



December 2023

## NEWSLETTER

Special Edition:  
Community Radios Against Poverty, Part II

*"We are about people  
having a voice."*

Poverty reduction has been a "cross-cutting issue" across all activities of AMARC Asia-Pacific for the past several years. The consequences of the COVID-19 pandemic renewed urgency. In the year 2021 – in the early post-COVID days – AMARC Asia-Pacific launched a program specially designed to "Combat Pandemic-Related Poverty in Rural Regions of South and Southeast Asia."

Financially supported by the Federal Ministry of Economic Cooperation and Development, Germany, and in partnership with the Catholic Media Council (CAMECO), the current phase of the program is working with 60 community broadcasters from 30 community radios in Bangladesh, India, Indonesia, Timor Leste, and Nepal. The program mainly aims to enhance the capacity of community radios to effectively address issues concerning the most impoverished and marginalized within local communities.

The previous edition of the AMARC Asia-Pacific newsletter ([can be downloaded here](#)) as well this issue is dedicated to sharing with the reader highlights of activities and achievements of the AMARC Asia-Pacific poverty program so far.



### *Master Classes for Community Broadcasters on Tackling Poverty*

In a series of enriching workshops, held from 23-27 September 2023 in Bangkok, Thailand, 60 community journalists from Bangladesh, India, Indonesia, Nepal, and Timor Leste delved into diverse aspects of the radio program production cycle, ranging from participatory research, production & broadcasting to impact assessment and outcome sharing with the target community members. Comprehensive sessions included discussions on community mapping, communications design, research methodologies, stakeholder engagement, radio formats, and the evolving landscape of radio in the digital era.

The advanced-level training program was held under the AMARC Asia-Pacific program 'community radios supporting the most vulnerable population in combating poverty in the Asia-Pacific region.' Activities under this program are being conducted in collaboration with [CAMECO](#) and funded by the Federal Ministry of Economic Cooperation and Development, Germany.

Community radio experts and senior trainers along with language interpreters worked with the participants to discuss advanced ideas and skills for effectively addressing the challenges and issues raised by the most marginalized community members at the local levels. A curriculum of study designed specifically for the advanced course ensured that the participants had the best possible conditions for learning, sharing, and strategizing.

Preceding this training, the participants had been part of an exercise for developing a community mapping tool for community radios, and a series of online training sessions focusing on basic skills and knowledge for the community radio content development process centered on poverty alleviation.

Regular updates on the AMARC Asia-Pacific program 'community radios against poverty' can be found [here](#).



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## *Master Class for Community Broadcasters: Course Highlights*

**The following are the highlights of the topics covered in the Master Classes:**

### **Understanding Key Concepts & Poverty Context**

Participants engaged in exercises to define and contextualize poverty, unveiling unique perspectives shaped by cultural nuances and community dynamics. In parallel, historical explorations tracked the evolution of poverty, examining its ties with income, subsistence, and post-World War II global development strategies.





### Communication Strategies & Design

Communications design workshops unfolded as an integral part of the training, dissecting varied communication models and their effectiveness in addressing poverty-related challenges. Detailed discussions and group exercises empowered participants to envision participatory communication models aligned with their community's needs and constraints.

### Research & Program Planning

Participants devised research plans tailored to their respective contexts, aiming to understand audience dynamics, programming needs, stakeholder engagement, and effective distribution channels. These plans laid the foundation for targeted programming strategies to address prevalent issues identified through community mapping exercises.



### Live Programming & Editing Techniques

Interactive sessions explored the art of live programming, where participants shared experiences, best practices, and insights into crafting engaging live segments for radio.

### Engaging with Stakeholders & Radio Formats

Stakeholder mapping workshops broadened participants' horizons, guiding them to identify primary and secondary stakeholders critical for effective community radio engagement. Simultaneously, discussions on radio formats navigated the landscape of various programming styles, evaluating their strengths and weaknesses in conveying diverse narratives.



### Exploring Radio in the Digital Age

Delving into the digital realm, these sessions highlighted the convergence of analog and digital broadcasting, introducing concepts like IP radio and multimedia planning. Practical exercises enabled radio teams to grasp signal flow designs and understand the potential of digital tools in enhancing programming outreach and effectiveness.

### Reflecting on Insights & Takeaways

Throughout these workshops, participants not only absorbed theoretical concepts but engaged in practical exercises, fostering a deeper understanding of the intricate facets of community radio. The interactive nature of these sessions empowered practitioners to apply acquired knowledge, refine their strategies, and adapt to the evolving landscape of community radio.



### Looking Ahead

As the Master Classes concluded, participants departed with enriched insights, armed with new tools, strategies, and collaborative networks to amplify the impact of community radio in their respective domains. The diverse array of sessions cultivated an environment conducive to innovative thinking, collaboration, and sustainable development through the potent medium of community radio. The comprehensive exploration and hands-on engagement provided by these workshops catalyzed advancing community radio's pivotal role in addressing societal challenges, fostering inclusive dialogues, and amplifying diverse voices within local communities.



## Impressions of the Participants

**We spoke to some of the participants to learn about their impressions from the training. The following is what they said:**

*The training has enhanced my skills to work more closely with the community members and in a participatory manner. I also found the sessions on preparing research plans very useful. It was very interesting to learn about voice modulation and social media application techniques. Earlier, I used to upload anything on social media platforms but after training, I have become careful to use the platforms judiciously and effectively.*



**Sibani Saur, Station in-charge,  
Radio Muskan 90.4 MHz, India**





*I found the training to be holistic in its approach touching upon important topics that helped the participants become better community broadcasters. Selecting a topic, researching, working closely with community members, and evaluating the impact of the content are some of the topics that I found particularly useful. I am proud to say that I learned a lot in the training and have made it a point to share my learning with my fellow broadcasters.*



**Rosmayanti, Program Producer,  
Rasi FM 107.8 MHz, Indonesia**

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*Poverty deprives families and communities of basic human dignity. It's not just about lack of access to basic needs but poverty shuns an individual, a family, and an entire society of a future with opportunities. These are the fundamental learnings that I gathered in my mind from the training. I also learned that poverty can be challenged not only at national levels but at local levels too. After the training, I feel strengthened and rejuvenated as a community broadcaster.*



**Pabitra Pariyar, Program Coordinator,  
Pratibodh FM 102.3 MHz, Nepal**



*The training has equipped me with ideas that will help me deal with serious issues in a fun way so that my listeners will enjoy receiving the information. The information and ideas imparted in the training about online streaming and the use of social media were very relevant and useful.*



**Sangeeta, Program Officer,  
90.4 MHz Samudayik Radio Hentralvani, India**

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*The training in Thailand has helped to improve me as a community broadcaster. I found it to be an excellent opportunity for networking and peer-to-peer learning. Meeting fellow community broadcasters and talking to them is a memory that I will cherish for a long time. The training helped me learn innovative ways of connecting with the target listener and presenting content in innovative formats. Most importantly, I learned to be a strong champion of the voice of the most marginalized and impoverished in local communities. I am thankful to AMARC Asia-Pacific for this golden opportunity.*



**Sangita Chepang, Program Presenter,  
Ichhhakamana FM 102.4 MHz, Nepal**





It was a very good training where I learned to analyze target communities and serve them in a way that can best address their concerns. I also found the tips and tricks for creating qualitative and entertaining content very interesting and useful. The discussions around practical issues such as improving presentation as radio broadcasters, staying relaxed, creating better appeal, etc. have helped me tremendously. I am happy to say that I use the learnings in my everyday work as a local radio journalist.



**Puspita Rizki, Program Producer,  
Nina Bayan FM 107.7 MHz, Indonesia**

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## News from AMARC Asia-Pacific

### AMARC Asia-Pacific will be at the World Social Forum 2024

AMARC Asia-Pacific will organize a community media discussion program in the upcoming **World Social Forum 2024**, to be held from 15-19 February 2024 in Kathmandu, Nepal.

The AMARC Asia-Pacific event is titled 'Community Media for Justice, Peace, Dignity, and Development.' **Rupantar Bangladesh** and community radio **Gurgaon ki Awaaz** will be co-organizers.

The discussion will broadly cover issues pertaining to community media policy and implications on the growth of community media as a media platform specially targeted at empowering the most marginalized, impoverished, and oppressed communities.

The AMARC Asia-Pacific event will take place on the 16 February 2024. It will be organized in a hybrid model to facilitate the participation of individuals from different parts of the Asia-Pacific region and beyond.

Interested individuals and institutions can register until 20 January 2024 to participate in the World Social Forum 2024 through the [website](#).

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## Imprint

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