

Checklist for Community Radio

These checklists (adapted from a list provided by [CESO](#), The Netherlands) shouldn't be used in a mechanical way. Their purpose is to help you to identify your special needs and priorities. Depending on the circumstances some topics may need a lot of attention while others may be more or less ignored - it's important to remember that planning for radio always involves a multi-dimensional approach and shouldn't be reduced to technical questions alone.

Administration and organisation checklist for planning community radio

1. Consider the broadcast laws in your country and the legal procedures for allocation of frequencies. Which authority determines the frequencies? Is the frequency allocation limited in time?
2. Which authorities are likely to try to exert control on either the use of frequencies and/or programme content? How should you liaise with government officials and private enterprises relevant to your work?
3. Are there networking possibilities for your service (programme exchange with other stations/studios), or sideways connections (on-site connection of different stations)?
4. What management, administrative and editorial structures need to be installed? How is programme production going to be organised (editorial control)? Who is responsible for station or studio management and networking?
5. How much personnel do you need (creative, administrative, technical) for the hours you intend to broadcast? And where can the staff be trained or up-graded? To what extent can the programmes be made by the listeners themselves (with a little help and training)?
6. Are there organisations of private radio stations or programme producers in your area/country? Can you join as a member in order to share resources (programme input, training, service, etc.) and joint marketing activities?
7. What are the prospects of going commercial? Consider legal possibilities and restrictions. What is the market for selling air time or having programmes sponsored? Is there a code of advertising? Would advertising as such harm the cultural integrity of your target audience? How much advertising would you allow (percentage of total air time)? Can you

exclude certain organisations, companies or products from advertising or allocation of air time?

More on Community Radio

[Why Community Radio?](#)

[Community Radio in the South](#)

Checklist for Community Radio:

- [Financial Planning](#)
- **Administrative and Organisational Planning**
- [Programme Planning](#)
- [Technical Planning and Maintenance](#)

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