

# Community Radio for Development: Community Radio Academy: A initiative of BNNRC

for building community broadcasting capacity across the country in Bangladesh

## What is community radio?

Community radio is a medium that gives a voice to the voiceless, serves as mouthpiece of the marginalized and is central to communication and democratic processes within societies.

Community Radio is a broadcasting system established by the efforts of a specific community, operated by the community for the purpose of the community's welfare.

## Role of Community Radio at community level

Give voice to the people who normally have no access to the mass media nor opportunity to express their views on community development

Speeds up the process of informing the community and therefore acts as a catalyst of change

Promote the right to communicate, assist the free flow of information and opinions, encourage creative expression and contribute to the democratic process and a pluralist society;

Provide access to training, production and distribution facilities; encourage local creative talent and foster local traditions; and provide program for the benefit, entertainment, education and development of their listeners.

Seek to have their ownership representative of local geographically recognizable communities or of communities of common interest.

Provide a right of access to minority and marginalized groups and promote and protect cultural and linguistic diversity.

Seek to honestly inform their listeners on the basis of information drawn from a diversity of sources and provide a right of reply to any person or organization subject to serious misrepresentation.

Community Radio helps to put the community members in charge of their own affairs.

## Purpose of Community Radio Academy

BNNRC has already set up Community Radio Academy as one of its social enterprise to promote Community Radio installation, broadcasting and operation around the country.

- To Promote the Effective use of Community Radio for Development; Take all measures for essential improvement of community radio broadcasting; Foster exchange between community radio broadcasters using communications to develop greater understanding in support of peace, tolerance, democracy and development.
- To organize seminars, workshops and other motivational program associated with community broadcasting; establish contact with other similar national and international organizations for promoting mutual benefit and understanding;
- To advocate for the higher-level, strategic policy linkages between community media support and existing human and economic development instruments and frameworks (eg, Poverty Reduction Strategy (PRS); Millennium Development Goals (MDG), UNESCO Universal Declaration on Cultural Diversity,

Convention on the Rights of the Child(CRC) and World Summit on the Information Society Action plan (WSIS).

- To offer an extensive web-based platform of resources/ contents for community broadcasting professionals, Advise the Government and Policy makers on any matter relating to community radio and development; assist in the setting up of community radio with technical and professional expertise and as well as in securing funds;

- To strengthen networking among community radio stations, community radio promoters and independent community radio producers, and to facilitate exchange of radio programmes among them; assist communities in establishing community radio in different geographical areas keeping in mind the linguistic, cultural, ethnic and social diversity;

- To strengthen capabilities of established community radio stations with professional and technical assistance; organise periodic trainings for community radio producers and technicians; identify appropriate places, from technical and resources points of view, for encouraging establishment of radio stations;

- To disseminate research on the role of the community media in economic growth democratization and institutional reform process

- To produce manuals and reference materials in community radio, undertake community radio audience research/studies; active in lobbying and advocacy in order to mould public opinion in favor of making Community Radio Trust Fund that are conducive to the growth and expansion of community radio;



- To establish and promote contacts with like-minded international organizations for world solidarity in favor of promotion of community radio broadcasting.

We invite you to join  
Community Radio initiative  
in Bangladesh

## Activities: Research and Development

Research and development activities on challenges and prospects of Community Radio operation in Bangladesh including baseline survey, policy advocacy, evaluation and monitoring, feedback, listeners' survey, publishing newsletter, publishing Community Radio handbook, library and archive, Community Radio based web portal and case studies on success and failure of Community Radio will be accomplished.

### Capacity Building

8 basic and 8 advanced training courses will be arranged for about 240 Community Radio staff working across the country. 12 advocacy workshops, each in every month, will be arranged in center point in regional level with policy makers and stakeholders. An annual Community Radio conference of the stakeholders of all community radio stations located at different regions in Bangladesh will be arranged in Dhaka. Moreover, experience sharing, exposure trip, radio producing contents of program, news and talk show, capacity building training on program production, editing and presentation, support to budgeting and planning, broadcast management and schedule scripting will be arranged.

### Technical Cooperation

Technical support for studio set up, maintenance and broadcasting, schedule exchange, exchange visit, help desk, trouble-shooting, national and international communication. Publishing four Reports.

## Contact



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