



Community Radio Review

COAST Foundation

Team Members

1. Ferdous Ara Rumei (JD-GT&CR)
2. Md. Zahidul Islam (Head-MEAL&SD)
3. Salma Sabiha Khushi (Sr. Co.-SM & DC)
4. Akter Hossain (M&E, CP)
5. Md. Mostafijur Rahman (Co.-CR)
6. Gulfan Ara Hury (Co.- Radio Saikat)

Content

- ❑ Objectives
- ❑ Methodology
- ❑ About the consultant
- ❑ Workshop
- ❑ Comparative analysis
- ❑ SWOT analysis

Objectives

- ❑ To review organization's present condition on Community Radio at different levels
- ❑ Comparative analysis of CR status since establishment to present
- ❑ To know the strength, weakness, opportunities, and threats of Community Radio

Methodology

- ❑ Discussions
- ❑ FGD
- ❑ KII
- ❑ SWOT Analysis
- ❑ Consultant Review

- ❑ Bhola and Cox's Bazar
- ❑ 115 participants (M-36, F-79)
- ❑ 6 FGD, 4 KII, 5 SWOT Analysis

About the Consultant



Mark Manash Saha
Program Coordinator
Bangladesh NGOs for Radio and Communication (BNRC)

- Community Radio Expert
- 16 Years of Professional experiences
- Expertise in SCC Message and Material development, Script writing, Campaign.
- Affiliated as a Resource Person with World Association for Christian Communication (WACC) and International Training Network (ITN) since 2007
- USAID, The Johns Hopkins University/Center for Communication (JHU/CCP), Swiss Development Cooperation (SDC), Swiss Red Cross, DASCOR, Democracy International (DI).

Workshop

Objective

- Group work
- Comparative analysis
- SWOT analysis
- Exchange experiences and learning between participants and consultant
- Discussion and Q/A

Facilitator

- Mark Manash Saha: Community Radio Expert
- Co-facilitator
- Ferdous Ara Rumei: JD-GT&CR
- Md. Zahidul Islam: Head-MEAL&SD

Comparative Analysis of Community Radio



Comparative Analysis of Community Radio

What we had in 2015

1. One Community Radio in affiliation with COAST Foundation.
2. Initially started with only 2 staffs.
3. Narrow broadcasting duration with less demand, for 4 hour only.
4. Lack of internal trainer. External trainer was hired to provide training.
5. Fulfilling expectations of listeners was challenging.
6. Insufficient instruments and technical gadgets.

What we have in 2022

1. Two Community Radios, one is functioning, and the other is in initial stage.
2. 21 staffs at present.
3. Wide broadcasting duration for 8 hours in 2 shifts, with possible demand of listeners.
4. Available internal resource persons and trainers.
5. Meeting demand and trying our best level to fulfil demands.
6. Have necessary instruments and advanced technical gadgets.

Comparative Analysis of Community Radio

What we had in 2015

7. Focused radio programs were few because of inexperience.
8. Lack of technical knowledge in handling electronic equipment/device.
9. 'listener' post was a voluntary job.
10. Hindles in getting family permission and different barriers in field work.
11. Need more support from the PO.
12. Getting access to the government offices was not easy.

What we have in 2022

7. Programs are designing following the listeners feedbacks and after analysing the current context.
8. Staff are handling all the electronic equipment/devices comparatively.
9. 'listener' post is a paid job.
10. Now families are cooperative and showing positive attitude.
11. Now they have gained the technical skill to develop materials/contents independently.
12. Have easy access to the Government offices.

Comparative Analysis of Community Radio

What we had in 2015

13. Taking interview was challenging concerning social acceptance.
14. Common room facility was rare.
15. Insufficient budget for community radio.
16. SMS and phone call less than satisfactory level.
17. A low engagement with local government and stakeholders.
18. People didn't know a lot about having online platform of community radio.
19. Social media platform was not introduced.

What we have in 2022

13. Now it is much easier and spontaneous.
14. Have dedicated common room facility.
15. Getting funds from different sources.
16. SMS and phone call in every program.
17. Good engagement with local government, stakeholders, and external institutions.
18. The online platform (website) are popular now. [Listeners from 80 countries]
19. Have individual YouTube channel and Facebook page for reaching audience.

SWOT Analysis



SWOT Analysis

Strength

1. Dedicated staff and volunteers.
2. Fully operated by the Youth (female)
3. Popular among adolescent girls, women, and youth
4. Well-acceptance to the community
5. Broadcast programs for different marginalized communities (Staff, third gender, disabled people, etc.)
6. Pre, during, and post disaster
7. Engaged radio community in website, Facebook, YouTube, etc.
8. Easy access to the local administration, local government representatives, and other stakeholders
9. Radio programs are designed only for the local community
10. Resource persons and Talks more frequently

Weakness

1. Insufficient equipment and materials as per need
2. Documentation of best practices occasionally
3. Listeners club are hardly active due to the pandemic.
4. Lack of opportunity for learning sharing with other CR
5. Too much involvement within own sector (at organization level)
6. Staff dropped out
7. Inadequate funding.

SWOT Analysis

Opportunity

- Club involvement/participation in different contexts, yearly listeners conference, others
- More CRR sessions on diversified and trendy issues
- Contents arrangement at educational institutions/local youth clubs
- Advisory Committee members role
- Utilization of online platforms to reach to the national and the international levels
- Collaboration with local cultural organization, journalists and youth forum

Threat

- Misinformation, disinformation, or rumors
- Social stigma
- Face unseen situation
- Fanaticism

LET'S DISCUSS

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