How to turn voices into community change

A thorough step-by-step introduction to creation of sustainable community radio for empowerment

An EMPOWERHOUSE 7-week course by Birgitte Jallov

Are you asking yourself how to ensure effective ownership and sustainability for Community Radio? Then this course is made for you! It is the first online, digital course on 'How to turn voices into community change', answering your questions and providing practical hands on directions and tools for action.

The objective of **'How to turn voices into community change'** is to **take you through the clarification process step by step, so that** the framework for a sustainable community radio becomes **straightforward and easy to implement.** The course builds on the EMPOWERHOUSE book: "Empowerment Radio – Voices building a community".

Reviewers have among others said about the book:

"In Empowerment Radio, Jallov not only shows the benefits and potential of community radio, she describes how to develop and sustain community radio, and examples are given of how communities are changed as a result of having a community radio station.
The book is very readable and interesting!"
Martha L. Allen, Director, Women's Institute for Freedom of the Press, USA

."..a 'must read'… important because it documents the crucial importance of community radio in processes of people's development as empowerment."
Cees Hamelink, Professor Emeritus University of Amsterdam, Netherlands

"… This text is extremely critical to transforming community voices into sustainable empowerment radio for a first timer or a well-seasoned CR collective or individual.."
Patrick Prendergast, Lecturer in C4D, MONA, Jamaica

"…This book is the first of its kind …and a very, very rich resource… with a lot of insights from someone "who was actually there"… An important book for ComDev practitioners and students!"
Linje Manyozo, National Aids Commission, Malawi

Full reviews of the book here: http://empowerhouse.dk/new-book-empowerment-radio/

This 7-week and 7-module digital training course is **relevant for you, who:**

• **Facilitate and support the community radio in your community**, and could use some inspiration from other communities elsewhere;
• **Are working in a community radio network**, assisting a number of community radios with a multitude of challenges in the everyday, and sometimes looking for experience from other radios in similar situations

• **Works with community radio stations and could use a set of diagnostic tools to support** existing station in a needed transformation to generate impact and empowerment;

• **Needs support to identify the kind of community radio to support**, needing clear ideas on how to design the process to ensure community ownership, what it will take, what to consider and how it may be possible to address these areas step by step along the way;

• **Are responsible for planning at national level, seeing how community radio can support** the empowerment of communities and spur democratic cultures that you want so much;

• **Work in an International organisation or an Embassy,** needing clarity to define policies and priorities, with good use for a tool in the scanning of proposals and applications.

• **Are a University student, interested in getting a framework for understanding how community radio can become a tool for change and empowerment,** and could use a very practical approach to complement the University's more theoretic entry points.

• Are a **Consultant or other professional interested in effective development in general** and Communication for Development specifically, interested and in search of (one of) the missing link(s) between development 'investments' and development results.

In all of these cases **'How to turn voices into community change' will provide you with tools to analyse challenges and find solutions to them,** one by one **through a systematic and practical learning process where you gain insights, understanding and the tools you need in all important areas** from

- Assessing the **feasibility of a community radio** in your community,
- How to **mobilise and map the community**,
- How to **organise around community visions** for a better future,
- How to organise and **manage the running of the radio**,
- How to **build capacity** – in an ongoing manner,
- How to develop appropriate **programme formats and content**, and how to deal with critical issues for the community,
- How to **get the equipment in place**,
- How to **develop a strategic plan**,
- How to **build partnerships**,
- How to plan, carry out and use **research and impact assessment**,
- How community radio can be strengthened by **using the internet and social media**, and finally:
- How to **work effectively with funders, legislators and (national) community radio networks**.

All of these elements make up the foundation of a sustainable community radio, and can be used (i) to **inspire creation of a new radio** station, (ii) in the **diagnosis of an existing station,** or (iii) **form the basis for community radio policy at national and international levels**.

"No-one better qualified to do this…"

The trainer of this course is Birgitte Jallov, the author of 'EMPOWERMENT RADIO' and initiator of EMPOWERHOUSE.

People who have worked with Birgitte Jallov say:

*"I **warmly recommend Birgitte's services**, advice and support **in the area of community radio.** Birgitte brings a number of **special and unique qualities** with her as an adviser: Her energy and enthusiasm – very empowering to all who work with her, not least because it is **backed with years of valuable technical and organisational experience.** We always knew that when Birgitte came, the work was in safe hands. **Birgitte's tremendous energy infused the project for months afterwards, inspiring everyone involved."***
Sarah Ransom, Programme Analyst, UNDP Lao PDR

*"At the 2011 Ørecomm Festival **Birgitte delivered a highly competent, energetic, inspiring, and very interesting presentation.** It combined her **long-standing and authoritative experience with community media**, with the emerging agendas posed by the dynamic developments with **internet and social media** in her presentation, 'How Can the Internet and Social Media Contribute to Community Communication for Empowerment?' I am **glad to see Birgitte pull together her vast experience and putting it into her EMPOWERHOUSE initiative!"***
Thomas Tufte, Professor, University of Roskilde, Denmark

*"**I have known Birgitte Jallov as a prime mover in community radio since the early 1980s when European activists in the field began to join forces. She was a significant voice in AMARC from its beginning** and after her work for **UNESCO in Mozambique** I invited her to speak on sustainable radio in development where her lecture made a deep impression. **Her book is important and timely and there is no one better qualified to write it."***
Dr. Peter M. Lewis, Senior Lecturer in Community Media, London Metropolitan University, UK

For more testimonies and recommendations, look here: http://empowerhouse.dk/about-empowerhouse/testimonials/

Through the course, 'How to turn voices into community change', Birgitte will be your guide on how to:

• **Design a community radio** in active collaboration with a community, for it to become a powerful community development and empowerment dynamo.
• Prioritize and systematize **the way forward – step-by-step**.
• Transform a community radio, which does not effectively engage the community, into a **community-owned, dynamic tool for the community's work towards a better tomorrow**.

But the first step in **the process is to decide** to join this digital, online training process, putting you in a position to effectively deal **with the many issues** it takes to plan – or assist – a community radio to **engage the community and generate powerful community impact.**

How is the course organized? What will I get?

Birgitte Jallov, will be your trainer and discussion moderator all through the 7-module course. Participation in 'How to turn voices into community change' will provide you with:

- **7 well prepared modules** including
    - o **audio presentations** on the many issues to deal with – a total of about 1 hour;
    - o **models and tools** to use when implementing the issues at hand;
- module by module **you will get the relevant chapters** from the book: "Empowerment Radio – Voices building a community". In the end you will have the full book;
- access to **a moderated online forum**, setting the stage for questions and answers as well as debate between the participants to discuss the issues raised, and **to mutually further exchange ideas, challenges, dreams and solutions.** This forum is moderated by Birgitte Jallov.

BONUS: by the end of the course, **participants will be transferred to the EMPOWERHOUSE online membership club: EMPOWER FORUM**, where you can continue the discussion, sharing and learning **until the end of the year** – **for free!**

About EMPOWER FORUM
A membership in Empower Forum will be like having a virtual coach available. **Empower Forum** will be of immediate benefit for the many specific target groups interested in the kind of sustainable community radio, aimed at generating community development and empowerment. Through a membership subscription community radio stations, community radio networks, facilitators of community radio, funders, partners and policy makers take part in the moderated discussions. Furthermore radios, networks and individuals will have an opportunity to find future partners for inspiration, support, exchange and collaboration. Based on monthly themes presented to the members and moderated discussion the EMPOWER FORUM will be an informal platform for learning and sharing."

The course will begin Wednesday October 17, where your module 1 will be available for download from 12 noon CET (GMT+1). You can download the audio presentations and stories, the chapters and the models referred to in the audio. These models and tool are partly from the book, partly additional tools for your practical use.

Access to the following modules will continue as above Wednesday by Wednesday until the end of the course 7 weeks and 7 modules later on November 28. You will still, as part of your package, have access to the moderated online forum until the end of the year, 2012.

What will I concretely learn?

Each module will provide you with a specific set of learning points outlined at the end of this presentation, and it will be available when you register.

In general **'How to turn voices into community change' will provide you with insights, understanding and tools to:**

• **Develop community ownership** in and around the community radio through community mapping, mobilisation and organisation;
• Organise, structure and **manage a participatory development and empowerment radio**;
• **Mobilise and organise community volunteer broadcasters**,
• Identify the **technical configuration you need** and how to manage this in the community;
• Identify the **important issues and priority themes in the community** and develop skills to turn these into effective radio programmes,
• **Address sustainability issues** and **develop partnerships** with the relevant stakeholders.

And in the process you get **numerous concrete stories and examples** of how different community radios in different parts of the world have dealt with the issues that you are tackling yourself.

To take part in the 'How to turn voices into community change' digital, online course you will pay

USD 875 before **October 10, 2012**

If you are decided and quick – and to encourage and reward your **early registration**, you pay only

USD 750 if you register and pay **before September 21**.

You will receive an email recognizing your registration, providing you with detailed information about the next steps in the process.

You will also receive an invoice in the name provided by you when you register.

Your registration is binding and covers the full series of 7 webinars. Should you need to withdraw your registration, 15% of the full course fee will be withheld. With less than one month to the start date 50% of the full registration fee will be withheld. 14 days or less before webinar start, there will be no reimbursement.

What do I need to know or do, to take part in the course?

Are you wondering whether this course is for you or not? Well, if you work with community radio in one or more of the ways mentioned above, **you are qualified to take part in the webinar series**.

If you simply listen in once a week, **you will get a lot of practical knowledge about what it takes to run a community radio and make it sustainable**, and you will have heard how radios in different parts of the world have done this. **The more time you invest in reading the materials sent, using the forms and models on the radio(s) you are maybe working with, the more benefits you will naturally reap**, including spending time in the **online forum**, to which participants have access, and where questions for discussions will be opened, concrete implementation of the issues discussed in the past module and be further delved into and where you can share your own experience. If you have never worked with community radio but are curious and interested, you will learn a lot also from these discussions – and who knows: you may well join in anyway!

Besides from this **the training modules operate in English only** and you will, of course, need to have access to the **internet. As it is a digital course, you can download it at your convenience: when you have access.**

Do you still have questions that are not answered you are welcome to write to your trainer, Birgitte Jallov, here: mail@empowerhouse.dk

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The contents and learning points of the course are the following:

"HOW TO TURN VOICES INTO COMMUNITY CHANGE"

Module 1:
Community radio (CR) for development and empowerment – a world movement for action and change

In this module we will cover:

Introduction to the full framework of the 7-week training process

• The characteristics of Community Radio
• The history and evolution of CR
• Potential of CR and generic phases of CR development

In this module you will learn:

• How to distinguish between the many different types of radio, with different characteristics and potentials;
• Positioning community radio within the broader framework of Communication for Development
• The steps needed to create a sustainable community radio for empowerment and change.

Module 2:
Community ownership of your radio: The community organises and creates the basis for sustainability

In this module we will cover:

• What sustainability is made up by in a community radio
• The importance of community involvement and how to generate this
• The importance of community ownership and what it can bring to a community

In this module you will learn:

• How to build sustainability into the basics of a community radio including:
- Social sustainability
- Organisational sustainability
- Financial sustainability
• How to assess sustainability in an existing community radio
• How to ensure community ownership – tools and processes available for this including a 3-step process

Module 3:
The Community Radio Takes Shape
How to get the CR organised and the capacity of community broadcasters in place?

In this module we will cover:

• How to get from the dream and the community vision to implementation
• How to effective let the community structure the organisation and how to ensure effective (community) management
• How to build capacity in a community radio.

In this module you will learn:

• Plans and processes to organise the radio with maximum involvement and for continued community control and benefit – including tools and forms to use in the everyday
• How to mobilise and organise a large number of volunteers and build the required engagement and capacity
• A variety of forms of capacity building that can be used, their strengths and weaknesses and how to build a training policy

Module 4:
The programme content and format production – Critical issues in Community radio programming

In this module we will cover:

• Thematic editorial groups – at the heart of the CR becoming a tool for empowerment
• Organisation and production routines
• Establishing the weekly programme format
• The importance of local language
• Strategic framework, editorial groups and the (weekly) production cycle
• Cross-cutting issues most CRs will cover:
• CR and elections
• CR and Women
• CR and human rights
• CR in conflict and peace building
• CR, stigma and taboos

BONUS: Technical aspects of community radio:
• What makes a sound and sustainable technical configuration
• Technical policy
• Recommended steps for technical capacity building

In this module you will learn:

• How to identify programming needs of the community and organise editorial groups effectively around it
• How to prepare the weekly programme schedule including all relevant languages: what to consider, how to organise
• Inspiration on how to deal with cross cutting issues that most CRs will want to cover

Module 5:
The Strategic Plan and Partnership Strategy

In this module we will cover:

• Why is a strategic plan needed – and how to develop it with participation & community learning?
• What should a strategic plan include?
• Need for partnerships to attain sustainability
• What is a partnership, a partner, and a partnership strategy?
• What should be included in a partnership strategy?

In this module you will learn:

• How to develop a strategic plan?
• How to identify the station's strategic direction and carry out the strategic analysis, which will lead to the strategic programming?
• How a partnership strategy is developed and implemented

Module 6:
Community-based research – monitoring and impact assessment, along with:
Converging technologies – CR, internet and social media

In this module we cover:

• The importance and methodologies of community based research including monitoring and impact assessment
• Impact assessment to feedback results to the producers, the community and the radio's partners
• The 'old-fashioned radio' moves on: convergence and strengthening of community radio through ICTs

In this module you will learn:

• Why research and documentation is important – also in a community radio
• How to organise the team to do research in the everyday, including Information & communication needs assessment; monitoring & feed-back; Listener groups; Impact assessment; Most significant change; barefoot impact assessment
• How internet and social media have impacted on community radio and some of the ways to use it in a community radio for empowerment

Module 7:
Where support is needed: the enablers and facilitators

In this module we will cover:

• The national enabling environment: elements and function – what can be done?
• Role of facilitators and inverting top-down support
• Joining hands makes you stronger: working in partnerships and forming networks

In this module you will learn:

• How the different enablers operate and how to benefit from each of them
• How to take the support the radio needs without losing community ownership and focus
• How to make a national network effective and staying in touch