

## Radio Media Village 90,8 FCCR, India



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| Name of the station: | Radio Media Village 90.8 FCCR  |
| Situated in          | Changanassery, Kottayam, Kerala, India   |
| Transmitter power    | 50W  |
| Range                | 20 KM  |
| Potential listeners  | 2-300,000  |
| Audience             | No research available  |
| Transmission hours   | 19 hours 5.00 AM to 12 Midnight  |
| Staff:               | 11 Full time staff, 11 part time staff, Producers/<br>journalists 14, Technical operations 3;<br>Administration 1, Marketing 2; Management 2 |
| No. of volunteers    | 30 programme co-ordinators, local reporters,<br>production assistance, presenters, script writers  |
| Licence holder       | SJCC ( <a href="http://www.sjcc.org">www.sjcc.org</a> ) Educational Institution<br>(first university affiliated media college in India)      |

### Mission / Vision / Objectives

#### Vision :

Integral development of the community through information education and communication.

#### Mission :

To create an informed community through participation which reduce the inequality and injustice and bring harmony and unity among people.

#### Objectives:

- (i) Broadcast programmes to build up harmony and unity among people in the society irrespective of politics, cast, creed and religion.
- (ii) Associate with government and non government organisations and broadcast programmes useful to community.
- (iii) To inform people about weather, market price, traffic information, train timings, agriculture practices, nutrition, health tips.
- (iv) To create opportunities for community members to interacted each other and their voices heard through radio.
- (v) To identify community volunteers and give them training in all aspects of radio production.
- (vi) Conduct events in association with peoples organisations for the well being of the society.

### Community Specification

Radio Media Village reaches 2-300,000 people in 4 districts of Kottayam Districts in the State of Kerala, in the South of India. 70% of the population depend directly on agriculture for their lively hood - marginal farmers, house wives, children, construction workers, auto drivers, coolii workers, students, venders are different group of our listeners.

### Programming

Radio Media Village has 65 different programmes and broadcasts from 5 AM in the morning till 12 midnight. The different programmes deal with issues of importance to the community like ecology, organic farming, women and child development, nutrition, health, income generation, education etc. 36 hours live broadcast in a week provide a platform for people to interact with each other and share their ideas, opinions and problem solving. With 60 volunteer community broadcasters, Radio Media Village is self-reliant regarding content creation. The strategy is to associate different kinds of people's organisations in the community who provide training to community members interested in production. They require minimal compensations for travelling and food expenses and their involvement provides credibility and quality to the radio. Furthermore the station has a 12,500 hours programmes' bank, making it sustainable in terms of content. In addition to 60 community volunteers and the 30 local partner organisations co-responsible for specific programmes, Radio Media Village provides space for talented people gifted in arts or the area's rich folklore.

### Administration and Governance

The station is managed by:

- A General Body with 61 leaders who represent the community, from where
- An Advisory Body of 15 members is selected, and
- An Executive Committee of 11 members
- A Programme Managing Committee is made up by the executive committee.

Discussions, evaluation, planning, trainings are conducted for all these groups to enhance their capacity.

### Media Environment

90.8 Radio Media Village work in a place where people have access to all kinds of media like TV, News papers, internet, mobile etc. But no radio station. People love radio because it is very much relevant to their day to day life. People generally depend radio for information because they can listen it at their work, while driving and in the shops. Radio Media Village has got high listenership because it is a community radio which give importance to education, information, entertainment and social commitment.

## Income generation

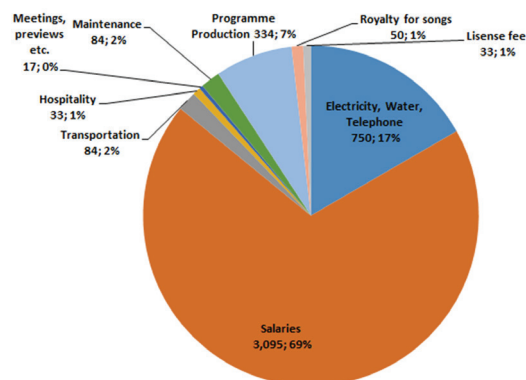
Radio Media Village, established in February 2012, received the prestigious National Award for Sustainability in 2014 from the Indian Information and Broadcasting Ministry. The station gets revenue from advertisements from state government institutions and private firms including shops, financial institutions, and other organizations from the community, and from state government agencies like the Kerala State Electricity Board, the Publicity and Public Relations Department of Kerala State, etc, which makes the station financially self-sustainable.

The amount of income in the previous year amounted to INR 3,600,000 (US-\$ 60.000) through a monthly advertising income of INR 300.000 (US\$ 5.000).

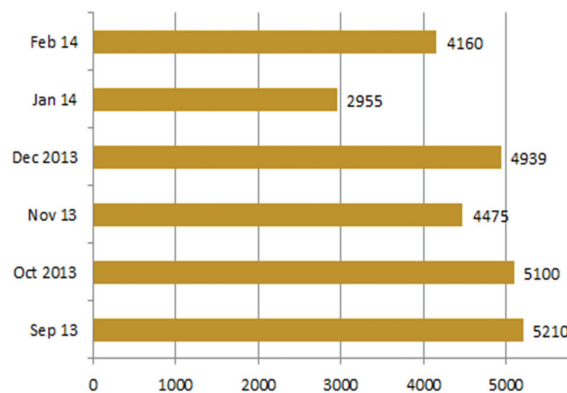
Within the space provided in the Indian legislation to have 5 minutes of advertising every hour, the station manages to meet its requirements, requesting 50 Rs (US-\$ 0,85) per 10 seconds of commercial airtime. With 19 hours of broadcast from 5.00 AM till 12 midnight the five minutes per hour are usually full of advertising except for the morning peak period from 5 am to 7 and again in the evening from 9 pm until midnight.

In order to attract advertisement through increased listenership, the station concentrates on the programme quality, variety of programmes, popular shows, community participation and dynamics in broadcasting. Many game shows, competitions, conducted along with programmes, tempt listeners to be with the radio around the clock. 300 hours of live broadcasting from the community also generate high listener figures. So far, in 686 game shows, the radio has distributed

MONTHLY EXPENDITURES  
(US-\$)



INCOME FROM ADVERTISING  
IN PREVIOUS MONTHS (US-\$)



## 4 Sustainable Radio

prizes to radio listeners worth INR 500.000 (US-\$ 8.350). The high audience rates are attractive for advertisers.

The station does not have membership fees and messages aired on the radio are presented free of cost, just like the station's partners get their issues covered on the radio for free. The radio furthermore does not receive in-kind contributions or price cuts in electricity and telephone subscription.

Report:  
Fr. Sebastian Punnassery  
Director, Radio Media Village