Connecting the Unconnected: Supporting Community-Led Approaches to Addressing the Digital Divide

Institutional Strengthening of Community Media Organizations

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Focus of the presentation

Ownership

Governance

Management of CMOs

What is a "Community"

COMMUNITY
A group of people living in the same place or having a particular characteristic in common

A particular area or place considered together with its inhabitants e.g. 'a local community, Rural community'

A group of people living together and practicing common ownership e.g. " a community of nuns"

A body of nations or states unified by common interests e.g. 'East African Community, the European Community'

Oxford dictionary

Definition of 'Community' by KICA 1998

"community" includes a **geographically founded** community or any **group of persons** or **sector of the public** having a **specific**, ascertainable **common interest**

Community media organization

Do you consider your organization as a CMO?

What is a community media organization?

Community media organization is any outfit that is working towards providing the disenfranchised individuals, groups and communities with access to information and communication through policy advocacy, infrastructure, technological support, training etc

How are CMOs formed & Why?

Kindly share with us how and why you started your organization/group?

- Community media organizations/groups are born out of a need to address information and communication gap and desire to provide a medium that will facilitate access to information and community conversations

Role of community members in the control and ownership of a CMO

What is the role of community members in your organizations, if any?
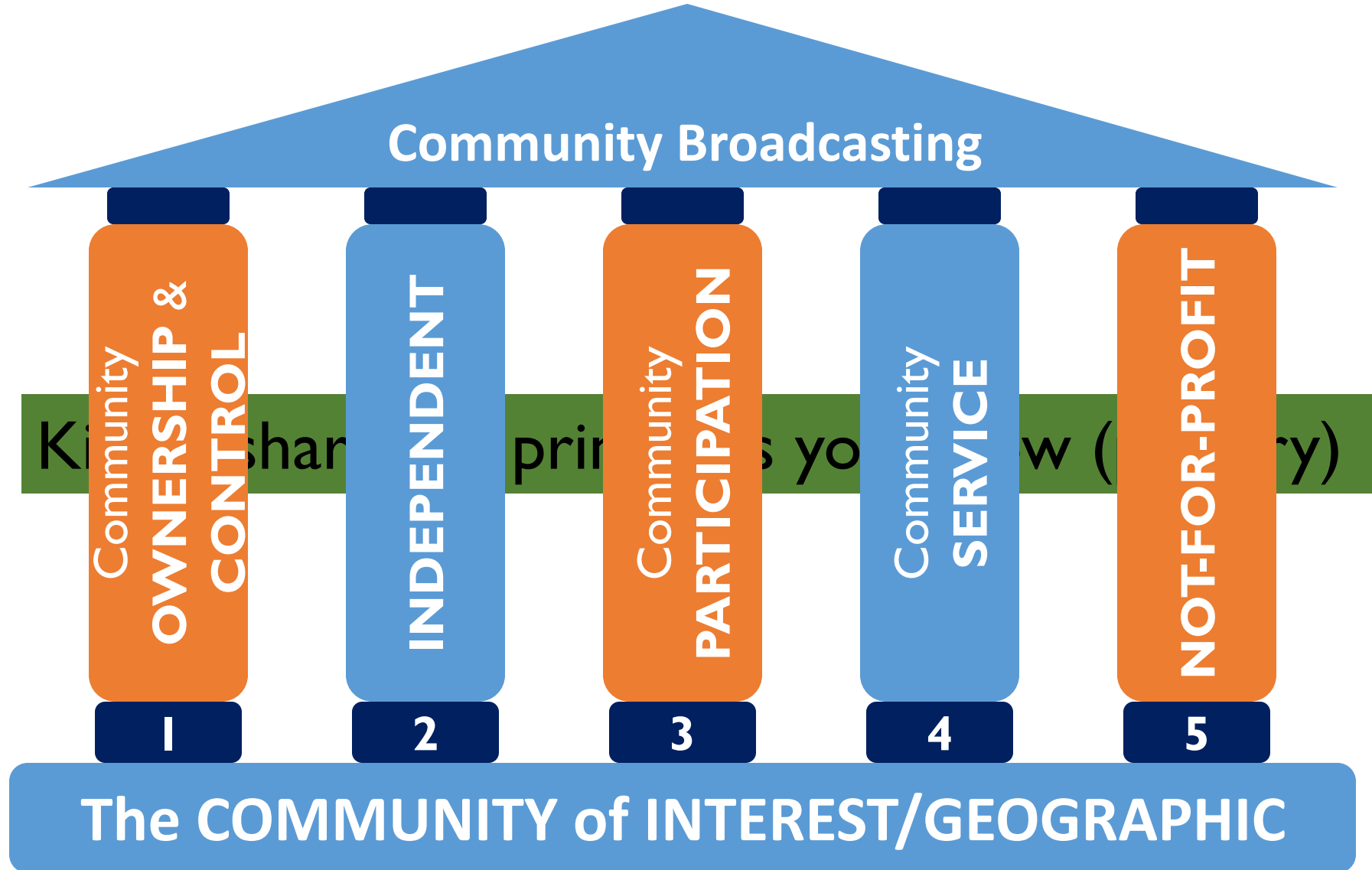
Community members are the primary target and the reason as to why the CMO was formed and as such they must take part in:

Decision Making → Content generation → Production

Principles recognized as pillars of community broadcasting

Community Broadcasting

Ki... shar... prin... s yo... w (... ry)

1. Community OWNERSHIP & CONTROL
2. INDEPENDENT
3. Community PARTICIPATION
4. Community SERVICE
5. NOT-FOR-PROFIT

The COMMUNITY of INTEREST/GEOGRAPHIC

Write on card and share your OS

1 Promote transparency

2 Promotes accountability

3 Provides clarity on who should do what and when

4 Promote orderly management of the affairs of the organisation

5 Ensures that someone is responsible for performing specific tasks of the organisatio

CMO Leadership

Who is a **LEADER?**

A person who has the ability to guide and lead. Such person must be trusted, respected in the community, reliable, willing to serve, willing to listen and make decisions

Leadership……..

What are the types of leaders you now?

Authoritarian/dictator
Dominates and makes all decisions, performs all responsibilities and orders others around, makes rules alone and control group resources

Democratic leader
Guides the group in collective decision making, delegate responsibilities but also lead, encourages mutual respect for each other and encourages member's participation

Laissez-Faire leader
Allows for complete freedom, not in control, does not make or enforce rules and hopes problems will just get away, does not care about the assets of the organisation and avoids making formal decisions

Which type of leader would you prefer and why?

Leadership

SA

The apartheid laws ensured that the majority of citizens were disadvantaged and marginalized in the interest of the white minority

The apartheid regime used the South African Broadcasting Corporation (SABC) as a monopoly that controlled the media industry

This led to struggles engaged by progressive forces, which then led to the establishment of community radio as a tool for development by community groups from the historically disadvantaged majority

Minority groups also saw community radio as a necessity for their communication and started joining the movement;

Europe, Australia and North America cases

In some European, Australian and North American cases, minority groups (such as indigenous, immigrant, refugee or black communities) were marginalized by mainstream media and were therefore compelled to form and use community radio as a tool for highlighting their rights and raise issues concerning their interests

In Latin America

Community radio became the voice of the poor and voiceless – *Peoples Radio* (landless peasants, urban shack dwellers, impoverished indigenous nations, trade unions, etc.) and also as a tool for development

Conclusion

"Community broadcasting signifies a two-way process, which entails the exchange of views from various sources and is the adaptation of media for use by communities. In an ideal world community radio allows members of a community to gain access to information, education and entertainment. In it's purest sense, it is media in which the communities participate as planners, producers and performers and it is the means of expression of the community, rather than for the community" *AMARC*

Which of the stations you listed (earlier) qualify as a CR based on my presentation?

Community Broadcasting & Rural Empowerment

Let's break RURAL, EMPOWERMRNT

Wikipedia definition of RURAL
Rural areas are areas which are not towns or cities. They are often farming or agricultural areas. ...

Oxford dictionary
Empowerment is the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights

My lay man definition of RURAL empowerment therefore is:
The process of enabling rural communities to become stronger and more confident, especially in controlling their lives and claiming their rights and which can be measured through their capacity to participate and address issues of public concern and their development

Community Broadcasting & Rural Empowerment

World Bank defines rural development as;

'A strategy designed to improve the economic and social life of a specific group of people - the rural poor. It involves extending the benefits of development to the poorest among those who seek a livelihood in the rural areas.

This therefore means;

- Empowering rural communities to take control of their own lives
- Creating safe spaces for public debate and dialogues
- Expression of aspirations and demands
- Being knowledgeable
- Decentralized people-centered development planning
- Community participation

Development is a product of conversation and communication

The role of community radio

•Radio has been cited over and over as the ideal medium for communication, especially in developing nations, because it transcends literacy and geographical barriers and its relative low cost in comparison to other technologies makes it most accessible to most people (Butner, 2003:12).
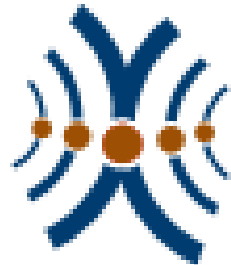
FRI Research 2008 Revealed that;

- Radio is the most effective means of reaching the rural communities

- Radio programmes created by communities attract high listenership

- Farm and development radio content is more effective when generated with and alongside the local communities

- Rural radio is a reliable agricultural extension tool

- Effective radio programming provides farmers with strategies for generating more income

- Sustained radio listenership is more effective than exposure to a specific campaign

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