



Comprehensive Report on
The workshop on
Community Radio Operation in Bangladesh

March 02-04, 2008, at Bangladesh Open University

Jointly organised by

D.Net

(Development Research Network)

&

BNNRC

(Bangladesh NGOs Network for Radio and Communication)

In Collaboration with

BOU

(Bangladesh Open University)

&

CEMCA

(Commonwealth Educational Media Centre for Asia)

A. The List of participants

(In alphabetic order)

1. Abdullah Al Shakir, Associate Programme Officer, YPSA, Chittagong.
2. Ahmed Selim, Regional Director, Mymensing, Bangladesh Open University.
3. AKM Fakrul Islam, Programme Specialist, Bangladesh Open University.
4. Ashrafi Ferdousy, Programme Associate, D.Net, Dhaka.
5. Ayesha Siddika Ratri, D.Net, Dhaka.
6. Badrul Haider Chowdhury, Deputy Director, Information, Bangladesh Open University.
7. Barkat Ullah Maruf, Freelance Media Content Maker, Consultant, BNNRC, Dhaka.
8. Debobroto Chakraborty, Programme Officer, YPSA, Chittagong.
9. Dr. Md. Kabirul Islam, Regional Director, Comilla, Bangladesh Open University.
10. Jamal Hossain Bishad, D.Net, Noakhali.
11. Kamaruzzaman, Programme Coordinator, BNNRC, Dhaka.
12. KM Fakhru Islam, Cameraman, Media Division, Bangladesh Open University.
13. KM Taz-Biul Hasan, Producer, Media Division, Bangladesh Open University.
14. Mahadi Hasan, D.Net, Dhaka.
15. Malik Md. Hasan Mamun, Coordinating Officer, Bangladesh Open University.
16. Md. Abul Kashem, Office Coordinator, BFES, Amader Gram, Bagerhat.
17. Md. Abul Kashem Shikdar, Joint Director, Information and PR, Bangladesh Open University.
18. Md. Ahsanul Karim, Administrative Officer, DUS, Hatiya, Noakhali.
19. Md. Fazlul Haq, Assistant Coordinator, COAST Trust, Bhola.
20. Md. Khorshed ALam, Assistant Coordinator, BNNRC, Dhaka.
21. Md. Rezaul Karim, Producer, Media Division, Bangladesh Open University.
22. Md. Safiullah Sabuz, Programme Officer, Speed Trust, Barisal.
23. Mohammad Harun, Programme Officer, YPSA, Sitakund, CHittagong.
24. Mostafa Zaki Haider, Executive, D.Net, Dhaka.
25. MRM Abdullah, Regional Director, Faridpur, Bangladesh Open University.
26. Naimul Haque Titu, Assistant Director, D.Net, Dhaka.
27. Saraf Uddin Khan, Cameraman, Media Division, Bangladesh Open University.

28. Shah Md. Faroque, Assistant Director, Media, Bangladesh Open University.
29. Shahida Khan, Programme Officer, Radio Programme, Amader Union, RUPANTOR, Khulna.
30. Shamima Akhter, Executive Director, ASWO, Savar, Dhaka.
31. Sharif Md. Shahabuddin, Assistant Director, Media, Bangladesh Open University.
32. SM Iqbal Hossain, Assistant Coordinator, COAST Trust, Cox's Bazar.
33. Sohail Ahmed, Video Specialist, Bangladesh Open University.
34. Sohel Awrangzeb, Country Coordinator, www.cricinfo.com, Bangladesh.
35. Tanziral Nowshin, Executive, D.Net, Dhaka.



B. Objectives of the workshop



The objectives so far are as follows:

- To gear up the CR enthusiasts on the eve of the announcement of ‘Community Radio Installation, Broadcast and Operation Policy 2008’ by the government of Bangladesh;
- To create readiness for installation of at least 50 Community Radio soon after the announcement of the CR policy;
- Making difference between community radio and the commercial FM radio to the forthcoming CR initiators;
- Bringing together the commercial phone companies, NGOs and institute like Bangladesh Open Universities in promotion of the Community Radio;
- Experience sharing of CR from different countries like India;
- Facilitating techniques and management of CR in detail so that the participants could be able to install, broadcast and operate a community radio by themselves;
- To clarify the social, cultural and economic aspects of the community radio and its significance in the rural livelihood;
- To clarify the role of the CR in bridging the information divide between rural and urban area in the countries like Bangladesh;

C. Programme Schedule

March 02, 2008

Inaugural Session

Welcome Address by Ms. Rukmini Vemraju, Programme Officer, CEMCA.

Special Guest's Address by Dr. Anayan Raihan, Secretary General, Bangladesh Tele-centre Network (BTN) and AHM Bazlur Rahman, CEO, BNNRC.

Address by the Chief Guest, Professor Dr. M Farid Ahmed, the Vice Chancellor, Bangladesh Open University.

Address by the Chairperson, AKM Rohul Amin Akanda, the Treasurer, Bangladesh Open University.

Vote of Thanks, Md. Monjur-E-Khoda Tarafdar, Registrar, Bangladesh Open University.

Session 1: Basics of Community Radio

Conducted by AHM Bazlur Rahman

- Social, Cultural, Ecological and Environmental Dimension of Community Radio
- Radio Broadcasting
- Radio Waves
- Linking the Technology to Production of Content

March 03, 2008

Session 2: Technology for Community Radio

Conducted by Mr. Monoranjan Das, Studio Consultant, Radio Today, and Mr. J Mawla Newaj, Former Additional Chief Engineer, Bangladesh Betar,

- Designing the Station and Studio Space
- The Broadcast Studio
- The Production Studio
- Field Work Equipment Operation
- Transmission Equipment

Session 3: Management of Community Radio Station

Conducted by Mr. Shams Suman, Executive, Radio Today

- Setting Rules and Regulations in the Studio

- Maintaining the Documentation
- Maintaining Equipments
- Experience Sharing (Success Stories)

March 04, 2008

Session 4: Content Production

Conducted by Mr. Amit Chakraborty, Programme Director (Consultant), World Space Radio.

- Planning a Programme
- General Content
- Interviewing
- Practical Content Development: Interview
- Local News
- Practical Content Development: Local News
- Presentation Skill

Certification Ceremony

Closing Ceremony

D. Detailed Minutes

Inaugural Session

March 02, 2008, 10.00 am
Media Centre Auditorium, BOU

The Course Coordinator

Mr. Firoj Ahmed, The Joint Director of Training and Research of Bangladesh Open University welcomed the participants and the guests presented in the inaugural.

Address of Special Guest

Dr. Ananya Raihan, Executive Director, D.Net

Community Radio is going to be opened up by the law in Bangladesh very shortly. Therefore, this particular workshop is very much convenient by the time. CR is very much capable of contributing in Distant Learning.

D.Net is introducing E-learning programme named 'Baatighar'. D.Net is working in partnership with the institutions like Intel, Microsoft for the promotion of technology in the rural areas of Bangladesh.

D.Net wants to propose BOU through this workshop to assist D.Net in E-learning programme in the primary and secondary schools in Bangladesh as BOU have the infrastructure and resources.

AHM Bazlur Rahman, Chief Executive Officer, BNNRC

In Bangladesh there are a number of development initiators like Government, Political Parties, Civil Society Organisations, Universities, NGOs and other organisations and institutions but unfortunately they have a less coordination among them generally. Here, we are very happy to see that, it is a very good coordination in relation to the Community Radio. Here we have Donor organisations, University, NGOs, Government all together.

BOU have a positive history of contribution in alleviation of 'knowledge divide' and by promoting this workshop it would be strengthened. CEMCA and BOU deserve thanks for promoting Community Radio in the right moment.

We have to achieve PRSP and MDG having no excuse after 2015 and CR have a very important role in achieving such goals rapidly. People also have every right to have 'Knowledge Divide' abolished.

Address of Chief Guest

Professor Dr. M Farid Ahmed, Honourable Vice Chancellor, BOU

This particular workshop regarding community radio is going to contribute to the social economic development of Bangladesh.

Our day to day life is now influenced by the technology. Now we can share any particular book from any particular library of the world sitting anywhere in the world. In the Sweden University students are having any lectures on any topics from any professor due to the development in the use of technology.

BOU is using TV for the distant learning programme and 45 minutes of Air Time allocation for their programme. BOU have applied to the government for 4 hours to run their distant education programme. But it will take time as they also have to be prepared to run programmes for such a long time.

BOU is now working hard for a Virtual Interactive Classroom. BOU have 12 regional resource centres in Bangladesh equipped with Audio Visual equipments.

BOU needs collaboration with like minded social organisations in Bangladesh and friend organisation like CEMCA for more development in this process.

Address of Chairperson

Mr. AKM Ruhul Amin Akanda, Treasurer, Bangladesh Open University

The only thing I want to add is, the sun of the ICT is already in the middle of the sky. We want to make the participants of this workshop equipped so that they can bit the sunlight with their capacity.

Thank all for presenting the workshop.

Address of Ms Rukmini Vemraju, Programme Officer, CEMCA

Bangladesh Open University and Commonwealth of Learning (COL)/ CEMCA have a long history of successful partnership.

BOU is using ODL and this is a distant learning programme that converts print materials to e-learning. Some Caribbean and African countries are also using ODL.

This is a technical workshop. CEMCA is proud to be with the workshop. CEMCA is currently working with more than 30 radio stations in India.

Vote of Thanks

Ms. Rukmini Vemraju announces the vote of thanks for the workshop.

Session 1: Basics of Community Radio

Social, Cultural, Ecological and Environmental dimensions of Community Radio; Radio Broadcasting, Radio Waves, Linking the technology to Production of Content

Conducted by AHM Bazlur Rahman

Community Radio is a new concept in Bangladesh but already there are some initiatives like community radio i.e. cable-casting radio as the community radio operation yet to be approved by the government.

Community Radio is a radio that is run, owned and managed by the community people. Some countries in the East are contributing to help us to have electronic devices in cheap prices. Therefore, even the people of remote rural areas also have radio in their hands.

According to the government, 40% people are print disable in Bangladesh. Many of them are out the TV network due to no electricity and others. That's why radio is so popular in Bangladesh, especially in the rural areas.

Bangladesh Betar, the national radio of Bangladesh broadcasts world class programmes of entertainment, but only due to the controlled news it has no credibility among the general people.

On the other hand, according to the rural livelihood, one who wants to purchase a computer needs to sell about 40 Mon (1 Mon equals to 40 kg) of rice or 3 of the goats. A modem was equivalent to a cow in costs. Thus, computers and ICT tools like that were far from the reach of the rural people. But radio, as an electronic device, is not so costly.

In Bangladesh, there is no obstacle in information broadcasting. May be it is for not having any particular law in the government or may be it is for private initiatives, whatever it is, it happened. Many FM radio have been established. A number of satellite TV channel have been started. Cable TV network have been extended through all over the country. So, there is no barrier in broadcasting.

But unfortunately, we still have not the community radio in Bangladesh. In India, there are more than 40 thousand community radios; Pakistan, Nepal and Sri Lanka also have community radio. There are four categories of radio broadcasting systems in the world, generally. They are Short Waves or SW like VOA and BBC, Medium Waves or MW like *Bangladesh Betar*, Frequency Modulation or FM like Radio Today, Radio Foorti etc. and the Community Radio. Three of them i.e. SW, MW and FM are business for profit and only the rest, CR, is not.

Radio VOA and BBC are external service. People live in where these are broadcasted from cannot hear them.

The following questions are asked for clarify as the floor was opened for the questions.

Q1: How does community radio generate funds or how does it earn when it is a non-profit venture? What should be the earning source of a CR?

Q2: Community Radio is very useful. Then, why it is not still to be opened up in Bangladesh?

Globalisation has both positive and negative aspects. Developing countries like Malaysia have taken the positives rapidly from it and that's the key to their success. But unfortunately, we, countries like Bangladesh, could not. You know about the little magazine, these are sort of alternative media and had a significant role in the Anti British Movement in this sub continent. Community Radio is such an alternative media that can be the voice of poor against the negative aspects.

Q3: What is campus radio? Is there any campus radio in sub continent?

Campus Radio is also a sort of community radio. It is run by, generally, a university within the campus. They have transmitter according to the radius of the campus.

In India, the first campus radio was found in Bangalore. As using antenna was prohibited they had started their radio with cable hiding under the ground.

Q4: What should be the measures if any influential person uses a community radio for his/her personal interests, for political purpose or anything like smuggling?

Q5: Do community radio broadcasts only serious things? Can they transmit entertaining things like songs, jokes etc. beside it?

Q6: Everything is being modernised today. How a community radio can compete with a modernised, equipped and commercial FM Radio having low budget equipments?

A traditional drama form *Yatra* is about to closed down since just when investment and marketing entered into it. Investment and marketing introduced a commercial attitude removing the community involvement from these people oriented initiatives like *Yatra* Art.

Commercial Media never want to be pro-people. For instance, no media in Bangladesh disclosed the harmfulness to kidney of a beauty product named '*Fair & Lovely*' because they get regular advertisement from the company.

Q7: What would be the expenses of an establishment of a community radio and how it is possible to maintain the regular running cost?

Q8: Is it possible to run a radio by 2-3 people? There are certain jobs like music, sound editing, recording, broadcasting, equipment maintenance, troubleshooting; is it possible for them to be engaged in so many works at a time?

A CR can rebroadcast the contents like news, announcements, even music and popular songs from the national or commercial FM radios. They can simply redirect the broadcasting contents sometimes.

Ms. Rukmini Vemraju

The objective of a community radio is not to rebroadcast contents of other radio. It is rather to generate contents from the locality.

They can regenerate the contents like songs, magazine programmes and dramas etc. ignoring copyright concerns.

Q9: Have we enough skilled and dedicated human resource to run community radio now? Especially in the villages how can we manage human resource?

AHM Bazlur Rahman

There are disparities regarding resources among the countries but the radio frequency resource in every country is all the same. Therefore, the capability and proficiency of any government is how strategically and skilfully they are using the spectrum. For example we need not to allocate different frequency for two radio, we also can allocate same frequency for two radio situated in different areas. If we want to promote Community Radio we must be use our spectrum more strategically as we have not much more frequencies after allocating for Defence and Commercial radio.

Q10: Is there any scope to use the community radio in propaganda of political manifestation? If anybody wants to use the media like community radio, what should be the measure to prevent them?

Actually, there is no way to allow a radio frequency for political activities. Community Radio and its allocated spectrum is completely free from the political activities.

Q11: Can we think the community radio commercially, especially to increase its income in the name of sustainability?

Yes. We can. But there is only one condition. The profit must not be distributed among some individuals like the directors at the end of a fiscal year. It only can be reinvested in the radio for further development or the salary of the radio workers or any social goods of the concerned community.

Session 2: Technology for Community Radio (Designing the Station and Studio Space; the Broadcasting Studio, the Production Studio; Field Work Equipment Operation; Transmission Equipment)

&

Management of Community Radio Station (Setting Rules and Regulations in the Studio; Maintaining the Documentation; Maintaining the Equipment; Experience Sharing i.e. Success Stories)

Jointly Conducted by Mr. Monoranjan Das, Consultant, Radio Today & **Mr. J Mawla Newaj**, Retd. Additional Chief Engineer, *Bangladesh Betar*.

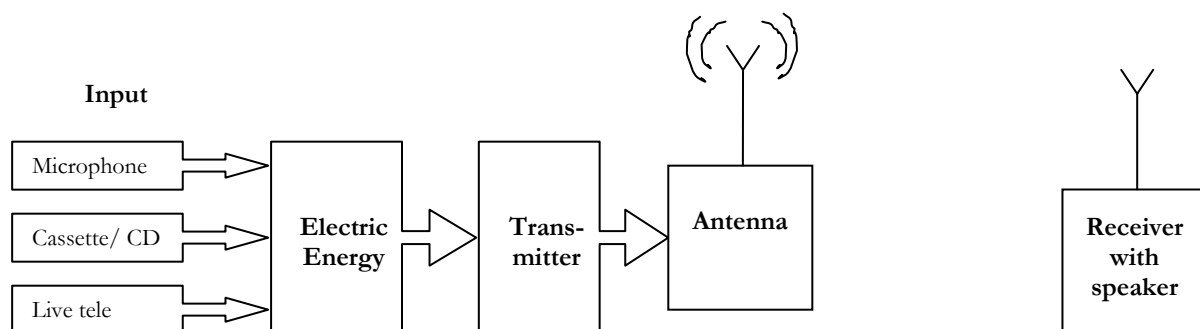
Mr. Monoranjan Das

There is a significant difference between the narrowcasting and broadcasting. Only two radio talk to each other by a wireless technology is narrowcasting. In this process only two stations can talk to each other. But Broadcasting is to sending messages from one station and being received by all whomever in the surrounding.

Radio was invented in 1890 where broadcasting had been started since 1920. In India government initiated radio had been started in 1935 through All India Radio. In Bangladesh, radio broadcasting has been started by government after liberation and private broadcasting came later on as it was considered as a development in aspect of information dissemination.

The basic theory of radio technology is as follows:

1. To transfer the sound into the electric energy;
2. Amplification of the electric energy;
3. Transform into radio frequency and sent to a transmitter;
4. Sending signals to Antenna;
5. To be received the wave signal by a receiver;
6. Transform the signal into sound back and send by a speaker as an output.



It may be needed a console to control many inputs at a time. Control means volume up down or timing of the play and pause.

Energy conversion

Sound is basically a sort of wave in the air. A microphone receives and transforms the sound wave into electric wave. This electric wave is being sent to the transmitter. The replica of an audio wave rides on the transmitter carrier and travel as a modulation. Then it creates audio signals to be received.

A receiver receives the audio signal from the carrier. The receiver convert back the electric wave into sound wave.

The process of sound conversion into energy and conversion back from energy to sound was analogue. Still the analogue system is being used in many radios. But recently many radios are using digital conversion systems. Digital system reduces noise. But one thing, the human body is analogue. We cannot receive and digital data. Therefore, when we talk and when we receive all are analogue. Only digital process remains in the middle for noise reduction.

There are two kinds of modulation i.e. AM and FM. AM is international property and it is controlled by ITU. We are going to use the FM one for the community radio. There are 3 kinds of AM i.e. Low Frequency or Long Wave, Medium Frequency of Medium Wave and High Frequency or Short Wave. We have no Long Wave radio in Bangladesh. From 87.5 to 108 MHz is the range of the FM is.

The advantage of the FM is less noise and the disadvantage of the AM is atmospheric noise like lightening, welding etc. On the other hand, the disadvantage of the FM is it should be in line of sight where AM can overcome line of sight bindings and it travels through the earth. Short Wave (SW) travels by reflecting of the ionosphere. The ionosphere reflects the SW radio signals like a mirror. Therefore, it need not be in the line of sight and that's why it can travel extreme long distance, to every corner of the world.

According to the Community Radio legislation the height of the antenna should not be more than 30 metre with a transmitter of less than 100 Watt (in India 50 Watt is permitted). The line of sight area for a 30 metre antenna would be some 22-23 km of radius.

Q. BBC is being broadcasted from London to all over the world by Short Wave. How can we listen to the same programmes on the same time on BBC by FM in Dhaka?

BBC has an especial arrangement for the listeners of Dhaka for noise reduction. They send the radio signal to *Bangladesh Betar* by satellite and the FM BBC rebroadcasts with the local antenna of *Bangladesh Betar* situated in Dhaka with a radius of more than 50 km.

A minimum 0.8 MHz difference should be in between two FM radio in the same community in order to avoid conflict.

Ms. Rukmini Vemraju

In India generally contents are produced by the community radios of their own. In an average 50% of the contents are made locally.

In Bangladesh the pilot basis regime of Community Radio allows one organisation to apply for one radio station. According to a legal application one organisation would have one license for 2 years. The government will run a quick evaluation after 2 years and a decision would be taken on the basis of the evaluation.

As a university and other background Bangladesh Open University is different from others. It would not be really a community radio but an educational broadcasting. They might have even up to 50 to 80 km radius of FM radio for their purpose.

In India we also have such educational radio and we call it *Gyanmani Radio*. They are not community Radio basically.

Mr. J Mawla Newaj

Studio Design

A radio studio is a separated and equipped room where generally audio contents are being recorded. A Radio studio, therefore, must be sound protected in order to avoid the unexpected sounds and noises for radio content recording.

The walls of a sound studio are generally wooden and thick. They are generally made of rough surfaced wooden boards full of small holes are stick on the wall so that the sounds cannot reflect. Regular smooth surfaced cement walls make noise by reflecting the sound. The studios have generally heavy two layered doors.

We need not to have a professional studio for community radio as they are much expensive. As community radios have not much income we may make a studio by ourselves. The main objective of making an affordable CR studio is to protect somehow noise and unexpected sounds that can bother our recordings.

Even we can use heavy curtains or wall carpets to let the sound reflection from the wall to be reduced. Heavy curtain on the window is capable of protecting noise to pass through the window. It is not full proof but it works. In these cases we have to choose a place for the studio in the community where noises are less than other.

If we have glass partition between two studios there should be two layers of glasses and they must not be parallel to each other. The doors of the studio should be heavy and the frames of the doors should have covered with sound protecting materials such as rubber. It would be better to have looking glass on the door and they also should be two layered and not parallel to each other.

If we have AC in the studio it should be set such way so that its face is not towards the recording microphone. We might have to rearrange the microphone and the AC to avoid the noise.

A computer of general configuration is enough for our studio. There are a number of audio software for recording and editing the audio clips. But we need another computer with a larger Hard Disk Storage for archiving the broadcasted programmes. We need to have the archive as because the authority may ask our radio to submit the broadcasted programmes to check any time. We should be ready. Archives have many others uses and values.

If any CR wants to broadcast a live telephone conversation they need a device in the console named Hybrid. This device allows connecting any phone line to the live broadcast.

Expenditures of a studio

The rough estimates of the expenditure of the studio equipments are as follows.

Console: A 4 to 6 channel console would cost 25 to 30 thousand Taka. Console is basically a sound mixture which has a multi-channel input and every input have separate sound balance equalizer button and amplifier for controlling a particular audio track to play and pause or up and down of the volume level.

The multiple inputs would be one or more Microphone, CD, Cassette Player, Telephone and other sound sources.

We may use a computer with particular audio card and software in stead of the console. But it may be more costly though it is more sophisticated. For community radio purpose it is better to use manual console as it is cheaper.

Transmitter and Antenna

A 100 watt transmitter is allowed for the private uses like a community radio FM. If it is 6 db gains it would multiply the 100 watt 4 times. Therefore, a 100 watt transmitter is more than enough for us.

We may have our transmitter antenna by both purchasing or made by ourselves. If we go to make it by our own we have to know very well about the measurements and many other scientific relations for a good antenna. It may be traumatic sometimes. It is easier to purchase. The cost depends on the size and configurations.

There are two types of transmitter i.e. Mono and Stereo. The sound quality of the stereo one is better but the transmitting range of mono is wider. What we need is to reach to more people and our community radio listeners are very general people who have cheaper radios on their hand with mono sound receiver. Therefore, transmitting stereo sound is not necessary for us.

There are various types of antenna and our antenna would definitely depend on many things like the geographical shape of the community, location of the radio station in the community etc. The antenna could be Uni, Bi or Omni directional.

We have to set a lightening arrester with a grounding connection on the top of the antenna tower so that it would be protected from the lightening and thunder. We should also set a red aviation obstruction light on the top of the tower.

Microphones

For a general audio studio a dynamic microphone is most commonly used. There are various directional (uni, bi and omni) dynamic microphones are available in the market with various prices. Condenser microphones are better for song recording.

Power

General 220v is adequate for our studio works. We may have our own generator for emergency and IPS or UPS as a backup.

Solar energy is better for the small islands and remote areas. The advantage of the solar energy is it has no generation noise and the disadvantage is being worthless in cloudy weather.

Location

It would be the best if the studio and transmitter are located in the same place. The transmitter needs a open space for setting the tower with guy wear and having no high building adjacent to it. On the other hand, a studio need to be placed in the locality so that people can come often and then to the studio for participation. If the transmitter and the studio are adjacent to each other we may connect them with physical cable otherwise we have to use radio link for the connection.

We have to choose a location to install a studio so that we can avoid some uncontrollable noises like railway stations and bus stoppages. We need to avoid being nearer or under of a high voltage career electric line or any welding workshop. These create electric noise in the audio recordings.

Toolbox

We need some particular tools for a studio like Avo-mitre (multi-mitre), Volta mitre, shouldering iron, phase tester and other necessary generic tools. We may have a toolbox for the easygoing uses and safety of the tools.

Cleaning

The biggest enemies of the electronic equipments are dust and moisture. We need to be careful of these. We may use blower and vacuum cleaner in this purpose.

Man power

Manpower would depend on the income and density of programmes to broadcast. At least one person should be fully engaged for the whole management. Other manpower may be managed by volunteering and or partial payment basis. Manpower should be collected from the community so that they feel the ownership and dedication.

Session 3: Management of Community Radio Station Setting Rules and Regulations in the Studio, Maintaining the Documentation, Maintaining Equipments, Experience Sharing (Success Stories)

Conducted by Mr. **Shams Suman**, Executive, Radio Today

Firstly, we need to realise for which type of community people we are going to broadcast i.e. what is their basic occupation, what is their understanding level, language (colloquial) etc. We may divide our whole day programme in 3 to 4 clusters according to the timeframe of the day. Then we have to decide which type of programme we need to broadcast in which cluster and who would be the target audience of the cluster. Sometimes they would be children, sometimes housewives, and sometimes the male members of the community.

We need to decide on what language the radio would talk if it is colloquial or standard or mixed. One important thing is to reach everyone and in this purpose we have to talk in local accent of the language. But, on the other hand, media has a role to educate people, educate them the standards of a language so that they can compete everywhere in the country as well as communicate with other communities.

This is not a bible to follow, it is just a debate on what should I choose.

A regular programme should be organised in a particular pattern. Firstly it should have a signature tune in the beginning so that the listeners can understand that their favourite programme is going to start soon and they can get prepared. The regular programme should have the same segments organised in a same order every time. For example, a programme may have a telephone or sms feedback after a certain interview or it may have a quiz for the next programme and an answer of the previous quiz at the end of the programme.

A community radio must have a regular community feedback. It may have an open meeting regularly or may have interactive tools in broadcasting. For example, live programme with phone or sms feedback of the audience.

It would be better to identify the principal audience of the radio. It would be helpful to define the programme patterns and educative objectives concerning the listeners. The base audience of a community radio may be the students of age group 6 to 16, for example, or it may be the fishermen who go to the deep sea for fishing.

Session 4, Day 3

Ms Rukmini Vemraju

Community Radio has been started in India since 2002. But it was not started immediately. A lot of awareness programmes were to be held before that.

In India a community radio need to have clearance from 5 ministries and it is not so easy. In our countries government is never happy to give up controls. But what could we do, it is fact of life.

Government of India now liberalises the process which allows NGOs also to have permission for 3 years. For popularising the community radio the most important is creating awareness in

both the government and the community where we want to install a community radio. The community need to have the demand for it, first of all.

Contents of CR should be local both in form and in presentation. For example, a balanced diet never means a combination of particular foods prescribed by a doctor; there are many instance of local balanced diet. We need not to introduce a new balanced diet to a community who already have a different type of balanced diet.

The presence in this workshop is the first link in Bangladesh to establish Community Radio. Therefore, these particular participants have the greater responsibility in this regard.

Session 3: Content Production Planning a Programme, General Content, Interviewing, Practical Content Development: Interview, Local News, Practical Content Development: Local News, Presentation Skill

Conducted by Dr. **Amit Chakrabarti**, Programme Director (Consultant), World Space Radio.

A little boy was asked, 'what do you like, Radio or Television?' He replied, 'Radio, because its pictures are more beautiful.'

Radio helps to see by ears where Television makes people to hear by eyes. The TV channel is the best what can communicate even in mute. Radio is nostalgic. Radio still survives only for the music.

Now a day, the advertisers decide what is to be the content list in both radio and television. We dream for a radio where no advertisement plays. You may think that radio might not possible to run without advertisement. There are many examples. NBR collects financial contributions from door to door and they have over 300 stations and they broadcast from coast to coast. The World Space Radio through all over the Europe has no advertisement.

In our subcontinent, generally radio talks in those people's language (bookish standards) who don't listen to radio and people who listen to radio (poor people of the villages) can't understand the language. In India, the All India Radio speaks in over 200 dialects in language.

Chaibasa, a very small community in India, could not believe in a radio was going to be started in their own oral language. They speak in Ho language. In their community they could hear two big and well established radio station of All India Radio from Jamshedpur and Ranchi who never spoke in Ho.

There is a 'Fix Point Chart' what was once invented by the British and still being followed by us is a chart that fixes the programmes to be broadcast. Media people think themselves the wisest in all subjects. They never are happy to learn and they always want to select the programme for the audience. For example, they might arrange a discussion programme about the stomach ache and in this case they might call such an expert whose speech could not communicate with the audience. And they don't even bother with the problem.

In earlier times of radio all recordings were fully based on written script. Even a discussion also had a complete written script and the discussants were distributed evenly to read the script. Those were not alive.

Question: In a community of a rural area generally have no experts who can discuss on some technical subjects. Should not we hire or invite expert people from outside?

It would be the best to know completely nothing for an operator of community radio. He/she will be able to do everything in the nicest and the newest way. He would be able to introduce something new.

A radio should not be substituted by a classroom. It should be just a medium of experience sharing. The audience should have the chance to choose what should be broadcast and what should not. They should have the choice what they want to hear and when.

Time has been changed. Now it is the age of Podcast. News or other broadcasting materials are nothing but product, commodities. Podcast is a sort of receiver by which the audience is selecting his/her choices. They are deciding what news they want to receive now, what they want later, what they never want. The Broadcasters should remember that very carefully. They always have to have proper feedback of the audience time to time. Otherwise they, surely, would lose their market.

In 1995 the High Court of India Justify to free the Air Waves.

AHM Bazlur Rahman

There are some commons i.e. International commons, National commons and Local commons. As the inhabitant of the Earth we have right to the commons to have the benefits in favour of us. It is mandatory to allocate at least 10% of the benefits directly in favour of the under privileged peoples in the country.

Dr. Amit Chakrabarti

Every community have some stories, some pains of their own, something private. For example The Belgians have no language of their own, Brazilians also; Armenia was conquered by Turkey 3-4 hundred years ago. Big Medias don't bother these pains or stories. They have their own business and people have a very little share in this business.

Access, therefore, is very important. Any people are allowed is the central meaning of access.

Community Radio is the part of the struggle for freedom to communicate. Therefore, the content management is the key issue of a people's media.

Feedback is the most important thing regarding community radio and two-way communication is very important in this purpose. Telephone especially mobile telephone can be the best medium in this relation. In our sub continent mobile telephone has been reached to the remotest areas. Not only the feedback, mobile phone could be used in many other ways for radio i.e. mobile phone can play radio, mobile phones are commonly used in interviewing and there are many other uses of mobile phone in relation to radio.

Radio programmes should be short and concise. For example, TV spots i.e. TV commercials are very short in length and concise and that's they are very popular and attractive.

We have to know about the media characteristics. The conspicuous feature of the mainstream media is profit dominance. Profit dominates the contents. Community Radio is free from the characteristics because it never wants to hook up the audience all the time what commercial media generally does. Community Radio is free from the rating of consuming (TRP).

An advertiser wants to sponsor a particular programme as because his/her daughter likes to see it. This type of dominance hampers the public choice (interest) but big media don't even try to understand the people's interests.

Community Radio always tries to avoid jargons. Community Radio is responsible for the concerned community and alternatively community is responsible for their community Radio. Community is not necessarily live in a certain geographic location. It can be a Birds Lover community or members of Orkut (an online community) who are scattered in all over the world.

The acceptability of media is now largely depends on the individuality of people and their different choice. There can be thousands of channel but one may choose only one of them. One may choose only the India Vs Australia cricket game and one may have no interests in others.

Therefore, the different media has become specialised in different topics. For example, there are some channels only on cricket games, some are on history.

Community Radio is narrowly interested in the community issues.

Certification Ceremony

Certificates are distributed among the participants who have taken part in the workshop for three days. The Vice Chancellor of Bangladesh Open University Professor Dr. M Farid Ahmed and the Treasurer Mr. AKM Ruhul Amin Akanda hand over the certificates. Programmes Officer of CEMCA Ms. Rukmini Vemraju was also present in the certificates giving ceremony.

Closing Ceremony

The workshop ends with a gala closing ceremony where The Vice Chancellor of Bangladesh Open University Professor Dr. M Farid Ahmed was present as the Chief Guest and Mr. AKM Ruhul Amin Akanda, the Treasurer of BOU had chaired the ceremony.

Some proposals to BOU and CEMCA were presented in the Closing Ceremony on behalf of the organisers i.e. BNNRC and D.Net. Mr. AHM Bazlur Rahman on behalf of the organisers presented the proposals those are as follows;

- BOU has 12 regional centres where they are expected to arrange at least 12 workshop on Community Radio Awareness. It will be very much helpful in CR promotion in Bangladesh.
- BOU has enough facilities and equipments to run an Education FM ranging all over the country. It is proposed to BOU to go for the permission and other proceedings for the proposed Education FM.
- BOU and CEMCA have a lot of educational contents for radio. If they agreed to share the contents with the upcoming Community Radios in Bangladesh it would be really resourceful for them.
- BOU can share their modern and resourceful equipments through training and technical assistance to the forthcoming Community Radio in Bangladesh.

Feedback from the participants

Two participants were invited to share the feedback in the closing ceremony. They thanked heartily to CEMCA and BOU for giving them the opportunity of participation. They mentioned that the women participation should be equal to the male participants.

The participants felt confident enough to run a community radio by themselves soon after the government approve the policy and open up the CR.