to community radio. Lowering the licenses fees for community radios to ensure an equitable access to frequencies by communities is a key aspect of specific pressure put on governments.

*Making the voices of CR heard in international forums.* The participation of CR practitioners and stakeholders in international forums and multilateral institutions gatherings, will improve policy level understanding and support to CR.

*Establishing coalitions to support recognition of CR.* The participants insisted also in the need to build bridges with the Human rights and multilateral sector and the Asia Pacific Human rights system to support the efforts for the recognition of community radio in the region.

*Monitor & research on CR best experiences.* Monitor and report on the policy environment for CR at country, regional and international levels with publications for lobbying and reforms of legislation.

*Document CR experiences.* Conflict reconstruction and peace building are areas where the CR sector can work best. There is a need to do lot of documentation in this matter. We need to document the role played by CR in disaster and relief management. The experiences from India, Indonesia, Thailand, Japan and Pakistan need to be documented. Our own preparedness to face this disaster will depend on how much we learn from this. In the area of conflict there is a great deal to learn from the experiences in Nepal, Indonesia, Philippines and elsewhere. Many countries have been in conflict and community radios have been playing a particular role and people have generated experiences

*Support CR under repression.* Engage the CR network and stakeholders in response to urgent calls for solidarity from CR threatened with closure or other interference and set country solidarity missions. Short action alerts which is an extremely important system that AMARC uses but people need to know how to use it and when to use it. If you know of a radio that has been threatened or journalist has been threatened or a law that is to be passed we have mechanism

for immediate action that can bring international forces into play to change the situation and we know it will be effective. This is one of most measurable actions that AMARC can do. AMARC works together with 71 other freedom of expression organizations in a global network called the Freedom of Expression expressed which circulates the alerts of each organization to every other organization and to journalist and other newspapers worldwide to provide services to freedom of expression activist and defenders, human right defenders worldwide. It gets to thousands of people.

*Ensuring the independence of CR.* There is need to be working with the governments but maintain independence and keep lobbying the ministers especially on issues for licenses

### **Sharing Knowledge and experiences of the CR Movement**

Key recommendations for action by CR stakeholders and particularly AMARC include knowledge sharing and capacity building to facilitate the access of the poor and marginalized to community radio and to increase community radio impact;

*Increasing the exchanges among members and stakeholders.* Putting theory into practice. Deepen the theory and document the theory for communication for development for others to be able to use. Increase social sustainability of CR by organizing seminars and exchanges on best experiences and impact assessment studies.

*Documenting the best experiences.* One of the main priorities was to properly document experiences where CR can work best, mainly in peace building and conflict resolution, as well as in natural prevention/disaster relief management.

*Increasing capacity building as an empowerment process.* Community radios introduce a communication approach and allow for grassroots appropriation of new technologies. The government's approach on ICTs, is business oriented. We need to transform it into a rights approach. The contemporary question of the convergence of media, of the contents, is not only a matter of changing equipments it is a matter of communication rights in the information society.

*Embed social impact assessment in community radio.* In order to increase CR social Impact, embed social impact participatory & monitoring techniques within the network and document it.

*Ensure technical guidance & support.* In order to ensure proper confrontation of technology challenges (digital radio, etc) develop capacity within the network through knowledge sharing.

## **Amplify the voices of the poor and marginalized**

Developing information and thematic content exchange and joint social action broadcasting campaigns to reinforce the effectiveness and the impact of community radio;

*Giving voice to the excluded* There is need for raising awareness of marginalized voices, including women and peoples of the global south, through shared audio resources and programming

*Organizing Broadcast campaigns.* Ensure participation of CR broadcasters in social action campaigns on HIV/AIDS, health issues, food security, water & sanitation, racism & discrimination etc.

*Covering civil society perspectives in international Forums.* Ensuring participation of CR correspondents at international for a and events in order to report on civil society perspectives and challenges (World Social Forum, World Trade Organization, UN International Conferences, etc.)

*Support CR information flows.* Support internet-based information and programming exchanges strengthening civil society and south centered perspectives including key issues on democratic & sustainable development.

*Recovering historical memory through programming.* The participants also highlighted the need to support the role of community radios in recovering historical memory and to show some aspects on how history has been told.

## **Promote Gender equality and Women's rights**

The Global evaluation process participants recommended action for gender equality, women rights and to reinforce the AMARC Women International network. This includes the need to go to the individual community radio station and find out who are the participants in the radio? How can the number of women participants be improved? How can women be more empowered through the community radio? Also what are the needs in terms of training, in terms of decision-making? Training for women does not only mean by making the radios. But also how do you lobby within the radio station to get women in decision-making positions and not just those who are cooking tea and coffee. Therefore, it's very important to review the situation of women community radio and get full potential of women at community radio stations.

*Promote Women's rights.* Amplify women's voices and promote women rights in order to combat gender based discrimination. Ensure participation and advocacy on media and gender meetings on the UN and other events.

*Promoting Gender equality* Promoting gender equity both in management and governance and programme production in community radio at all levels.

*Ensure knowledge sharing and capacity building* Ensure training and knowledge sharing on gender evaluation methodologies, in radio techniques, production and management.

*Reinforce Women Networks* Strengthening regional and international Women Network through web-based tools and electronic conferences

### **Strengthening networking of CR and AMARC**

Networking and communication implemented to strengthen country, regional and international networks, to build partnership with other development actors and social movements.

*Clarifying the nature of AMARC.* Further clarify the nature of AMARC as movement, and NGO or associations in order to better define its political impact. Establish a global review of AMARC structure and functioning and effectiveness in order to further good experiences and avoid old mistakes.

*Organizing AMARC service to members.* Strengthen networks, ensuring proper governance mechanisms in order to be effective in delivering services to its members. AMARC could support increasing membership participation to reinforce awareness in the network of community radios.

*Recognizing National Representations of AMARC.* The increasing impact of AMARC in its relations with governments rise the need that the national representations will be legally incorporated by changing the consequently the statutes of AMARC. In the case of Bolivia for instance where AMARC has received the mandate to define what and which is a community radio, but does not have a legal status. This national recognition would consolidate the decentralization.

*Increase network communications.* Further develop interactive websites, electronic forums and publications to ensure experience sharing in the network. Increase exchanges of CR practitioners within the network;

*Reinforce partnerships for development.* Reinforce partnership activities with international stakeholders and NGOs and FoE organizations and social movements.

*Monitoring and evaluation of CR:* Ensure systematic crosscutting programme monitoring and evaluation feeding into management framework with indicators of process to highlight CR social impact and effectiveness.

*Disseminate and embed CR impact evaluation in the network.* Ensure dissemination of CR global evaluation through the network as well as the use of process indicators and participatory monitoring & evaluation.

*Harmonize AMARC bodies and structures.* Following the evaluation of lack of consistency by the AMARC network in the Synthesis Meeting of AMARC decision-making bodies, a proposal was tabled for the AMARC 9 General Assembly. Regarding AMARC structures and functioning the AMARC 9 General Assembly carried a resolution seeking better integration and harmonization between the works of AMARC bodies. This would avoid the repetition of situations like the one of AMARC Africa and increase the effectiveness of AMARC as a global network. (See resolution 22 of the AMARC 9 General Assembly).

## Chapter 16: AMARC Strategic Plan 2007-2010

<p><b>AMARC's goal is to combat poverty, exclusion and voicelessness and to promote social justice and sustainable, democratic and participatory human development</b></p> <p><b>In pursuit of this goal AMARC's purpose is to amplify the voices of the excluded and marginalized through community media and new ICTs, to support popular access to communications, and to defend and promote the development of community radio worldwide</b></p>				
<b>Objectives and Outputs</b>	<b>Global Activities</b>	<b>Regional Activities</b>		
<p><b>Objective 1 - Advocacy and policy research</b></p> <p><b>To achieve improvement in the policy, legal and regulatory environment for community media and for the right to communicate</b></p>				
<b>Outputs</b>	<b>Global activities</b>	<b>Latin America &amp; Caribbean</b>	<b>Africa</b>	<b>Asia Pacific</b>
(a) Advocacy for community media at the national, regional and international level	Making community media practitioners voices heard in international forum including participation in the World Press Freedom Day, UN Roundtable on Communications for Development; WSIS follow-up of Action Lines on Media and Cultural Diversity; ITU (World Radio communications Conference); Global Alliance on ICT4D: participating in GAID Strategy Council; follow-up of WCCD; UNCSTD, WSIS follow-up)	Visibility of legal challenges in diverse events. Lobbying governments international organizations, parliaments and experts. Solidarity networks for threatened media and journalists.	Make community radio practitioners voices heard in regional forums. Visibility of Community Radio in country Forums to improve policy and legislation. (World Press Freedom day and International telecoms day.) Lobby work in countries that are yet to establish legislation favorable for community radio.	Access and Intervene in regional & sub regional political platforms/institutions such as ASEAN, SAARC, Pacific Islans Forum Secretariat related meetings and others. Access to Commonwealth Secretariat as lobbying platform. Develop a framework for media process freedom.
(b) Policy research, monitoring and knowledge exchange	(i) Monitoring and reporting on the policy environment for community media at all levels; (ii) Publications for lobbying on communications reform; Production of annual review of the enabling environment for CR 56 country reports updated; Models of CR legislation are made available for knowledge sharing; (iii) Knowledge sharing supported by <a href="http://obsmedia.amarc.org">http://obsmedia.amarc.org</a>	Up-dating of comparative legislative frameworks Systematization of best practices, both on legislation programs and website	Monitor and reporting for advocacy. Documentation and dissemination of new initiatives/emerging models of community radio in Africa	Update existing 15 Country profiles/reports and develop new profiles of other countries; Draft model legislation for broadcasting and develop advocacy and lobbying skills Document CR legislations from around the world; Advocating & lobbying for CR legislation by assisting governments parallel to respect of principles and autonomy of CRs.

(c) Solidarity activities including response to urgent calls from community radios threatened with closure or other interference and country solidarity missions.	(i) 50 international solidarity action alerts per year; (ii) 5 international missions with partner organisations to selected countries; (iii) Lobbying and representation of concerns in selected countries in front of international human rights institutions including UN Human Rights Council, UN special rapporteur on freedom of expression, regional Rapporteurs on FoE (OAS, OSCE, AU).	Presentation of cases in the Inter American court Solidarity Network with media and persecuted journalists Missions to country with hostile legal environments	Solidarity activities with community radios suffering repression	Strengthen regional advocacy helping to protect and empower the CR movement through alerts and statements, links to useful resources, advocacy tools, capacity building tools are added to the website
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**Objective 2 – Knowledge sharing and capacity building**

To strengthen the sustainability, effectiveness and relevance of community media and to increase the appropriation of community media by excluded and marginalized communities to better identify, discuss, articulate and voice their development concerns.

Outputs	Global Activities	Latin America & Caribbean	Africa	Asia Pacific
(a) Training of trainers, managers and producers	(i) Producer training on thematic content (health, rights, environment); (ii) Training for trainers on broadcast production and new ICTs; (iii) Training for managers on participation and sustainability	Training for trainers in thematic areas (management, production , gender, environment	Reorganize the AMARC Africa training and capacity building program	Initiate need assessment for training at sub regional levels; Training for trainers ensuring gender equality Document CR experiences and good practices. Prepare a handbook on setting up CR, technology and sustainable management.
(b) Knowledge sharing and research	(i) Production of learning materials and guidance notes; (ii) Action research into sustainability and good practice; (iii) Establishment of an impact assessment study; (iv) Knowledge sharing seminars and workshops	Knowledge sharing through cooperation exchanges between radios and medias Organization of seminars and regional workshops Follow-up processes of up dating communication processes	Facilitate knowledge sharing on best practices. Action research and its documentation and dissemination.	Support content development at sub regional levels: Initiate discussion in the existing sub regional \e-list of Indonesia and Nepal. Support content development and new

	(v) Production of a manual on Women empowerment and good governance			country web pages: Generate relevant material in English, Nepal and Bahasa Indonesia for the related web pages;
(c) Technical guidance and support	(i) Technical assessments, advice and guidance; (ii) Micro-finance to accelerate take-up of new ICTs;			
<b>Objective 3 – Content exchange and social action campaigns</b>				
<b>To amplify the voices of the excluded and marginalized on key issues in sustainable democratic development and to strengthen south-centered perspectives.</b>				
<b>Outputs</b>	<b>Global Activities</b>	<b>Latin America &amp; Caribbean</b>	<b>Africa</b>	<b>Asia Pacific</b>
(a) Regional news and features services in Latin America, Africa and Asia	Supporting a network of community correspondents in Latin America (Pulsar) and in Africa (Simbani) providing Internet-based radio news and features; Support the establishment of a network of community radio correspondents in Asia Pacific	Development of Information agency Pulsar  Further develop the network of national correspondents	Reorganize the news Agency in Africa (Simbani Africa) and its network of correspondents.	Explore the establishment of news and featuring services for Asia Pacific region
(b) Community media reporting from international fora and events	(i) Pulsar, Simbani and other AMARC correspondents participation and reporting from World Social Forum, WTO, UN international conferences etc.	Special coverage for WSF, summits, thematic forum,	Participate in regional and world coverage	
(c) Social action campaigns broadcasting: HIV/AIDS, health, environment, migration, racism, food security, water & sanitation;	(i) Voices Without Frontiers anti-racism campaign on 21 March; (ii) HIV/AIDS awareness and prevention campaign, including World AIDS Day, 1 December; (iii) Broadcast campaigns on environment, food security, water & sanitation.	Radio Voices without Frontiers Special coverage thematic forum, Conferences Regional campaigns by electronic mail	Participate in global campaigns	Participate in global broadcast campaigns. Voices Without Frontiers anti-racism campaign on 21 March; HIV/AIDS, including World AIDS Day; environment, food security, water & sanitation



(d) Interactive platform for programme exchange.	(i) Development of on-line audio content management system; (ii) User interface for easy upload/download of material (iii) Knowledge sharing on program & news exchanges and wireless networks;		Share/exchange programmes, once Simbani Africa has been reorganized.	
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#### **Objective 4 - Gender equality and women's rights**

**To promote women's voices and rights, to combat gender-based discrimination and to strengthen women's participation in community media at all levels.**

<b>Outputs</b>	<b>Global Activities</b>	<b>Latin America &amp; Caribbean</b>	<b>Africa</b>	<b>Asia Pacific</b>
(a) Joint international broadcast campaigns	(i) Women's rights on International Women's Day; (ii) 16 Days Campaign against gender violence	Participate and develop Radio campaigns	Participate in the joint international campaigns. World Women's Day, 16 days campaign against gender violence.	Increase the participation of WIN AP in coordinated broadcasts & campaigns by WIN;
(b) Advocacy on media and gender	(i) participation and advocacy on media and gender at meetings of the UN Commission on the Status of Women (UNCSW) and other international events	Make Latin American women voices heard	Articulate Africa women's voices on media.	Make women voices heard.
(c) Training and capacity building	(i) Training on gender evaluation methodologies; (ii) Training in the use of new ICT tools; (iii) Training for women community radio managers	Seminars to think the role of the board and analyze what we understand by "gender perspective"	Reorganize the training and capacity building activities	Proactively build women's skills and guarantee their full and constructive participation in the institutional development of AMARC AP
(d) Networking and knowledge sharing	(i) Strengthening the regional and international networks of the AMARC Women International Network (WIN); (ii) international and regional WIN meetings; (iii) publication of Manual on Women empowerment and Good Governance and a directory	Reorganize the Women International network Profile the successful experiences of radios managed by women	Reorganize/strengthen the Women International network in Africa.	Ensure at least 50% Women's representation, and that their contributions are taken into account and made visible/audible in all AMARC AP activities, programs, training workshops, campaigns and publications.

### Objective 5 - Network development and communication

To strengthen AMARC structure and functioning, to strength country, regional and international networking and communication within the community media sector and to strengthen alliances between community media and other networks and social movements.

Outputs	Global Activities	Latin America & Caribbean	Africa	Asia Pacific
(a) Network communications and meetings	(i) Interactive website and electronic lists for exchanges and knowledge sharing; (ii) Publication of InteRadio annual review; (iii) Publication of monthly AMARC Link e-newsletter (iv) Decision making structures of the AMARC network meet to take decisions and coordinate the community radio movement.	Develop AMARC LAC website Publication of Cara y Senal (bulletin & magazine)	Develop AMARC Africa website	Develop support mechanisms for CR: Identify key needs on the basis of the deliberations made in the regional assembly; Development of emergency support funds, soft loans for CRs, technical back-up support, sharing of content; Publication of online newsletter with contributions from members;.
(b) Partnerships for development	(i) Partnership with other freedom of expression organizations through IFEX, including AMARC LAC section hosting of IFEX Annual Assembly in Uruguay – October 2007; (ii) Reinforcing partnership activities with GKP including support for and participation in GK3 2007; (iii) Participate in joint impact assessment with BCO alliance; (iv) Participation in Global Forum for Media Development; (v) Engagement with social movements through the WSF process at all levels.	Participate in initiatives of social movements, incorporating the communications dimension.	Reinforce partnership activities with organized country networks. Reorganize/reinforce relationships with stakeholders	Regular reporting to Exec. Com., Reg. Board and International General Secretary; Prepare and present financial reports; Develop proposals on the basis of the priorities set out by the e-list discussion groups
(c) Monitoring and	(i) Systematic and crosscutting		Develop monitoring and	Prepare and present

evaluation	programme M&E feeding into the management framework, annual review and overall learning processes. Results oriented approach with process, impact and effectiveness indicators.		evaluation consistent with participatory approaches	financial reports; Develop proposals on the basis of the priorities set out by the e-list discussion groups
(d) Dissemination of results	(i) Promoting and disseminating tools for CR impact assessment; (ii) Publication of papers and reports on community radio development including a PLA Journal special edition on community radio; (iii) Presentations at key international events to governments, policy makers and the development community	Reinforce links with international and regional offices Up date the constitution of AMARC LAC	Disseminate and discuss the evaluation process Disseminate tools for evaluation	Roundtable on CR Social Impact: Removing Barrier, Increasing Efficiency  Ensure participation and coordination of member radio stations and partners participate on on-line discussions/fill questionnaires.
(e) Organizational development	(i) Development of joint planning, M&E and control; (ii) Training and capacity building to embed M&E, including impact assessment, into AMARC activities at all levels; (iii) Regional meetings in Asia, Africa, Latin America, Middle East and Europe; (iv) International meetings to coordinate the Strategic plan	Articulation with other regions of AMARC	Reorganize AMARC Africa operational capacity/structure	
(f) AMARC Regional and World Conferences of Community Radio Broadcasters.	(i) The Tenth AMARC World Conference of Community Radio Broadcasters (AMARC 10) will be held in 2010 at a location to be determined by the IBOD	Organize the AMARC LAC regional conference	Organize the Pan-African Conference	The 2 <sup>nd</sup> regional conference of AMARC Asia Pacific to be held in 2009 at location to be determined by the regional board.

## **Chapter 17: AMARC Structure, Functioning and Effectiveness<sup>71</sup>**

### **Background**

In 2006, AMARC commenced on a process to evaluate the impact of its membership's work on development and social justice as well as the contributions of AMARC to that process. The process was assisted by the Communications for Social Change Consortium (CFSC) and carried out through a membership survey, the convening of an electronic discussion forum and the holding of regional consultations. Key outcomes of the process are to be found in the following documents:

- AMARC Community Radio Impact Evaluation: removing barriers, increasing effectiveness;
- Why Assess Community Radio: it works, doesn't it?
- Global Review of Community Radio;
- Evaluation of Community Radio Social Impact;
- The Impact of Community Radio;
- How AMARC Can Make a Difference; and

The programmatic recommendations arising from the process have been captured in the draft strategic plan presented to the AMARC 9 General Assembly. But institutional recommendations remain to be addressed. Thus, to carry the process forward into and beyond AMARC 9's deliberations, a further consultation process was developed for internal reflection and review on AMARC's structure, functioning and effectiveness. Key among those steps was the convening of a consultation among AMARC's International and Regional Boards of Directors and Secretariats held just prior to AMARC 9 and further workshop consultation with members at AMARC 9.

The consultation addressed AMARC's vision and priority-setting; its strategic planning process; its mechanisms for ensuring the good governance and sound financial management during implementation of its strategic plans; and its monitoring and evaluation mechanisms of both immediate outcomes and long-term impact. The aim was to move towards a more coherent and integrated approach on these four fronts by AMARC within and across its regional and sectoral sections, as well as globally. The following resolution sets out the key recommendations:

### **Vision and Priority-Setting**

Dialogue among AMARC's regional and sectoral sections must be facilitated around AMARC conceived and acting as a non-governmental organisation, a network and a part of various social movements. Currently membership

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<sup>71</sup> Resolution adopted by AMARC members at AMARC 9 World Conference of Community Radio Broadcasters, 16 November 2006

expectations of AMARC relate to all three conceptions and different communication and mobilisation strategies pertain to each three. It is, however, clear that AMARC's impact—as well as that of its members—is strongest when its actions are oriented towards belonging to and participating in various social movements, especially human rights and social justice movements and the women's movements. It is also clear that AMARC has an orientation towards advocacy, mobilisation and network development, with service provision being subsidiary to and facilitated by its conception as a network.

In this respect, AMARC should:

- Reformulate its presentation to bring greater emphasis on this social movement orientation
- Build the visibility of its networking potential (including through website development that enables contacts to be made as and when necessary).

### **Strategic Planning**

AMARC should:

- Incorporate regional strategic planning processes and cycles into account in the preparation of the international strategic plan in order to build a coherent global strategic planning framework;
- Ensure all international and regional strategic planning processes proactively involve the international and regional Women's International Network (WIN);
- Ensure regular consultation within among the International and Regional Boards of Directors between the annual meetings of the former or organising meetings of cross regional programmatic groups, for example, legal advocacy, gender.

### **Governance and Financial Management**

AMARC should:

- Provide orientations and capacity building for the International and Regional Boards of Directors on their roles and responsibilities, including financial, legal responsibilities and relationships between the Boards of Directors and staff;
- Find appropriate ways, consistent with labour and non-discrimination standards, to address staff performance questions raised by persistent illness;
- Ensure that necessary personnel costs are worked into all fundraising proposals for programmes and projects to avoid overtaxing regular staff;
- Adopt transparency standards for its International and Regional Secretariats both as a matter of ethics and principle as well as of practicality (to avoid, for example, competition for funding and enable joint

- fundraising across regions on matters of common concern) through, for example, creating a common depository for all fundraising proposals and confirmed grant agreements in AMARC's name;
- Develop standardized accounting and financial reporting policies, procedures and practices to apply to its International Secretariat and its regions and sections;
  - Ensure these accounting and financial reporting policies, procedures and practices address issues such as joint fundraising, fundraising authority and processes, spending only against contracted budgets, spending only within contracted budget lines and spending only with appropriate authorization, involvement and oversight by the relevant Board of Directors;
  - Ensure that legal requirements for annual external audits at international and regional levels conform with standard legal requirements and procedures;
  - Implement regular internal audits across AMARC International and regional sections for increased coherence and transparency;
  - Explore avenues to decentralize executive powers and responsibilities from the International to the Regional Secretariats as well as among the membership (for example, through decentralizing publications and translation work);
  - Document the governance and financial management challenges experienced by AMARC International Secretariat and its regional sections and strategies adopted to surmount these challenges to ensure that history does not repeat itself.

## **Monitoring and Evaluation**

AMARC should:

- Document and systematically report on the outcomes and impact of all advocacy and solidarity efforts, through the AMARC website and publications;
- Disseminate the findings and outcomes of the evaluation process;
- Test the participatory monitoring and evaluation tools developed during the evaluation process within all of its regions;
- Develop systematic programme and project monitoring and evaluation tools and strategies common to all regions and International Secretariat;
- Build resources and capacity for monitoring and evaluation into all programme and project proposals at all levels.

## Part VI : Annexes

### Annexe 1: Essential Bibliography<sup>72</sup>

Sources of information for this bibliographic review on the impact of community radio are varied; they include a number of books and articles of evaluation of community radio, but also a few resources on evaluation, which are not specific to community radio, but to communication and to participatory projects and experiences.

The importance of including resources on Participatory Monitoring and Evaluation is to be highlighted, particularly because most evaluations on the impact of community radio are poor in terms of describing the methodologies that were used. Most of the bibliography on evaluation of community radio provides the results of the research, and little on the research approach that was used. There are many articles and books evaluating community radio stations, and even more evaluating specific programming that was sponsored by development agencies, however we have included here mainly those that, in our view, provide better insights on the process of evaluation or describe the instruments that were used. Many studies only look at particular aspects of impact, such as changing of attitudes towards health or environmental issues, or the spread of information through specific radio programming.

The bibliography is organized as a table, that can be listed either by subject, by author or by year. Each entry has a brief commentary on its relevance to research on impact. When available, we have included a note on the research methodology.

This compilation has been possible with the contribution from The Communication Initiative, and using the database of the Communication for Social Change Consortium, particularly the Body of Knowledge. Staff at the Consortium researched the web as well as printed resources. Although most entries are of publications in English, we decided however to include a few in Spanish and French when we thought they were important contributions with no parallel in English.

In final analysis, we may conclude by recognizing that the bibliography on impact of community radio seldom develops the methodological aspects, which is why it may be important to use methods of participatory monitoring and evaluation that have been developed to assess the impact of communication programmes in general, or even those that are used to evaluate social change in participatory processes. There is a wealth of manuals and handbooks, not specific to

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<sup>72</sup> Alfonso Gumucio Dagron. Managing Director, Programmes, Communication for Social Change Consortium

community radios, that provide guidance for participatory monitoring and evaluation methodologies.

**1. Laney, Megan L., (2004). Advocacy Impact Assessment Guidelines. From Communication & Information Management Resource Centre. [Electronic Version]** Website: <http://www.cimrc.info/pdf/news/ImpactAssess.pdf>

It is hard to find concrete evidence of the contributions that advocacy makes towards poverty eradication. This paper provides guidelines for an approach that many NGOs take to assess advocacy impacts. Being clear about the changes means that you can develop measurable advocacy objectives. Designing indicators that act as milestones towards the achievement of your objectives provides a basis in your search for evidence. There are different types of advocacy impacts, known as *different dimensions of change*. This paper describes some indicators for the following dimensions: changes in policies and their implementation, private sector change, strengthening civil society, aiding democracy and improving the material situation of individuals. Participatory monitoring and evaluation asks the people being affected by a project whether it has made a difference.

**2. Jallov, Birgitte (2005). Assessing Community Change: Development of a 'Bare Foot' Impact Assessment Methodology. From The Communication Initiative.** Website: <http://www.comminit.com/pdf/ImpactAssessment-FinalRadioJournalVersion.pdf>

Barefoot impact assessments of eight of Mozambique's community radio stations revealed both positive results and potential problems.

The impact assessment focused on three sets of questions:

-Is the radio station working effectively internally and do the volunteers have contracts, rights and clearly defined duties?

-Do the programmes respond to the interests of the public? Are they well researched, using culturally relevant formats such as story telling, songs, proverbs and music? Are they considered good and effective by listeners?

-Does the radio station create desired development and social change (determined by the original baseline research) within the community?

**3. Johnston, Jerome & Barker Linda Toms eds. (2002). Assessing the Impact of Technology in Teach and Learning: A Sourcebook for Evaluators. Institute for Social Research at the University of Michigan. [Electronic Version]** Website: <http://www.rcgd.isr.umich.edu/tlt/TechSbk.pdf>

This sourcebook was developed as a resource for the community of evaluators involved in evaluating the more than 100 projects funded by the Star Schools and the Technology Innovation Challenge Grants (TICG). The sourcebook provides an overview of measurement issues in seven areas as well as examples of measures used in current projects.

The detailed methodology of this sourcebook could be used to evaluate impact of community radio, particularly the learning processes.

Community Broadcasting Association of Australia (n.d.) CBAA Handbook. [Electronic Version] Website: <http://www.cbba.org.au/download.php?id=123>

This an online handbook, with dozens of chapters organized in alphabetical order, covering all issues relating to the operation of community radio stations, from legislation to programming.

Methods



One of the chapters is on “Programme Evaluation”, however the handbook does not cover specifically impact evaluations.

**4. Sood, Suruchi , SenGupta Manisha, Mishra, Pius Raj, & Jocoby, Caroline. Examination of Radio Listening Groups in Fulbari, Nepal. [Electronic Version]**

Gazette: The International Journal For Communication Studies, Vol 66(1): 63-86.

Website: <http://gaz.sagepub.com/cgi/reprint/66/1/63>

The authors seek to answer the following research question: "Do members of listening groups have higher levels of correct knowledge, approval, intention to practice, current use and personal advocacy related to family planning compared to those who are not members of the listening groups?" In general, evidence from their research in Nepal reveals that they do. The authors believe that the findings suggest that media exposure and interpersonal communication are correlates of behavioural change that results in the adoption of modern methods of family planning. They conclude by arguing that in order to achieve sustainable change in behaviour, "audience members need to be viewed more as collaborators than as passive receptors of expert information and advice." Exposure to the radio programmes and to listening groups was positively related to knowledge about modern methods of family planning. Group 2 respondents were 3.5 times more likely and Group 1 respondents over 8 times more likely than those who were exposed to neither to spontaneously recall at least five modern methods of family planning. Women and those engaged in agricultural occupations were somewhat less likely.

The combination of radio programmes with listening groups appears to be associated with higher levels of knowledge, current usage and discussion about contraceptive methods, and are significant even after age, gender, education, caste and gender composition of surviving offspring are taken into account.

**5. Olorunnisola Anothony A. (2005). Community Radio as Participatory Communication in Post-Apartheid South Africa. Website:**

<http://www.personal.psu.edu/faculty/a/x/axo8/Joburg/manuscript.htm>

This paper evaluates the evolution of community radio in post-apartheid South Africa where a three-tier broadcasting system - public, commercial, and community has replaced the monopoly of the state-run South African Broadcasting Corporation.

**6. Fraser, Colin & Restrepo, Restrepo Estrada, Sonia. Community Radio Handbook. UNESCO. [Electronic Version] Website:**

[http://www.unesco.org/webworld/publications/community\\_radio\\_handbook.pdf](http://www.unesco.org/webworld/publications/community_radio_handbook.pdf)

This handbook covers most issues relevant to the emerging movement of community radio in Third World countries, including: the general broadcasting scene, features and functions, legal aspects, technical aspects, setting a station, programme policies, the community broadcaster code of conduct and several case studies.

Chapter 5 on “Getting Started” includes practical steps on involving the community, a methodology which could also be used for assessing impact; and Chapter 6 on “Programme Policies” specifically addresses a section on “Participation in Evaluation of Programming”.

**7. O’Connor, Alan ed. (2004). Community Radio in Bolivia: The Miners’ Radio Stations. The Edwin Mellen Press.**

For the first time in English, a collection of texts that trace the history and development of miners’ radio stations of Bolivia, which have been a seminal experience for community radio worldwide.

Although the book does not include a chapter on methodology related to impact, all chapters are key to understand the role of participation and ownership in the social change process, which is not measured from the outside, but through political and social changes in the community.

**8. Kuma, Kanchan. (2005) Community Radio in India: A Study . From The Communication Initiative Website:**

<http://www.comminit.com/evaluations/eval2005/evaluations-110.html>

Case studies of 4 grassroots-level projects using community radio for development: the Kutch Mahila Vikas Sangathan-KMVS project in Bhuj (Gujarat); the Alternative for India Development-AID project in Daltongunj (Jharkhand); the Deccan Development Society-DDS project in Pastapur (Andhra Pradesh), and the Voices project in Budhikote (Karnataka). Kumar's paper sets the stage for studying community radio by suggesting what types of questions to ask broadcasters and others - to the end of getting a sense of how they conceptualise public access to airwaves and where this movement lies within the context of globalisation of communication technologies.

Kumar shares her methods for evaluating community radio initiatives, by detailing specific interview exchanges (conducted with project management and the representatives of the facilitating NGO) and focus group discussion questions. The latter conversations were conducted in the local language and in comfortable settings where the members would normally gather to hold discussions in their villages. The report includes the list of critical questions that were used to steer the focus group discussions with the help of a moderator. Fieldwork involved collection of policy-related documents, as well as interviews and focus group discussions.

**9. Fairbairn, Jean. (1999). Community Radio Manual. Open Society Foundation for South Africa (OSF-SA). [Electronic Version] Website:**

[http://www.osf.org.za/File\\_Uploads/pdf/CRM-1-prelims.pdf#search=%22manuals%20on%20community%20radio%20evaluation%22](http://www.osf.org.za/File_Uploads/pdf/CRM-1-prelims.pdf#search=%22manuals%20on%20community%20radio%20evaluation%22)

A handbook rather than a manual, this one has chapters on the new challenges of community radio for South Africa, the situation in the rest of the world, issues of legislation and community participation, and several chapters on how to set-up a new radio station, including licensing, programming, equipment, marketing, fundraising, formats, etc.

Chapter 12, on research, includes sections on audience research and evaluation.

**10. Population Foundation of India. (2002). Community Radio Programmes – India From: The Communication Initiative Website:**

<http://www.comminit.com/experiences/pdskdv42002/experiences-1279.html>

The Population Foundation of India developed two community radio programmes in July, 2001. Kusumale airs in the Mysore district of Karnataka state and Ujala airs in the Sonbhadra district of Uttar Pradesh. The radio programmes are designed to teach the customs and practices of the tribal community (Soligas) to provide information, to instill an understanding of rural life, and to eliminate erroneous beliefs among rural people.

**11. Population Foundation of India. (2002). Community Radio Programmes – India. From: The Communication Initiative Website:**

<http://www.comminit.com/evaluations/idkdv2002/sld-2364.html>

The Population Foundation of India developed two community radio programmes in July, 2001. Kusumale airs in the Mysore district of Karnataka state and Ujala airs in the Sonbhadra district of Uttar Pradesh. The radio programmes are designed to teach the

customs and practices of the tribal community (Soligas) to provide information, to instill an understanding of rural life, and to eliminate erroneous beliefs among rural people.

**12. Buckley, Steve. Community Radio: The New Tree of Speech. (2000)**

<http://imfundo.digitalbrain.com/imfundo/web/tech/documents/kb19/kb19.pdf?verb=view>

The paper demonstrates how radio can act as a gateway to the Internet. The author concludes that community radio has a unique role to play in bridging the digital divide. As an interface with the Internet it can connect people into a global dialogue while providing the means to place that in a local context. For the community radio participant it can provide access to information technologies as tools for creative communication in which traditional barriers of literacy and of perception are, if not removed, at least significantly reduced.

**13. Developing and Using Indicators of ICT Use in Education (2003). UNESCO, Asia and Pacific Regional Bureau for Education.**

In evaluation studies, indicators are used as evidence or signs by which we can assess or evaluate materials, methods, an intervention, a programme or a project. Indicators are measuring devices. They define concepts in terms of the measurements and data it is possible to collect and analyse. They define what data to collect and at what time intervals.

This booklet contains leads for identifying indicators for assessing impact of ICTs. Though not specifically on community radio, the methodology includes useful consideration on collecting indicators.

**14. Sander, Cerstin. (1998). Development Research Impact: REACH. IDRC.**

**[Electronic Version] Website:** [http://www.idrc.ca/uploads/user-s/10504282450reach\\_e.pdf](http://www.idrc.ca/uploads/user-s/10504282450reach_e.pdf)

The author outlines issues in accountability and development research impact assessment; introduces 'reach' as impact of development research; illustrates reach assessment with findings from impact studies; and concludes with suggestions for impact assessment as learning accountability and reach as a concept to facilitate assessing and designing for research impact.

Though not specific on communication, the paper is important for its approach to accountability and outreach assessment. Impact assessment that explores reach as well as aggregate developmental impact and the factors that facilitate or inhibit them provides performance feedback to stakeholders that demonstrates a realistic cognizance of factors and can identify actions towards solutions. It also helps to expand and inform issues lists for assessment. 'Best practices' and other types of recipe books are hard to come by in a work environment where variables change, often dramatically, within and between projects.

**15. Warnock, Kitty. (2001). DTR Radio Listening Clubs, Zambia Impact Evaluation Report. Panos. [Electronic Version] Website:**

<http://www.comminit.com/pdf/zambiaDTR.pdf>

The aim of this evaluation was to assess the development impact of the project – for the club members, their communities, and at national level.

**16. McKay, Blythe. (2003). Enhancing Community Over the Airwaves: Community Radio in a Ghanaian Fishing village. From: The Communication Initiative Website:**

<http://www.comminit.com/evaluations/eval2005/thinking-1408.html>

An exploratory analysis of the role that Radio Ada plays in fishers' livelihoods and lives in Anyakpor, a fishing village in southeast Ghana. The study's findings reveal that fishers rely on Radio Ada alongside other media for livelihood information. Radio Ada is also enabling fishers to learn about their livelihoods from each other, providing them with useful information for their work; promoting culture, identity, and community; providing access to news; creating opportunities for voice/dialogue; and establishing a level of trust. Fishers indicated that in the future they would like to further integrate Radio Ada into their community.

The researcher conducted in-depth interviews, Participatory Rural Appraisal (PRA) activities, semi-structured interviews, participant observation, and document analysis

**17. Tacchi, Jo, Slater, Don & Hearn, Greg. (2003). Ethnographic Action Research: A user's handbook developed to innovate and research ICT applications for poverty eradication. UNESCO. [Electronic Version]**

<http://unescoedelhi.nic.in/publications/ear.pdf>

Ethnographic action research is considered to be one of the innovative research approaches to study the impact of information and communication technologies. This handbook explains the approach and the methods employed particularly for projects using information and communication technologies related to poverty alleviation. The book contains detailed methodology (participant observation, field notes, in-depth interviews, group interviews, diaries, questionnaires, etc.) and analysis on the proposed research process. Though not dealing directly with community radio, the approach to ICTs is also valid for any other communication tool.

**18. Douglas Horton, Anastasia Alexaki, Samuel Bennett-Lartey, Kim Noele Brice, Dindo Campilan, Fred Carden, Jose de Souza Silva, Le Thanh Duong, Ibrahim Khadar, Albina Maestrey Boza, Imrul Kayes Muniruzzaman, Jocelyn Perez, Matilde Somarriba Chang, Ronnie Vernooy and Jamie Watts. (2003). Evaluation Capacity Development – Experiences from Research and Development Organizations around the World. ICRC. [Electronic Version] Website:**

<http://www.idrc.ca/openbooks/111-6/>

The perspective that informs this important book is that every evaluation of a capacity development effort should

itself contribute to the capacity development effort and ultimately to the organization's performance. This book has been written for managers and evaluators in research and development organizations as well as in the agencies that support them—international development agencies, management development institutes, and educational institutions.

Chapter 6 outlines approaches and methods for evaluating organizational capacity development. It discusses the importance of evaluation principles as well as issues related to the preparation and the carrying out of evaluations. Chapter 7 discusses how to utilize evaluation processes and results to advance capacity development and performance in an organization. Potential users and uses of evaluation are identified and some strategies for enhancing use are provided. The ideas and information presented in these chapters are based on six evaluation studies carried out by participants in the ECD Project.

**19. Creech, Heather et al. (2005) Evaluation of UNESCO's Community Multimedia Centres Final Report. UNESCO International Institute for Sustainable Development.**

[http://portal.unesco.org/ci/en/files/22129/11477736959CMC\\_Evaluation\\_Final.pdf/CMC+Evaluation\\_Final.pdf](http://portal.unesco.org/ci/en/files/22129/11477736959CMC_Evaluation_Final.pdf/CMC+Evaluation_Final.pdf)

This evaluation assesses what can be learned from the pilot phase that will both strengthen the CMC model and improve UNESCO's programming for future CMCs, in particular through the scale-up initiative. It was conducted by the International Institute for Sustainable Development between April and October 2005. An evaluation framework was approved by the UNESCO Internal Oversight Service. In addition to a review of CMC documentation, site An additional 26 in person or phone interviews were conducted with UNESCO stakeholders, donors, partners and peers active in the field of ICTs for development (ICT4D).

**20. S. Batchelor, P Norrish ed. (2005). Framework for the Assessment of ICT Pilot Projects: beyond Monitoring and Evaluation to Applied Research.**

**InfoDev.** Website: <http://www.infodev.org/en/Document.4.aspx>

This handbook, commissioned by *infoDev* and prepared by a team at GAMOS, reviews the experience of *infoDev* and others in supporting ICT pilot projects in developing countries, and proposes a framework for assessing the effectiveness of these pilot projects. It provides guidance not only on how to design effective monitoring and evaluation (M&E) components of ICT pilot projects, but also on how to go "beyond" traditional M&E to develop more forward-looking evidence of the potential broader impact of such pilot projects if taken to a larger scale.

Monitoring and Evaluation (M&E) at the project level is not enough, there is a need for applied research. Undertaking M&E during and after an ICT pilot project is standard good practice and is used for accountability and learning. This is a comprehensive and detailed methodological proposal to evaluate ICTs, that can be used for impact assessment of community radio stations.

**21. Cinco, Cheekay. (2005). Gender Evaluation Methodology For Internet and ICTs a Learning Tool for Change and Empowerment. Association for Progressive Communications (APC).** Website: <http://www.apcwomen.org/gem/>

The evaluation model pays special attention to self and social change – understanding the dynamic relationship between an ICT initiative on both self and social change. Learning for Change uses “self” to mean individuals, organisations and communities involved in an ICT initiative. Evaluation that focuses on self-change examines the dynamic relationship between ICT initiatives and the way individuals, organisations and communities operate.

The evaluation model, “Learning for Change”, is developed along the book. This important publication draws from a wealth of experiences in Asia, Central Europe, Africa and Latin America. GEM is not only a tool for gender evaluations. Nor is it just a guide or a manual that breaks down gender concepts and makes it relevant for ICT projects.

**22. Mytton, Graham. (1999). Handbook on Radio and Television Audience Research. UNESCO.** [Electronic Version] Website:

<http://unesdoc.unesco.org/images/0012/001242/124231Eo.pdf>

Very strong in methodology of audience research, however this manual does not consider community radio specifics, such as participation, ownership and evaluation research that involves communities in the decision-making process.

The manual describes in a comprehensive manner the methodology for audience research, with detailed chapters on: audience measurement or quantitative research; audience opinion and reaction; qualitative research; desk research; data analysis, etc.

**23. Institute of Development Studies. (2006). Id21 Community Radio for Development Email Discussion Report.** [Electronic Version] Website:

<http://www.id21.org/communityradio/summaries.html>

The discussion was meant to be an opportunity for community media practitioners and activists from around the world to share their experiences and views on the role of community radio in development processes. To make the most of progress so far, discussants felt that community radio activists need to consider the following issues: Learning, Participation, Networking, Evaluation, Language.

**24. Institute of Development Studies. (2006). Id21 Community Radio for Development Email Discussion Report.** [Electronic Version] Website:

<http://www.id21.org/communityradio/finalreport.pdf>

The discussion was meant to be an opportunity for community media practitioners and activists from around the world to share their experiences and views on the role of community radio in development processes. To make the most of progress so far, discussants felt that community radio activists need to consider the following issues: Learning, Participation, Networking, Evaluation, Language.

The method of a four-week long email discussion with hundreds of subscribers and different themes each week, brought to the list a number of approaches to community radio evaluation and impact and surfaced many personal experiences and ideas that may not yet be published elsewhere. The success of this email discussion is directly related with the management of the list and the themes.

**25. Coe, Jim, Luetchford, & Kingham, Tess. (2002) Id21: Tracking Routes Towards Impact.**

The report seeks to indicate how id21 could take innovative steps in developing methodologies to assess the impact of development research on policy in a measurable way. If these steps are taken it could help to further establish id21 as a leader in the field of web-based research dissemination – and remove the bracketed ‘if possible’ from its stated goal.

Part Four of the report is on id21 “methodology and contribution”, and includes aspects of web research and evaluation of internet impact.

**26. John Hopkins University Center for Communication Programming. (2001). Impact data – Akumwera Nechuchera. From The Communication Initiative Website:**

<http://www.comminit.com/evaluations/idmay15/sld-2271.html>

Evaluation of a radio drama targeting men and promoting male motivation to adopt effective family planning practices. The objectives of the project were to increase knowledge of family planning methods among men of reproductive age, change attitudes regarding family planning, increase modern family planning methods usage between men and their partners, and to promote male involvement and joint decision-making between spouses on family planning issues.

**27. (1999) Impact Data – Capital Doctor From The Communication Initiative**

Website: <http://www.comminit.com/experiences/pds07-11-99/experiences-244.html>

Capital Doctor is a call-in radio show that began in 1994 and gives advice to local Ugandan callers and writers on sexual and reproductive health issues under the broader context of advising on all health issues.

**28. Myers, Mary (2001). Impact Data- Radio Douentza From The Communication Initiative Website:** <http://www.comminit.com/evaluations/idmay15/sld-2298.html>

Radio Douentza was one of the first independent community radios in Mali, operating on a very small budget, but creating impressive achievements and impact on the local communities. Those exposed to the radio were much better informed about AIDS than other regions, 70% of those claimed radio as their main source of information. After broadcasts which recommended marking and conserving naturally occurring trees, it was found that the number of farmers doing this increased from 6% to 43% in the sample.

**29. Faye, Martin & Kessler, Roy (2006). INFORMO(T)RAC Programme – Joint Review Mission Report: A Review of the INFORMO(T)RAC (Initiative for Mobil Training of community Radio) Programme.** [Electronic Version] Website: [http://www.informotrac.org/downloads/informotrac\\_mission\\_report.pdf](http://www.informotrac.org/downloads/informotrac_mission_report.pdf)

The mission fully supports RNTC's belief that Community Radio Stations (CRS) could play an important role in a structural approach to fight poverty from the bottom up by stimulating active participation in social processes. As the mission saw, CRS do contribute to Civil Society Development (CSD), and as such, the INFORMO(T)RAC programme (IP) certainly (indirectly) contributes to poverty alleviation, especially in societies where previous war situations have destroyed various bases of the society.

**30. Jackson, Edward T. & Kassam, Yusuf (1998). Participatory Evaluation in Development Cooperation.** IDRC. Website: <http://www.idrc.ca/openebooks/868-6/>

This book provides readers with a variety of articles covering such critical themes as ethics, techniques, case studies, historic reflections, and invitations to action. Further, this anthology brings together some of the best-known specialists from many parts of the world.

Who has the right to evaluate whom? If evaluation is, as Kamla Bhasin notes in this collection, "reflection on action," why is the literature of evaluation so monopolized by the writings of those who serve the dominant interests? Why does the evaluation literature so seldom reflect the direct concerns of the majority of the poor? Chapter 4 is on "Participatory Impact Assessment as a Tool for Change". The second part of the book is a collection of case studies.

**31. Geerts, Andrés, Van Oeyen, Victor, & Villamayor, Claudia. (2004). La Práctica Inspira – La Radio Popular y Comunitaria frente al Nuevo Siglo. ALER-AMARC.**

The most comprehensive report on sustainability of community radio in Latin America, covering 32 radio stations from the perspective of social, institutional and financial sustainability. The book (406 pages), includes chapters on the methodology that was used for the studies, which involved a group of 24 researchers.

The methodology included fieldwork at the community level, extensive interviews in each radio station with journalists and staff, with members of the audience, as well as personal observation, analysis of programming, and review of documentation and archives.

**32. Ana Lucía Gonzalez Paz, La Radio comunitaria: El Camino hacia una Democracia Participativa.** (Unpublished).

This research focuses on community radio in Colombia. It includes several case studies and chapters on legislation, conceptual framework of community radio, participation and evaluation.

Although not specifically on impact, this report includes important contribution towards analyzing and conceptualizing community radio. The two case studies are built on interviews, field work and observation.

**33. Cornejo, Ines. (2002). La Radio Indigenista en Mexico. Fundación Manuel Buendia.**

This book analyses the development of indigenous radio in Mexico, focusing on the Yucatan region.

It offers numerous indications about the impact of indigenous radio in social change, through a research methodology that includes quantitative and qualitative information, both from questionnaires and from field work, interviews and observation.

**34. Geerts, Andrés, & Van Oeyen, Victor. (2001). La Radio Popular frente al Nuevo Siglo: Estudio de Vigencia e Incidencia. ALER.**

This book is the result of a research report on impact of community radio in Latin America. No less than 74 radio stations in 12 countries were consulted by a team of 16 researchers that visited the stations.

The first chapter of the book describes the methodology that was used during the research process, mainly field work and interviews with staff and audience of the community radio stations. The Annex 2 includes a detailed list of the instruments that were applied to gather information.

**35. Prieto Castillo, Daniel. (1994) La Vida Cotidiana: Fuente de Produccion Radiofónica. UNDA-AL**

This is a classic manual for distance education through radio. Although it is not specifically addressed to assess impact of community radio, the core of it is about working with people and helping to strengthen their voices, through participation and life stories.

**36. Camacho Azurduy, Carlos A. (2001). Las Radios Populares en la Construcción de la Ciudadanía – Enseñanzas de la Experiencia de ERBOL en Bolivia. Universidad Andina Simón Bolívar (UASB).**

This book analyses the role of mediation of community radio stations affiliated to ERBOL, the main Bolivian network of community radio, in the search of public space for democratic participation. An exhaustive compilation of information and analysis of the discourse, are central to the study.

Chapter IX specifically analyses the impact of radios in the ERBOL network on public opinion, and the forms of participation of the audience. The book also has a comprehensive annex on methodology, including qualitative and quantitative techniques.

**37. Taylor, Peter, Deak, Andrew, Pettit, Jethro, & Vogel, Isabel. (2006). Learning for Social change; Exploring Concepts, Methods and Practice. Institute of Development Studies (IDS). <http://www.pnet.ids.ac.uk/docs/FLASC.pdf>**

This document is an outcome of a dialogue on facilitating learning for social change (FLASC) which took place through e-fora and an international workshop in the Spring of 2006. In this report, social change is described as "a process of dialogue, debate and action resulting in major shifts in social norms, and is generally characterised by the highlighting and legitimisation of discordant voices, particularly of those marginalised in society, and leading to improvements in their rights, entitlements and living conditions". This report is important for what it contributes to the notion of dialogue in the learning process. Though not specific on impact assessment, or community radio, it helps to understand the process of social change.



**38. Querre, Francois. (1991). Les Mille et un Mondes—Manuel de Radio Rurale. FAO.**

This book, which has also been published in English, is a handbook, more than a manual, on community radio in the rural context, focusing on the experience of Africa. It covers various formats of programming that can be used in community radio.

The manual does not include chapters on audience research or impact research. However, it contains useful hints on how to work from the community level, with the people, and taking into account the local cultural context.

**39. Slim, Hugo & Thompson, Paul. (1993). Listening for a Change – Oral testimony and development. PANOS UK.**

Although not specifically on community radio, this book is an essential contribution on the importance of voices and spoken words of ordinary people in development.

In terms of research methodology, this book is an important resource for evaluating impact. Individual and group interviews as the “art of collecting oral testimony” are the basis of the research that resulted in the book. They include: life story interviews, family tree interviewing, single-issue interview, diary interviewing, group interviews and focus groups.

**40. Gumucio-Dagron, Alfonso. (2001). Making Waves: Stories of Participatory Communication for Social Change. The Rockefeller Foundation. Website:**

<http://www.comminit.com/making-waves.html>

Among the 50 case stories that are included in this book, half of them deal with community radio experiences in Africa, Asia and Latin America.

Each chapter or experience described in the book briefly discusses the impact of community radio on social change and development within the community. Information was retrieved through interviews with community members and staff at the radio stations.

**41. McDaniel Drew O. & Brown, Duncan H. (2001) Manuel for Media Trainers – A learner-centered approach. UNESCO. Website:**

[http://www.unesco.org/webworld/publications/media\\_trainers/manual.pdf](http://www.unesco.org/webworld/publications/media_trainers/manual.pdf)

Those who are already familiar with training methodology will find this manual a source of material available to them with conceptual approaches and the human element of delivery they bring with them. Aspiring trainers and many others who use this manual are likely to encounter challenging new approaches to conceptual structures of adult learning and practice and to the evaluation of their own perceptions.

Chapter 7 of the manual deals with evaluation, however, evaluation on the training programme, not evaluation on social impact. Nevertheless, some of the methods suggested may be valuable for impact evaluation, such as “evaluating learning outcomes” or preparing questionnaires and interviews for evaluation purposes.

**42. Menou, Michel J. ed., Measuring the Impact of Information on Development. IDRC. [Electronic Version] Website: <http://www.idrc.ca/openebooks/708-6/>**

The extent to which information services actually contribute to the empowerment of people and the accountability of the institutions concerned are subjects of controversy and concern. Logic dictates that information is an essential resource for the social and economic development of Third World countries, but how can this be demonstrated? Information can be a powerful catalyst to transform society, but how tangible is the linkage between information investments and the achievement of specific development goals?

Chapter 4, on Indicators and Assessment Methods, includes: Characteristics of indicators, Describing constituencies, Building impact assessment into information projects, Assessing information benefits for organizations, Assessing the impact of information on specific constituencies, Assessing the information richness of the environment, Using anecdotes, and Assessing information impact through the market.

**43. Matewa, Chido E.F. (2002). Media and the empowerment of communities for Social Change.** <http://www.comminit.com/evaluations/idmatewa/sld-2241.html>

The question addressed is to what extent participatory radio production contributes to the empowerment and advancement of women and the marginalised communities. It also looks at how community interests, needs and concerns are served by this media. The way traditional media and video are used determines their impact. A process that enables the target groups to participate in both the production of content and dissemination should be encouraged. This would give communities an opportunity to set their own agenda as well as enable them to set priorities of what issues are dealt with. The case study of the Development Through Radio Project (DTRP) is based on information collected during unstructured in-depth interviews with the project personnel, the founder member, board members, participants of the project, observations of four radio listeners clubs, articles, documents, annual and general reports AMARC Africa, Panos Southern Africa, Pronatura-chiapasMexico, and Open Society Foundation, South Africa. (2004). Media for Sustainable Development content Survey- A Baseline Study Report on Sustainable Development Content/Themes for Community Radio Stations in Africa and Central America.

<http://www.id21.org/insights/insights58/art08.html>

and

<http://africa.amarc.org/files/M4SDStudyMay04I.pdf>

The aim of the study was to assess the level at which community radio stations in Africa are involved in programming of content on sustainable development themes/ topics. The report finds that "Community radio stations are not doing enough to ensure that local communities participate in the selection and production of programmes regarding sustainable development issues, especially in deciding what themes or topics to cover. The focus groups discussions (FGDs) highlighted the potentially significant role that community media can play in facilitating community and national ownership of development agendas, particularly when programming is conducted in local languages.

**44. Ofir, Zenda ed. (2006). Monitoring and Evaluation. Capacity.Org Issue 29, Sept. 2006.** [Electronic Version] Website:

[http://www.capacity.org/en/content/download/5769/97948/file/EBR+07-29\\_ENGLISH-opmaak+FINAL\\_11\\_Septlowres.pdf](http://www.capacity.org/en/content/download/5769/97948/file/EBR+07-29_ENGLISH-opmaak+FINAL_11_Septlowres.pdf)

This issue of *Capacity.org* offers an overview of the different methods and techniques that add new dimensions to results-based M&E. Some allow, for example, the observation of changes over a longer period of time, and offer ways to make such changes more tangible. Other innovative forms of M&E can themselves contribute to capacity building. In this issue, practitioners who have developed such methods describe and explain how they have used them.

Includes a number of articles on different approaches to participatory evaluation, such as video, for building a shared vision of change. A very useful resource in terms of bringing together the ideas of participatory monitoring & evaluation.

**45. Wagner A. Daniel, Day, Bob, James, Tina, Kozma, Robert B. Miller, Jonathan & Unwin, Tim (2005). Monitoring and Evaluation of ICT in Education Projects: A**

**Handbook for Developing Countries. Info Dev. Website:**

<http://www.infodev.org/en/Document.9.aspx>

Information and communication technologies (ICT) are widely believed to be important potential levers to introduce and sustain education reform efforts. Despite evidence of increasingly widespread use of ICTs in education initiatives around the world, however, there is little guidance available for policy makers and donor staff specifically targeted at countries contemplating the use of ICTs to help countries meet the education-related Millennium Development Goals (MDGs).

The short handbook provides guidance for policymakers struggling with two key issues: - What is the impact on student achievement of introducing ICTs in educational settings in developing countries? - How should this impact be measured, and what are the related issues, especially as they relate to Education For All and other Millennium Development Goals?

**46. DANIDA. (2005). Monitoring and Indicators for Communication for Development. [Electronic Version] Website:**

[http://webzone.k3.mah.se/projects/comdev/\\_comdev\\_PDF\\_doc/Danida\\_ComDevt.pdf](http://webzone.k3.mah.se/projects/comdev/_comdev_PDF_doc/Danida_ComDevt.pdf)

This a technical note developed by DANIDA for the Danish cooperation managers overseas. What is communication for development about? In this brochure it applies to a strategic communication process that promotes social changes through dialogue, knowledge sharing, and participation.

Chapter 3, on Communication Monitoring and Indicators provides general guidelines for monitoring and indicators on communication for development, and analyses the process of identifying indicators in programmes (1) where communication in itself is a vehicle for social change (media development), and (2) where communication is an integral part of a sector/development program

**47. Mata, Maria Cristina ed. (1995). Mujer y Radio Popular. ALER.**

The book analyses the role of women and the representation of gender issues in community radio. It doesn't cover evaluation or impact assessment, however it describes the potential of community radio in changing women's lives.

**48. Everitt, Anthony (2003). New voices: An Evaluation of 15 Access Radio Projects.**

<http://www.comminit.com/evaluations/steval/sld-2165.html>

<http://www.comminit.com/experiences/pdskdv112003/experiences-957.html>

Evaluation of different approaches to the concept of community radio, to inform the future radio regulator how Access Radio might be licensed, regulated, funded, promoted, and organised.

- The pilot projects gave hundreds of local volunteers the chance to become broadcasters, and produced real social gains for their communities as well as some lively radio

- The author recommends that Access Radio be introduced as a third tier of radio broadcasting in the UK.

- The most important developments among the Access Radio stations have been the growth of their community role and the rapid extension of the work of staff beyond the business of broadcasting to wider concerns for social and individual empowerment. A growing demand for issue-based programmes (at the expense of music) has been detected among audiences.

The responses to Community Questionnaires, sent out to organisations that have worked with the pilot projects, reveal an enthusiastic welcome for community radio and

evidence of widespread collaboration.

When asked to identify the kinds of benefit that community radio can confer on a community, respondents' preferences were widely spread and tended to reflect a respondent's particular area of interest - implying that the medium appears well placed to address a wide range of concerns.

There is a trend towards the accreditation of radio training.

There is a growing recognition among the pilot projects of the need for reliable listener surveys and more effective marketing (including a national 'brand-awareness' campaign)

The staging of, or participation in, live events has become a significant component of a community radio station's work.

A trend is emerging of broadcasting home-produced drama.

**49. Church, Madeline editor et al. (2002). Participation, Relationships and Dynamic Change: New Thinking on Evaluating the Work of International Networks. Development Planning Unit University College London.** [Electronic Version] Website: <http://networkedlearning.ncsl.org.uk/knowledge-base/research-papers/participation-relationships-and-dynamic-change-madeline-church-2002.pdf>

This document aims to highlight the monitoring and evaluation challenges inherent in working in a networked way, to reveal some of the ways in which networks have started to monitor and evaluate their work and to develop and work with some monitoring and evaluation tools that may 'fit' better with the kind of work a network does.

Section One reviews the main ideas and methodology, while Section Four focuses on Participation & Evaluation. A very useful resource. The focus on networking can be of relevance when evaluating the impact of community radio networks.

**50. Sayce, Kay & Norrish, Patricia (2006). Perceptions and Practice: An Anthology of Impact Assessment Experiences. Technical Centre for Agricultural and rural Cooperation (ACP-EU).** [Electronic Version] Website: [http://www.anancy.net/uploads/file\\_en/impact%20assessment.pdf](http://www.anancy.net/uploads/file_en/impact%20assessment.pdf)

For most people in the development community, however, the term 'impact assessment' still represents a myth or at best an illusion. Like many famous mythical or imaginary characters, it has a strong appeal that may dip now and again, but never seems to disappear. Every section of the development community — researchers, project managers, trainers, information and communication specialists, and donors — has to grapple, at one time or another, with the demand to measure the impact of their activities, be they projects, services or funding.

This book is a collection of eleven stories on impact assessment, in countries of Asia, South Pacific, Africa and Latin America. Annexes include methodological tools, such as guidelines for interviewers.

**51. Kjeiser, Niels . (2005). Pelican Initiative: Platform for Evidence-based Learning & Communications for Social Change. International Development Research Centre (IDRC), European Centre for Development Policy Management (ECDPM), Exchange, Bellanet, UNICEF East Africa.** Website: <http://www.dgroups.org/groups/pelican/index.cfm?CookieTested=TRUE>

This platform seeks to bring together development practitioners from different disciplines, specialists and policy makers to explore this question, share experiences, and to push the agenda further on three themes: Evidence and learning for policy change; Learning in organisations and among partners; Society-wide learning among a multitude of stakeholders.

The Pelican discussion, which has been going on since January 2005, contains a wealth of reports, information, experiences, on evaluating participatory and communication programmes all over the world. The materials are organized as follows:

[a. Pelican Initiative key documents\]](#)

[\[b. Cases\]](#)

[\[c. Theoretical documents & discussion papers\]](#)

[\[d. Methods and toolkits\]](#)

[\[e. Multi-case/ comparative studies\]](#)

[\[f. Links to relevant M&E and Communications Networks\]](#)

[\[g. Other links\]](#)

[\[h. Summaries of the discussions\]](#)

**52. (1993). Prender para Aprender – Uso de la Radio en la Educación. ALER**

This book is not specifically on community radio, but on distance “educational radio”. However, it contains 10 case stories, each one with small section on evaluation and social impact.

**53. S.T. Kwame Boafo, editor. (2000) Promoting Community Media in Africa.**

**UNESCO.** Website: [http://www.unesco.org/webworld/publications/community\\_media/](http://www.unesco.org/webworld/publications/community_media/)

The gradual liberalisation of media and a growing phenomenon of community media in African countries has not been accompanied by solid steps. Many of the existing or emerging community media do not possess the economic, technical and human resources required for sustainability. This book is the result of an international workshop where concepts and experiences about community radio in Africa, but also Asia and Latin America, were exchanged among participants.

Although the book does not contain specific chapters on evaluation or impact assessment, it presents various case studies and considerations about the role of community participation in social change.

**54. Adam, Gordon & Harford, Nicola. (1999) Radio and HIV/AIDS: making a Difference—The Essential Handbook. UNAIDS.**

Website:

[http://data.unaids.org/Publications/IRC-pub05/JC429-Radio\\_en.pdf](http://data.unaids.org/Publications/IRC-pub05/JC429-Radio_en.pdf)

The handbook examines the importance that broadcasting still has in promoting prevention for HIV/AIDS. Although it is not specifically addressing participatory radio and mostly addresses commercial and public service broadcasting, some of the chapters are relevant to evaluation research.

Section 9 of the handbook is specific on monitoring and evaluation, on how to research the progress and impact of programming and campaigns related to HIV/AIDS. The handbook is available in Spanish, English and Portuguese.

**55. Willum, Bjørn (2003). Radio Maendeleo and the regional peace process in**

**Eastern Congo.** Website: <http://www.i-m-s.dk/media/pdf/Radio%20Maendeleo%20and%20the%20regional%20peace%20process%20in%20Eastern%20Congo%20by%20Bjrn%20Willum%2014%20October%202003.pdf>

This report analyses the role played by Radio Maendeleo (RM), a local community radio station based in the town of Bukavu, in the regional peace process in South Kivu. RM plays a positive role in informing the local population in and around Bukavu about development issues, local politics as well as coordinating NGO work. However, the limited footprint of the radio prevents it from playing a significant role in the regional peace process.

**56. Chaparro Escudero, Manuel (1998). Radio Pública Local. Fragua Editorial.**

This is an in depth analysis of local and community radio in Europe, focusing on Spain and the local public radio in the Andalusia region. The main thrust of the study is the democratization of telecommunications, and the decentralization of media to communities, through municipal radio stations.

Chapter 8 of the book specifically addresses issues of audience research within the network of municipal radio stations of Andalusia. It does not cover issues of impact, but it includes considerations on methodology.

**57. Quarmyne, Wilna W. Radios communautaires: Apprendre a Participer – Un manuel de Formation. PANOS Afrique de l’Ouest. <http://www.panos-ao.org/spip.php?article3385>**

The explosion of local radio in West Africa (about 500 private local stations by 2001), created enormous need for training radio staff. This is a training manual addressed to young radio workers.

The methodology of this training manual includes chapters on community radio research on community social actors and participation, using Participatory Action Research (PAR).

**58. Overseas Development Institute. (2004). Research and Policy in Development: Does Evidence Matter? [Electronic Version] Website:**

[http://www.odi.org.uk/RAPID/Publications/Documents/Monograph\\_all\\_web.pdf](http://www.odi.org.uk/RAPID/Publications/Documents/Monograph_all_web.pdf)

Why is evidence important in policy making?

What sort of evidence? How do you get it? Is the current emphasis on evidence-based policy in government resulting in better policies? Minutes of the discussion. Not a manual or handbook on how to assess impact, but a very useful discussion on issues of evidence as input for policy making.

**59. Search for Common Ground (SFCG). (2004). Sierra Leone – Key Findings from 2004 External Evaluation. Website:**

[http://www.sfcg.org/sfcg/evaluations/summary\\_sl.pdf#search=%22Community%20radio%20evaluation%22](http://www.sfcg.org/sfcg/evaluations/summary_sl.pdf#search=%22Community%20radio%20evaluation%22)

Search for Common Ground (SFCG) began operations in Sierra Leone in June 2000 by creating Talking Drum Studio (TDS) and the Community Peace Building Unit (CPU).

Using print, radio and video as tools, these interconnected programmes integrate multimedia programming and community outreach to target a diverse population on a broad range of issues central to the consolidation of peace. Independent evaluators Paul Everett, Tennyson Williams, and Mary Myers conducted the evaluation of SFCG activities in July/August 2004.

The objectives of this evaluation were to study: 1. The role of information in social change; 2. The effectiveness, impact and ramifications of alliance-building; 3. How the work of SFCG contributed to four broad programme themes important to society. The team used an unstructured approach to interview stakeholder focus groups, representatives of organisations, and individuals. Throughout the evaluation, the team took particular care to ensure that a representative view was gained from women, youth, children, and other disadvantaged groups.

**60. Gutierrez, Hernán & Matta, María Cristina editors. (2001). Siguen vigentes las Radios Populares? ALER.**

Through the opinions of 30 communication specialists working in Latin America, the book traces the itinerary of popular (community) radio in the region. Though there is no specific chapter on evaluation, the book contains important indications on the impact of community radio on social change over the years.

**61. Vargas, Lucila. Social Uses & Radio Practices: The use of Participatory Radio by Ethnic Minorities in Mexico. International communication and Popular culture —Westview Press.**

The author specifically emphasizes how and why the politics of race, ethnicity, class and gender shape the extent and quality of people's participation in development efforts. The inquiry leads to a method for analyzing the cultural subtleties and social intricacies of the practices that emerge from participatory radio. Chapter 2 of the book addresses the methodology, which includes qualitative techniques and interviews for the analysis of five domains: institution, staff, programming, users and audiences.

**62. United Nations Population Fund (UNFPA) and Population Media Center (PMC). (2002). Strengthening Partnerships among Local FM Radio Networks and Reproductive Health Agencies on HIV/AIDS - A Review of the Effectiveness of Local FM Radio in Promoting Reproductive Health, HIV/AIDS Prevention and Gender Equity.** Website:

[http://www.unfpa.org/upload/lib\\_pub\\_file/486\\_filename\\_157\\_filename\\_communityradio.pdf](http://www.unfpa.org/upload/lib_pub_file/486_filename_157_filename_communityradio.pdf)

This paper provides an overview of how local FM radio has been used around the world to promote health and development goals. It is intended to inform UNFPA country representatives of the potential use of local and community radio to achieve UNFPA objectives worldwide. The authors stress that community radio stations should be viewed, first and foremost, as autonomous. Radio stations should focus on building alliances with local institutions, who may be able to provide information and resources.

**63. Hovland, Ingie Successful Communication: A Toolkit for Researchers and Civil Society Organisations. Overseas Development Institute (ODI).**

<http://www.odi.org.uk/publications/rapid/tools2.pdf>

This toolkit builds on the previous work and experience of the Overseas Development Institute (ODI), especially its Research and Policy in Development (RAPID) programme. RAPID aims to improve the use of research and evidence in development policy and practice through research, advice and debate.

The toolkit offers a description of the main methods used to evaluate social impact of communication programmes, thus, it can be applied to community radio. Among the monitoring and evaluation methods described: Most Significant Change (MSC), Outcome Mapping, Researcher Checklist and CFSC Integrated Model.

**64. Davies, Rich & Dart, Jess. (2005). The 'Most Significant Change' (MSC) Technique – A Guide to Its Use.** [Electronic Version] Website:

<http://www.mande.co.uk/docs/MSCGuide.pdf>

This publication is aimed at organisations, community groups, students and academics who wish to use MSC to help monitor and evaluate their social change programs and projects, or to learn more about how it can be used. The technique is applicable in many different sectors, including agriculture, education and health, and especially in development programs. It is also applicable to many different cultural contexts. MSC has been used in a wide variety of countries by a range of organisations.

This is one of the most relevant qualitative methods for assessing social change. Though not specifically related to communication, the methodology can apply to community radio impact assessment. Chapter Five discusses MSC within a Monitoring and Evaluation (M&E) Framework

**65. AMARC Africa. The African Community Radio Manual for Managers: a Guide to Sustainable Radio**

Across Africa, more and more people are involved in community radio. This workbook is meant to describe the process of community radio as precisely and simply as possible. This manual has no specific chapters on impact evaluation, however it deals with issues of sustainability through community participation.

**66. Girard, Bruce ed. (2003). The One to Watch – Radio, New ICT's and Interactivity. FAO.**

Although not specifically on impact of community radio, this book includes a number of chapters that relate to sustainability and community participation as key aspects of social impact.

**67. Acevedo, Jorge ed. (2006). Voces y Movidas Radioc ciudadanas – Experiencias, Itinerarios y Reflexiones desde la Coordinadora Nacional de Radio. CNR. [Electronic Version] Website: <http://www.cnr.org.pe/voces.pdf>**

The Coordinadora Nacional de Radio is the main educational and community radio network in Peru, and the largest in Latin America, with more than one thousand members. This book gathers a number of reflections on radio as a tool for democratic participation and human development.

The chapters of this book do not specifically address issues of impact of community radio, however, through the case studies and first-hand accounts on the experience of those that have been involved in community radio, the general impact of community radio in social change can be traced.

**68. Mtimde, Lumko, Bonin, Marie-Helene, Maphiri Nikopane & Nyamaku Kodjo. (1998). What is Community Radio? A Resource Guide. AMARC Africa, PANOS Southern Africa. Website: <http://africa.amarc.org/files/english.doc>**

The booklet discusses the role of community radio stations in building participatory democracy and development in Africa – and offers ideas on how such stations can be established and the problems they may encounter.

It does not contain any chapters or sections on monitoring and evaluation, or impact assessment.

**69. Mostert, Adele & van Zyl Prof John. (2004). When the Broadcast Ends, the Programme is not Over: Maximising the Effectiveness of EE Programmes at Community Radio Level. [http://www.ee4.org/Papers/EE4\\_Mostert.pdf](http://www.ee4.org/Papers/EE4_Mostert.pdf)**

This paper shares the experience of ABC Ulwazi in creating educational and developmental radio programmes for community radio stations in South Africa. The paper states that it is time for a re-think - to move away from a blind faith in a single medium (the curse of media determinacy) to consider the entire social, economic, cultural and psychological context of the consumption of a medium and the ability of consumers to act.

**70. Parsk, Will ed. (2005). Who Measures change? Communication for Social change Consortium. [http://www.cfsc.org/pdf/who\\_measures\\_change.pdf](http://www.cfsc.org/pdf/who_measures_change.pdf)**



and

[http://www.cfsc.org/pdf/measuring\\_change.pdf](http://www.cfsc.org/pdf/measuring_change.pdf)

and

[http://www.cfsc.org/pdf/communities\\_measure\\_change.pdf](http://www.cfsc.org/pdf/communities_measure_change.pdf)

This report is an introduction to establishing a Participatory Monitoring and Evaluation (PM&E) process to assist in the measurement of Communication for Social Change (CFSC) initiatives. It is based on the premise that CFSC practitioners should facilitate the development of Monitoring and Evaluation (M&E) questions, measures and methods *with* those most affected and involved rather than apply predetermined objectives, indicators and techniques to measure CFSC *on* those most affected and involved.

#### Methods

The publication details a proposal on how to measure process and outcomes of community based communication programmes. Step by step it builds on participation to monitor and to evaluate social impact of communication. The methodology can be applied to community radio evaluations of impact. A set of three publications, the other two with less detail, are offered.

## Annexe 2: Participants Recommendations on Information Resources

Survey Question 5. Please name books, reports web pages and other publications that may inform on the situation of CR in your country

Country	Publication
Afghanistan	<ul style="list-style-type: none"> <li>▪ <a href="http://www.internews.org">www.internews.org</a></li> <li>▪ <a href="http://www.equalaccess.org">www.equalaccess.org</a></li> <li>▪ <a href="http://www.impacs.org">www.impacs.org</a></li> <li>▪ <a href="http://www.benawa.com">www.benawa.com</a></li> <li>▪ <a href="http://www.tolafghan.com">www.tolafghan.com</a></li> <li>▪ <a href="http://www.baheer.com">www.baheer.com</a></li> </ul>
Argentina	<ul style="list-style-type: none"> <li>▪ La Práctica Inspira (AMARC-ALER)</li> </ul>
Algeria	<ul style="list-style-type: none"> <li>▪ El espacio radiofónico argelino: el caso de la radio local</li> <li>▪ Restructuring radio broadcasting in Arab countries</li> </ul>
Australia	<ul style="list-style-type: none"> <li>▪ <a href="http://www.cbonline.org.au">www.cbonline.org.au</a></li> <li>▪ <a href="http://www.cbf.com.au">www.cbf.com.au</a></li> <li>▪ <a href="http://www.radio.adelaide.edu.au">www.radio.adelaide.edu.au</a></li> <li>▪ <a href="http://www.cbaa.org.au">www.cbaa.org.au</a></li> <li>▪ <a href="http://www.nembc.org.au">www.nembc.org.au</a></li> <li>▪ <a href="http://www.aica.asn.au">www.aica.asn.au</a></li> </ul>
Bangladesh	<ul style="list-style-type: none"> <li>▪ National Consultatiuon on Community Radio in Bangladesh.BNNRC &amp; MMC, Dhaka.</li> <li>▪ Our air waives! our right! Open up air waves for community radio. BNNRC, Dhaka.</li> </ul>
Benin	<ul style="list-style-type: none"> <li>▪ Media Advisory and Regulatory Organisation, ODEM</li> </ul>
Bolivia	<ul style="list-style-type: none"> <li>▪ <a href="http://www.crisbolivia.net">www.crisbolivia.net</a></li> </ul>
Brazil	<ul style="list-style-type: none"> <li>▪ <a href="http://bocc.ubi.pt/pag/peruzzo-cicilia-radio-comunitaria-br.pdf">http://bocc.ubi.pt/pag/peruzzo-cicilia-radio-comunitaria-br.pdf</a></li> <li>▪ <a href="http://www2.metodista.br/unesco/agora/pmc_forum_iluminando_radios_comunitarias.pdf">http://www2.metodista.br/unesco/agora/pmc_forum_iluminando_radios_comunitarias.pdf</a></li> <li>▪ Rádios comunitárias, Dr. Paulo Fernando Silveira.</li> <li>▪ Trilha apaixonada do que é de como fazer rádios comunitárias na intenção de mudar o mundo.</li> </ul>
Burkina Faso	<ul style="list-style-type: none"> <li>▪ Repère méthodologique pour l'étude de l'auditoire des radios rurales</li> </ul>
Cameroon	<ul style="list-style-type: none"> <li>▪ Mujeres sobre las ondas, Oficina UNESCO Yaundé</li> </ul>
Canada	<ul style="list-style-type: none"> <li>▪ <a href="http://www.ncra.ca">www.ncra.ca</a></li> <li>▪ <a href="http://www.arcq.qc.ca">www.arcq.qc.ca</a></li> </ul>
Central America	<ul style="list-style-type: none"> <li>▪ Democratizando la palabra. Informe regional sobre los marcos que regulan la radiodifusión en Centroamérica</li> </ul>
Ivory Coast	<ul style="list-style-type: none"> <li>▪ Rapport d'activités du Conseil National de la Communication Audiovisuelle (CNCA) 2003</li> <li>▪ <a href="http://www.cnca.ci.net">www.cnca.ci.net</a></li> </ul>
United Arab Emirates	<ul style="list-style-type: none"> <li>▪ <a href="http://www.arnonline.com/arnnew">www.arnonline.com/arnnew</a></li> <li>▪ <a href="http://www.mebjournal.com/arabic/index.php">www.mebjournal.com/arabic/index.php</a></li> <li>▪ <a href="http://www.dubaimediacity.com">www.dubaimediacity.com</a></li> </ul>
Spain	<ul style="list-style-type: none"> <li>▪ <a href="http://www.medioscomunitarios.net">www.medioscomunitarios.net</a></li> </ul>

	<ul style="list-style-type: none"> <li>▪ <a href="http://www.urcm.net">www.urcm.net</a></li> </ul>
United States	<ul style="list-style-type: none"> <li>▪ Grassroots Radio conferences</li> <li>▪ <a href="http://www.radio4all.org">www.radio4all.org</a></li> <li>▪ <a href="http://www.prometheusradio.org">www.prometheusradio.org</a></li> <li>▪ <a href="http://www.nfcb.org">www.nfcb.org</a></li> </ul>
Philippines	<ul style="list-style-type: none"> <li>▪ How to do Community Radio, a primer for community radio operators; Louie N. Tabinog</li> </ul>
France	<ul style="list-style-type: none"> <li>▪ La Lettre des Radios Libres, bulletin du SNRL</li> <li>▪ <a href="http://www.snrl.org">www.snrl.org</a></li> </ul>
Guinea	<ul style="list-style-type: none"> <li>▪ L-avenir de la radio communautaire en Guinée. Marcel SOW, AMARC-AFRIQUE</li> </ul>
Hungary	<ul style="list-style-type: none"> <li>▪ <a href="http://www.kka.hu/civilradio">www.kka.hu/civilradio</a></li> <li>▪ <a href="http://www.pusztaradio.hu">www.pusztaradio.hu</a></li> <li>▪ <a href="http://www.szolaradio.hu">www.szolaradio.hu</a></li> <li>▪ <a href="http://www.remeteradio.hu">www.remeteradio.hu</a></li> <li>▪ <a href="http://www.radioc.hu">www.radioc.hu</a></li> </ul>
India	<ul style="list-style-type: none"> <li>▪ Community Radio- Step by Step</li> <li>▪ Our World, Our Voice, Our Media</li> <li>▪ <a href="http://www.communityradionetwork.org">www.communityradionetwork.org</a></li> <li>▪ <a href="http://www.media4community.com">www.media4community.com</a></li> <li>▪ Seminar on Development communication; Deptt of Jism and Mass Communication</li> </ul>
Indonesia	<ul style="list-style-type: none"> <li>▪ <a href="http://www.siar.or.id">www.siar.or.id</a></li> <li>▪ <a href="http://www.arnet.or.id">www.arnet.or.id</a></li> </ul>
Ireland	<ul style="list-style-type: none"> <li>▪ <a href="http://www.bci.ie">www.bci.ie</a></li> <li>▪ <a href="http://www.craol.ie">www.craol.ie</a></li> </ul>
Jamaica	<ul style="list-style-type: none"> <li>▪ <a href="http://www.mustardseed.com">www.mustardseed.com</a></li> <li>▪ <a href="http://www.homeviewjamaica.cm">www.homeviewjamaica.cm</a></li> </ul>
Jordan	<ul style="list-style-type: none"> <li>▪ <a href="http://www.devcomm.org/worldbank">www.devcomm.org/worldbank</a></li> </ul>
Kenya	<ul style="list-style-type: none"> <li>▪ <a href="http://www.econewsafrika.org">www.econewsafrika.org</a></li> <li>▪ Up in the Air: the state of broadcasting in east Africa.</li> </ul>
Liberia	<ul style="list-style-type: none"> <li>▪ Irin radio helping your station make better programmes, a guide for liberian broadcasters <a href="http://www.irinnews.org">www.irinnews.org</a></li> </ul>
Malaysia	<ul style="list-style-type: none"> <li>▪ Article 19/ Suaram report on Freedom of Expression and the Media in Malaysia. <a href="http://www.suaram.net">www.suaram.net</a>.</li> </ul>
México	<ul style="list-style-type: none"> <li>▪ Con permiso, la radio comunitaria en México</li> <li>▪ <a href="http://www.etcetera.com.mx">www.etcetera.com.mx</a></li> <li>▪ <a href="http://www.revistazocalo.com.mx">www.revistazocalo.com.mx</a></li> <li>▪ <a href="http://www.mexico.amarc.org">www.mexico.amarc.org</a></li> </ul>
Nepal	<ul style="list-style-type: none"> <li>▪ <a href="http://www.raddiosagarmatha.org">www.raddiosagarmatha.org</a></li> <li>▪ <a href="http://www.kirdarc.org">www.kirdarc.org</a></li> <li>▪ <a href="http://www.nefej.org">www.nefej.org</a></li> <li>▪ <a href="http://www.equalaccess.org">www.equalaccess.org</a></li> <li>▪ Reports published by Action Aid Nepal, Equal Access, Antenna Foundation Nepal.</li> <li>▪ Nepali Nepalma Samudaik</li> <li>▪ Radio Karyakrum</li> <li>▪ Radio Bachan Samudaik</li> <li>▪ Radio Prasaran Nirdesika Community</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Samaj Paribartanka lagi Community Radio</li> </ul>
Nicaragua	<ul style="list-style-type: none"> <li>▪ Diagnóstico de las Radios Comunitarias de Nicaragua, AMARC Nicaragua y URACCAN</li> </ul>
Nigeria	<ul style="list-style-type: none"> <li>▪ Community Radio Briefing Document. Jummai Umar, AbdulHakeem Ajjola, John Dada</li> <li>▪ Road Map to Building a Sustainable Community Radio Sector in Nigeria: The Stakeholders Charter, en Building Community Radion in Nigeria.</li> <li>▪ Survey on Design of Model community Radio for Nigeria</li> <li>▪ <a href="http://www.apc.org">www.apc.org</a></li> </ul>
Netherlands	<ul style="list-style-type: none"> <li>▪ <a href="http://www.wereldomroep.nl">www.wereldomroep.nl</a></li> </ul>
Pakistan	<ul style="list-style-type: none"> <li>▪ <a href="http://www.pemra.gov.pk">www.pemra.gov.pk</a></li> </ul>
Czech Republic	<ul style="list-style-type: none"> <li>▪ Publicaciones de PANOS PARIS</li> </ul>
Senegal	<ul style="list-style-type: none"> <li>▪ Directorio Radios Comunitarias de Senegal, África.</li> <li>▪ <a href="http://www.ipao.org">www.ipao.org</a></li> <li>▪ <a href="http://www.walf.sn">www.walf.sn</a></li> </ul>
Sénégal	<ul style="list-style-type: none"> <li>▪ Radio communautaire aujourd'hui au Sénégal: réalités, contraintes et perspectives. Alymana Bathily/AMARC, July 2004.</li> <li>▪ <a href="http://www.panos-ao.org/article">www.panos-ao.org/article</a></li> </ul>
Sri Lanka	<ul style="list-style-type: none"> <li>▪ Mahaweli community radio</li> </ul>
South Africa	<ul style="list-style-type: none"> <li>▪ AMARC Africa publications.</li> <li>▪ Community Radio in South Africa. Open Society Foundation S.A.</li> <li>▪ <a href="http://www.ncrf.org.za">www.ncrf.org.za</a></li> <li>▪ <a href="http://www.icasa.org.za">www.icasa.org.za</a></li> <li>▪ <a href="http://www.mdda.org.za">www.mdda.org.za</a></li> <li>▪ <a href="http://www.osfsa.org.za">www.osfsa.org.za</a></li> <li>▪ <a href="http://www.iaj.org.za">www.iaj.org.za</a></li> <li>▪ <a href="http://www.abculwazi.org.za">www.abculwazi.org.za</a></li> <li>▪ <a href="http://www.nabsa.org.za">www.nabsa.org.za</a></li> <li>▪ <a href="http://www.wwrp.org.za">www.wwrp.org.za</a></li> <li>▪ <a href="http://www.idasa.org.za">www.idasa.org.za</a></li> </ul>
Switzerland	<ul style="list-style-type: none"> <li>▪ Media policy</li> <li>▪ Community radio country network constitution</li> <li>▪ Community radio Issue Paper</li> <li>▪ <a href="http://www.unikomradios.ch">www.unikomradios.ch</a></li> <li>▪ <a href="http://www.frequencebanane.ch">www.frequencebanane.ch</a></li> <li>▪ <a href="http://www.meyrinfm.ch">www.meyrinfm.ch</a></li> </ul>
Uganda	<ul style="list-style-type: none"> <li>▪ How to get started and keep going, A guide to Community Multimedia Centres. <a href="http://www.unesco.org">http://www.unesco.org</a> <a href="http://www.wougnet.org/documents.html">http://www.wougnet.org/documents.html</a></li> </ul>
Uruguay	<ul style="list-style-type: none"> <li>▪ <a href="http://www.uruguay.amarc.org">www.uruguay.amarc.org</a></li> </ul>
Venezuela	<ul style="list-style-type: none"> <li>▪ <a href="http://www.conatel.gob.ve">www.conatel.gob.ve</a></li> <li>▪ <a href="http://www.gobiernoenlinea.ve">www.gobiernoenlinea.ve</a></li> <li>▪ <a href="http://www.mci.gob.ve/noticieromedios">www.mci.gob.ve/noticieromedios</a></li> <li>▪ <a href="http://www.medioscomunitarios.org">www.medioscomunitarios.org</a></li> <li>▪ <a href="http://www.vive.gob.ve">www.vive.gob.ve</a></li> <li>▪ Proceso Histórico de los Medios Comunitarios en Venezuela: Aportes Vivénciales, Juan Manuel Fernández Castillo</li> </ul>

	<ul style="list-style-type: none"><li>▪ <a href="http://www.mci.gov.ve">www.mci.gov.ve</a></li></ul>
Zimbabwe	<ul style="list-style-type: none"><li>▪ So this is democracy? Media Institute of Southern Africa</li></ul>

## **Annex 3. Questionnaire: Survey on the Impact of Community Radio**

### **The Situation of Community Radio Challenges, Barriers and Opportunities**

What is your country of residence?

Please describe briefly the landscape and characteristics of community radio in your country? (number of community radios, social and economic base)

Is Community Radio recognised in your country's media law and regulation?

If YES, please explain briefly the legal and/or regulatory provision:

What are the main barriers to community radio development in your country?

Please list any important recent books, reports, websites and other publications that can provide further information about the state of community radio in your country.

How would you describe the main characteristics of community radio? (please describe in not more than 50 words)

### **The Social Impact of Community Radio**

What would be the most important of the following area(s) of social impact of community radio (Please indicate in order of importance, #1 being the most important)

Democratization processes  
Rendering government accountable  
Citizen participation in setting public agenda  
Peace building and conflict resolution  
Empowering women  
Giving access and voice to the excluded  
Developing social inclusiveness and solidarity  
Poverty reduction  
Defending/promoting language diversity  
Defending/promoting cultural diversity  
Natural disaster prevention/relief  
Health prevention/relief (HIV/AIDS, Avian flu, etc.)  
Informal education  
Access to Communication medias  
Other areas (Specify)

Based on your response above, please give a case demonstrating your first area of community radio impact.

Please indicate how this impact could be measured

Based on your response above, please give a case demonstrating your second area of community radio impact.

Please indicate how this impact could be measured

Based on your response above, please give a case demonstrating your third area of community radio impact.

Please indicate how this impact could be measured

**How can AMARC make a difference?**

AMARC has been defending, supporting, networking and representing the global community radio since 1983. What, in your opinion is the most valuable contribution AMARC has given to the community radio movement?

Please describe what you consider to be the three most important objectives that AMARC should seek to achieve in order to make a difference in the next five years.

What would be the most effective of the following area of activities and intervention for AMARC? (Please indicate an order of importance, #1 being the most important)

- Building the Community radio movement
- Providing Service to members
- Representation, lobbying & advocating
- Training and capacity building
- Information and awareness rising
- Research and development
- Coalition with other social movement
- Promoting social action program content
- Women's Networking and exchange
- Other (Specify)

Is there anything that you consider important to the community radio movement and its sustainability that was not included in this questionnaire? Please specify.

Surname, Name:

Gender:

Age Group:

Postal address

Email:

Telephone

Language most frequently used:

**Please tell us about your organization**

Organisation name:

Type of Organisation:

Your relation to AMARC:

Will you be coming to AMARC9 in Amman, Jordan, November 2006?:

