



## SUMMARY April 9, 2014

### In-kind contributions to the radio

Nyang'ori Ohenjo, Administrative and Programmes Advisor at Baliti FM, Kenya, shares an example of barter trade, "an offer from a community member to print our stickers and do our website in exchange for advertising his taxi business." He reminds that "the concept of volunteerism is still very nascent in Kenya. My experience is that people are willing to contribute or volunteer, but are under pressure to put a meal on the table. I think it is important to re-define the whole concept of volunteerism, especially in the African context, particularly due to socio economic challenges."

### Social Media

Nyang'ori Ohenjo, asks (as others before) for more information on the social media strategy and experience from Ghetto FM, reported on yesterday. John Goslino, Internews, agrees and wants to understand how this operated / worked and what the outcomes and lessons learned were. He wonders whether reference was made to the WANAKONNECT SMS-based project in Kenya.

(<https://innovation.internews.org/research/wanakonnnect-pilot-project-using-mobile-money-create-revenue-system-local-radio-stations>)

David Omwoyo, director of Waumini Communication Ltd, Nairobi, commenting on "Using mobile phones and new technologies to raise funds" stresses that this "combines both on-air and off-air fundraising. Mobile phone service providers are able to provide premium numbers for use by listeners to send short texts as a means of feedback and participating in radio discussions. The texts are charged at a higher rate and the mobile service providers give back a percentage of the money charged per SMS back to the radio. Therefore the more messages you get from listeners the more money you can make. Another way is getting the listeners and the community in your network to subscribe to receive regular messages. – maybe news updates or other relevant information from the radio. By receiving the text from the radio, some amount is charged and a percentage given back to the radio. The mobile phone technology system is very popular in Kenya!"

John Goslino, Internews, asks whether there are members from other radios we can learn from. "The idea of listeners subscribing to receive specific types of messages (content) on their cell phone from a radio service (in effect content re-purposing and 'narrow-casting') is a very interesting research-driven opportunity and one that makes good sense for a community-based radio assuming system feasibility."

### On-air income generation

John Goslino quotes Matongo from yesterday: "When your programming is very appealing to your audience, it will market itself and people will willingly participate." He confirms the importance of the stations knowing "the value of their programming and size and attentiveness of their audience".

### Off-air income generation

Pedro Sanchez shares in the Spanish stream the experience from Brasil with income generation using the Listeners' Club of Radio Cultural (diocesan station with 10 KW FM in Picos, Brasil). The listeners' club not only supports income generation, but is also involved in management and promotion of the station. The



club is facilitated by a separate team and supported by the bishop; the club is also seen as a way of pastoral work and for supporting evangelization. Around 10,000 members contribute around US\$ 5 per month. In his opinion, the key to the success of this initiative lays in the fact that members are closely accompanied; at the same time, it could be considered as a way for constructing a more participatory and collaborative Church.

Also in the Spanish stream, Eduardo Guerrero lists several forms of "complementary/ parallel enterprises" whose profit is used for sustaining the radio; examples mentioned: running a farm and produce agricultural goods (Ecuador: Quinua), traditional medicine, construction of houses and generating "business units".

Sofie Jannusch, Media development, CAMECO: Radio Salaki from Burkina Faso has shared an example of organising listeners clubs (faithful listeners of Radio Salaki – FAURS), through which the biggest part of income for the radio is raised. A major factor for the success of these clubs seems to be the composition of the boards, set up for each of the groups, and the regular "motivational" monitoring visits of staff members. For the full article see: [http://www.cameco.org/files/radio\\_salaki\\_engl.pdf](http://www.cameco.org/files/radio_salaki_engl.pdf)

John Goslino, Internews, comments on the example of Radio Salaki as "a well distributed income model led by programme sponsorship", and wonders why Radio Salaki has attracted commercial advertising at just 1% of income "despite its large audience of 900,000 representing a massive 75% of a population? The listener clubs (FAURS) promote the station and collect money from the community including membership fees – from the report it appears the radio has about 600 members (or 4 per village). "

### Using community radio networks to raise income

Sabrina Sharmin, Communications Coordinator at RDRS Bangladesh stresses the importance of networks or forum, and reminds us that "in Bangladesh the Community Radio concept is relatively new. 14 Community Radios are on air for 2–3 years. Most of those established in the remote areas of the country and serving their program for poor and outreach communities. Financial sustainability always is a vital challenge for them. "

The CR's do not have an own association, but the NGO BNNRC (Bangladesh NGOs Network for Radio and Communication) has been working for community radio from very beginning. "In fact, community radio in Bangladesh is a result of BNNRC's hard advocacy. All 14 community radios are in touch through the BNNRC's umbrella. Through this network (BNNRC) the CRs get different kind of supports, such as skill development, linkage with resource mobilization bodies," and sometimes financial support. "Most important is "not the size or amount of the support, but from my experience from Radio Chilmari, for which I work, I think, a network or a forum could be helpful for sustainability of community radios. It is not only for financial sustainability; for establishing own identity as a mainstream broadcast media; for global recognition a network could be helpful."

John Goslino, Internews, suggests further to the above that the next phase in Bangladesh could involve using the network (BNNRC) to collate audience-related data / programming for the 14 community radios and make this available to advertisers and sponsors like Government and NGOs to buy, act as the representative and negotiating agent whilst helping to fund itself, as per the example of CNR in Peru (resource on CAMECO site: <http://www.cameco.org/english/resources/Radio-and-Participation/>)

In the French stream, Virginie Ebner, Fondation Hironnelle, confirms that sustainability of community radio is an ongoing challenge, also in the Democratic Republic of the Congo (DRC) where she works. The Fondation Hironnelle supports with training, equipment and maintenance as well as marketing training. Hironnelle also has opened a kind of PR bureau for the radios. As, however, it is not legally permitted for the community radios to carry advertising, this is channelled into institutional support. In this way, it was



possible in 2013 to raise USD 92,954 which were shared among the 54 member stations. At an average the stations received USD 1,787.

In 2014 they hope to triple this amount. Their experience is that it is really powerful to do this work in networks.

### **In which ways is your community participating in income generation?**

Sabrina Sharmin, Communications Coordinator at RDRS Bangladesh: The main way is that the community participates in program directly. In the case of Radio Chilmari in Bangladesh, priority is always given to give access to local talents in program. .. They are doing this for free, or for very little money. In result, Radio Chilmari saves money for the hiring of artists”.

Pascal Chirhalwirwa, Coordinator and Delegate from Central Africa of Institute Panos, Paris, stresses that mobilisation of the community is central for funding and that the success depends on how the radio interacts with the community, at best to have a community ownerships feeling towards the station. In Central Africa many stations have been created through external assistance and through collaboration with the national ministries of communication. Unfortunately often the stations don't manage to continue after the external assistance is withdrawn. However, after creation of the networks described yesterday, the stations have managed to redefine their identity and have had much more positive results. Pascal mentioned the following good examples of stations that have improved: the Catholic station “Dame de Bangui” working with support from ‘radio families’, which are listeners’ clubs, Nola community radio, which has carried out mobilisation and earned an income by creating a support business.

Carole Sambale-Tannert, Consultant, Fokus, and Michel Philippart, CAMECO, both recall that there are so many experiences in Francophone countries and encourage colleagues from Haiti, Guadeloupe, Madagascar, Reunion, Vietnam, Canada and Louisiana to contribute!

Desínord from Radio Soleil (Radio Sun] in Haiti shares his experience: “Radio Soleil is part of a network of 9 Catholic stations. They are all community radios, supporting the vulnerable population. In the 80s, Radio Soleil had 100% income from abroad. Since the beginning of 2000, the audience has supported the station. It is obvious that after the earthquake people have less means to support, but still 35% of the funding comes from the population. Immediately before the earthquake it was 65%. The radio is now operating with income generation through three sources:

- A Solethon: a radio marathon for 3 days (a weekend)
- A fan club – “Club 3000” (supporters pay on a monthly basis), which really adds up.
- Advertising.

After the station was destroyed during the earthquake, • In-kind contributions: Radio Soleil got a piece of land from an individual. This was a person who found that the radio had helped him in his lifespiritually. The listeners also give other things to the station to sell: art, antiques, and textiles.

Virginie Ebner from Fondation Hironnelle stresses that it is possible to ask the community to regularly support the station with a kind of membership payment. She encourages to visit this sites for inspiration: <http://www.radionet.cd/2013/12/les-clubs-decoute-un-groupe-de-pression-pour-sauver-la-radio-en-cas-de-difficulte/>

Support from the state is possible according to the legislation in DRC, but in reality it is not. Some stations also manage to generate come income through selling yogurt and fruits, renting sound systems, or, if they have a big room, they rent it out for parties etc.