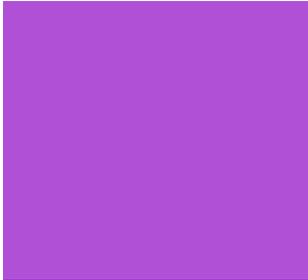




nram@ideosyncmedia.org
M: +91-9810273883



N.Ramakrishnan
Ideosync Media
Combine

Community Radio

A step-by-step guide on how to set up a CR station

CIET/NCERT Webinar Series
June 2020

The Importance of Radio!



Second most widely used medium after TV, beating social networking*

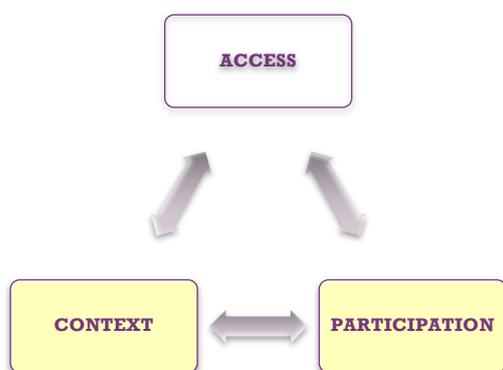
*Power of Radio, Nielsen Research, 2018

Radio in India covers over 95% of the Indian landmass – and 99% of the population

+ What is Community Radio?

Radio that is...

- Community derived
- Community managed
- Community owned



3

1. Empowering marginalized voices



4

2. Providing a platform for debate/discussion



5

3. Providing a platform for cultural expression & preservation



6



**4. Democratization &
Demystification of media
technologies**

7

+


Ideosync
MEDIA COMBINE

**“Media...
...of the people
...by the people
...for the people”**

8

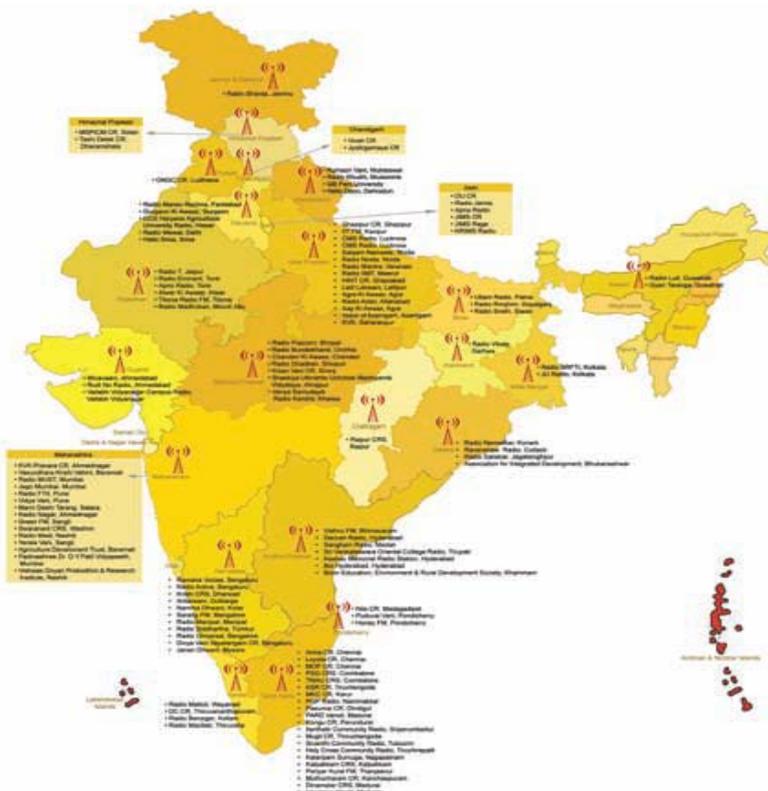
+ Community Media: Radio

Henvalvani CR

- Chamba, Uttarakhand
- On air since 2012, in prep for 10 yrs
- Garhwali programmes 16 hours daily – 500 calls/day
- Community owned and run
- Estimated listenership of 85000 – 1 lakh



+ Community Radio in India



- On air: Approx 280 CRS
- Letters of Intent: 500+
- Under process: 250+
- Unique in that it is only formally licensed community medium in India
- Most CRs broadcast 4 – 8 hours a day – some 24h
- Only medium to broadcast **locally generated** social and development content in more than **60 local dialects to potential 1,00,00,000+**

+ Establishing a CRS: The Process



11

+ Establishing a CRS: The Process



12

PART I

Preparing to establish a Community Radio Station

13



14

CR: What kind of content?



Relevant to educational, developmental, social and cultural needs of the community

**Local dialect use
At least 50% generated locally**

15

Currently NEWS & CURRENT AFFAIRS not permitted on radio



AIR Codes & Guidelines

No privately sponsored programmes

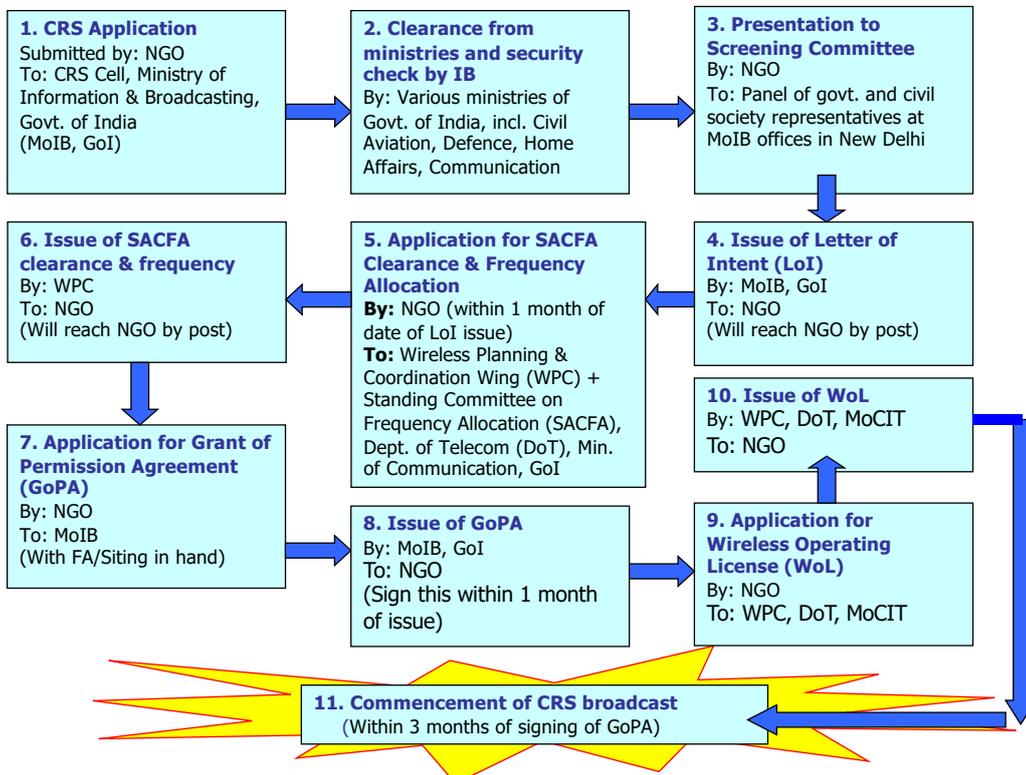
16

Step 1: Community Needs Assessment



- Research in partnership with community to find out:**
- Media use
 - Possible content themes
 - Local talent
 - Volunteers

+ Step 2: The CR application process



PART II

Establishing the Physical Infrastructure

19

Step 3: Selecting a site / Setting up

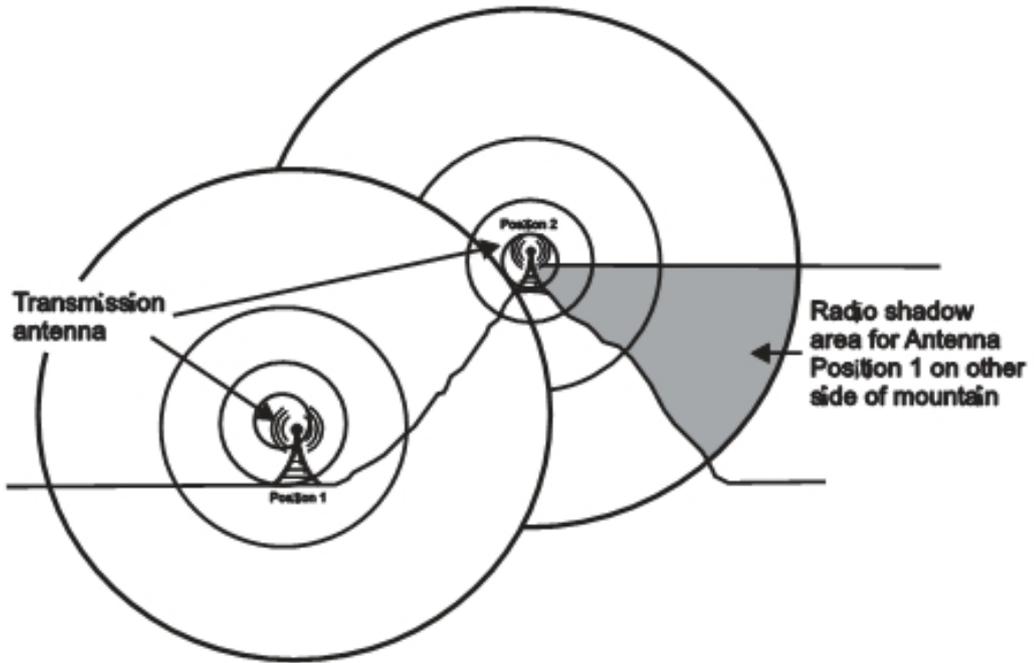


20



Selecting a CRS site

An example



Layout considerations

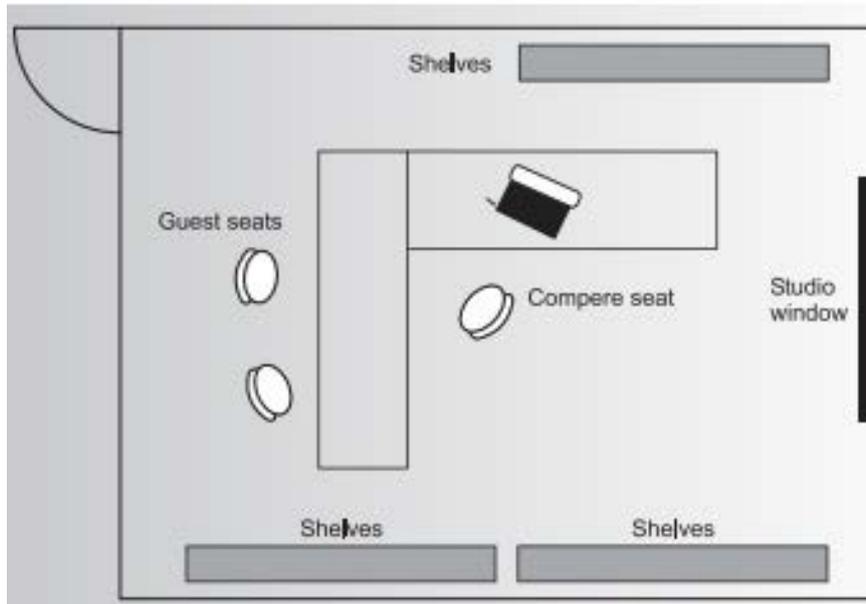
What should a CRS be like?





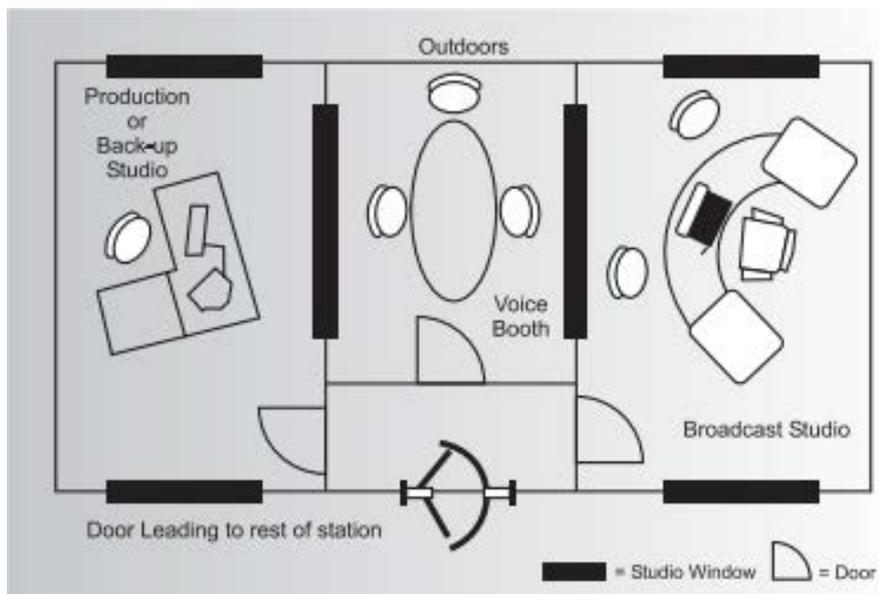
Layout considerations

Example 1: Single room layout



Layout considerations

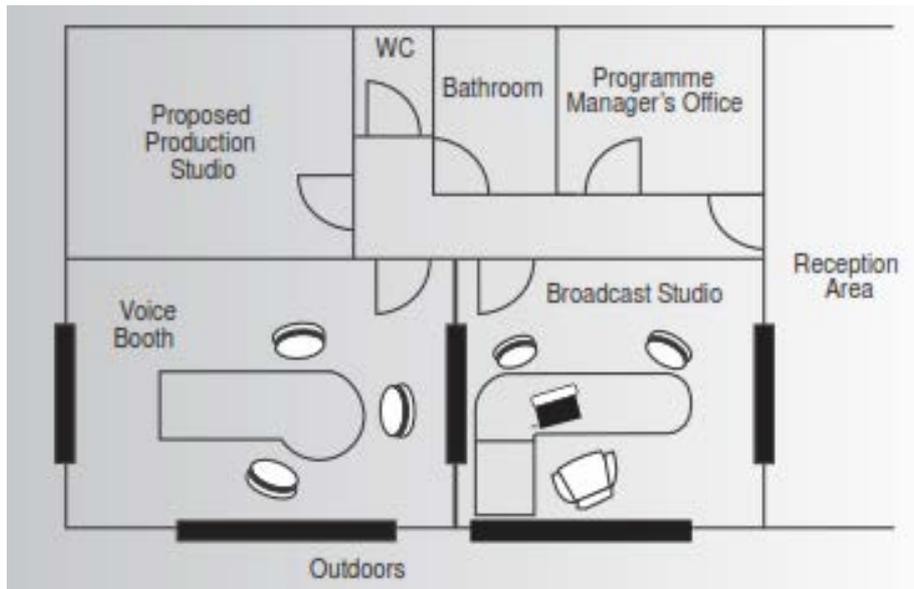
Example 2: Simple 3- room layout





Layout considerations

Example 3: Complex multi-room layout



CR technology: Where all?



Field recording equipment

1

Studio Recording & Editing Equipment

2



Office & administrative

4

Transmission equipment

3



Radio is a technological medium!

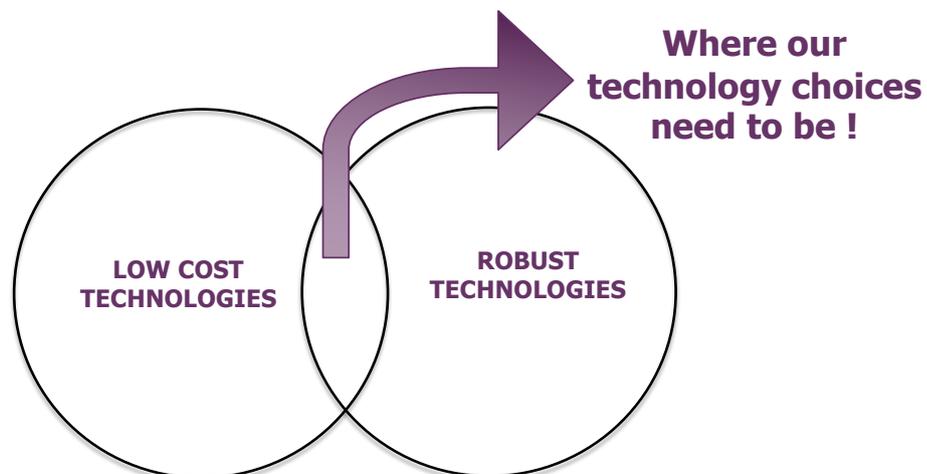


CR Tech: Guiding Principles



Challenge 1

Cost v/s Durability

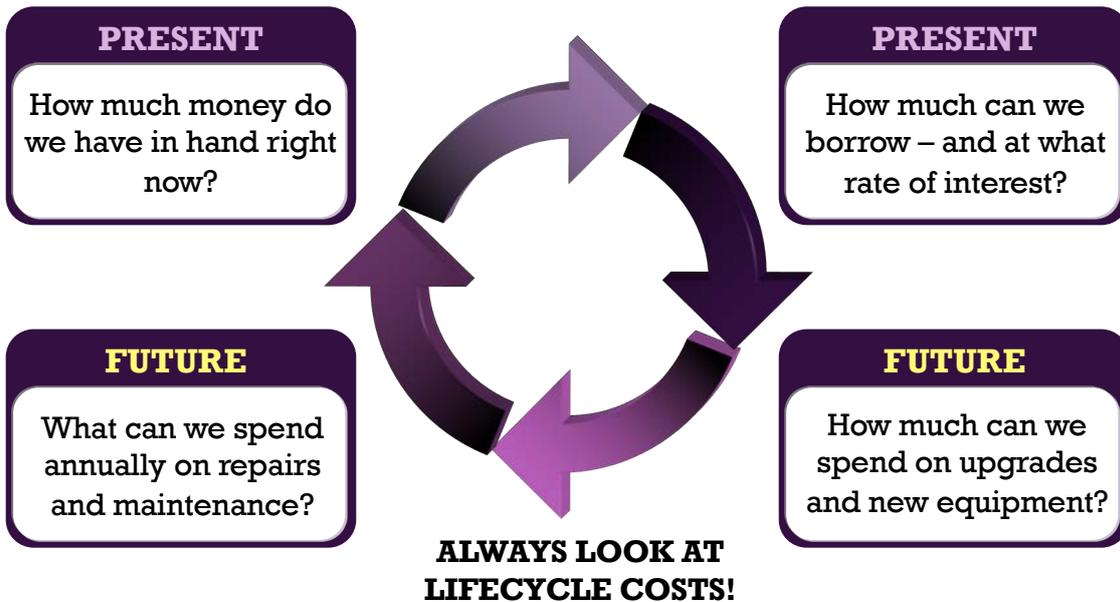


- ASK other CR stations!
- Read up on the internet
- Costlier or well known brands aren't always the best!



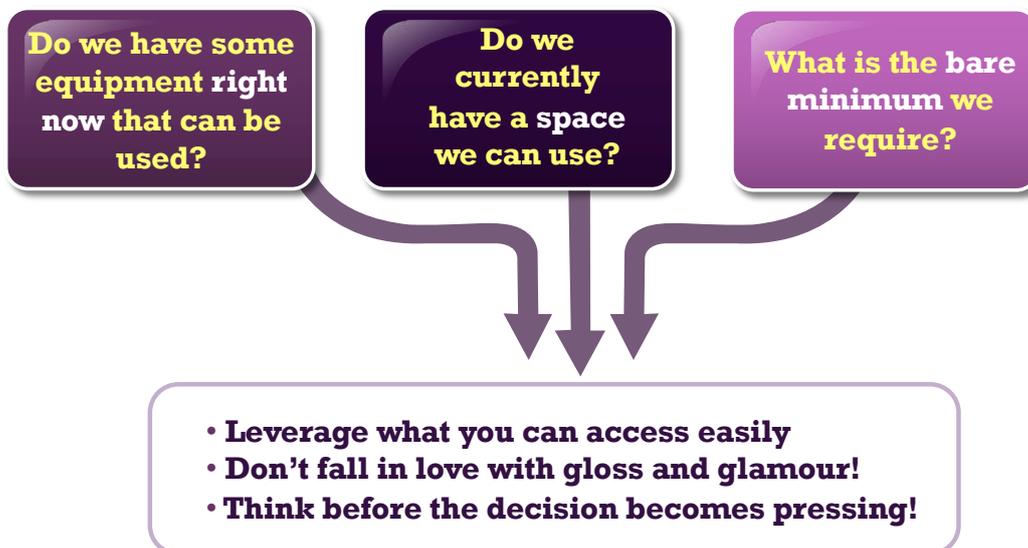
Challenge 2

Budgets and funds



Challenge 3

Existing resources





Challenge 4

The content mix



What **kind of programmes** are we going to generate?



Pre-recorded?

= More field units & edit



Live?

= More telephony & cellular



Studio based?

= More than one studio?



Challenge 5

Service & maintenance



Can we keep what we're buying **RUNNING**?

SERVICEABILITY



How easy is it to fix the equipment if something goes wrong?

MAINTENANCE SUPPORT



How easy is it to find a trained service technician for the unit?

+

Acoustic treatment

Any treatment that is done in order to control sound reflections and reverberation within an enclosed space.



33

+

Acoustic treatment - 2



34

+

Acoustic treatment - 3



35

+

Acoustic treatment - 4



36

+

Acoustic treatment - 5



37

+

Soundproofing - 1

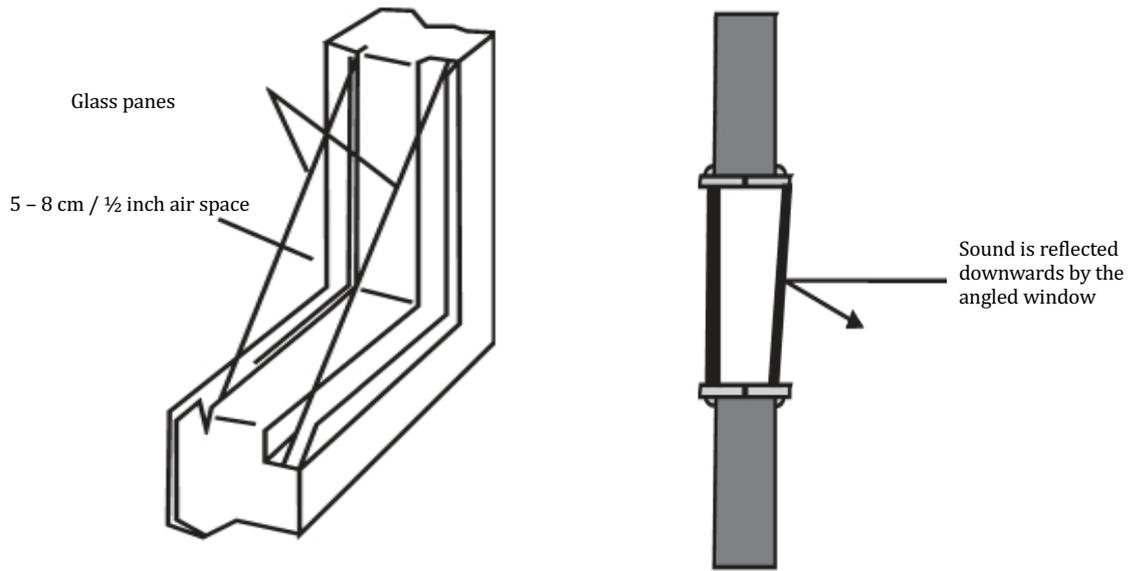
Any treatment that is done to prevent the entrance of unwanted external sound into the recording area.



38

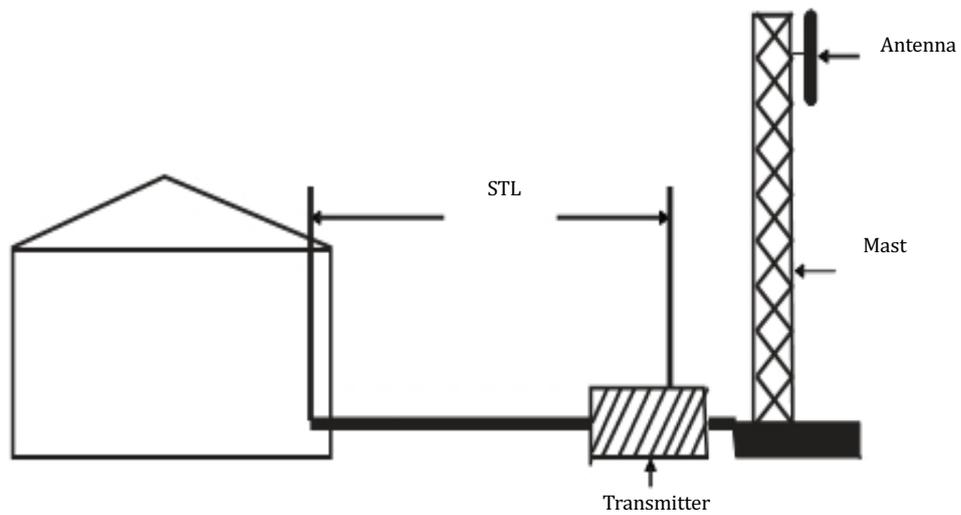
+

Soundproofing - 2



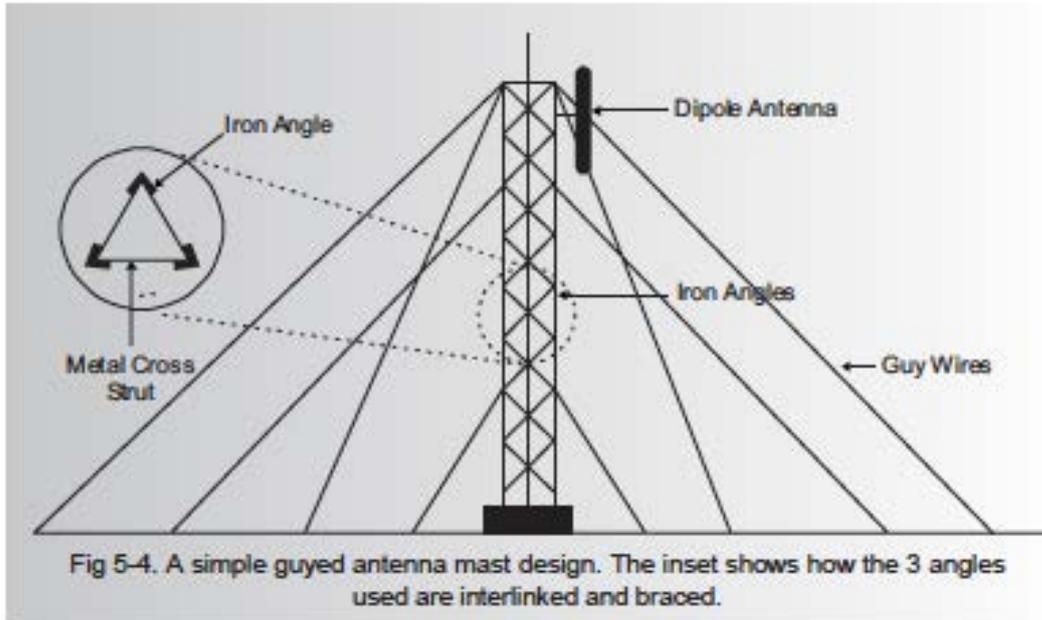
+

The Transmission setup

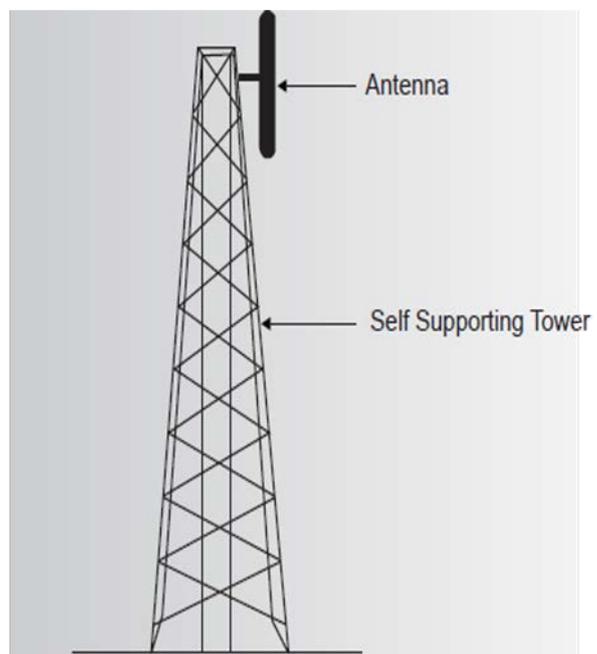




Transmission Mast

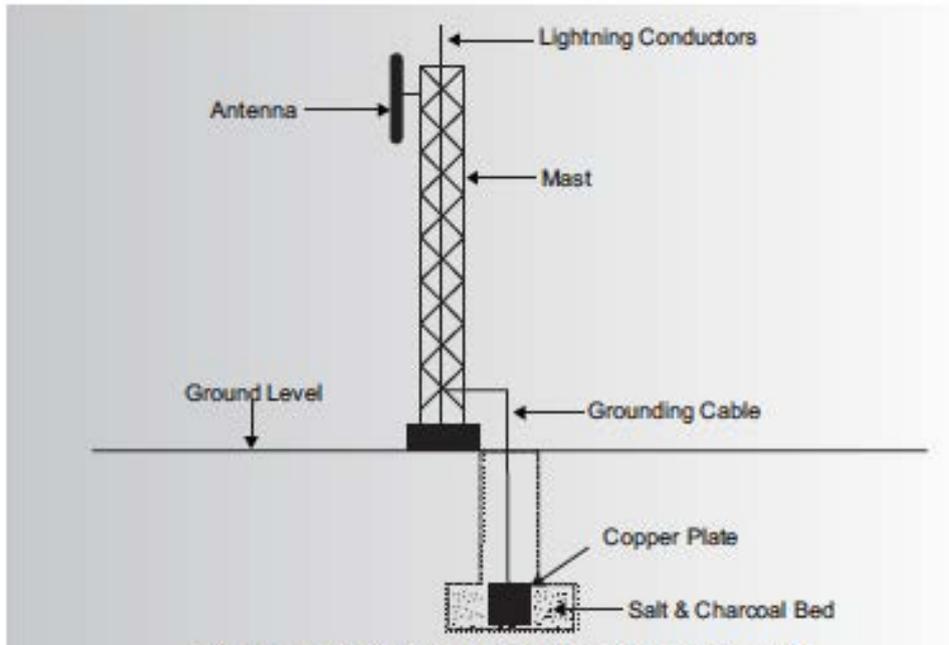


Self supporting Tower





Earthing the tower/mast

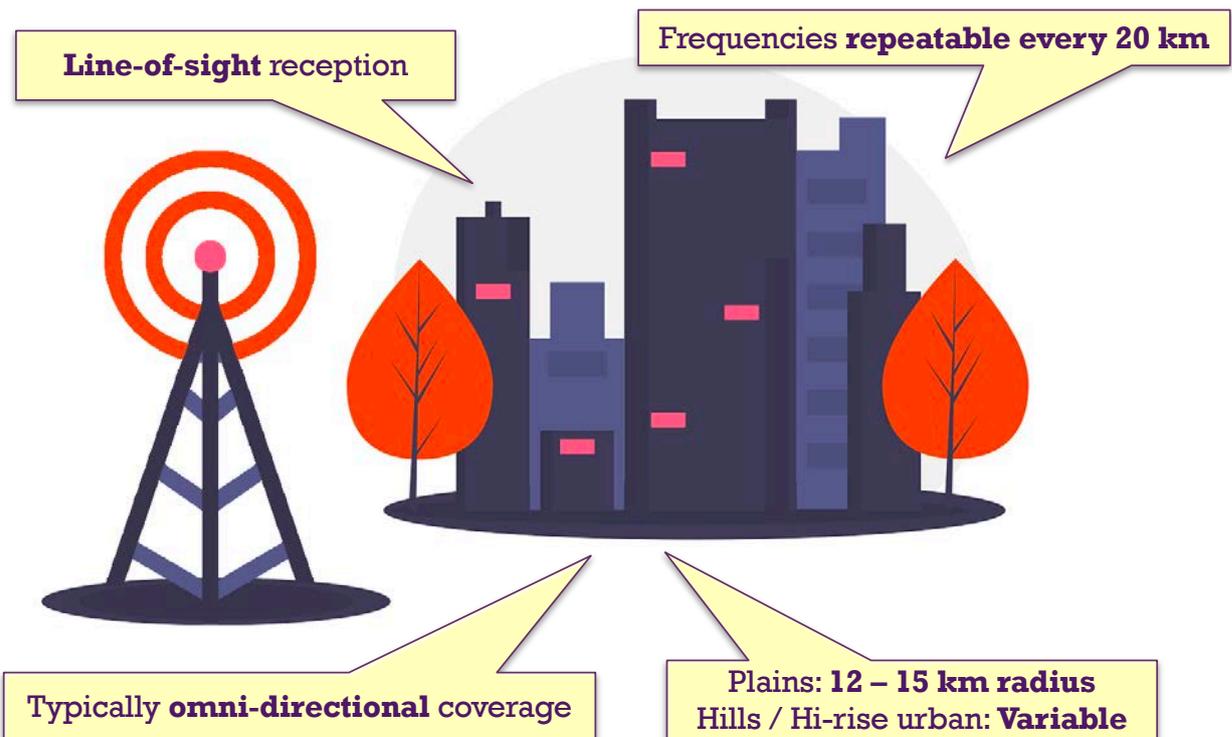


CR Technology – 1: Transmission

The diagram shows a tall tower emitting yellow concentric circles representing radio waves. The tower is set against a city skyline silhouette. Four callout boxes provide technical specifications:

- 30 m (100 ft) max tower height
- Not lower than 15 m above ground!
- 100 W ERP (50W transmitter with 2x gain in RG58 cable + dipole antenna)
- Analog Frequency Modulated (FM) (88 – 108 MHz VHF)

+ CR Technology – 2: Coverage



45

PART III Capacity Building & Training

46

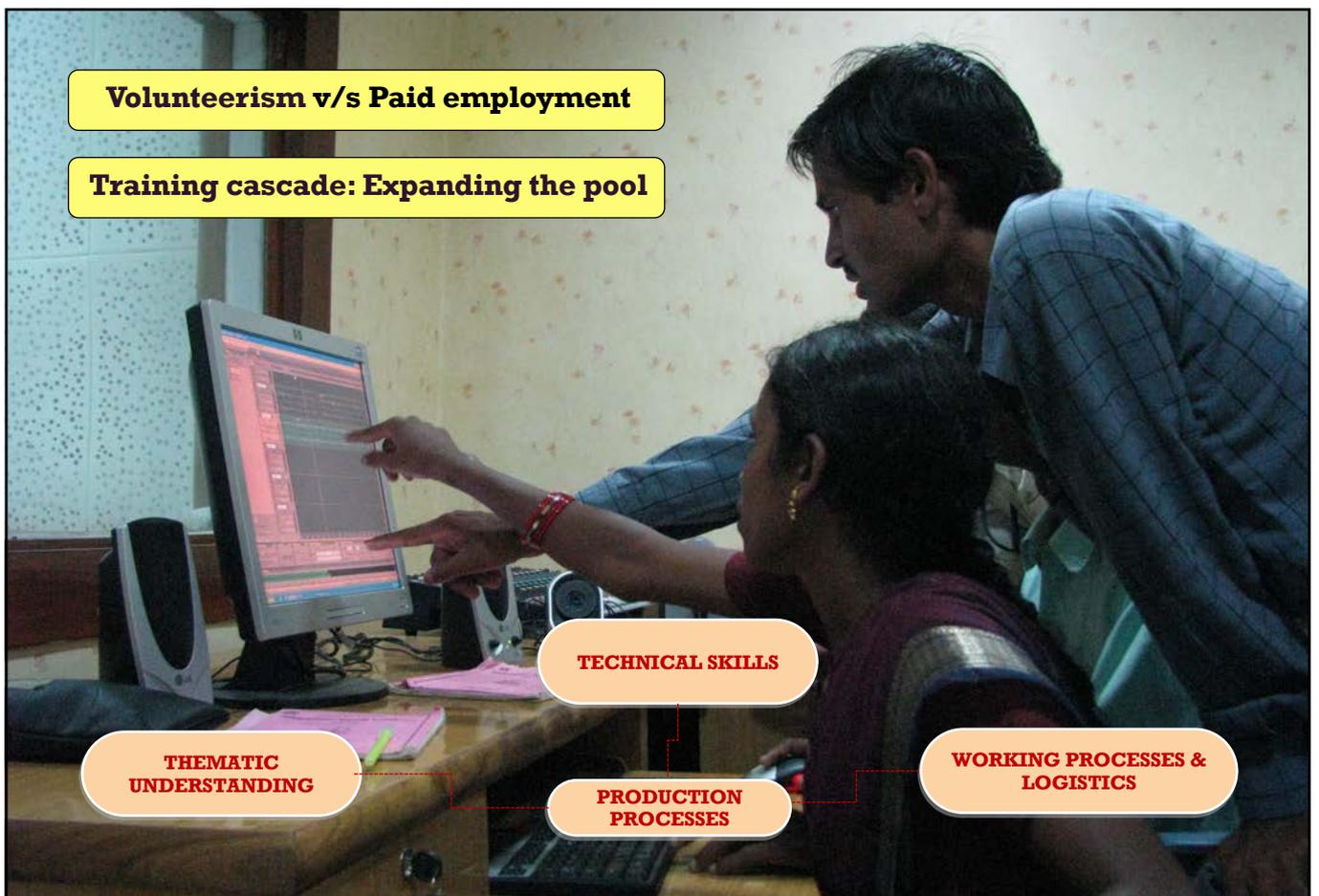
Step 4: Training volunteers in content creation



47

Volunteerism v/s Paid employment

Training cascade: Expanding the pool



48

PART IV

Broadcast & Beyond

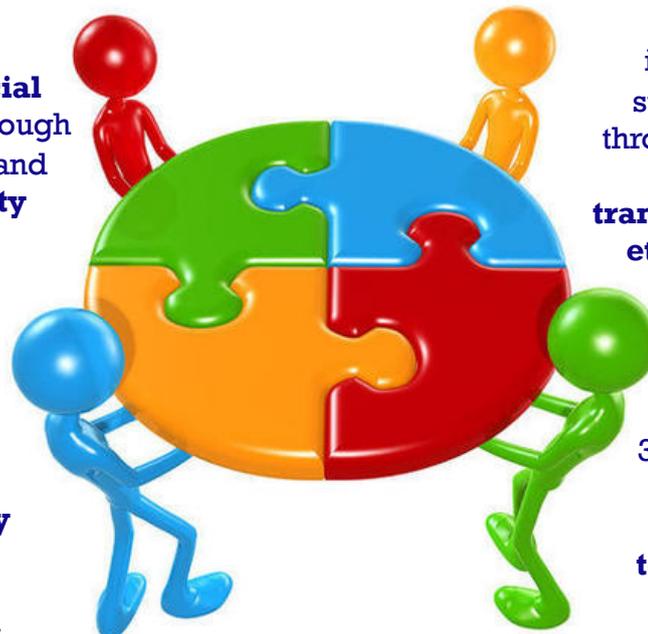
49



4 Principles for CR Sustainability



1. Building **Social** sustainability through **participation** and **accountability**



2. Building institutional sustainability through **capacity building**, **transparency** and **ethical codes**

4. Ensuring **Financial** sustainability through local support, networking & diverse sources

3. Establishing **better & economical technological options**

50



Revenue Streams for CR

