



Project 6.8 Analysis of Community-Based Radio as a Communication Tool for Groups in the Social Economy

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Project Description:

For organizations, the struggle to communicate their messages within a cultural context that is saturated with information has become a persistent issue. In particular, for social economy organizations there is often a need to inform community members of their goals and activities. This can assist in recruiting volunteers, in offering their services to new clients, in soliciting donations, and in cultivating general good-will within the community. The need to find innovative ways of communicating with the public, in an age of information clutter, is thus crucial.

The focus of this project is to analyze the potential benefits of using community-based radio in building support for and generating interest in social economy organizations. The specific form of community-based radio in this study is Special Events radio broadcasts. These are FM broadcasts which are short-term and are licensed through Industry Canada. They use portable FM transmitters and antennae, and they are organized in collaboration with community organizations. The broadcast relies on local people and community groups to generate content.

Such broadcasts have been taking place occasionally throughout Atlantic Canada, but largely in Newfoundland and Labrador. One of the researchers on this project has been involved with many of these broadcasts. Thus, for this study we have good archival data from a number of community radio broadcasts, in a number of provinces. We will use the archives from four community broadcasts, which were held in Tweed (ON), Vermillion (AB), Wolfville (NS) and Burnt Islands (NL). In addition, the study will also participate in two upcoming broadcasts (in Cow Head and Twillingate, NL). In addition to the archival work, and the observation and participation in radio events, the project will interview social economy actors who were involved in community radio broadcasts

Note: When we refer to "social economy actors/organizations," we are referring to a

broad category of groups which are included under some ecumenical definitions of the social economy: these include voluntary organizations as well as social enterprises and even co-operatives.

Outputs:

[Working Paper No 2011-07: Community radio: The benefits of a locally-based communication medium](#)

Hermens, R., & Emke, I.

Halifax, Nova Scotia: Social Economy and Sustainability (SES/ÉSD) Research Network: 2011.



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