

Community ownership

- Who is the community?
- Who represents the community?
NGOs/educational institutions/elected representatives/others?
- What does ownership mean? Do we mean legal and/or emotional ownership?
- Do we mean that the station should be conceived, setup, managed, technically run, financed and maintained by the community? Few examples - Bolivia

Challenges to community ownership

- Accessibility - Physical location of the CRS, environment
- Involving all sections of community
- Content that appeals to all
- Listenership – competition from commercial FM and TV

Community ownership

What are the mechanisms for community ownership?

- Managing committee with representation of all sections of society
- Feedback mechanism: responsiveness to community needs for programming – balance of entertainment and information
- Marketing the CRS and encouraging access
- Listener groups

Sustainability

“The sustainability of local and specific CR is a recurrent challenge in all continents to the point that it may hinder CR social impact. Social sustainability of radio is a reality closely linked to local ownership, but social sustainability also raises issues about capacity building and knowledge sharing to ensure community participation in the survival of community radio experiences.

Sustainability

The sustainability of local and specific CR is related to its capacity to have relevant, participatory and creative programming that attracts the audience and encourages access to the media in their own language, and is alternative and distinct from commercial and public broadcasting.

Sustainability

Sustainability is also dependent on financial support otherwise it distracts CR practitioners from dedicating themselves to ameliorate radio production, increase community participation and pertinence of programming.

The proposal is, as is done in some countries, the unconditional public funding justified by the social nature of community radios, ensures CR basic financial sustainability”.

Financial Sustainability: possible ways

- Cooperative: sell shares – Radio Lumbini Nepal
- Membership fees: South Africa
- Advertising: classifieds, PSAs, consumer products
- Paid services: legal aid
- Promotional events

Sustainability

- Social sustainability: people's interest and enthusiasm need to be maintained
- Relevance of content and community involvement in its development are critical
- In other words ownership leads to sustainability
- Lack of ownership is often the reason for lack of social sustainability