



Finding and Funding Voices: the inner city experience.

An international colloquium

Report

**Edited by Peter Lewis and Salvatore Scifo
Community Media Research Group**

December 2007

Colloquium voices

Community radio promises to be the most important cultural development this country has seen for many years.

Professor Anthony Everitt, 'New Voices' 2003, cited by Phil Korbel, Director, Radio Regen

So when we talk about community radio and what community radio can do for communities, I'd like to know why we are not talking about the communities that are *not* being catered for.

Donald McTernan, Negus Communications

I find it difficult to understand why we are in exactly the same position we were twenty or thirty years ago. We've got 147 stations but we still haven't got one in south London that is representative of the different communities in south London.

Donald McTernan, Negus Communications

We need to get in front of Gordon Brown and the questions are very, very simple. What would you pay to keep hundreds of lads from joining armed gangs? What would you pay to help thousands of new UK residents to effectively learn English? What would you pay to lessen spending on prescription drugs for depression? What would you pay to keep thousands of children from truanting? That's only the beginning of the list.

Those questions need to be put in front of the people who make the decisions.

Phil Korbel, Director, Radio Regen

[The Community Radio Fund] is becoming a joke. It would continue clearly to be a joke, but a very bad one for our sector, if the agreement for the future continues to pitch it at a level per year that is less than the average salary for a year of a breakfast DJ on Radio 1. Ofcom's been very vocal on the case for a £700m public service publisher but it's been rather quiet on this question and it's important.

Steve Buckley, President, AMARC

We are being too quiet and passive, hoping that people will give us some money. We need to start being more politically active.

Shiraz Durrani, London Metropolitan University

There's massive creativity happening on all sorts of platforms and all sorts of levels, we need to be hooking up with that wider energy so no matter what governments saying or doing or what agendas are being thrown at us, we've got a solidarity – we need to sense our wider collective strength.

Phil Shepherd, Chair, CMA Council

Unless you ask right to the top, you are not going to get anything. My opinion is: go to the PM, and formulate a good plan, a good presentation, with some other stakeholders to support.

Patrick Atagana, Department of Communities and Local Government

It won't be me who changes a minister's mind, whatever you believe from *Yes Minister*, it will be you guys. It will be you, your MPs, your MEPs, it will be the people in the corridors of power.

John Mottram, Department of Culture, Media and Sport

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Executive Summary

Finding and Funding Voices: the inner city experience

The event

On 17 September 2007, London Metropolitan University hosted a one-day international colloquium on community media entitled *Finding and Funding Voices: the inner city experience* to over ninety delegates, launching the Community Media Research Group based in the Department of Applied Social Sciences (DASS).

The colloquium brought together community media practitioners, regulators and industry representatives (Ofcom, the Community Media Association and AMARC, the World Association of Community Broadcasters); government departments (DCMS and DCLG, London Mayor's Office), and academics from fourteen UK Universities.

The rationale

Community media can provide opportunities for social groups excluded or misrepresented in the mainstream to come in from the margins and give voice to their cultures and concerns. In inner cities across Europe there are many examples of young people, migrants, minority ethnic communities (for example), using media which they own and control, and of local authorities including media in their plans for urban regeneration.

In the UK, in contrast, the community media sector is at a critical moment as plans for the digital switch-over threaten to exclude community TV and the expanding community radio sector has to make do with an inadequate central fund. The focus on this occasion was on community radio and the lack of adequate provision in London. In some UK regions and nations the sector's needs are recognised with complementary funding, but available spectrum frequency is scarce in London and there is no overall regional plan for financial support for the many diverse communities within the capital

The Programme

Invited speakers from Austria, France, Ireland and The Netherlands provided an international context with their experience of regulation, funding and production. Workshops discussed case studies from London and Wales, and what action is needed in the areas of policy monitoring, training, research, programme sharing, and funding for both individual stations and projects and the sector as a whole. Speakers and participants provided many examples of the benefit to communities of community media. What was needed was research that summarised these examples of best practice together, stronger promotion to create the impressive profile the sector deserved and lobbying to gain public and political recognition of the value of community media as part of the Public Service (Media) Sector in the UK.

The action required

Delegates strongly urged central and local government to recognise the contribution community media are making to social inclusion, community development and regeneration. The Community Radio sector in particular, now expanding rapidly, needs more support than the DCMS's Community Radio Fund can provide. Ways must be found, through a range of programmes and through inter-departmental co-operation, to find the funding that enables the delivery of the social gain community radio so manifestly provides.

London was seen as particularly problematic: its large size and the relatively few analogue frequencies available mean that many communities lack an on-air voice. Delegates agreed that support should be given to CMA to raise awareness of community media in London through lobbying and strengthening links with Government ministers and departments including the Prime Minister and the London Mayor's Office.

Two immediate outcomes of the colloquium were the publication of a letter in *The Guardian* and the CMA's launch of Getmedia¹ in response to the need expressed in a workshop for a content sharing and syndication platform.

Future tasks for the University's Community Media Research Group were seen as

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- the collation and publication of research into community media and examples of best practice in the field
 - the provision and/or co-ordination of training for workers in the sector
 - the provision of introductory courses in community media for those in the field of community development who were potential partners with this form of media.
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A few days after the colloquium, the organisers circulated a letter for signature putting the main points of the day to the Guardian. In the following page you can read the letter as edited and published by the Guardian on 26th September 2007.

¹ <http://www.getmedia.org.uk/>

Support for community radio

Wednesday September 26, 2007
The Guardian

London Metropolitan University's Finding and Funding Voices colloquium last week heard evidence from across Europe of the contribution community media is making to social inclusion, community engagement and regeneration. Our own experience confirms that, especially among disaffected young people - from both native and minority communities - involvement in programme-making brings important gains in self- and peer-esteem, as well as highly transferable digital and communication skills. Many other benefits to the community are well documented, as in for example Professor Anthony Everitt's report on Access Radio (ofcom.org.uk) and the Department for Culture report The Community Radio Sector: Looking to the Future (culture.gov.uk).

Yet the UK's community-radio sector is running on empty, because there is not the understanding at the highest levels of what this local form of public-service broadcasting involves, nor the political will to place it within agendas dealing with housing, health, crime prevention, employment, education, regeneration and community development - the very areas in which community media have a proven record. 144 community radio licensees are having to make do with a start-up fund originally designed to support 15, and London is in a particularly bad situation, with many communities unserved and many listeners turning to pirate radio to hear what legal stations are not providing.

The Prime Minister and the Mayor of London should adopt an interdepartmental approach that can find and fund the voices that we all need to hear in a multicultural society.

Peter Lewis

London Metropolitan University

Jaqui Devereux

Community Media Association

Steve Buckley

Amarc (World Association of Community Broadcasters)

And 17 others

Phil Korbelt, Director, Radio Regen, Manchester

Karen Cass, Chair & Director, RadioReverb/Earshot

Shiraz Durrani, London Metropolitan University.

Chris Haydon, Community TV Trust

Chris Lane, London Metropolitan University

Noureddine Miladi, Northampton University & Center of Arab and Muslim Media Research
 Caroline Mitchell, University of Sunderland and Utopia FM, Sunderland

Barbara Rassi, University of Southampton & ORANGE 94.0 FM, Vienna

Peter Reid, Shared Vision

Kristin Skoog, University of Westminster

Becky Telford, Project Manager, OX4FM

Patrice Berger, Groupe de Recherche et d' Étude sur la Radio & CNRS

Pieter De Wit, Director, OLON

Henry Loeser, Department of Media Studies, Masaryk University, Brno

Ciaran Murray, NEAR Media Co-op, Dublin

Judith Purkarthofer, Austrian Radio Research Group, University of Vienna

Romie Singh, ABC Ulwazi Community Radio, Johannesburg

Source: http://www.guardian.co.uk/letters/story/0,,2176972,00.html#article_continue

Introduction

The international colloquium ***Finding and Funding Voices: the inner city experience***, held at London Metropolitan University on September 17, 2007, marked the launch of London Metropolitan University's Community Media Research Unit, based in the Department of Applied Social Sciences which a few months earlier had appointed two lecturers² with special responsibility for developing community media courses within the university and in the North and East London communities where the university is located.

Community media as a concept has a long history and applications across the world in a wide variety of forms and contexts. What these initiatives have in common is that

- they are run not for profit but for social gain and community benefit
- they are owned by and accountable to the community that the project seeks to serve
- they provide for participation by the community both in the creation of media products and in the management of the project

The communities involved are usually based in a relatively small geographical area, but in large conurbations they may also be communities of interest, and use of the internet can extend a project's reach across the globe. Community media can provide opportunities for social groups excluded or misrepresented in the mainstream to come in from the margins and give voice to their cultures and concerns. In inner cities across Europe there are many examples of young people, migrants, minority ethnic communities, to name a few examples, using media which they own and control, and of local authorities including media in their plans for urban regeneration.

London Metropolitan University's one day event could not encompass all the varied forms of community media and, besides, there were two compelling reasons for the focus on radio:

- (1) the newly created community radio sector is expanding rapidly - Ofcom has issued 150 licences to date – but the Community Radio Fund (CRF), established in 2004 by the Department for Media Culture and Sport (DCMS), has not kept pace with the expansion.³
- (2) Where community radio is concerned, London's large and diverse population is ill-served, and compared to other regions in the UK and to Scotland and Wales, there is a lack of collaborative funding schemes to support the sector. Giving 'a voice to the voiceless' requires supportive

² Peter Lewis and Salvatore Scifo, organisers of the colloquium and authors of this report

³ "We have decided to maintain funding at the current level of up to £500,000 a year for each of the next three years." Gerry Sutcliffe, Parliamentary Under-Secretary, DCMS. House of Commons Adjournment Debate, October 29, 2007.

policies and funding from a range of departments in central and local government, not only the Department responsible for Media.

The Community Radio Fund

The Community Radio Fund (CRF) was established in 2004 by the DCMS to provide assistance with the core costs of running a community radio station. The Department recognized that while certain key activities such as media skills training attracted project funding with comparative ease, it was rather more difficult for stations to secure bids for core running costs such as management and administration, financial reporting, community outreach and volunteer support. In September 2005 Ofcom appointed a CRF Panel with responsibility for administering the CRF...The funding pot of £0.5m per annum is in place until 2007/08, but will be reviewed as part of the Comprehensive Spending Review 2007.

(DCMS 2006:24)

Colloquium rationale and programme

The colloquium planned to bring together community media practitioners and academics from the UK and abroad, London-based funders and policy-makers, and representatives of London communities to discuss examples of best practice in support for community media and their relevance to London.

The opening plenary ***Setting The Scene*** included as panelists Steve Buckley (President of AMARC, World Association of Community Broadcasters), Pieter de Wit (Executive Director, OLON, Dutch Federation of Local Public Broadcasters), Patrice Berger (French Radio Research Network, GRER), Phil Korbel (Director, Radio Regen, Manchester), and the London-based community media consultant Donald McTernan. Caroline Mitchell (Senior Lecturer in Radio, University of Sunderland) was introduced as the conference evaluator and rapporteur.

In the **group sessions** which followed, examples of good practice in Austria, Ireland, Italy, Wales, and London were examined, a practitioner outlining a case study with the academic chairing the session 'interrogating' the practice. Each group appointed a *rapporteur* who summarised the discussion in a pre-lunch plenary session.

In the afternoon another series of workshops, ***Looking to the Future, Meeting Needs*** addressed questions of ***training, policy, funding, research, and programme-sharing*** where 'London voices' in particular were encouraged to articulate their needs and make suggestions for future action.

Panelists in the **final plenary** were invited to consider ***What is to be done?*** in response to the day's debate. They included Patrick Atagana (Communities Renewal Programmes, Department for Communities and Local Government - DCLG), Soo Williams (Community Radio Manager, Ofcom), John Mottram (Radio Broadcasting Policy, Department of Culture, Media and Sport - DCMS) and Jaqui Devereux (Acting Director, Community Media Association).

Welcome message by Professor John Gabriel
Head of the Department of Applied Social Sciences
London Metropolitan University

On behalf of London Metropolitan University and the Department of Applied Social Sciences I am delighted to welcome you to our one day international colloquium on community media and to thank all of you, particularly our guests from overseas, for attending.

The event, and with it the launch of the Community Media Research Group, mark an extremely important development in the history of the Department. The key themes of community engagement and social justice run through much of our research and teaching in the Department. The principle of working with diverse, socially excluded communities underpins much of our research/consultancies in public health, regeneration and housing, children and families and community safety. It is embedded in the work of our specialist centres in child and woman abuse (CWASU), refugee assessment and guidance (RAGU), trade union studies (CTUS) and social and evaluation research (CSER) and throughout our course provision. Particularly noteworthy here are the degrees in Individual and Community Empowerment, Community Sector Management and Organisation and Community Development.

It follows from this that we are not simply interested research for its own sake but to use its fruits to influence policy and practice, empower communities and improve society. We are therefore committed to work with policy makers and officials whilst giving voice to those less well positioned to have their views heard. The launch of the Community Media Research Group thus provides us with a wonderful opportunity to pursue these goals and further connections across the department and beyond. I wish all associated with the colloquium every success and to thank Peter Lewis and Salvatore Scifo, our two new lecturers in community media, in particular, for working so hard to organise this event.

Conference Programme

0930-1115	<p>Welcome by Professor John Gabriel, Head of the Department of Applied Social Sciences (Room GC1-08)</p> <p>Plenary Session Setting The Scene Chair Peter Lewis, London Metropolitan University Panel Steve Buckley, <i>President, AMARC</i> Pieter de Wit, <i>Director, OLON</i>, Patrice Berger, <i>GRER, France</i> Phil Korbel, <i>Director, Radio Regen</i> Donald McTernan, <i>consultant, Negus Communications</i></p>
1115-1130	Coffee and Tea break (Foyer 1st Floor)
1130-1315	<p>Case studies (Parallel Sessions) Examples of good practice will be described and discussed</p>
	<p>Near FM, Dublin (Room GC1-08) Ciaran Murray, NEAR FM, <i>Dublin</i> and Peter Lewis, London Metropolitan University</p>
	<p>GTFM, Pontypridd, Wales (Room GCG-08) Steve Johnson, <i>GTFM</i>, Pontypridd and David Barlow, University of Glamorgan</p>
	<p>Radio Orange, Vienna (Room GCG-09) Eva Kuntschner, <i>Radio Orange</i> and Judith Purkarthofer, Austrian Radio Research Group</p>
	<p>DesiRadio and SoundRadio, London (Room GCG-10) Amarjit Khera <i>Desi Radio, Southall</i>, Lol Gellor, <i>Sound Radio, Hackney</i> and Salvatore Scifo, London Metropolitan University</p>
1315-1430	Buffet Lunch and Groups report back (Foyer 1st Floor)
1430- 600	<p>Looking to the Future, meeting needs (Parallel Sessions) 'London voices' will be encouraged in these groups to articulate their needs and make suggestions for future action</p>
	<p><i>Training - Magz Hall, Canterbury Christ Church University (Room GCG-08)</i></p>
	<p><i>Policy - Peter Lewis, London Metropolitan University and Jan Runge, KEA European Affairs (Foyer-1st Floor)</i></p>
	<p><i>Funding - Phil Shepherd, Community Media Association (Room GCG-09)</i></p>
	<p><i>Research - Salvatore Scifo, London Metropolitan University and Helen Manchester, University of Manchester (Room GC1-08)</i></p>
	<p><i>Production and distribution - Bill Best, Community Media Association (Room GCG-10)</i></p>
1600-1615	Coffee and Tea break (Foyer 1st Floor)
1615-1645	<p>Groups report back (Room GC1-08) Chair: Caroline Mitchell</p>
1645-1800	<p>Plenary Session What is to be done? (Room GC1-08) Chair Peter Lewis, London Metropolitan University Panel Patrick Atagana, Community Renewal and Liveability Division, Communities Renewal Programmes, Department for Communities and Local Government (DCLG) Soo Williams, Community Radio Manager, Ofcom John Mottram, Radio Broadcasting Policy, Department of Culture, Media and Sport (DCMS) Jaqui Devereux, Acting Director, Community Media Association</p>

Opening Plenary: *Setting The Scene*

Steve Buckley, *President, AMARC*

Steve Buckley is President of the World Association of Community Radio Broadcasters (AMARC) and managing director of Community Media Solutions. He has over 20 years international experience in community media and has advised governments, UN agencies and non-governmental organisations on media policy reform and media development.

It's a pleasure and a privilege to be here at this event to mark the commencement of the Community Media Research Group at London Metropolitan University.

This is an important step in the research community. When I started in community media many years ago, I used to be approached by sixth form students to help with their essays on community media. Maybe they were listening to pirate stations and got interested. A few years later it became undergraduate students wanting help with their dissertations. A little more recently it has begun to be postgraduates wanting to do their PhD research. This is one of the first times there's been a unit in a university at this level where you have lectureships in community media and a serious attempt to grapple with some of the many research challenges which we face.

My role here today is to give a global overview and context to community media: where it's at now and where it's come from, and perhaps where it's going.

I'm involved now with AMARC, the World Association of Community Radio Broadcasters. I have the privilege of chairing its International Board. It's an organisation with members in 110 countries. It has its headquarters in Montreal and regional offices in Buenos Aires, Kathmandu, Nairobi and Rome. We've seen an enormous growth of community broadcasting in the work of our global network and I think it's fascinating to see how some of that has evolved.

The first community radio stations which were the most significant phenomenon in the community radio field commenced in the Americas, notably in Bolivia in the 1940s when tin miners in their communities decided they needed a means of speaking out against some of the conditions in which they operated. They recognised that radio might be a tool through which they might do that. They acquired some radio equipment and they began setting up transmitters and radio broadcasting services in many of the different tin mining communities in Bolivia. It was an inspiration for social activists across the Americas, and to-day Latin America has probably the most vibrant and dynamic community media sector in the world, extraordinarily diverse, from indigenous people's radio stations, city television stations, women's groups owning their own media in different parts of

the Americas, educational services, trade union groups like the Bolivian miners, and so on.

The characteristics that underpin this sector are similar all over the world. Sometimes we struggle with definitions of community media but we can understand it as a sector which is grass-roots, socially-based. It's about social communication not individual communication, people coming *together* to communicate and doing so within civil society based structures, structures which are owned and controlled by people within civil associations of various sorts and which have set up these media for social purposes rather than for economic gain or political propaganda.

Since the growth of community broadcasting in the Americas, we've seen a similar phenomenon happen but at different times in other parts of the world.

In Europe it was in the 1970s and 1980s that community broadcasting really took off - a mushrooming of radio stations particularly in the late 1970s and the early 1980s. There was the break-through in Italy where the Supreme Court declared the Italian state monopoly to be illegal. At the local level it was a turning point which led to thousands of stations being allowed to go on the air with no law to stop them doing so. And in this unregulated environment all sorts of things emerged of course. The Berlusconi empire was also one of the products of deregulation and one of the lessons we've learned from processes like that is that it is not simply a case of needing to remove laws which *prevent* community broadcasting from happening, but also of creating frameworks in which we can enable this form of broadcasting with its social purpose and community benefit to emerge.

In Africa, the 1990s was the decade of community broadcasting development. First of all in Mali after the Malian revolution, a framework was set up to allow community radio stations and community TV stations to get started. Then a little bit later in South Africa, with the end of apartheid, one of the first steps in media reform was to remove the state broadcasting monopoly and particularly to find a way by which the people who had not had the means to speak out, other than on the streets in South Africa, could do so. And the means they focussed on was community broadcasting. In South Africa there are more community broadcasters than there are commercial broadcasters because the South African government has prioritised the setting up of community broadcasting services.

We're now beginning to see this phenomenon of community media development happen across Asia. It's been a little bit slower across the Asian continent than in some other parts of the world, although there have been a few pioneers in the Philippines and more recently in Nepal. But with the decision of the Indian government last November to adopt a community radio policy and their assurance made to many people that they have allocated sufficient frequencies for 4-5,000 community radios in India, we can expect to see an enormous

growth, potentially a domino effect that may impact on other countries in that region.

So to-day we have community broadcasting in 110 countries in the world. It has grown hugely over the last few years and in almost all cases it's been associated with political contexts, particularly with processes of democratisation, and particularly with more participatory models of democratisation. This kind of political context needs to be better understood, the relationship between the media environment that you have and the approach that you have to politics is extraordinarily important. It's almost invariably been in times of political change when new governments have come on board or there's been a political window of opportunity that community media has emerged.

In recent years we've also seen a political recognition of this sector and its importance at the international level. It's really only in the last five years that institutions like UNDP, FAO and the World Bank even, have recognised that community broadcasting in particular can play a vital role in enabling poor and marginalised communities to speak out, to take their own means of communication and play a part in moulding the development process; and this has increasingly come to be seen as a positive development which should be supported and encouraged.

As we see this growth and as we begin to talk, in countries like India, about the scaling-up of community broadcasting, we increasingly need to understand why community broadcasting works, how it works, under what circumstances can it work better, what are the frameworks - technical, legal, regulatory and economic - which best assist it to develop and enable it to operate in a sustainable way that brings most benefit to people. And it's these sort of questions in particular that encourage us to look at more in-depth research and to look at collaborations between activists on the ground and researchers – to which I hope this development here is going to contribute.

Some of the key areas where we are looking for research in our own sector: well, first of all telling our own stories is extremely important. We have many stories around the world but they are not as well documented as they could be.

I don't know how many of you know about the experience in Nepal, for example, in the last couple of years. Nepal was the first country to start community broadcasting in South Asia with Radio Sagarmatha, a radio station in Kathmandu which went on the air ten years ago. Two years ago when the King of Nepal decided to exercise direct rule and to remove the parliament, to put soldiers on the streets and to suppress the media environment, the community broadcasters were amongst the first to be hit. Soldiers came into their studios, sat in the corner and said "You can no longer broadcast news!" And they spent two weeks sitting in the newsroom, making sure that they could no longer broadcast news. But those community radios found a way to resist. They began to look at ways they

could get around this ban on news. They started singing the news. They started having studio discussions with two people saying "Did you hear what happened to-day?" "Oh yes, there was an attack on the local police station." "Yes, I know, two people were killed there." So they'd have a discussion which was telling people the news. Then they began to use judicial procedures and got certain concessions. Listeners took action in the courts to say it was against freedom of expression not to allow the radio stations to carry news. And gradually this ban that had been imposed by the government was whittled away. The community broadcasters continued to broadcast, they continued to give voice to people, and they continued to promote democracy and human rights and peaceful protest over a period of eighteen months leading to eventually the situation which we have today in Nepal where the powers of the King have been more or less removed. There's a new political settlement incorporating groups that were very much outside the political environment previously, and they are now embarking on a process of media reform to recognise community broadcasting properly in law, to improve the enabling framework in which it operates and to introduce other reforms such as freedom of information.

That's just one example. We need not only to write these stories down, but also to evaluate the impact, to understand the legal and regulatory frameworks in which community media work best and also to address some of the implications of new technologies.

Finally I think we also need to look in community media research at how this can contribute to the broader communications field. Because I think community media has something to say in the broader area of understanding communications. We need also to look beyond some of the traditional communications theories and to look at the relationships between communications and human development. We know from the work of people in the development field like Amartya Sen that there is a growing understanding that communications is an intrinsic part of good development practice. It has intrinsic value to people, it can perform a protective function enabling people to speak out about problems, it provides information for people, it enables people to form values and to develop their cultural environment. All of these sorts of issues are issues where there is considerable scope for further research into this field which I believe can contribute to a much wider understanding of why communications is important to people.

So I look forward very much to working with the Community Media Research group to-day and to this conference as a founding point for that and the beginning of a dialogue.

Pieter de Wit, Director, OLON

Pieter de Wit has been employed by OLON since 1982 and is its Executive Director since 1984. OLON (Organisatie van Lokale Omroepen in Nederland) is the Dutch Federation of Local Public Broadcasters, including radio, television as well as teletext providers. Its aim is the promotion of local broadcasting and cable casting in general and to support and stimulate the cooperation between independent and non-commercial local broadcasting organizations

Good morning, ladies and gentlemen

First, thank you for inviting me. Let me further introduce myself. I'm director of OLON, the Dutch federation of local public broadcasting media, or, internationally more commonly know as 'community media'. OLON was established in 1981 as a lobby instrument for then 15 community media groups. It was also founded to be a platform for the exchange of information and to promote the sector.

Since 1981 the sector has grown a lot: from 15 then to 296 community media now! Not only the amount has grown, but also the diversity of media used: it started as local television and radio only on *cable*, made possible by new local cable networks. Now there is also *FM-terrestrial, teletext, cabletext, internet: streaming, websites, on-demand, archives.*

OLON is a membership based organization, almost all 296 community stations are members. Furthermore OLON was, in 1988, recognized by the Dutch Media Act as the representative body for the whole sector.

We have our office in Nijmegen and, depending on running projects, 7 till 10 people are employed at OLON.

Income structure OLON

The annual budget of OLON is now around 1 million Euro yearly.

Half of our income is membership fees, services to members and activities for third parties. The other half is structural subsidy from the national government out of the national public broadcasting budget. OLON has been subsidized since 1984. It started with 250 thousand guilders, around 113,5 thousand Euros. Now we receive 470 thousand Euro yearly. Last week we had a first meeting with our new Minister of Culture, Mr. Plasterk. There is no indication that this subsidy will stop, otherwise this minister would have taken the opportunity to give us the bad "stop subsidy" message, as these kinds of meetings are all too often used for....

Members pay an annual contribution that consists out of a fixed fee, 376 euro, for each member and a fee related to the community they serve: a fee per thousand inhabitants, 4,25 Euro. For example, a medium sized local member, working for a

local area of 50,000 inhabitants, pays yearly a fee of about 600 Euro. This contribution totals up to a yearly amount of around 175,000 Euro.

The remaining income, around 300,000 Euro annually, is generated from projects, partly paid by participating members, partly by third parties

To give you an idea of some of the projects:

- Collective contracts on authors rights and neighbouring rights;
- Collective contract with Dutch national public broadcaster on news programs (local radios pay for re-broadcasting their hourly national radio news broadcasts);
- Promoting reading by young people, promoting cooperation between local broadcasters, libraries, schools.
- distribution of not-for-profit spots on CD, DVD and internet, for example governmental information campaigns, Red Cross, etc.
- distribution of bi-weekly CD filled with new Dutch music releases, about 368 volumes / CDs now with 14 times 368: more than 5,000 releases of Dutch musicians, new local bands, etc.
- Workshops;
- bi-yearly radio- and TV festival 'On Air'.

The Dutch media landscape: distribution

- Cable density: almost 95 % of households connected, must carry for public broadcasting, including local public radio and television;
- Satellite: 10%: very popular among *immigrants*, e.g. from Turkey and Morocco;
- Digital terrestrial TV, DVB-T: already more then 200,000 households, analogue terrestrial TV switched off December 2006; public national and regional radio and TV free to air, about 12 other commercial and international stations behind decoder, smartcard needed, to be paid for monthly;
- Digital cable television: pay per view, pay per channel, digital quality: more then one million households, no local broadcasting yet;
- Digital radio - DAB: about 70% *outdoor* mobile coverage only national and regional public radio, and FunX, a local multicultural radio for young public in Amsterdam, The Hague Rotterdam and Utrecht; hardly any DAB-receiver sold, so no listeners.....;
- experiments with FmeXtra <<http://www.dreinc.com/>>: low cost in band FM technology: first local radio's will start before end of the year, hardly any receivers yet

Community media: local broadcasting

Now a short sketch of the community media landscape:

- 296 community licenses for 406 out of 443 municipalities;
- one license per municipality: the license holder must represent the main streams in their community within a representative board. This board is legally, based on the Media Act, responsible for the programming policy;
- 231 serve one municipality;
- 40 serve two, 18 serve three and 7 serve more than three bordering municipalities;
- This looks like a very restricted model, but within this legal framework the differences between local license holders are great:
 - Amsterdam: 750,000 inhabitants; 5 FM radio channels, three public access cable TV channels (<<http://www.salto.nl/>> one professional local cable TV channel (AT5: <<http://www.at5.nl/>>);
 - Baarle Nassau: 7,500 inhabitants, one FM radio station <<http://www.omroepbaarle.nl/>>
- From the total of 296 community media, 286 make radio, 106 TV, 170 cable-text, 75 Teletext and 280 have a website with all kind of services.

And: still a lot of pirate stations: since an optimization of the FM-band three years ago to get more frequencies for commercial radio, less space is available for pirate stations.

Financing: is a problem as everywhere

Until 1997, nothing was regulated. Local broadcasting had different sources of income: membership fees, donations, lotteries, local subsidies, sponsoring and commercials. In 1997 municipalities were given the option to levy an additional surcharge of 0.90 Euro per household on the annual broadcasting fee to support their local stations. About 100 municipalities decided for this option, generating 1.4 million Euro per year for their local community media.

In 2000 the license fee for public broadcasting was replaced by a system in where public broadcasting is paid out of the general budget. So also the optional local levy was no longer possible. Tax on income was raised a little bit to compensate for the loss of income out of license fee for the national public broadcasting.

After strong pressure from OLON and with support of all major parties in Parliament, the government decided to compensate the municipalities for the potential loss of income out of the levy. They together receive yearly, since 2001, approximately 7.6 million Euro, an equivalent of 1.06 Euro per household. The

problem is that municipalities are not obliged to use this money for local community media. The 7.6 million Euro is paid to the municipalities without restrictions: municipalities can spend it on anything they want. And they do that: only 30% of the 296 local media get the entire fee (or sometimes even more...), 56% gets less than the 1.06 Euro per household, and 14% get nothing.

Also some municipalities put restrictions on spending and act contrary to the Dutch legislation on public broadcasting which forbids governmental influence in programming.

New legislation expected to be passed before 2008, again under pressure by OLON and with support of all major parties in Parliament, will overcome this problem by transferring the subsidy directly to the country's 296 local community broadcasters. This new legislation has yet to be discussed in parliament but has a lot of support. 1.06 Euro per household is not much, an average local broadcaster serving 50 thousand inhabitants receives around 23 thousand Euro per year. But, certainly when the new legislation is passed and this income is guaranteed during the whole licensing period of five year, it is very helpful. In 2003 OLON published a report on the financing situation of our sector. This report was asked for by the parliament to serve as a base for media policy. To cover the core costs of all 296 stations, instead of 1.06 Euro per household, 5 Euro is needed. We still wait for a policy change to meet this recommendation of our report.

Audience research

OLON, with help of a project subsidy from the Ministry of Culture, carried out audience research on community media in 2005. 5,000 people were questioned about the use of media and especially about local radio and television. Main outcomes:

Local radio is quite popular, weekly reach (people who listened the week before they were questioned) was 12%. The most popular radio station, a commercial one, scored 27%. The lowest popular station measured: 2%, national public radio on AM.

So local radio reaches about 2 million people a week, quite good compared to many so called professional radio stations.

More important is what people use local radio for: local news programs are mentioned second after the local music programs. With local television, figures are even more clear: weekly reach is about 34% and local information is mentioned as the most important reason to watch.

So we can conclude that local broadcasting is fulfilling one of its most important functions: providing the audience with local information. And millions of people a week use local radio and television.

Functions of local broadcasting

That brings me to the other important functions of local community broadcasting:

- strengthen local democracy: municipalities get more and more tasks and responsibilities, so there is an urgent need for more and better local media to monitor this aspect of local government;
- stimulate communication among different (cultural) groups;
- give voice to minorities;
- raise awareness of cultural and local identity;
- stimulate participation in local society, cultural activities;
- raise talents in broadcasting and experiment with programming formats;
- media literacy: activate people to participate in media production.

In the last 25 years in the Netherlands alone more than 200,000 people learned how radio and television works by participating in local media: producing programs, writing scenarios, presenting news programs, interviewing council members, building local websites, participating in local representative media boards, building radio studios from scratch, handling cameras.

That alone is already an invaluable contribution to society: letting hundreds of thousand of citizens take media into their own hands!

Thank you for your attention.

Patrice Berger, CNRS, GRER, France

Patrice Berger is a member of GRER (Groupe de Recherches et d'Etudes sur la Radio), the French Radio Research and Studies Network and community radio practitioner and activist since three decades.

The Support Fund for Radiophonic Expression (FSER), a French regulating institution

The French 'support fund for radiophonic expression' (FSER i.e. Fonds de soutien à l'expression radiophonique) was created in 1982 in order to give financial help to associative radio stations

The aim of this presentation is to show how this fund has contributed, over 25 years, to the legitimation and regulation of the associative and community radio sector in France.

My talk will be divided into four parts :

First, the history of the definition of the different sorts of radio operators in France from the 1970's until now and the role played by the FSER in this process

Second, the main rules governing the Fund and the important data in the field

Third, the participation of the Fund in a more or less formal network of rules, representations, connections, including state agencies, territorial collectivities and other groups of actors, contributing to the definition of some sort of an ideal type of an associative radio

Fourth, a description of this ideal type and the consequences of this self-image for each radio team. This image is important for the self-government of each radio and for the other actors involved in the field of local or community communication

The creation of the fund was part of a general liberalisation of audio-visual media by the first government of the left after François Mitterrand's election in 1981

It can be analysed as the result of the conjunction of four movements :

1. A social movement in favour of free expression (bound to the other social movements, anti-nuclear struggles, movements against restructuring of industries in Longwy or Besançon, antimilitarist movements in Larzac, feminist movements, autonomist movements in Brittany or Euskadi, ethnicity and migration, environmental protection – see Touraine, 1981)
2. The development of FM technologies, cheaper both for broadcasters and for the public
3. A great will for cultural discoveries and especially for anglo-saxon music among young people
4. Those three trends are obviously not specific to France, but the fourth one, the election of a president from the left who had taken explicit positions in favour of the liberalisation of radio broadcasting from the state monopoly gave an opportunity for a big legislative and sociological change

In the weeks following the 1981 election, thousands of free radios opened, rejoining the former dozens of pirate radio stations which had been created (and most of the time prosecuted) since 1977

A special characteristic of the French political and administrative culture, shared by the political elites and also by many representatives of social forces is the following:

1 the state does not **abdicate** its prerogatives as the regulator of public goods such as the electro-magnetic spectrum

2 some existing state institutions such as the Conseil d'Etat or the Cour des comptes offer resources for the construction of social and administrative innovations (which must be legally and financially correct). Some new institutions can be invented on the model of suitable, existing older structures.

We can define three main periods in the state regulation of private radio stations in France from the 1970's to the present time.

During the first period, before 1981, the main opposition was the opposition between the state as the holder of the monopoly over all forms of audio-visual communication. The slogan « free radio » fitted both the associative expression of social movements and commercial and liberal use of FM broadcasting.

The FSER at the time of its creation in 1982- 1983 was designed to help all the newly authorized radio stations to live, because advertising and radio networks were prohibited ; the only possibility opened by the new law was the associative non-profit model. The interest group of print newspapers was important if we want to understand the role of this restriction.

After an intense political debate, even between members of the Mauroy government, advertising was authorized for radio stations in 1984

The second period, from 1981 to 1986, is the period of the increasingly clear definition of different categories of radio operators :

- national or local public stations
- national private networks open to advertising
- local private radio stations also using advertising
- associative radios, rooted in local territories or in communities

The authorisation of advertising was given by a left government in 1984, the authorisation of national or regional networks of radio stations was given by a left government in 1986 (Law on Communication and Liberties – September 1986)

The clear categorisation of radio stations was effected by the Conseil supérieur de l'audiovisuel a few years later (for instance, the A category stations are the associative stations, the B category stations are the local commercial stations)

During this period, the FSER became for private operators in the audio-visual field some sort of a fiscal obligation in exchange for the ability to use a rare public good, the electro-magnetic spectrum. This was no longer about a movement of creation of new liberties, of new opportunities, but a difficult struggle between operators, for existence, for resources, for the attention of the general public.

The third period, from 1986, was a period of gradual consolidation of a governance system for the field of associative radio stations. In this process, the FSER plays a central role.

The Conseil Supérieur de l'Audiovisuel (CSA) is an independent administrative authority that was created by the Law of January 17th, 1989 to guarantee broadcasting freedom in the conditions laid down by the modified Law of September 30th, 1986.

Nine Councillors are nominated for a period of six years by presidential decree. Three of these members including the President are nominated by the French President, three by the President of the Senate, and three by the President of the National Assembly.

Three of the mandates are renewed every two years and the functions of the members of the Conseil are incompatible with any other term of office, the civil service or any other professional activity.

In 1989, the CTR (Technical Radiophonic Committees) were created by the Conseil Supérieur de l'Audiovisuel in the French regions in order to prepare decisions for the assignment of frequencies and to supervise the fulfilment by the radios of their authorization obligations.

The legislation envisages the payment of a fund financed by a tax imposed on the sums paid by the advertisers for advertising on radio or television.

This fund is available to FM radio stations which are published by an association and which achieve a mission of local social communication, when their commercial resources are lower than 20% of their total sales turnover.

These funds are distributed on a proposal from a commission made up of 11 members named for 3 years per decree of the Minister for the Culture and Communication: a President, member of the Council of State, Court of Auditors or Supreme Court of Appeal, four representatives of the State (budget, social affairs, culture, communication), four representatives of the associative radios and two representatives of the advertising controls.

« Le Conseil supérieur de l'audiovisuel veille, sur l'ensemble du territoire, à ce qu'une part suffisante des ressources en fréquences soit attribuée aux services édités par une association et accomplissant une mission de communication sociale de proximité, entendue comme le fait de favoriser les échanges entre les groupes sociaux et culturels, le soutien au développement local, la protection de l'environnement ou la lutte contre l'exclusion. »

Loi du 30 septembre 1986, article 29

“The CSA takes care, over the whole of the territory, that a sufficient share of the frequency resources is allotted to the services published by an association and achieving a mission of social communication of proximity, understood as supporting

the exchanges between the social and cultural groups, support for the local development, environmental protection or the fight against exclusion.”
Law of September 30, 1986, article 29

Instruction de la Direction générale des impôts n° 34 du 18 février 2002 (BOI 3 A-2-02)

« La présente instruction précise les règles de taxe sur la valeur ajoutée applicables aux radios associatives éligibles au fonds de soutien à l'expression radiophonique qui accomplissent une mission de communication sociale de proximité, entendue comme le fait de favoriser les échanges entre les groupes sociaux et culturels, l'expression des différents courants socioculturels, le soutien au développement local, la protection de l'environnement et la lutte contre l'exclusion.
Instruction of the Directorate-General of Taxes n° 34 of February 18, 2002 (BOI 3 A-2-02)

“The present instruction specifies the rules of value-added tax applicable to the associative radios eligible for the support fund for radiophonic expression, who achieve a mission of social communication of proximity, understood as supporting exchanges between the social and cultural groups, the expression of the various sociocultural currents, support for the local development, environmental protection and the fight against exclusion.”

A start-up subsidy has been created in order to help a new radio station to supplement its transmission equipment and to survive during the first year of operation, before the first annual subsidy, because the annual subsidies are allotted after one year of operation

Since 1992, the commission allotted 245 start-up subsidies to a total of 3.053.858 euros i.e. approximately 12.464 euros per subsidy over this period.

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Phil Korbel, Director, Radio Regen

Phil Korbel is Director and Co-Founder of Radio Regen, a community development charity based in Manchester that seeks to help communities to combat disadvantage through the use of community radio. Phil is a former BBC producer, where he made documentaries for all the BBC Networks and many local radio programmes since 1984. He sits on the Radio Academy/Skillset Radio Skills & Development Forum and is Co-Author of the Community Radio Toolkit.

Running on empty?

I am going to be slightly provocative, because, from our point of view, as part of the pilot programme that preceded the current roll-out of full-time community radio in the UK, we have been wholly through the honeymoon period: thus the title and the question mark.

I am going to tell you a little bit about our organisation, a bit about what's happening in Manchester and Greater Manchester, a quick sketch about what we perceive as the potential for community radio and about some of the threats, not to the existence of the stations, but to the fulfillment of their full potential.

Radio Regen, established in 1990, is a community radio development agency and I came from a background in mainstream broadcasting before that and various founders have come from an arts and regeneration background, an activist background and the like.

We do not exist to produce radio. We exist to enable others to produce radio that tackles disadvantage - that is what we are about. To fast forward quickly: in 2002 we had the privilege to run one of the Access Radio pilot schemes. This was the scheme that researched the feasibility and impact of UK Community Radio, and in doing so we set up ALL FM in Central Manchester, which is a vibrantly multicultural area, the sort of the place that has an immigrant population of sociologists, is that interesting. Certainly gets on the mainstream news, mainly by virtue of its poverty statistics and gun crime. We gave over ALL FM to local ownership in 2006, which is very much our intention with anything we start.

We still run Wythenshawe FM, it is not so multicultural, but, again, the sociologists are very happy about some of the statistics that come out of Wythenshawe. It's an extraordinary place, it's brilliant, the talent, the pride and the drive of the place never ceases to stun me.

Each of the stations, as a snapshot, they have about a hundred volunteers working on a weekly basis, making radio on those stations. We try to circulate [the volunteer reserve] - they've got a waiting list of about the same number. We run Wythenshawe FM on a turnover of about £120,000.

We were then very privileged to receive some Governmental funding to collate the expertise that we know that we had in the Community Radio Toolkit, which started as a book and, as Peter mentioned, is now a very vibrant online community with 560 members, mainly from the UK, but 10% comes from other places, which is great if you think that it has been written for a UK audience.

We fast forward again to Greater Manchester, the conurbation where we are based. For those of you who don't know, in 2005 full-time licenses in the UK became a reality and now there are 147 stations licensed of whom many are on the air. They are at various stages. Some took part to the Access Radio pilot scheme in 2002, some have gone on air as we speak. I think the smallest started just a couple of weeks ago, Radio Scilly, which says that is apparently the world's smallest radio station.

In Greater Manchester there are seven licensed stations, five of whom are live on air with live output and I think that by going through them, you get a snapshot of diversity of community radio across the UK, to some extent.

In Rochdale we have Crescent Radio, broadcasting to the Muslim community of that area, about 15,000 residents at Rochdale. This is a very small outfit, a very low budget, an amazing bunch of volunteers, they came on air originally as a temporary station (RSL) during the Festival of Ramadan. This is not a religious station, which is a relatively recent discovery of mine. They are defined by their religious audience, but they have a much broader look in their programming to the population of Rochdale.

By way of contrast, Pure Radio in Southern Manchester, in Stockport was established by former commercial radio practitioners and, in their model of operation, is part of a much bigger non-profit social care organisation and they will be quite happy to say that they have lots of community content, content which is relevant to the community, but with relatively lower levels of community participation in broadcasting.

Oldham Community Radio grew up from a very successful Hospital Radio Station. They have taken a much more participative model and they are going on air slowly, they are not using their full allowance of hours at the moment, as they build their capacity.

Tameside Radio, again, has been set up by former commercial radio operators, and they will be using more of that model and I understand they are not yet on air, they are going on the 30th September, and so for the City Radio, the seventh station, who will be going on air also by the 30th and I understand that that one will be quite a hybrid.

Community Radio is not short of champions or of people that have seen the vision or the potential of what our sector can achieve. Our patron, Tony Lloyd MP, said that it is a 'social cement', and in 2002 the Evaluator of the official research around the pilot scheme, Anthony Everitt, called it "the most important cultural development that the country has seen in recent years". This is not one of those quotes where the brackets afterwards say 'in the field of broadcasting' or 'in the field of local'. This was without qualification. I wanted to quote that again because that is the potential that he foresaw for our sector in 2002.

I will really speed to the potential and the benefits that we have seen in our stations. So, the benefits for the individual come from training, and this will be not new for every practitioner, we focus a lot on transferable work skills, which brings quite a lot of funding, or should do, and similarly issues about literacy, English as a second language (ESOL) and, for me, the most important is the injection of self-esteem to everyone as a practitioner.

The benefits to the community are simply by having a grassroots information system. It is not cluttered with presenters and DJ ego and all of this. There are no media intermediaries here and there shouldn't be. You are listening to people like yourself and often you hear in your own way the language that you speak. We also adopt a 'sugar pill' approach: it's not about '...and here there is another thing about a piece of worthy information...', we make sure that there is also a lot of entertainment as well.

Community Radio reverses established media images. In some of the areas we tell people everything that's going on, the good and the bad. Amongst the volunteer body we have also 'spark plugs', people who come in and want to explain their music, they go out more, they are more engaged in their community and more willing to play an active role in their community.

The benefits to mainstream services are illustrated by the range of mainstream services that we work with as with many other stations across the country. All of these agencies are partnered with us and all of them return because of the effectiveness of community engagement that Community Radio delivers. That's the fast bit, I am going to slow down a bit now.

We have seen some of the potential for Community Radio. That potential has been realised in a vastly different scale across different stations. The purpose of my being slightly challenging today is to say that this potential will not be realised unless various challenges are faced.

There are some 'internal' threats and by internal I mean internal to the culture of our sector. One of these is what is called, in an old chestnut, the 'radio' ethos versus the 'community' ethos. You may recall Zane Ibrahim from Bush Radio in Cape Town, South Africa, at our conference, who said 'This is 90% community, 10% radio'. Lawrie Hallett from Ofcom said '80% community', well, I am fine with that as long as there is a big chunk for community.

It's about where you place your priorities, where your development, your drive, not just as a radio person, the radio is the 'easy' bit. Engaging the most marginalised in the community, delivering the maximum to those people, that's the difficult bit.

And with the mixture of different people coming to set up stations it's not a surprise that this ethos varies from station to station.

If I may put a personal point of view: some stations are delivering a fantastic local service, this does not maximise the social gain, this will be a brilliant radio station. It will be doing lots of local stuff, it might even involve lots of local participation, but unless you have a focus and the resources and skills to deliver social gain, as we are obliged to do with the regulation, then we are not going to maximise that impact.

Some of this comes from a lack of skills. Most of the people that are into setting up a community radio station in this country are radio people, no great surprise there. So how we are going to do community radio development? Make it up as we go along?. No, I don't think so. We need professional development, because a lot of those skills are not there at the moment. It's not surprising that radio in some cases is being promoted over community because if the confidence isn't there...

There is a real threat in under-funded infrastructure. An infrastructure is vital if we are going to face some of the challenges.

Some of the external threats: lack of recognition. With something so amazing, it never staggers me, it never ceases to amaze me that how much we stay below the radar. How do we do that? We are performing miracles every day and we are not getting the coverage and the recognition that it deserves, right across national, regional, local. This is not just about community radio, it's about the voluntary sector as well. We are so good at delivery, we are not so good at raising our profile.

There is a real threat around 'silos'. For example, we are with the Department of Culture, Media and Sport and the Cultural Strategy. Why are we not with Housing? Why are we not with Education? Why are we not with Health as well? That's a big challenge.

Next year - we think we've got it tough now - next year is going to be hell. There is going to be a massive downturn in public funding next year and with things perceived to be already squeezed, that's going to be a challenge. As is the current robbery of the Lottery to favour some event in a big town around here...ah, yes, the Olympics, that's right! Any viable pot is being raided to fund that and increasingly so.

Some solutions will depend, it goes without saying, on recognition. If more partner agencies knew what we would do, they would fund it. How we get that recognition? Well, we have to have research, we have to prove that what we do is of value, use the evidence and advocate to those people that can partner up with us. We have to have a scheme, a professional development scheme for the sector, where people can become community development people and realise some of this potential and we need a properly funded infrastructure.

Without that? Well it goes without saying... Community Radio will carry on. This is not saying that this is a threat to broadcast Community Radio. We are extraordinary resilient, we will carry on on a wing and a prayer - that's where we come from. There are beacons of brilliance, amazing experiences scattered across the country and that will continue.

But there will be low productivity if we are always chasing our tails and we are always under-resourced, if we are always chasing money and we are not delivering, this potential will not be delivered. That's what at stake with our sector.

The potential has been recognised, but at the moment I get the feeling that we are 'running on empty' and that's a real threat.

Donald McTernan, Negus Communications

Donald McTernan runs his own consultancy company, Negus Communications, which provides support to the community and voluntary sectors, particularly media and broadcasting projects. Donald has worked in community development for over 30 years and Community Radio for over 20 years. Current/recent clients include Ofcom and Community Media Solutions and ECOTEC.

I've been working in the voluntary sector for many years...I'm beyond angry now. I've developed good relationships with community media groups across the city and across the country. I do want to talk about London specifically because London is the city I was born in, London's the city I grew up in and London's the city for which I was manager for the CMA.

I live in South East London: I don't see any change. I worked for a group of pirate DJs, I was a pirate DJ in fact. We campaigned and eventually after 8 years of campaigning we got a licence. The licence now is in the hands of the fourth generation of a commercial company. The DJs that were part of the original group are back as pirates. These guys were 20 and 18 and 25, they're now in their 40s. They're still doing pirate radio and the reason they're doing pirate radio is because there is no other option for them in their communities.

So when we talk about community radio and what community radio can do for communities, I'd like to know why we are not talking about the communities that are not being catered for...We hear all the time how many diverse communities there are in London, how many different languages are spoken. How many community radio stations are there? Eleven? Out of a city of eight to ten million people? Even if there were twenty, it wouldn't even scratch the surface of the two hundred languages that are being spoken in our city. So again, the question I ask is what's the point in community radio? If I'm living on an estate in Hackney or in Harlesden then perhaps I may get to hear some music some of the time that does seem relevant to me. But if I live in the vast majority of the city, if I live in south London for example which I happen to do, there's nothing for me. Why is that?

I have overheard senior politicians and senior civil servants say community radio's job was, originally, to help remove the pirates. Well the pirates are still there, not just in my city but all over the country, in all the major metropolitan regions....How are we in the situation where we can celebrate the growth of community radio while for some people there's absolutely no change. I have to blame the government. My posting on the CMA list implied that I was blaming the CMA, but they are doing the job with the tools they can. Where are the resources to make these things work?

I've gone all over the country saying that if we are going to do community radio it's got to be on the same basis as commercial radio, the same basis as the BBC. I'm a licence payer and I demand from the government my piece of the licence fee. I'm not getting it from the BBC – it's still "hideously white". I'm not getting it from commercial radio or commercial TV – I don't know what they're doing. I pay a licence fee. I want to see a piece of that licence fee used for something that is relevant to me and for something I like.

Marketing, we're very good at it. Someone will create a magazine image or a poster and you've got an image of black person here and some Asian people there and some white people over there. It's all good, everyone's working together, it's diversity, but if that black person is from Hackney, and that white person's from Hounslow, and the Asian person from Southall, what about the rest of the city? Three very small communities.. You mentioned a radio station for 15,000 people. I live in a city of eight million people. 15,000 people is two big estates in one very small part of a very large borough.

I understand it is a spectrum issue, where are the infrastructure and where are the training courses, community development, there's journalism [to be taught], there's telephone sales.

It boils down for me to political will and money.

We must engage with the communities who are not involved in community radio now, work with them, using the skills that are in the sector, empower these people, let them know what is available, to work across the board with all these communities. And create enough critical mass.

Discussion

Peter Lewis, London Metropolitan University

It's interesting that Donald McTernan was, I think, suggesting that a portion of the licence fee could be made available to this sector. That's something that was proposed thirty years ago by the Community Communications Group, the predecessor of the Community Media Association and it's certainly the way that some of the German *Länder* fund their community media.

Caroline Mitchell, University of Sunderland

I want to go back to one of Phil Korbel's solutions. You are saying that radio people should become community development people. I'd look at the other way round and that's the focus of some of the training I've been doing with META-Europe. That is that we go to adult educators, community development workers, youth workers and make them radio people. I think that's the way round we should be thinking.⁴

Kyle Hannan, Radio Salaam Shalom, Bristol

I set up one of the first community radio stations in South Africa. One of the big things – and this is going back to what Donald McTernan was saying about engaging people – in South Africa was that every time the IBA, the licensing authority at the time, were talking about allocating new licences, they held public sessions and all the people applying for licences for any area were invited to go in and sit down with the Broadcasting Authority and pitch their case, and anyone else could object or add relevant information. Those were public sessions and the engagement has to happen there. The way they are doing things here, you send off a letter and someone sends back a letter which says "Congratulations, you've got your licence" or "No". Public sessions are needed before licences are issued.

Shiraz Durrani, London Metropolitan University

What is missing in all this, and I'm talking from an international point of view, is that people are being depoliticised and there is a lack of democracy in our society. So I think the key question is: Where is power in our society and how are people going to grab it back. Look at Venezuela and other countries in South

⁴ This approach is described as 'Tandem Training' in a recently published book which reports the training projects previously developed by the META-Europe team: Lewis, P.M. & Jones, S.(2006) (eds) *From the Margins to the Cutting Edge – Community Media and Empowerment*. Catskill, NJ: Hampton Press

America and learn some lessons from them. We are being too quiet and passive, hoping that people will give us some money. We need to start being more politically active. We have a course in this university on Activism. Perhaps we all should support that.

Ciaran Murray, NearFM, Dublin

One thing that stands out for me is that you've got to make sure you have well paid people working in community radio and TV. Donald McTernan was asking how can you get to those communities, you do need good people. We've had about twelve years of community radio in Ireland and most of the people who began it, with great strength and energy – they've gone. They just couldn't live on the low wages couldn't live on the low wages. You would think that with one of those quotes about making a huge cultural impact, that's the kind of thing you could sell. You'd say, in order to make that a reality, you've got to get the funding in, you've got to get that message in front of the right people. My former colleagues are now consultants working for the regulator, or else they're academics. They are not there on the daily grind and that's a worry to me.

Romie Singh, ABC Ukwazi, South Africa

I was interested in Patrice Berger's suggestion of exchanging programmes. In South Africa the emphasis on local programming makes that almost impossible. People are so protective about their local culture, the local languages that were banned under apartheid. I am interested to know how in France you can have a Muslim station talk to a Jewish station because I don't see that happening in South Africa unless through the internet.

Patrice Berger, GRER/CNRS

In France we have started a programme some fifteen years ago. It's interesting because it allows some 120 community radios to share programmes, French programmes, coming also from the francophone world. My radio in Lyon broadcasts programmes in foreign languages but under this scheme we are supposed to take those programmes in French. The scheme works because it is subsidised by state funding. In Lyon, Radio Salaam, for example, broadcasts mostly in Arabic but produces a lot of programmes in French and shares them with other radios.

Morning group sessions: examples of good practice

Near FM, Dublin Ciaran Murray

with Peter Lewis, London Metropolitan University

Reporter: Helen Manchester

Thanks to Ciaran Murray it was a really interesting session. Ireland is twelve or thirteen years down the line, they have had community radio for longer than us. Ciaran really made it clear that sustainability thinking long-term for projects was essential. A project needed to be funding-led, but also needs to have really clear strategic plan, so you go for your funding, but you fit your funding into the strategic plan. It was really important that you continue campaigning, lobbying, and having people do research in order to make sure people are aware of what you are doing.

The sector now has recognition from the Dept of Community, called POBAL, and receives significant funding from them. The stations are seen as community development organisations not as only radio stations. That's been really important for the sector in Ireland and everyone in the group agreed that it was essential for community radio in the UK too.

Ciaran talked about the importance of outreach work and community development work, and he said if there was one thing he would like us to take away from the session, it was that the bids would fall into place if you have good staff and you pay your staff well. They should be paid at the levels of commercial and public service broadcasters and you should insist that that's the case when you are applying for funding.



Ciaran Murray
NEAR FM, Dublin, Ireland
www.nearfm.ie

NORTH EAST ACCESS RADIO (NEARfm 90.3) is Community Radio for the North East of Dublin. The station is part of the Independent Radio and Television Commission's pilot in Community Radio. NEARfm is run by the Dublin Community Communications Co-operative, a registered non-profit making Co-operative Society.

The Co-operative is managed by the Management Board, elected at the Annual General Meeting. Shareholding is open to anyone subscribing to the aims to the Co-op and a single share of €5.

In 1995, the Co-op was granted a license for an 18 month pilot project. This was the result of over ten years of active campaigning, Now the Co-op has a five year licence.

Currently broadcasting from Monday to Sunday from 8am to midnight, the station has over 130 volunteers. These are drawn from both individuals and groups from our catchment area. Our membership to all members of the community whom we facilitate and train to produce their own radio programmes.

Programming incorporates a positive emphasis on areas such as facilitating and supporting community development, providing access and providing a platform to a wide range of local groups.

NEARfm broadcasts programmes produced by and for migrant communities and programming focused on disability issues--as well as representing the community more generally.

GTFM, Pontypridd, Wales, David Barlow and Steve Johnson

David Barlow

Reporter: Henry Loeser

We heard about the history of community media in Wales which dates back to 1980 when there was a community radio in Wales and through various evolutions it became a commercial radio station. The new [CR Order 2004] changed the landscape and allowed CR stations to be started in Wales.

There are now eight community radio stations in Wales and the political climate is very conducive to community radio. All political parties support the concept of community radio and the Welsh Assembly has approved the implementation in 2007 of a funding package of £500k for community radio. So devolution pays!

Steve Johnson talked about GTFM, originally a university station. 24 hour local news bureau. Separate training studio for presenters. Welsh language school programme produced by students. 5 full-time staff, 100 active volunteers, with 1100 names in the volunteer database.



Steve Johnson and David Barlow
GTFM, Pontypridd, Wales
www.gtfm.co.uk

GTFM was established in 1999 by the Glyntaff Tenants & Residents Association in Pontypridd as a community project working with local radio enthusiasts. GTFM broadcast in 1999 & 2000 for a month at a time using a Restricted Broadcast Licence (RSL) issued by the Radio Authority. The station has been hugely successful in attracting a large following of loyal listeners. The University of Glamorgan has a strong track record in running Media courses but ventured into the world of "live" Radio in 1999 and 2001, involving students, local school pupils and other young people in its broadcasts. The station "Fusion" won 2 BBC Radio 1 awards for excellence in student radio.

GTFM's affairs are regulated by a committee, the voluntary members of which have extensive and complimentary experience in management, media and community development. The station is run on a day-to-day basis by a Station Manager and a small team of full-time support staff, including a Volunteer Co-ordinator, a Programme Co-ordinator, a Broadcast Journalist and an Administrator/Book Keeper.

Additionally, the University of Glamorgan employs a Community Radio Tutor who co-ordinates our regular Radio Training courses as well as some of our evening broadcasts which are produced at the University's own studios. These include the 'Cardiff City Phone-I' (during the football season) and 'Showcase Wales' which features live performances by local bands.

Our volunteer broadcasters present the majority of our regular daytime programmes and all of our specialist interest music programmes which are broadcast in the evening and at weekends. Volunteers are also involved in producing, researching and administration too – and previous GTFM volunteers have gone on to have successful careers in the BBC and commercial radio.

GTFM has a loyal audience that seems to grow by the day. An audience survey conducted a couple of years ago estimated our weekly listenership to be 27% of local residents which is very encouraging as it would mean we'd have the second largest audience in the area with only Cardiff-based Red Dragon FM a little ahead of us.

So although we recognise Community Radio is more about making a positive contribution to local life than chasing ratings, we also reason that if lots of people enjoy what we do and - above all - find it stimulating and useful, we can make a bigger difference than if they don't.

That is why we try to match audience expectations by striving to maintain a 'professional' standard at all times.

DesiRadio and SoundRadio, London

Amarjit Khera, *Desi Radio, Southall*, Lol Gellor, *Sound Radio, Hackney and Salvatore Scifo*

Reporter: Romie Singh

Desi Radio – Amarjit Khera

There are 50,000 Punjabis in Southall and the new immigration into the area are Somalians. Desi Radio has to cover the transmission fee £30k p.a. for AM licence. So raising money is a priority. They try to use Indian artists and dancers - the women who form dancing groups to raise money for the station. But there is a question of how much money you can raise doing that sort of thing. If you raise £10k you have to spend £10k and there's nothing left over for the station.

Half a station manager, no marketing manager, no sales manager. Q: more professionalisation in the management? Community radio is resource radio. As community radio you are not easily categorisable. Is it culture, arts, communication, education?

Problem of putting a value on a resource. Reference to Griffiths University audience research⁵. How to quantify the qualitative.



Amarjit Khera
Desi Radio, Southall, London
www.desiradio.org.uk

Broadcasting 24 Hours a day on 1602AM in West London and around the world via the World Wide Web.

We aim to present Panjabi ideas, concepts and ideals to our listeners through a variety of poetry, writings and music. We are also seeking to improve links with other communities within West London to reflect the cultural diversity of the area.

The name Desi, is derived from the word Des meaning a specific Space or Homeland, which for us is the Land of the Five Rivers, Panjab. Our object is to analyse our practices and heritage and so ensure a better understanding of the Panjabi culture and traditions.

⁵ M.Meadows et al.(2007) *Community Media Matters: An audience study of the Australian community broadcasting sector*, Brisbane: Griffith University

Desi Radio is a community station staffed by volunteers many of whom have been trained by the various media courses provided by the Panjabi Centre.

The radio station was granted its licence in May 2002 as part of the British Government's Access Radio Scheme. It has a licence to broadcast for one year as part of this experiment which aims to explore how Access Radio - a new tier of not-for-profit radio which will have social and educational benefits - might work in practice.

The Panjabi Centre (where Desi Radio is based) is a charity working to raise awareness of the Panjabi language, culture and history through the provision of practical learning and skills.

This year has been significant in the history of the Panjabi Centre for many reasons.

We have been more successful in promoting the aims and objectives of the Panjabi Centre through various activities than we have in the past.

We have been running various media training projects, cultural social activities and most of all broadcasting 24 hours, seven days a week on Desi Radio 1602 AM for the Panjabi community in the six boroughs of West London.



Lol Gellor
SoundRadio, Hackney, London
www.soundradio.org.uk

Sound Radio is in the process of restructuring and relocating.

The station has been running in the Hackney area over the last 8 years and currently holds a five year broadcast licence. The project was the brainchild of Lol Gellor, now CEO of Sound Vision Trust and Karen Merkel. *"As a commitment to access to media Sound Radio aims to provide a multilingual and multicultural radio station that reflects, as far as is possible, the make up of the East London community to whom we broadcast on the AM/MW band."*

Sound Radio broadcasts on 1503 AM on the Medium Wave and on the Internet 24 hours a day 7 days a week. The station has significant coverage throughout the Thames Gateway, East London and (includes the City of London). In addition to a potential local audience reach of 4 million there is the reality of a global

audience fuelled by diasporas and specialist interests. There have been responses from New Jersey, San Francisco and Latin America.

Terrestrial coverage response ranges from Potters Bar (Hertfordshire) through to Croydon (Surrey). Sound Radio specifically engages with various communities and individuals previously without a voice to broadcast and develop their media careers. The station gives a variety of vocational and educational opportunities not only for the volunteers of the station but also to private enterprises. The station is rapidly developing into a highly regarded and unique dissemination point for a variety of news, information, and up to date entertainment promoting the positive aspects of a multi cultural and vibrant business community in East London.

Sound Radio has all the popular streams of programming associated with general radio but also encompasses the programme needs of specific communities, English, Afro – Caribbean, Latin American, Kurdish, Bangladeshi, Jewish, Turkish and some African languages. The station’s musical playlists includes every facet of current and past tastes, ranging from R’n’B and Hip Hop, through to Progressive Rock, Reggae and other ethnic music.

In his presentation at the colloquium, Lol Gellor spoke of the “martyrdom of the volunteer ...You invest your time and money in the station and then what have you got at the end of the day?” But the socioeconomic development of a community is under-emphasised. When people are talking about community radio they forget to evaluate the effect that the station has had on the community, for example in keeping drug addicts off the street or from criminals in choosing crime and rather going into radio. Community radio must form partnerships with community development workers in the area.

Radio Orange, Vienna

Eva Kuntschner, *Radio Orange* and Judith Purkarthofer, Austrian Radio Research Group

Reporter: Alex Campbell, Ofcom

Global Dialogues: Women on Air

The project has had to seek funding every 12 months which has had some interesting impact in the way it has been structured. It initially started with just a project manager trying to drum up support from programme-makers at the station. This was found not to be successful and an editorial group model was found much better for coming up with ideas for content. Some of the content has been on sustainable tourism, women in Darfur and sex- tourism in Thailand, for example.

Austrian community radio is funded through 3 main means: private donations, state funding and most importantly regional funding, in this case through the City of Vienna. However this project was ‘third-party funded’ this time through an

agency of the Austrian Foreign Ministry, the Austrian Development Agency. A partner in the project is a women's development magazine which has been going for some 25 years, *Women's Solidarity*.

Programme weekly hour-long slot mostly in German with some other languages in interviews.

Problems: new appointees have found it difficult to join in the group, due to the hierarchy of access. It's very white, very middle-class, very Austrian, problems with homophobia and blatant sexism, and resistance to certain types of political discussions.

More general questions: are we broadcasting for a community or by a community? What's more important, the producer or the audience? We heard from the Netherlands about some interesting audience research that's been done there, and also from France. Don't be scared of audience research, it can be very useful with funding bodies if you can say we know our audience wants to hear programmes on x y and z.



Eva Kuntschner and Judith Purkarthofer
Orange 94.0, Vienna, Austria
o94.at

ORANGE 94.0 is Vienna's local community radio station and has been on air since 1998, with about 500 volunteers a month broadcasting regularly. Apart from the 'in studio radio work', ORANGE 94.0 is also partner in national and international project teams. The funding of the station is based on 3 pillars, the so-called "free radio contribution" (Freier Radiobeitrag), a certain amount of money from the state and funding from the city of Vienna. This funding secures a great part of the basic operating costs.

In Austria, 15 local community radios in all parts of the country are organised in the VFRÖ, the Austrian Community Radio Association. In addition to the radio stations all over the country, one community TV station, OKTO TV, is operating in Vienna. These are the only media providing multilingual programming on a regular basis. Albeit, for migrant communities, the reception of broadcastings via satellite is really important.

In countries like Austria and Germany, former public broadcasting was produced in migrant languages as a reflection of the idea of short term workers, who were not supposed to learn the country's national language before going back their home country. With the change of perspectives and a more numerous long term migration (and more and more families arriving to stay), it came to a change to integrational (national language) programming. Now the goal was to inform

people in the national language and to make them participate in this language (exclusively).

Against this hegemony of (public) media, community radios got a greater importance in maintaining community languages. In referring to one of Bakhtin's ideas, this lead to a situation of *multivoicedness*, where every member of a community is able to represent him/herself.

Despite community radios's function of representing those who have been underrepresented or not represented at all, it is still noticeable that women have had and still have a hard time entering already existing structures. This goes for white, educated middle class women as well as for women of migrant background, lower education or different ethnicity.

For this reason, the example of good practice from Vienna is that of a third-party-funded project which managed to build and maintain a women's editorial group that, for the last years, has produced a very successful weekly hour-long feature on development politics and women's lives in the South on ORANGE 94.0. The presentation explores the reasons why this might be working as well as the project's 'dark sides', which also need to be taken into account.

Report back on Afternoon group sessions: 'Looking to the Future, meeting needs'

Chair: Caroline Mitchell

Research

Salvatore Scifo, London Metropolitan University and Helen Manchester, University of Manchester (Chairs)
Lawrie Hallett, Ofcom (Reporter)

Difficulty for practitioners in finding data. Time constraints in gathering, collating, dealing with information when you are trying to run a radio station. There is quite a lot of information out there, but stations aren't aware of it. Importance of bringing more stations into the research loop. Research is much more than collection of numbers listening, it's about looking at resources for programming, the delivery of social gain.

Some discussion about the object of research – is it community radio, or community development? What do we mean by community radio? In our sector, research is very practical, it's policy-led, but doesn't really touch on the underlying meanings of community radio, so we need to start with a definition or theory of radio. A horrible suspicion we have been here before and will be there again.

Very important: it was suggested we should look into research into best practice because much of this could be usefully transferable even though the definition of community radio does change according to geography.

A practical point was made about the issues of getting research that applied to funding: the hoops that have to be jumped through when applying for projects and the fact that if that was followed up and evaluated that would be a very valuable source of information. The problem is people don't have the time to do the follow-up.

What defines the successful criteria for a community media project? Is it about the transferability of skills and the benefits to those being served by the station or about what the station actually delivers in terms of programming?

There were issues about identifying the target community and what that community needs, and seeing community radio as a training ground for broadcasting more generally.

Finally there was a point made about the value of low budget research and how this can deliver valuable data. It's about keeping that feedback to stations and evaluating it.

The overall conclusion was that we are in interesting times. It's an interesting phase in a new sector of broadcasting and the only conclusion we came to was that we have yet to work out what will really work in terms of research.

Caroline Mitchell, University of Sunderland Can I just ask a couple of things about research which I've picked up from the conference as a whole? It's backing up what you are saying about the need for research into community radio/community media audiences, so that community radio stations can justify themselves to funders. No stations can enjoy a RAJAR type research but with this low budget research it is possible to have profiles of our audiences and what they are doing.

And linked to that, increasingly stations are being asked by academics to allow students to do work experience with them, and to do their dissertations about aspects of community radio. I've spoken to some people who say they feel that the research agenda is often being set by postgraduate students rather than by the community radio sector saying what they need in terms of research. There may be a role for the CMA or the Radio Studies Network to respond to stations who say we need research in this kind of area and to link them up to people who have time to do research.

Policy

Peter Lewis, London Metropolitan University (Chair),
Karen Cass, RadioReverb, Brighton (Reporter)

The session started with Jan Runge who has recently completed a report for the Culture and Education Committee of the European Parliament. He explained what the study was about and how it came about.⁶ Among the other points covered in the session were that

- community media was a form of local public service broadcasting – it is so regarded in The Netherlands – and the sector should be represented in discussions about public service broadcasting
- there was need for the sector support agency to be centrally funded (comparisons with Ireland and The Netherlands)
- the digital switchover might release analogue frequencies and a case could be made for these being assigned to community radio. In London there was a desperate need for such frequencies.

⁶ The full report is now available at <http://www.europarl.europa.eu/activities/committees/studies/download.do?file=17791>

- a range of different government departments deal with issues that are constantly in the focus of community radio. Should we have to deal with each separately? Was there not some way an inter-departmental committee could handle community media funding?
- efforts should be made to keep the MPs who signed the Early Day Motion supporting community radio⁷ in contact with the sector, for example by inviting them to future meetings
- MEPs also should be targeted, starting with those who are members of the European Parliament's Culture and Education Committee whose report has been published.
- Peter Lewis suggested that those present might form a policy monitoring group; the Community Media Research Group would make an application to fund a policy network

A representative of the Cultural Strategy Team of the London Mayor's Office was present. She was reminded of the GLC's support for community media in the time when Ken Livingstone was Leader of the GLC. £1.5m was made available in 1985 to community groups in London. The workshop learned that the present division of responsibilities in the Mayor's Office was decided in 2003. Since this was a year before the Community Radio Order, community media is not at present on the agenda of any of the Mayor's advisory teams.

Funding

Phil Shepherd, Chair, CMA Council (Chair),
Becky Telford, OX4 FM (Reporter)

This group included representatives of the Department of Communities and Local Government (DCLG) and the Ofcom manager of the Community Radio Fund (CRF). Amongst the rest, there was probably "more experience than success" in applying for funding. Funding for community media fits into the macro level of changes which links in to the things we've been talking about. But there's also a move away from a grants culture which is happening right across the board for all kinds of funded organisations towards public service contracts and looking at sustainability of the community radio sector - we are in a position to do that because of the licensing system. We can say we know it's successful, we know it's been effective, but how do we articulate that, and why is that the case? Our concerns also link into some of the macro-level issues such as public spending reviews, tax and advertising, digital divide sell-off – all the conversations that will filter down into how community media are funded.

⁷ <http://edmi.parliament.uk/EDMi/EDMDetails.aspx?EDMID=32642&SESSION=885>

We focussed a lot about how we can raise the profile of community radio stations individually and the sector as a whole. A problem is the semantics of the word 'community' and how that doesn't necessarily link into a professional product. We talked a lot about grants. Because community radio is a lot about community development a lot of the money that has come to people is about regeneration, community cohesion, social exclusion – all of those areas of funding. And we looked at things like 'black spot areas' where you might be in a very disadvantaged community but your area round you geographically is not disadvantaged, and therefore the funding streams are very different for projects in that situation and how to go about dealing with those.

You need to ensure that you have a quality professional product which is accessible and interesting. We tend to have that; it's how we sell it. Raising money is hugely time-consuming. Capacity building is needed, either within your organisation or using horizontal networking, sharing the skills with other radio stations and agencies. Looking at things like partnership working which is particularly promoted by Ofcom's CRF and how we can be accessing funds in consortia either locally or within your geographical region as community radio stations together, very much with the focus on social gain.

The importance of funding by portfolio and not placing all your eggs in one basket was raised. So we talked about grant advertising, events, sponsorship and advertising and some of the ethical quandaries, 'selling your audience' and how you can go about that in a constructive way. Classified advertising, membership fees.

Production and distribution workshop

Bill Best (Chair)

The workshop examined appropriate tools for Production and Distribution for community radio. For Production, both hardware and software tools were discussed. Since the demise of the mini-disk format, community radio practitioners have found new digital tools with which to record content and the relative merits of gadgets such as the Olympus range of voice recorders versus the Edirol suite of MP3 recorders were discussed. Cheap hardware solutions for portable mixers, suitable microphones and cost effective headphones were shared.

Looking at software, open source solutions for common tasks in radio production were explored and there was an in-depth discussion comparing the open source audio editing platform Audacity to Audition, the commercial equivalent. It was agreed that Audacity was highly effective in a community radio environment. Automated playout systems were examined such as mAirlist and Rivendell. A discussion about suitable open source content management systems for community radio stations also took place.

There was little time to discuss "Transmission" but free and open source applications for webcasting were examined - the CMA recommends using Oddcast for webcasting with the Canstream service (<http://www.canstream.co.uk>). The group expressed a need for a content sharing and syndication platform and as a result of the workshop the CMA launched Getmedia shortly afterwards: <http://www.getmedia.org.uk/>

Training

Magz Hall, Canterbury Christ Church University (Chair)
Andrew David, Siren FM/University of Lincoln (Reporter)

We were hoping for an exchange of good practice among the group, but in fact it became a much more fundamental discussion about what exactly training meant for community radio stations and how it can be delivered.

Training comes in very basic packages. One is 'backpack radio' production unit which you take out to where people need it – taking it to the stations, taking it to the groups, taking it to the communities – we've done that in Lincoln, and Magz was talking about how at Christchurch Canterbury, she buys laptops and portable digital recorders and takes them into schools and youth groups, trains the staff people on site and they then train the trainees, actually getting down to a very basic 'raw' form of training.

There are two levels of training: training at the physical desk, making sure the meters are right, making sure the levels are right, making sure you introduce things properly, making sure you're close enough to the microphone - basic things like that which can be taught in a day.

The other side of it, which ties in to a lot of the things we've heard this afternoon, is training for the managers, training for those who have to administer all this. They tend to be those who work in isolation, who have to oversee teams of very willing volunteers, and they need training in how to do this.

So there's the physical training, the practitioner training, and there's the more theoretical academic training, or finance training, or technical training – which moves you in different directions.

We came back, time and time again in our session, to saying what do we need, we need it here, we need it with the people we are working with, so the bottom line is trying to devise some form of very concise mobile training.

One of the best examples is the package laid out in META-Europe's course (**further information in Appendix C**) very concise, training, in this case for trainers. We don't necessarily, at base level, want lots of add-ons, extras, improving things. That can come later. When you're dealing with someone who's

queued round the block because radio seems a great idea and they've noticed a radio station's opened on their street, what they want to know is how can they get on air, and how can they get on air safely and quickly.

There was one final initiative we learned about - FIRE, Feminist International Radio Endeavour⁸, based in Italy, where these radio practitioners turn up with radio in a backpack, somewhat like the team in Nepal we heard about at the Lincoln conference

Caroline Mitchell, University of Sunderland

As well as that kind of basic training, talking to community and youth workers in this room, I was made aware of the need for basic introductory courses for community and youth workers to see how radio can be used in their daily work in youth clubs and community centres and so on.

⁸ <http://www.radiofeminista.net/indexeng.htm>

Final Plenary Session *What is to be done?*

Chair **Peter Lewis**, London Metropolitan University

Panel

- **Patrick Atagana**, Community Renewal and Liveability Division, Communities Renewal Programmes, Department for Communities and Local Government (DCLG),
- **Soo Williams**, Community Radio Manager, Ofcom,
- **John Mottram**, Radio Broadcasting Policy, Department of Culture, Media and Sport (DCMS),
- **Jaqui Devereux**, Acting Director, Community Media Association

and speakers from the floor

The full recording of the final plenary session can be heard on www.communitymedia.eu. What follows is an edited version of what was said, organised under topic headings:

- **Sharing best practice in skills of management & fund-raising**
 - **This is about community *media* not just community *radio***
 - **Let London voices speak!**
 - **Ideas for funding stations & projects**
 - **Funding the sector**
 - **Evidence of impact is already there: e.g. crime prevention**
 - **Frequencies needed in London**
 - **Raising the sector profile, 'political will' - for the attention of the Prime Minister and Mayor of London**
-
- **Sharing best practice in skills of management & fund-raising**

Lawrie Hallett, Ofcom

Some community radio stations are extremely good at the process of accessing funding for grants and projects, others are extremely good at the commercial side in raising money through advertising and sponsorship, but there doesn't seem to be a clearing house, an ideas bank whereby the two groups can exchange ideas. There is the Community Radio Toolkit but it doesn't cover this in great detail. I think it is a weakness in the sector that we don't have best practice in terms of fund-raising. There isn't a core resource available to it. And of course it's one of the requirements of legislation. The legislation says you must be multiple-source funded.

Soo Williams, Ofcom agreed, and added

“I’m not just talking about funding I’m also talking about skills sharing and training. I think that will grow anyway, but sometimes in some areas it needs something of a kick-start. People must take the initiative and actually talk to other groups about what they are doing and what they might best do.”

- **This is about community *media* not just community *radio***

Phil Shepherd, CMA

We rightly focussed on radio to-day, because radio’s the sector that’s been enabled to the degree that it has been. It’s happening and it needs to be supported. But let’s not forget what’s happening elsewhere – community TV, our colleagues in the education sector, and across the hugely burgeoning digital media practice where there’s massive creativity happening on all sorts of platforms and all sorts of levels. They are our allies and we need to be hooking up with that wider energy and making sure that we’ve got our systems of communication in place, that our infrastructure’s solid ..I’m really putting in a plea for us to sense our wider collective strength and for that to be our guiding principle.

Jaqui Devereux, CMA

We’re called the Community Media Association because we are not just about radio. There’s a huge amount of evidence out there about how community media works - its impact, its effect on lives. And when we are doing research on this subject we should get away from the notion that it just has to be about radio because that’s all the government has enabled so far and recognised. If we’re looking for evidence that community media has impact, let’s research the whole sector. There are lots and lots of short-term RSLs (Restricted Service Licences = temporary licences) in this country with huge swathes of evidence of what they do. There are huge numbers of internet projects, and a few TV projects. We’ve got kids radio who are members, we’ve got internet projects based in football clubs. The CMA is not just the CRA.

The essential thing is about media and communities and that it helps change lives. [Of community of interest stations] the best of those don’t just say “we’re here to serve that community” as a closed inward-looking thing. The thing about community media is that it’s about bringing different communities together. It doesn’t matter what your initial target community is, it’s about widening out, about the whole communities in a locality coming together and sharing things, cross-generational stuff, learning about each other.

- **Let the London voices speak!**

Donald McTernan, Negus Communications

I think I'm going to go back to the first principle in all this. I find it difficult to understand why we are in exactly the same position we were twenty or thirty years ago. In my part of London it hasn't changed since twenty years ago. We've got 147 stations but we still haven't got one in south London that is representative of the different communities in south London.

John Mottram, DCMS

I find myself agreeing with Donald considerably in his comment though I wouldn't sanction pirate radio

Soo Williams, Ofcom

I found Donald's impassioned plea for radio, that community radio is part of London but still hasn't arrived and how's that going to be facilitated - I think it's a very good point.

Phil Shepherd, CMA

It's important that voices are heard that maybe government doesn't want to hear, and those are going to be heard and they need to be heard and whether we work with those voice or we are those voices, they are going to bubble up from time to time and this surely is a vital and necessary part of any healthy community or nation of regions.

- **Ideas for funding stations & projects**

Peter Vautier, London Chinese Radio Huayu

To share ways that we've got funding: Community radios often have minority languages which is how we've done it. A lot of government agencies are looking at ways to deliver their message to minority language communities. So for example, the *Southwark Refugee Outreach Unit* approached us because they wanted to get their message to the local Chinese community. The radio is a very good way of accessing scattered communities. We haven't got a transmitter so we've been delivering programmes on CDs which we've been distributing through libraries and supermarkets etc. How to access services, what to do if you encounter racism, integration – and that goes down really well with the funders. *Southwark's Community Integration and Development Unit* have said please tell us when you have your next volunteers meeting because we'd like to come and meet them. You can build up these relationships if you have a CIDU in your borough. There's plenty of scope for partnership work. Another example: the *Chinese Advice and Information Centre* approached us about a partnership programme around domestic violence. With such collaborations you can do joint funding applications.

Loi Gellor, Sound Radio

Agencies are beginning to realise that if they want to get to specific communities this [community radio] is probably the best game in town. A number of boroughs - and probably also the Mayor's Office - are realising community radio is a unique resource. So there're lots of possibilities - probably more for the non-English languages than the English language in London, but the trouble is you've got another layer of organisation for the community radio station. I've got normally about twenty-seven, twenty-eight languages across the schedule. Yes, we should be doing joint funding applications with organisations as London Chinese Radio Huayu are doing, but how do you put in bids for X languages to Y boroughs? Have you got the resources to put together a package that is effective in going after funding?

Kyle Hannan, Radio Salaam Shalom

Bristol Council came to us and said we'll give you a bit of money to do something. And everyone else who's worked with councils say that there's a £5k threshold below which there is a minimum of paperwork and it's very easy to get and to deliver on quickly, and that means you are on the council's books as a preferred provider. And that means once you've got that £5k deal signed and your SLA (Service Level Agreement) finalized, next time it's very easy to get much more funding when the council wants to work with a community group because they want access to the groups you work with. I would say to anyone who is wanting to get into council funding, don't discount those small amounts. Because if you do well with that £5k, the next time you'll be the people they sit down with. People like Community Development Managers, and cohesion people.

Romie Singh, ABC Radio Ulwazi, South Africa

South Africa has been in a different position than the UK is now in. We had funders to support the new democratic dispensation - international funders and national funders. But that funding has more or less dried up. So the buzz word for community radio in South Africa is now *self-sustainability* and that's a word that you haven't mentioned once here... So how to be sustainable is the way we've been looking at it, and to try and change that perception that you are a not-for-profit organisation. You *should* make profit, but the profit will be ploughed back into the station and into the community. Multiple-sourced funding should include trying to get local people to support the station in whatever way, whether it's through a small fee or through local businesses. It should be self-sustainable.

You can also try and get the big spenders in your area. For example, you could come to a deal with your telephone companies that your live shows can be subsidised because people won't phone in if they are going to pay the bill, especially poor people who haven't got the means to hang on to a telephone line for 2 or 3 minutes. But if the shared call system can be introduced. Little ways like that to make it easier.

Of course community radio does become more commercialised because you are relying more on advertising but the whole sector is still under strict regulation so that the programming still has to comply – certain quotas of women on the board of management, or disabled people or whatever – those still apply. Using capitalist ways, if you like, of becoming self-sustainable while still keeping the social messaging.

- **Funding the sector**

Steve Buckley, AMARC

I want to state again how important the issue is about getting public funding into this sector. This has to be sorted out because in the next few years, if it's not, there will be failures in this sector, potentially quite high levels of failure, and people will say, well, it was set up to fail. And they will blame the people who could have taken decisions to get this right now. Now is the time. We've had a small fund for a few years and a small number of radio stations. We're just about to hit the comprehensive spending review, it's probably going to set whatever funds might be available for the next three years. In the next three years we're going to have a lot more radio stations. When this fund was set up to start with we were getting about £30k per station. That was a reasonable amount. The consensus in the sector and with the regulator that £30-50k was probably the sort of amount an average station would need from this fund in order to get the right mix in place and to counter-balance the lack of advertising. And those figures factored through into the government's own analysis of the impact assessment and they were part of Professor Everitt's Report [REF TO OFOM LINK], and it began spending at that level. Now it's spending about £10-£15k [per station] – Sue could tell us what the average grant is now – and also far fewer stations are getting the money because there a lot more stations out there. Next year I suppose we'll be down to about £5-£10k per station and the proportion of stations applying that actually get funding will be less again. It's becoming a joke. It would continue clearly to be a joke but a very bad one for our sector if the agreement for the future continues to pitch it at a level per year that is less than the average salary for a year of a breakfast DJ on Radio 1.

Phil Shepherd, CMA

Just to echo Steve's point about the absolute paramount importance of some kind of serious injection at this point because I think the sector is fragile, all the good work that's been done over the years, the momentum that's been built up, is seriously fragile. Meanwhile we live in a fragile consensus which desperately needs this plurality and diversity of voices to be heard and to know that they are being heard. So that's critical.

John Mottram, DCMS

Addressing the issue of the Community Radio Fund, we will hopefully know in the next week or two where we are with that.⁹ I would warn against any mechanism whereby the community radio sector was reliant on government funding, because governments change, priorities change. The self-sustainability issue is key.

- **Evidence of impact is already there: e.g. crime prevention**

Al Garthwaite, Vera Media & Leeds Eleven FM

Last summer, with some other third sector organisations, we offered an integrated partnership summer activity programme which ended up engaging three hundred children and young people over six weeks. Our DVD and radio sessions which were for twenty hours a week every week engaged seventy-five of those children and young people. During that time there was a 75% reduction in reports of anti-social behaviour to the police by children and young people of those ages and backgrounds in the target area. And that was a really telling statistic and what was good is that the police keep those figures anyway and you could put the things together without having to go out and do your own research. So there are people such as the police out there who are keeping those figures and you can measure the up against each other and you can use that as proof, and that works in a number of different ways. But also being in a partnership with a number of other organisations was helpful because there was a significantly larger number of young people than we would have been able to reach during that period of time.

Lol Gellor, SoundRadio

I know this chap, he would normally be doing a five-stretch in a Category A nick, costing five grand a week. He'll turn round and he'll swear on his youngest child that if it hadn't been for Sound Radio he'd be doing that now. Instead of which he's doing an electrician's course and he does a radio programme. That's £5m just on him. I'm not asking for £5m, I'm not asking for four, but you get the point. If Phil up in Manchester saves ten people from Category A time and I do the same in London, we've just saved about £80m in the next six years. So we do need the research

Phil Korbel, Radio Regen

Well, the interesting thing is, I don't know if that research is there in that sort of form. The practice is definitely there. We know that's there, scattered across the country, we know that's going on, good practice *proven* – it can be secondary research because it's proven by our outputs and our endless bleeding returns to all the funders. All of that is proven, signed off, postcodes and the lot. The proof of the pudding is there and these are things the government is dying for solutions for. You know the headlines scream out, ***What are we going to do about gun***

⁹ The decision to renew the CRF for three years at the same level was announced on October 29 <http://www.theyworkforyou.com/debates/?id=2007-10-29a.621.0&s=community+radio#g624.0>

crime, the broken society? and all these things. Hello - we're doing it! And yet we are scrabbling around for money, banging our head against the proverbial hard surface, and we know the solutions are there. Why on earth is Sound Radio off the air for lack of, for martyrdom and all of this? It beggars belief, so, really, we have the answers and the money we are talking about is so piddling in government terms. We've just got to get through to people who'll listen. We're starting the process. We'll bring it to south London, for goodness sake. We know it's working.

Soo Williams, Ofcom

On the research, sharing information side of things, we are doing a review of the legislation at the moment. It's pinned on to the *Future of Radio* work that we've been doing. That's a whole separate section on community radio because DCMS asked us to review the legislation. As part of that we have gathered data from round about 30 stations on the delivery of the social gain, the delivery of the key commitments that they have taken, on how well they've done in delivering on those promises they made in their licence, and also on where their funding has come from. So we hope we will have some kind of information about how the sector is funded, the range of funding models, the range of requirements. We hope the work that Lawrie has been doing will give us something that we can publish, within the next six months, on the range of funding models and best practice too, that will help set in context the health of the sector up to this point in time.

Caroline Mitchell, University of Sunderland

I like the phrase we need the research to pull the research together and surely this is one role the Community Media Research Group can have.

- **Frequencies needed in London**

Jaqui Devereux, CMA

What happens for example with freed up FM spectrum in London? It might solve of the issues around community radio in London.

Soo Williams, Ofcom

We've talked of London in a number of contexts and spectrum is one of the big issues there. Let's hope over the next few years there is some migration of analogue stations onto digital platforms and there may be some room for putting more community radio stations on to FM. It's certainly something that Ofcom has said in its *Future of Radio* and other publications. It is an ideal that we would like to happen but we'll have to see how that progresses.

- **Raising the sector profile, “political will” - for the attention of the Prime Minister and Mayor of London**

Jaqui Devereux, CMA

Political will to change the climate for community media is created because you and me write to our MPs, you stations get hold of your MPs and MEPs, you let us [CMA] know what you are doing as a national association and we go and lobby as well. Is there a political will to do anything about the Community Radio Fund? Is there a political will to change it into a proper Community *Media* Fund? Is there political will to give spectrum or some other appropriate means that we can afford to enable us to continue existing? Steve Buckley brought this up in the policy workshop: we don't require a lot of spectrum for community media to really thrive in this country. That political will is created by you and me and connects with the recognition message. And we really need to mobilise the whole sector again and again and again. It happened around the Early Day Motion (LINK) and that was great. Loads of people got on to their MPs and the MPs went and signed it. But the momentum needs to be kept up because political will is a thing that will change.

Donald McTernan, Negus Communications

Successful, professional radio requires money and what we need to do is aim for Gordon Brown and then push our way down. But at the same time with the organizations on the ground doing their bit and pushing up. It's a pincer movement. It's not anyone's individual responsibility, it's a collective responsibility.

Phil Korbel, Radio Regen

About the lobbying. We need to get in front of Gordon Brown and the questions are very, very simple:

- ***What would you pay to keep hundreds of lads from joining armed gangs?***
- ***What would you pay to help thousands of new UK residents to effectively learn English?***
- ***What would you pay to lessen spending on prescription drugs for depression?***
- ***What would you pay to keep thousands of children from truanting?***

That's only the beginning of the list. We know community radio works. The practice is there. Those questions need to be put in front of the people who make the decisions, trickle it down, boot it up, whichever way it will go.

Steve Buckley, AMARC

I think we all have a responsibility to get this sorted out. Yes, the sector has to lobby harder, yes it's got to push its MPs to talk to Gordon Brown, to talk to the Secretary of State and so on. But it is also the responsibility of the people who

have been involved in making this settlement – civil servants that have been through the papers on this, they know the story, they know what the settlement was that was made when it went into to the 2003 Act, people in Ofcom who could be speaking out louder on this issue. Ofcom's been very vocal on the case for a £700m public service publisher but it's been rather quiet on this question and it's important.

Unidentified speaker

I'm addressing this question to Patrick Aatagana (DCLG). The previous minister for Communities, Ruth Kelly, in writing to the then Prime Minister, said "We need to ensure that local communities have the powers they need to respond to economic, social and cultural trends and to create cohesive thriving and sustainable communities capable of fulfilling their own potential and of overcoming their own difficulties including community conflict, deprivation and disadvantage. Empowering local communities is central to our wider objective of democratic renewal."

I think community media, radio and TV, is surely the best mechanism we have for achieving these aims. Can we look forward to getting the whole-hearted support of DCLG in the near future?

Patrick Atagana, DCLG

In the policy there is no actual statement referring to community media as such. We have BME (Black & Minority Ethnic) representation in DCLG right now. It's a question of how to engage those voices of ethnic groups who are not heard. You should refer to the Prime Minister and possibly also the Secretary of State for DCLG. Unless you ask right to the top, you are not going to get anything. You are looking [for support] from the Mayor of London, no. You are looking [for support] from local authorities, no. My opinion is: go to the Prime Minister, and formulate a good plan, a good presentation, with some other stakeholders to support you.

John Mottram, DCMS

On the issue of political will. It won't be me who changes a minister's mind, whatever you believe from *Yes Minister*, it will be you guys. It will be you, your MPs, your MEPs, it will be the people in the corridors of power, it will be the people who can get meetings with them quickly. It will be the people who can go to all-party meetings. If you want to change political will, put yourself at the top of the agenda.

I beg to all of you write to your MP. I've never known one MP come out of a community radio station and say "that's rubbish!" They all love it, they are thoroughly engaged by it, and as soon as you can get them in the door, then you'll have an advocate and a powerful advocate. They are the people who will change political opinion and put pressure on.

Evaluation of colloquium

Two methods of evaluation were used:

(1) an external evaluator, an academic and practitioner who was also experienced in training and evaluation, was asked to assist feedback during the colloquium and make a subsequent report. The report is included in full (below) and sets out a remarkably clear and useful agenda for future activity by the Community Media Research Group and others in the community media sector.

(2) One page questionnaires were included in the delegates' pack and 26 were returned. The response is summarised below.

Report from external evaluator

Caroline Mitchell

Senior Lecturer in Radio, University of Sunderland and Independent Community Media Consultant

19th September 2007

1. The colloquium attracted 90 participants and represented community media practitioners, (most were community radio stations in London and inner city stations from rest of Britain and some community television and online /internet projects); regulators and industry representatives (Ofcom, Community Media Association [CMA] and World Association of Community Broadcasters [AMARC]); government departments (DCMS and DCLG, London Mayor's Office), academics from 14 UK Universities and some doctoral students. Invited speakers from Ireland, Netherlands, France and Austria provided an important international context given their experience of regulation, funding and production of Community Media (CM). It is unusual to have such a good balance of stations, regulators, support organisations and academics in one arena and this led to rich and thought provoking presentations and discussions throughout the day.
2. The conference format worked well. Plenary speakers had been well chosen and were informed, passionate and experienced advocates for CM: they also raised critical questions about funding and representation in the new sector in London and beyond. The size of groups and the organisation of case studies and workshops with two speakers/discussants meant that these sessions and themed workshops were participatory. My impression is that although inevitably some debate was dominated by those with strong opinions people largely felt comfortable about contributing and the feedback sessions to the wider conference worked well. There was plenty of time for general networking in between formal sessions and I felt there was a really good atmosphere generated here.

The facilities at London Met's Graduate Centre, including the catering, were very good and the conference organisers should be congratulated for the attention to detail re conference information, chairing arrangements and cgeneral support to participants/speakers.

3. Suggestions for future activities/role for the Community Media Research Project (CMRP)

3.1 Research/Policy/Promotion

- ❖ Need to bring together existing research in to practices and audiences about CM so that stations can access it more easily for promoting themselves and justifying themselves to funders.
- ❖ There were some excellent examples from plenary sessions of 'evidence of social gain' which could be gathered by CMRP
- ❖ The use of existing databases available from Radio Studies Network and IREN could be promoted more widely by CMRP.
- ❖ There was a call for stronger promotion and public recognition of the value of CM as part of the Public Service (Media) Sector
- ❖ Supporting CMA members and staff to raise awareness of Community Media in London through lobbying and strengthening links with of Government ministers and departments (including Prime Minister and Mayor's Office)
- ❖ Need to work with and engage Black communities in London who are currently under served in CM.
- ❖ There's a need for a press release to promote the achievements of the conference: There are some really good examples of CM success/fragility as a sector and quotations from some speakers (Phil Korbell, Des Shepherd, Al Garthwaite , Steve Buckley, Don Mc Tiernan) that could be used.

3.2 Research/Funding:

- ❖ There was a strongly expressed need for support in generating public funding for stations who were on air or preparing to broadcast. This includes support for writing successful funding applications and seeking out new areas of funding.
- ❖ To quote Phil Shepherd, CMA Chair ' we need to acquaint ourselves with the business plans of the relevant government departments-DCMS, DfES, Office of the Third Sector, DCLG etc. We need to emphasise our cross cutting potential. We need to make it clear that we are at least as much about community as about media " (Airflash Issue 95, Summer 2007)
- ❖ There needs to be political lobbying at national and local (London) level for *core* funding for both stations and CMA in order for CM to fully realise its potential.

3.3 Training

- ❖ Identification and dissemination of London based community media training opportunities and resources.
Find way of transferring skills horizontally across community media sector
- ❖ Need for basic management, marketing and finance training for CM volunteers and staff (this was also highlighted by Everitt in his 'New Voices' report). CMRP could make links with academics/ trainers in appropriate department at London Met for this.
- ❖ Need for introductory course to community radio for voluntary /statutory sector workers e.g. community and youth workers, adult educators, advice workers to see how community media can be used in their daily work as a development tool.
(NB Although this kind of course been developed by META Europe, EC funding restrictions mean that UK participants can only get funding if they do a course *outside* the UK.)

3.4 Future conference.

It would be beneficial to hold a further workshop/conference for community media practitioners to meet with policy makers, funders and practitioners in the fields of community development, social work, children's services, housing, health, police and so on with the aim of identifying parallels in their practices with those of CM and mutually beneficial projects and funding streams. There should be representation from nations such as Scotland and new media and TV projects at this conference.

Summary of questionnaire response

Delegates were asked what they considered most useful and least helpful about the event; whether it met their expectations; for comments on the administration of the colloquium, and whether they had gained ideas for future activity in the areas covered during the day – *funding, policy, production & distribution, research, training*. Finally there was space for free comment.

The response was overwhelmingly positive.

Most favourable comments were about the opportunity for networking and for hearing about other people's different and diverse experience, sharing ideas, and that this took place in a mix of academics, practitioners, activists and policy makers. Quite a few asked for more of these events. The most useful aspect for the invited Irish speaker was "that a university could be allied so closely with community radio."

A few adverse comments came from delegates with a long way to travel about the early start they had to make and having only one day for the colloquium, and from vegetarians complaining of the meagre options at lunch.

Particular sessions were found useful by this varied group of respondents, for some of whom the foreign experience was new, others mentioned the training workshop. Several picked up on the idea of sharing skills as partners in fund-raising.

Conclusion

This highly successful event launched the Community Media Research Group (CMRG) based in the Department of Applied Social Sciences (DASS) and the issues raised during the Colloquium as well as the external evaluator's report have been useful in suggesting the Group's agenda for the future. Some of the recommended action can be undertaken within London Metropolitan University, and some will be a matter of collaboration between the different players in the community media sector.

Government

Central and local government need to recognise the contribution community media are making to social inclusion, community development and regeneration. The Community Radio sector in particular, now expanding rapidly, needs more support than the DCMS's Community Radio Fund can provide. Ways must be found, through a range of programmes and through inter-departmental co-operation, to find the funding that enables the delivery of the social gain community radio so manifestly provides. In London, where the Mayor's Office does not at present recognise community media as relevant to its responsibilities, a special effort is needed to find and fund unheard voices.

Policy, promotion, research

- collate and publicise existing research and examples of 'evidence of social gain' so that stations can access it more easily for promoting themselves and justifying themselves to funders.
- work with and engage Black and Minority Ethnic communities in London who are currently under served in community media
- Support for CMA to raise awareness of Community Media in London through lobbying and strengthening links with of Government ministers and departments (including Prime Minister and Mayor's Office)¹⁰

Training

- Identification and dissemination of London based community media training opportunities and resources.
- Assisting the transfer of skills horizontally across community media sector, e.g. in writing successful funding applications and seeking out new areas of funding.
- Provision of courses introducing community radio for voluntary /statutory sector workers e.g. community and youth workers, adult educators, advice workers to see how community media can be used in their daily work as a development tool.
- Provision of courses in basic management, marketing and finance training for community media volunteers and staff

¹⁰ To quote Phil Shepherd, CMA Chair ' we need to acquaint ourselves with the business plans of the relevant government departments-DCMS, DfES, Office of the Third Sector, DCLG etc. We need to emphasise our cross cutting potential. We need to make it clear that we are at least as much about community as about media " (Airflash Issue 95, Summer 2007)

Appendix A

Further reading

Community Radio

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- Hendy, D. (2000) *Radio in the Global Age*, Cambridge: Polity Press
- Howley, K. (2005) *Community Media: People, Places, and Communication Technologies*. Cambridge University Press
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- Lewis, P.M. and Jones, S. (eds.) (2006) *From the margins to the cutting edge: community media and empowerment*, Cresskill, New Jersey: Hampton Press
- Rodriguez, C. (2001) *Fissures in the Mediascape: An international study of Citizens' Media*, Cresskill, New Jersey: Hampton Press

Web Resources

AMARC (World Association of Community Radio Stations)

<http://www.amarc.org>

Community Media Association

<http://www.commedia.org.uk>

Community Radio Order 2004 (Legislation)

<http://www.opsi.gov.uk/si/si2004/20041944.htm>

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(need to register to download the handbook)

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<http://www.comunica.org/passion/contents.htm>

Gumucio-Dagron, A. (2001) *Making Waves: Stories of Participatory Communication for Social Change*, report to the Rockefeller Foundation, New York, available from:
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<http://www.benton.org/index.php?q=node/6172>

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http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/

Ofcom (2004) *Community Radio – A plain English Summary*, London: Ofcom
http://www.ofcom.org.uk/radio/ifi/rbl/commun_radio/prsandl/backreading/comradsum.pdf

Ofcom (2007) *The Future of Radio*, London: Ofcom
<http://www.ofcom.org.uk/consult/condocs/futureradio/future.pdf>

Appendix B

List of participants

Agyemang	Adwoa	OBE TV	
Alam	Muhammad Aftab		
Atagana	Patrick	DCLG	Community Renewal and Liveability Division
Awofadeju	Fola	Voice of Africa Radio	PR Manager
Barlow	David	University of Glamorgan	Lecturer in Media and Culture
Berger	Patrice	GRER	Researcher
Best	Bill	Community Media Association	Technical Operations Manager
Buckley	Steve	AMARC	President
Burke	Anne	University of Ulster	Doctoral Student
Campbell	Alex	Ofcom	Community Radio Executive
Cass	Karen	Radio Reverb	Chair & Director
Clotey	Space	Voice of Africa Radio	Project Manager
Cobley	Paul	London Metropolitan University	Reader in Communications
Daoud	Iyadh	CAMMRO	Researcher
David	Andrew	University of Lincoln	Station Manager
De Wit	Pieter	OLON	Director
Devereux	Jaqui	Community Media Association	Acting Director
Durrani	Shiraz	London Metropolitan University	S. Lecturer in Information Management
Edmonds	Nicky	Community Media Solutions	Consultant
Franklin	Ieuan	Bournemouth University	Doctoral Student
Freeborough	Olivia	Community TV Trust	Volunteer
Gabriel	John	London Metropolitan University	Head of Department, DASS
Garthwaite	Al	Vera Media/ LeedsEleven FM	Project Manager
Gellor	LoI	SoundRadio	CEO
Georgiou	Myria	Leeds University	Lecturer in International Communications
Gough Yates	Anna	London Metropolitan University	Academic Leader, MIC.
Grant	Jason	Goldsmiths College	Student Radio
Hall	Brian	London Metropolitan University	Deputy Head of DASS
Hall	Magz	Canterbury Christ Church Univ.	Lecturer in Radio
Hallett	Lawrie	Ofcom	Senior Associate, Community Radio
Hannan	Kyle	Radio SalaamShalom, Bristol	Station Manager
Haydon	Chris	Community TV Trust	Director
Huo	Xia	London Chinese Radio Huayu	
Inglis	Emily	Ofcom	Graduate Policy Advisor
Johnson	Steve	GTFM, Pontypridd	Community Radio Tutor
Kerr	Paul	London Metropolitan University	Senior Lecturer in Broadcast Media
Khera	Amarjit	DesiRadio	Station Manager
Korbel	Phil	Radio Regen	Director
Kuntschner	Eva	Orange Radio, Vienna	Station Manager
Lane	Chris	London Metropolitan University	PL Information Strategy/SL Digital Media

Lewis	Peter M.	London Metropolitan University	Senior Lecturer in Community Media
Lister	Pen	London Metropolitan University	Lecturer in Multimedia
Loeser	Henry	Masaryk University, Brno	Lecturer in Media Studies
Manchester	Helen	University of Manchester	Lecturer in Education
McTernan	Donald	Negus Communications	Community Media Consultant
Medrado	Andrea	University of Westminster	Doctoral Student
Mendick	Howard	SW1 Radio/VOAR	Producer/Presenter
Miladi	Nourredine	University of Northampton	Lecturer in Media Studies and Sociology
Mitchell	Caroline	University of Sunderland	Senior Lecturer in Radio
Moschini	Elena	London Metropolitan University	MA Digital Media Field Leader
Mottram	John	DCMS	Radio Broadcasting Policy
Mullen	Mary	London Metropolitan University	Prison Radio Project
Murray	Ciaran	NEAR FM	General Manager
Norman	Grace	Radio Reverb	Operations Manager
O'Neil	Tom	Radio Reverb	Fundraising co-ordinator
Porter	June	London Metropolitan University	Senior Lecturer in Communication
Price-Davies	Eryl	Thames Valley University	Director of Studies for Media
Purkarthofer	Judith	Austrian Radio Research Group	Researcher
Quaye	Robert		
Rassi	Barbara	University of Southampton	Doctoral Student
Reid	Peter	Shared Vision	Community TV practitioner
Runge	Jan	KEA European Affairs	Consultant
Ryan	John	The Abbey Centre	Chief Executive
Scifo	Salvatore	London Metropolitan University	Lecturer in Community Media
Shepherd	Phil	Community Media Association	Chair of the CMA Council
Singh	Romie	ABC Ulwazi, South Africa	Trainer/Producer
Skoog	Kristin	University of Westminster	Doctoral Student
Taylor	Robert	Caxton House Community Centre	
Tremetzberger	Otto	Austrian Ass. of Free Radios	
Vautier	Peter	London Chinese Radio Huayu	Secretary and Founder
Watkins	Simon	Radio Reverb	Programme Manager
Wee	Cecilia	Resonance FM	Presenter/Producer
Williams	Soo	Ofcom	Community Radio Manger
Wilson	Deborah	University of Lincoln	Programme Leader, BA Journalism
Wu	Joseph	Spectrum Radio 558 AM	Producer/Presenter
Yanardagoglu	Eylem	City University	Doctoral Student

Appendix C

META Europe: MEDIA TRAINING ACROSS EUROPE

Speaking out! - Media competence and cultural empowerment

Training course from June 25 – July 1, 2008 in Algodonales, Cadiz, Spain

How to design a compelling radio format or audio file? How to reach your target group with your (web-) radio programme? How to operate (digital) recording software? How to edit an interview? And more important: How to train minority groups at creating a voice for expressing their cultural identity? - Do you want to know? And do you want to share? Then this course is for you.

META EUROPE Media Competency and Cultural Empowerment is a European training course focusing on media competence and new technology. It has been developed under the European Socrates /Grundtvig scheme by an international consortium of radio stations, universities and media training projects including **Orange 94,0 Free Radio Vienna**, Austria; **Radio Robin Hood**, Turku, **Civil Radio, Budapest**, Hungary, Finland, **Mediapolis, Rome**, Italy **University Lodz**, Poland, **University of Sunderland**, UK, **University of Education Freiburg**, Germany (coordinator).

In 2006 and 2007 courses were run successfully in Poland, UK, Austria, Finland and Spain. The EC specify that the working language for the course is English although there can be provision for translation of some aspects of the course. Participants included adult educators, teachers, social workers, radio producers and youth workers from various European countries. After the course they can integrate media training into their regular work, especially with socially marginalized groups. Thus they are able to improve access to the public sphere for disadvantaged groups such as persons with limited schooling, women, migrants, residents of rural areas, elderly and disabled people. Mutual understanding across Europe is also furthered as the course participants will come from a range of European countries.

The training is planned as a 6 day course with approximately 25-30 teaching hours. There will be at least one day for visiting the local organisation where the course takes place in order to facilitate exchange of experience. The course starts with a welcome meeting in the evening of the day preceding the beginning of the course itself.

The **course** itself is divided into the following **5 units** each covering different topics:

1. Communication skills / Self Expression / Radio production skills
2. Digital Skills (use of the web, digital editing and production, podcasting)
3. Teaching The Trainers – learning and teaching skills
4. Publicity, Management, Dimensions of European Media Politics
5. Evaluation – a brief introduction

The course has a CD with extensive materials and resources for personal use and for use in their radio stations or community media projects. **A certificate** of attendance including description of the training content and time input is provided.

Course Dates and Times

Wednesday 25th June -Tuesday 1st July 2008, starting with the Welcome meeting 8pm.

Morning session: 10.00-13.00, Evening Session: 17.00-20.00

The Trainers

The course will be directed and taught by Caroline Mitchell, a British community media trainer and radio producer who is now resident in Algodonales, Spain and Dr. Traudel Guennel, media trainer, radio producer and member of the scientific staff of the University of Education in Freiburg, Germany.

Location

The course will take place in **Algodonales** and all the participants will stay in the village and learn about the area and its excellent cultural and leisure facilities and activities.

Algodonales is a large village in the hills between Ronda and Seville in southern Spain (pop. 6000) with a beautiful square flanked by orange trees and cafes, overlooked by an impressive church. The village has lots of bars, cafes (including 3 internet cafes), shops, banks and a post office. It is set in stunning scenery on the edge of the Sierra de Ronda National Park- a centre for outdoor and adventure sports

Course fee, expenses for accommodation and meals

Course fee is 750.- Euro.

Accommodation (in the AI – Qutun Hostel) and meals is 400.- Euro

Application and funding

The Grundtvig Mobility programme provides funding for the participation in the training course for adult educators, trainers, social workers, radio producers and youth workers from .up to a maximum sum of 1.500.- Euro for course fee, accommodation, meals and travel. The course is published on the Comenius-Grundtvig database, reference number DE-2008-749-001.

Application procedure:

1. Participants have to apply for pre-registration. Applications should include the full postal address, phone, email, short CV, information on motivation "Why Do I want to do the course?" **The pre-registration is needed in order to apply for a grant. Deadline for pre-registration: 01.02.2008**
2. When participants receive their pre-registration document they should immediately apply for a grant at their respective National Agencies (NAs) who handles the Grundtvig mobility programme. Some NAs have fixed deadlines for applications. National Agencies provide an application form.
3. If participants are funded by the National Agency they have to register. This registration is binding. Deadline for binding registration: 15/05/2008.

We recommend to pre register and to apply for the funding at the National Agency as soon as possible as the procedure may take some time. If there are more persons willing to register than course places available we unfortunately are forced to follow the principle: "first come first go".

Please send your APPLICATION FOR PRE-REGISTRATION as soon as possible to:

Dr. Traudel Guennel
University of Education / Paedagogische Hochschule
Kunzenweg 21
D 79117 Freiburg
Germany
Email: guennel(at)ph-freiburg.de

For those who pre - register more detailed information will be provided.

The following schedule provides an overview of the course and the content of the 5 units of the course.

Wednesday, 25th June 20.00h : Welcome Meeting

Course time is each days from **10.00 - 13.00** and **17.00 – 20.00**:

Thursday, 26th June / Friday, 27th June

1. Communication skills / Self Expression / Radio Skills
 - Introduction to participants and general course goals/activities
 - Journalistic basics, producing radio programmes
 - Introduction to doing radio-interviews (themes –using your own experiences /ideas/adventures- → philosophy → technique, → planning → realizing)
 - Cultivate listening skills and respectful discussion
 - Producing radio shows by integrating interviews and other speech items produced through team work.

Saturday, 28th June

2. Digital Skills
 - Overview of digital skills in radio production
 - Introduction to recording equipment
 - Editing: theory (e.g. journalistic ethics) and practice (using Audacity programme)
 - Brief overview and comparison of different editing software
 - Introducing digital production to the public/target group (Broadcast / Internet)

Sunday, 29th June

3. Teaching The Trainers – learning and teaching skills
 - Styles and roles of trainers (using your own experience)
 - Introduction META Europe philosophy of teaching/learning
 - Action- oriented media teaching and learning and holistic approaches
 - Working with special interest groups (look at specialist examples: Tandem Training, Community Tutors, Working with Women)
 - Planning and Preparation of community media courses
 - Teaching exercise

Monday, 30th June

Monday a.m.

4. Publicity, Management, Dimensions of European Media Politics
 - Typical attitudes or fears in radio production, e.g. in interviews
 - Community media situation vs. mainstream media
 - Introduction to rights and restrictions in community media production, including legal aspects of community radio
 - Thinking about perspectives of the different groups involved in community radio stations (e.g. volunteers, staff, management committees)

Monday p.m.

5. Evaluation – a brief introduction
 - Reflection on objectives and reasons for evaluation
 - Basics for realizing a well done evaluation (e.g. types, methods, instruments)
 - Exercise: case studies using different evaluation instruments (Team work, Presentation and Discussion to be included)
 - Evaluation META Europe Course (questionnaire, feedback/discussion, ideas and suggestions for further activities of participants)

Each unit starts with giving you an overview over its content, aims and objectives. We will also have an review and time for feedback at the end of each unit.

Tuesday, 1st July

Visit of local organisations