

# ANALYSIS OF COMMUNITY-BASED RADIO AS A COMMUNICATION TOOL FOR GROUPS IN THE SOCIAL ECONOMY



The struggle to communicate in a cultural context that is saturated with information has become a persistent challenge. For example, social economy organizations have many communications needs:

- To inform community members of their activities
- To recruit volunteers
- To offer their services to new clients
- To solicit donations
- To liaise with policy makers and funder
- To cultivate general good-will within the community

**The focus of this project is to analyze the potential benefits of using community-based radio in building support for social economy organizations.**



The specific form of community-based radio in this study is Special Events radio broadcasts:

- FM broadcasts
- Short-term (2-5 days)
- Licensed through Industry Canada
- Use portable FM equipment
- Organized in collaboration with community organizations
- Broadcast relies on local people and community groups to generate content

## TYPICAL PARTICIPANTS OF BROADCAST

- Local Musicians
- Politicians
- Poets
- Social Economy Groups
- Schools
- Church Choirs



## TYPICAL CONTENT OF BROADCAST

- Local Recorded Music
- Interviews with School Classes
- Live Original Music
- Interviews with Political Leaders
- Interviews with Community Members
- Reports from Local Attractions

## THE BIG QUESTIONS:

What is the link between technologies of use (in this case, FM radio) and the kinds of communication which can take place?

Is it possible that locally-based and locally-controlled media may be more adept at supporting local "community"- in terms of community resilience, spirit, cohesion, and confidence?

### The project includes:

- Archival Work (Content Analysis of Broadcasts)
- Observation and Participation in Radio Events
- Interviews with Social Economy Actors Who Were Involved in Community Radio Broadcasts
- Contact With Other Community Radio Projects
- Literature Review



### This project uses archives from five community broadcasts:

- Tweed (ON)
- Vermillion (AB)
- Wolfville (NS)
- Twillingate (NL)
- Cow Head (NL)