

COMMUNITY BROADCASTING IN THE DIGITAL AGE

A Solution for Local Journalism?



Henry Loeser PhD

ABSTRACT

- Community Broadcasting still faces the known challenges of social, political, and economic sustainability
- While terrestrial broadcasting continues, the effects of digital convergence challenge all types of broadcasting
- Journalism, as we know it, is undergoing profound changes – some leading towards a confluence with community broadcasting
- Community broadcasting is uniquely positioned to succeed and fail in this new environment

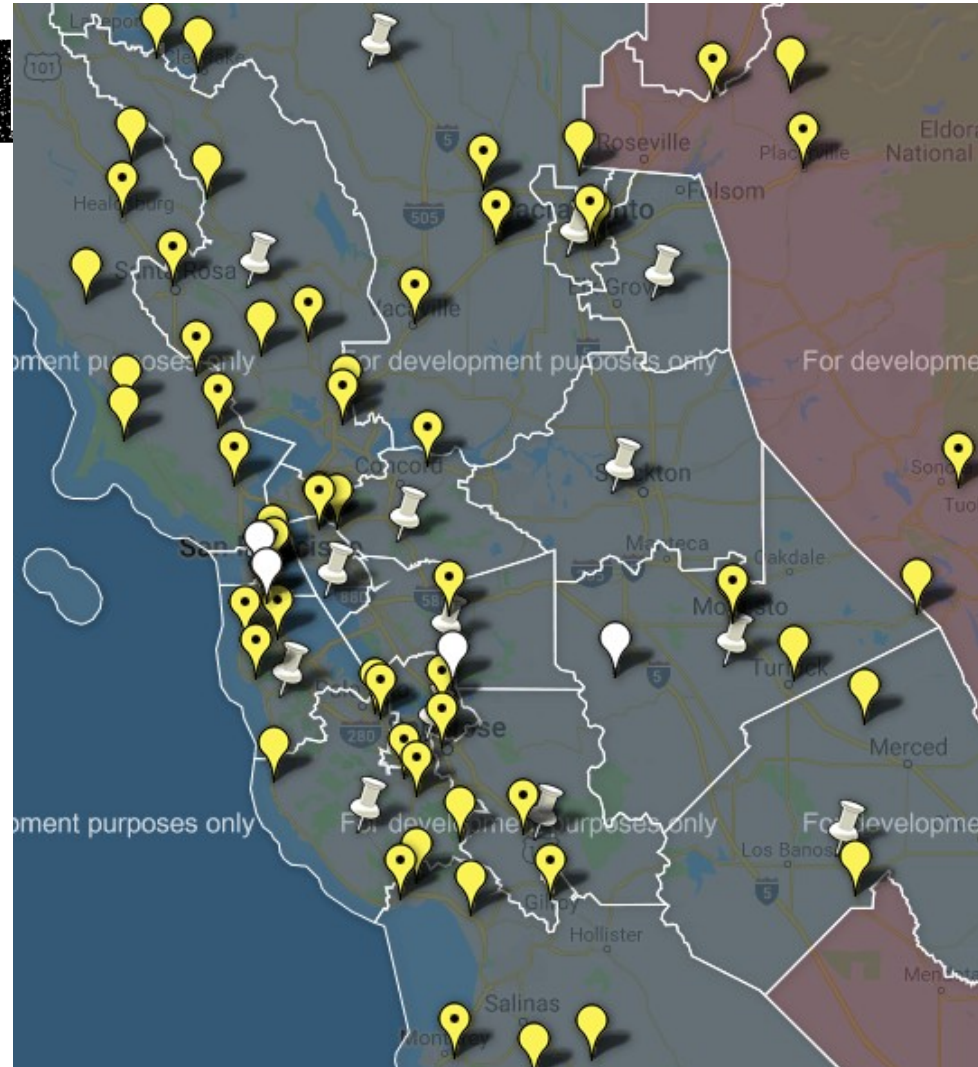


RESEARCH QUESTIONS

- Can community broadcasters effectively transition to online forms?
- Will digital natives value and adopt the concept of community?
- Does community media have a role in the future of local journalism?



OLD SCHOOL



Radio

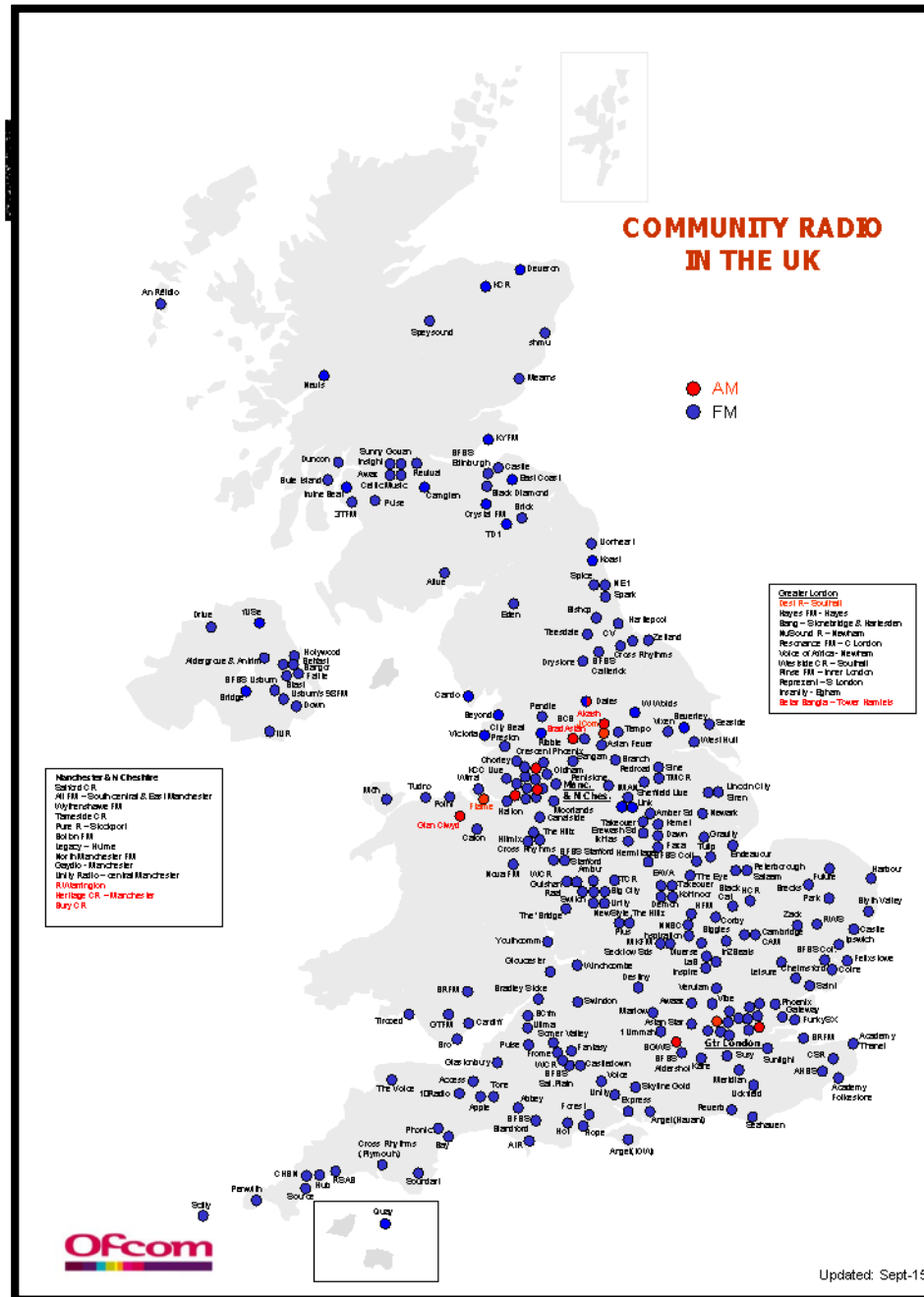
Community Access TV

Broadcast TV

FM



OLD SCHOOL



OLD SCHOOLS

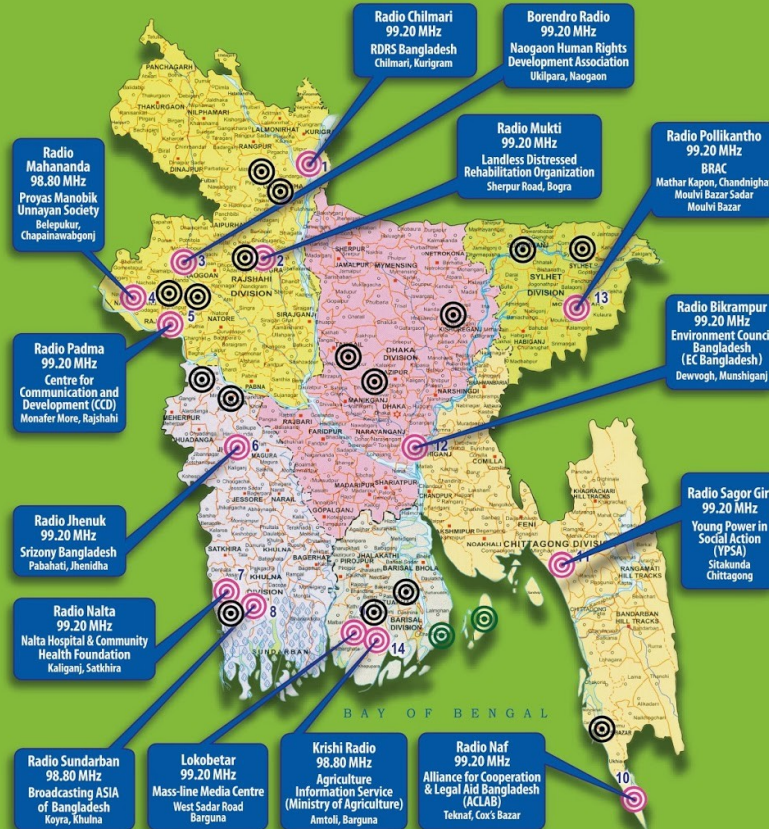
Table1. Community radio in the European Union*

<i>Country</i>	<i>No. of services</i>	<i>Legal status</i>	<i>Public funding</i>
Austria	12	No specific provision	No
Belgium	11	Well established	Yes
Bulgaria	3	No specific provision	No
Czech Republic	3	No specific provision	No
Cyprus	0	No specific provision	No
Denmark	175	Well established	Yes
Estonia	0	No specific provision	No
Finland	5	No specific provision	No
France	683	Well established	Yes
Germany	304	Varies region to region	Yes
Greece	10	Mainly unlicensed	No
Hungary	100	Well established	Yes
Ireland	21	Well established	No
Italy	100	Well established	No
Latvia	0	No specific provision	No
Lithuania	0	No specific provision	No
Luxembourg	1	No specific provision	No
Malta	38	Well established	No
Netherlands	264	Well established	Yes
Poland	30	No specific provision	No
Portugal	30	Mainly unlicensed	No
Romania	10	No specific provision	No
Slovakia	2	No specific provision	No
Slovenia	3	No specific provision	No
Spain	130	Mainly unlicensed	No
Sweden	165	Well established	No
United Kingdom	159	Recently adopted	Yes



OLD SCHOOL

COMMUNITY RADIO IN BANGLADESH



knowledge, networking & capacity building

BNNRC
Bangladesh NGOs Network for Radio and Communication
NGOs in Special Consultative Status with the UN

Newly Approved
Community Radio = 16

New Community
Radio = 2

radio SAGAR DWIP radio MEGHNA

Community Radio in Broadcasting = 14



OLD SCHOOL

WORLD INTERNET USAGE AND POPULATION STATISTICS MARCH, 2019 - Updated						
World Regions	Population (2019 Est.)	Population % of World	Internet Users 31 Mar 2019	Penetration Rate (% Pop.)	Growth 2000-2019	Internet Users %
Africa	1,320,038,716	17.1 %	492,762,185	37.3 %	10,815 %	11.2 %
Asia	4,241,972,790	55.0 %	2,197,444,783	51.8 %	1,822 %	50.1 %
Europe	829,173,007	10.7 %	719,365,521	86.8 %	584 %	16.4 %
Latin America / Caribbean	658,345,826	8.5 %	444,493,379	67.5 %	2,360 %	10.1 %
Middle East	258,356,867	3.3 %	173,542,069	67.2 %	5,183 %	4.0 %
North America	366,496,802	4.7 %	327,568,127	89.4 %	203 %	7.5 %
Oceania / Australia	41,839,201	0.5 %	28,634,278	68.4 %	276 %	0.7 %
WORLD TOTAL	7,716,223,209	100.0 %	4,383,810,342	56.8 %	1,114 %	100.0 %



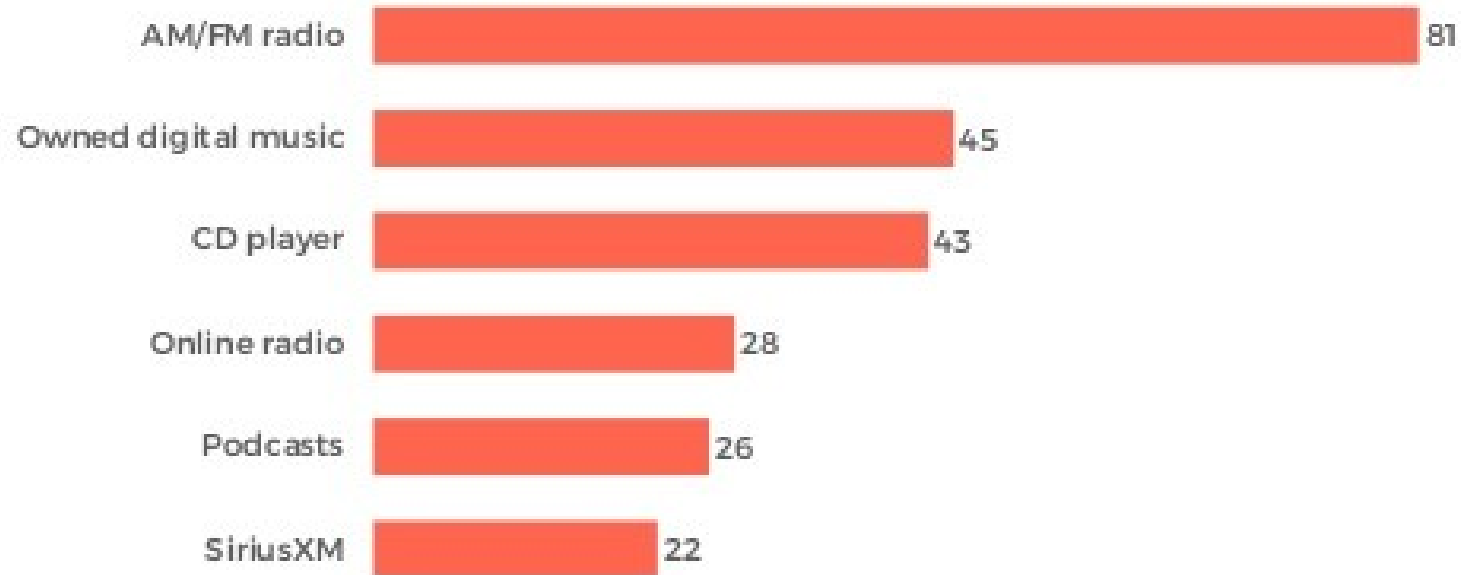
OLD SCHOOL

 THE INFINITE DIAL 2019

Audio Sources Currently Ever Used in Car

BASE: U.S. AGE 18+ AND HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 89%

% USING AUDIO SOURCE IN CAR



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL



OLD SCHOOL

- Older demographics are common
- Married to terrestrial forms; resisting innovation
- Where are the young people?

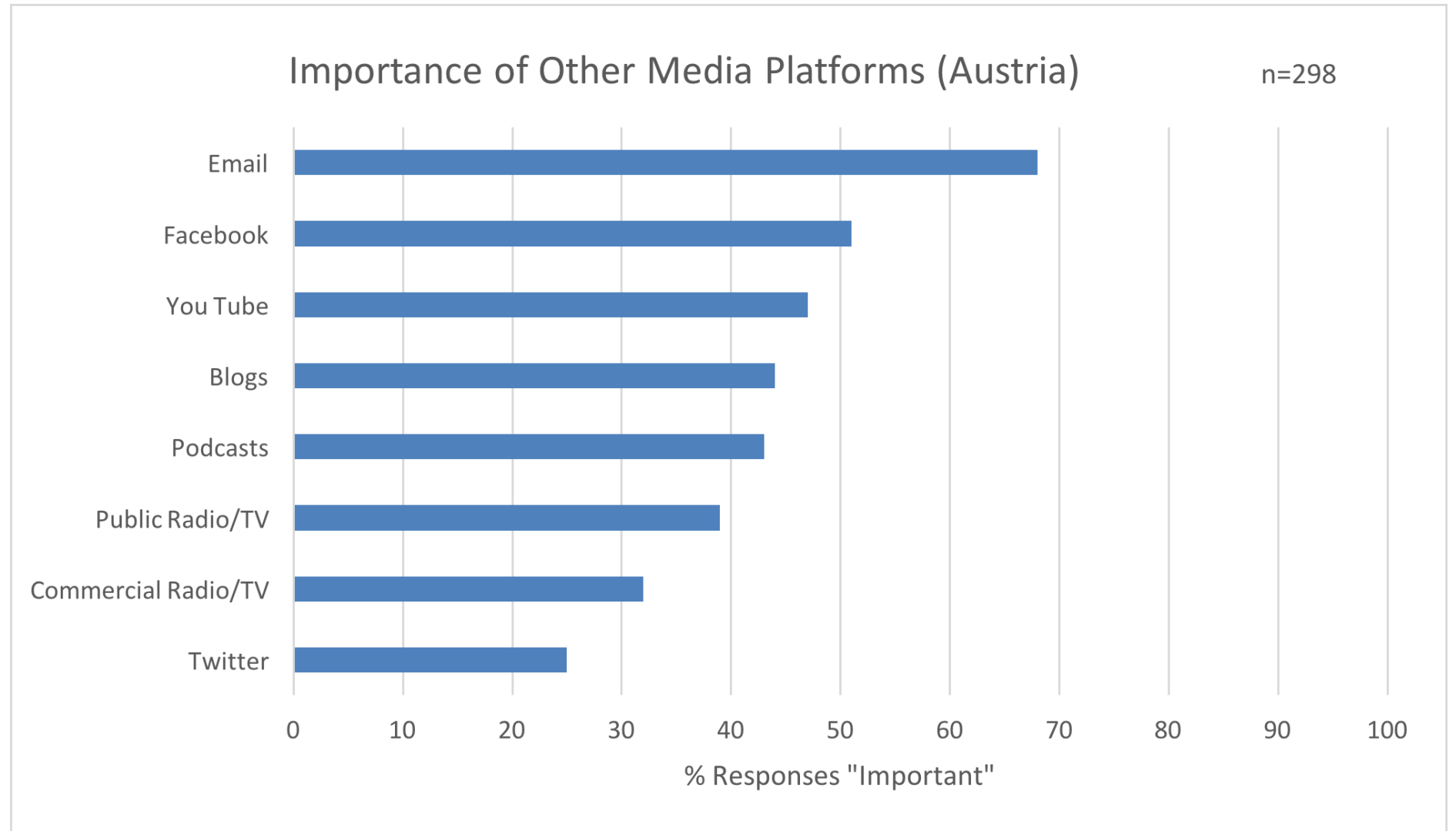


OLD SCHOOL

Frequencies (Austria)	
Gender: Male	168
Gender: Female	143
Age: 13-18	3
Age: 19-25	28
Age: 26-39	96
Age: 40-59	129
Age: 60+	55
Employment: Student	39
Employment: Employed	218
Employment: Unemployed	43
Education: Basic School	49
Education: High School	108
Education: University	144
Participation: <1 Year	45
Participation: 1-2 Years	48
Participation: 2-4 Years	59
Participation: 4-8 Years	56
Participation: 8+ Years	93



OLD SCHOOL



NEW SCHOOL

- 4 C's of the digital public sphere:
 - Communications
 - Content
 - Collaboration
 - Community

-David Winston (2010)



NEW SCHOOL

- Younger participants
- Digital natives embrace new media
- New multimedia models emerging

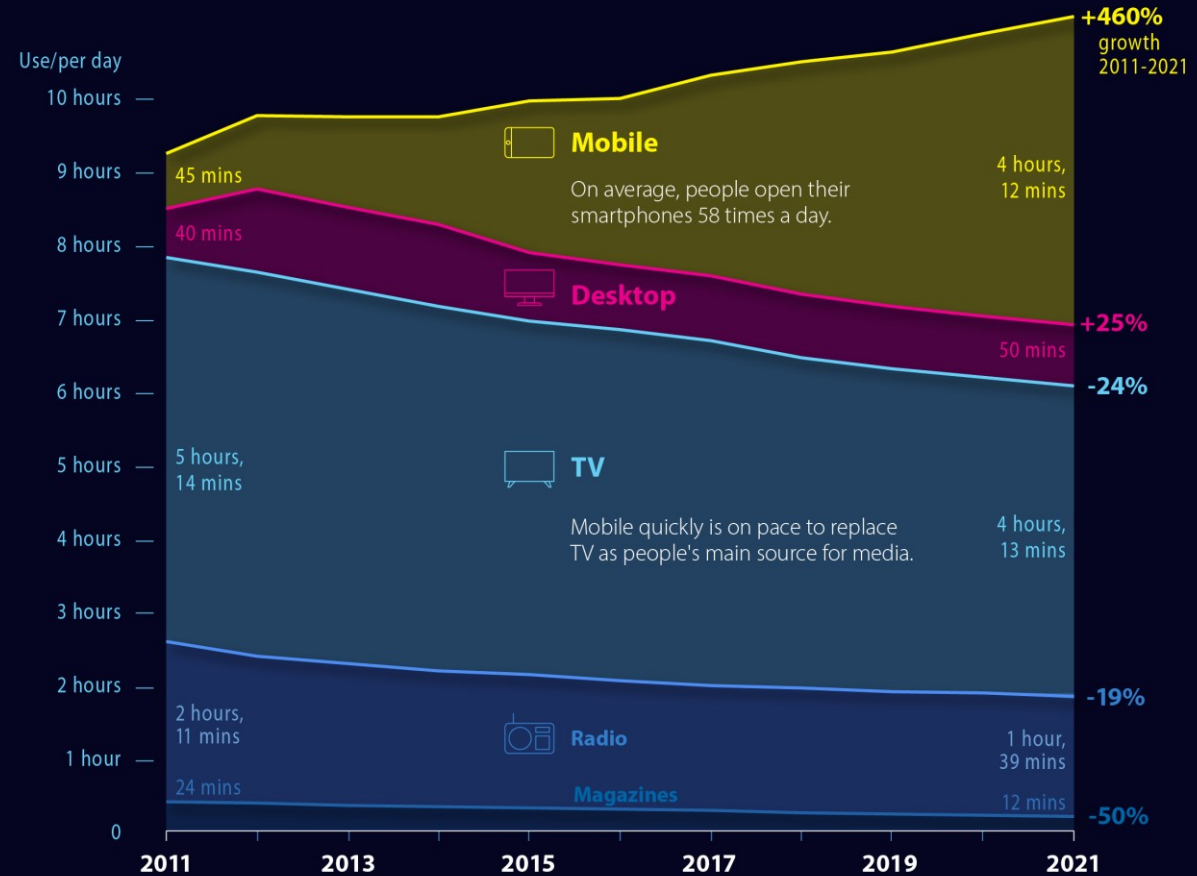


NEW SCHOOL

VISUAL CAPITALIST DATASTREAM

Changing Media Consumption

In a single decade, the way we in which consume media has shifted dramatically. Everyday mobile use has skyrocketed, underscoring the move away from offline media.



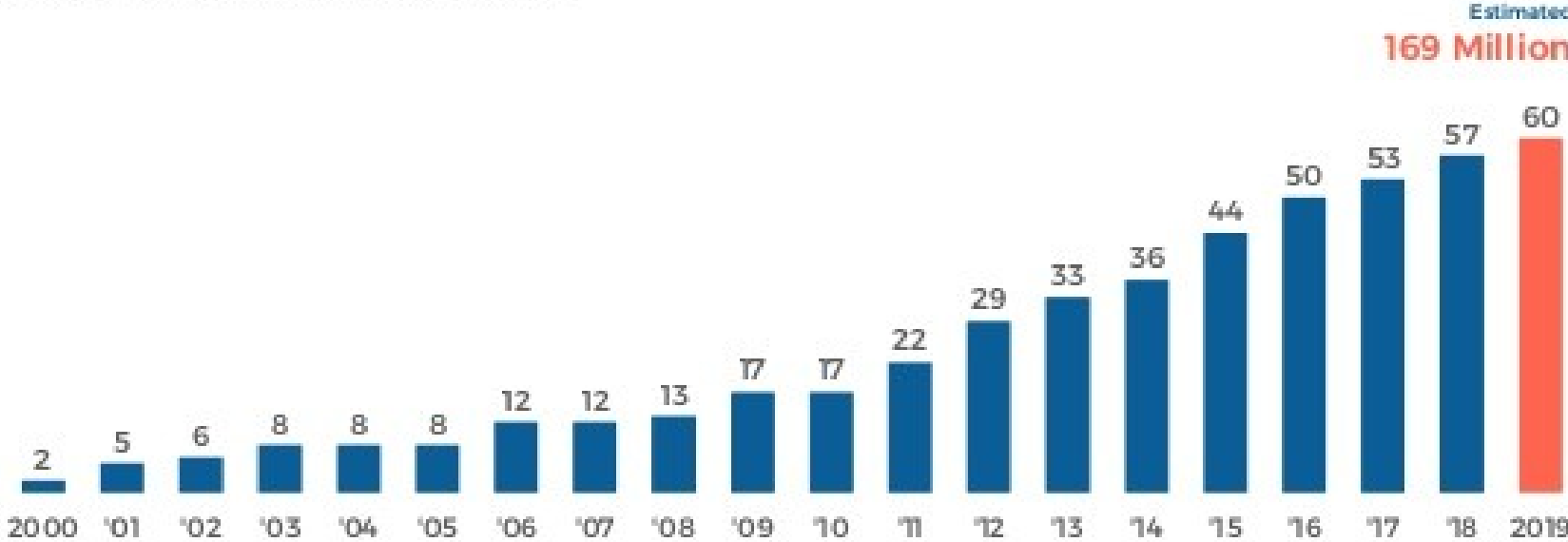
Source: Zenith via Recode, RescueTime



NEW SCHOOL

Weekly Online Audio Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO ONLINE AUDIO IN LAST WEEK
ONLINE AUDIO = LISTENING TO ANY FM RADIO STATIONS ONLINE AUDIO OR
LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



#InfiniteDial

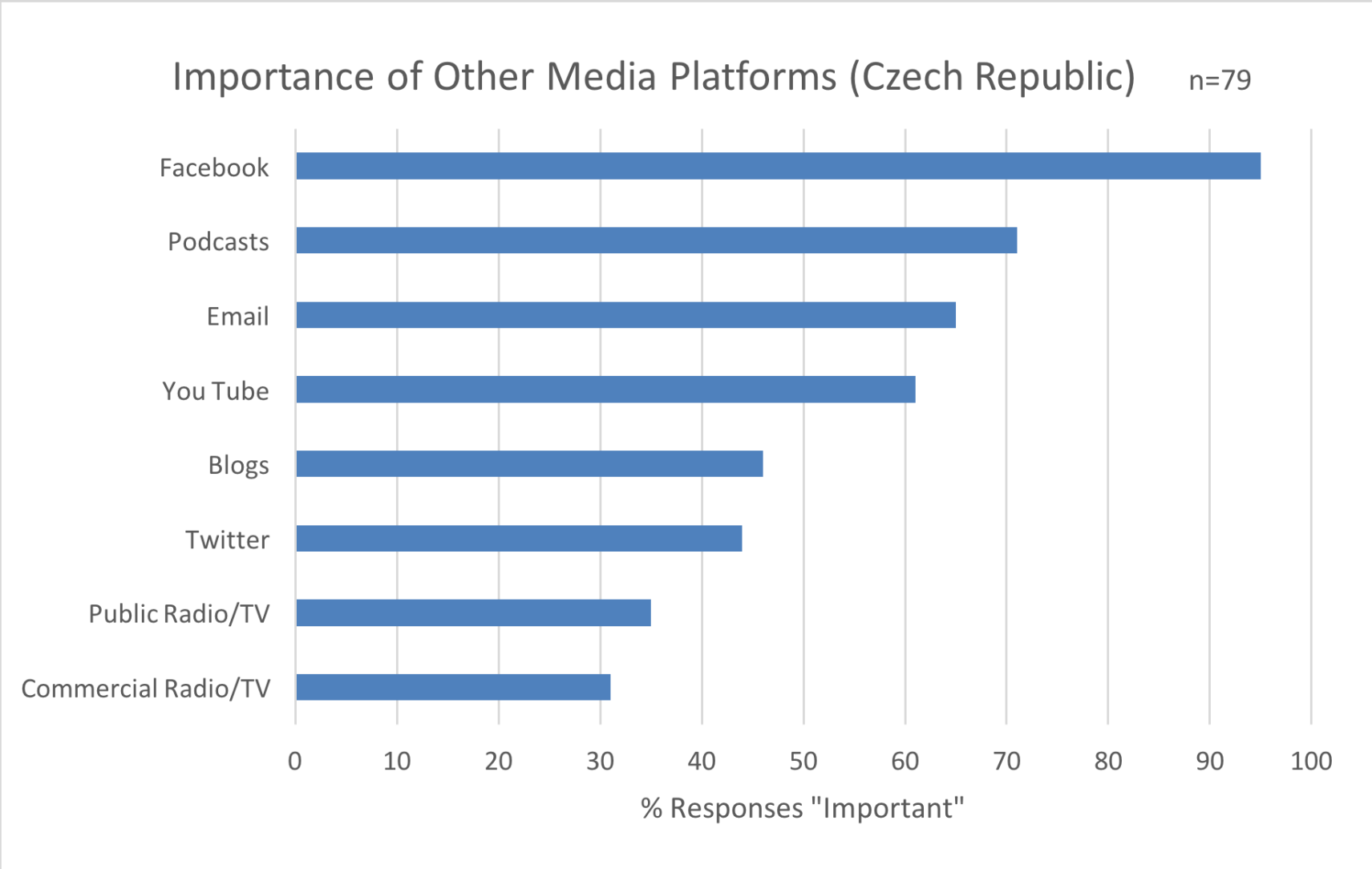


NEW SCHOOL

Frequencies (Czech Republic)	
Gender: Male	44
Gender: Female	37
Age: 13-18	1
Age: 19-25	37
Age: 26-39	32
Age: 40-59	9
Age: 60+	1
Employment: Student	51
Employment: Employed	22
Employment: Unemployed	4
Education: Basic School	2
Education: High School	55
Education: University	21
Participation: <1 Year	30
Participation: 1-2 Years	26
Participation: 2-4 Years	16
Participation: 4-8 Years	6
Participation: 8+ Years	0



NEW SCHOOL



NEW SCHOOL

- More than half the U.S. population now reports having used YouTube specifically for music in last week. This number is now 70% among 12-34 year-olds.

-Triton Research

(2018)



NEW SCHOOL

Observations

Along with the increases in podcast listening, audiobook consumption also surged, indicating a trend towards increased spoken word audio consumption.



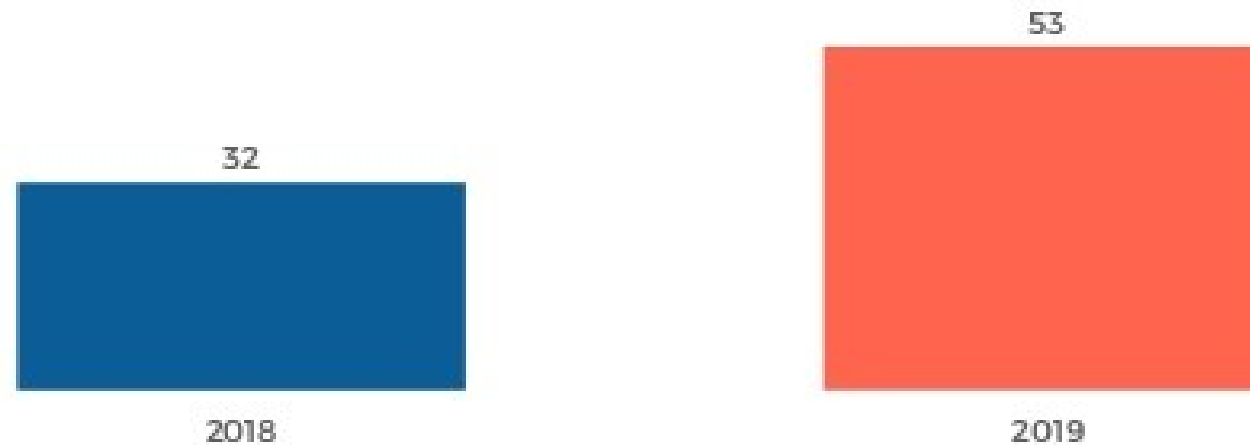
NEW SCHOOL

Monthly Podcast Listening

BASE: U.S. AGE 12-24 AND LISTENED TO SPOTIFY IN LAST MONTH

% LISTENED TO A PODCAST IN LAST MONTH

Among Spotify Listeners Age 12-24



BUSINESS: NEW ECOSYSTEM

- Network power – technology, capacity, control
- The rise of platforms – surveillance, pathologies
- Commercial / Public Service – disrupted, degraded



BUSINESS: NEW ECOSYSTEM

- “The value of context and quality in premium media seems to have vanished in a digital world. That doesn’t feel right, there is something wrong in the way the digital ecosystem is working.”

–Douglas

McCabe



BUSINESS: NEW ECOSYSTEM

- Facebook and Google make all the money off the content local journalists and publishers create. Google raked in \$95 billion from digital ad sales last year, while Facebook added another \$40 billion.
- “That power has a chilling effect on many aspects of the media landscape, especially local journalism.”

-Zephyr Teachout (Fordham University 2018)



BUSINESS: NEW ECOSYSTEM

Google's plan to destroy local TV

The search giant's set-top box could vacuum up competitors' advertising dollars



Google Attack on Local TV illustration by Greg Groesch/The Washington Times more >



BUSINESS: NEW ECOSYSTEM

- Small businesses in communities now spend more money with Google, Amazon and Facebook than local press; overturning a business model which has sustained journalism for centuries.

-Douglas McCabe (Enders Analysis

2017)



NEW ECOSYSTEM: JOURNALISM

- “To save our democracy, we need to save local news.”

-Michael Shapiro 2019



NEW ECOSYSTEM: JOURNALISM

“At our heart, we are a tech company. We don’t hire journalists.”

– Cheryl

Sandberg

- For years, Facebook has tried, and failed, to find a business model that rewards news publishers for distributing their content on the social network. –Recode Daily
- “Instant Articles” news stories that were hosted and monetized by Facebook, failed from lack of quality and trust.



NEW ECOSYSTEM: JOURNALISM

- “As revenues for hard news vanish, the growing emphasis on clickbait and sensationalism continues to degrade journalism and squander the public’s trust.”

Nation)

– Victor Pickard (The



NEW ECOSYSTEM: JOURNALISM

- PR jobs are booming as news departments die off. There are now six PR specialists for every reporter in the US.

New York Times 2019



NEW ECOSYSTEM

 THE INFINITE DIAL 2019

Observations

Social Media usage appears to have stalled. Facebook and Twitter have declined, especially with younger users.



#InfiniteDial

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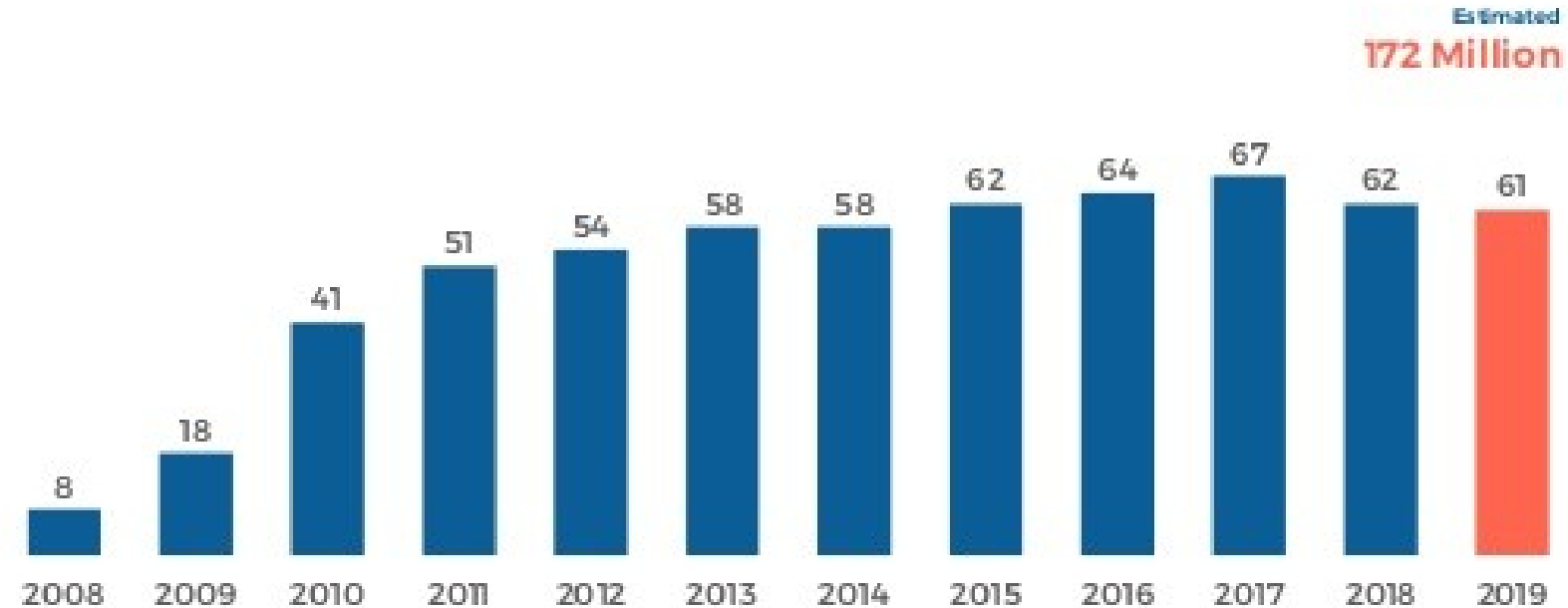


NEW ECOSYSTEM

 THE INFINITE DIAL 2019

Facebook Usage

TOTAL U.S. POPULATION 12+
% USING FACEBOOK



#InfiniteDial

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL



NEW ECOSYSTEM: START-UP JOURNALISM

- "As with any technological revolution, the entire industry is shifting its model as we all head into the future." -Britt Morin
- Start-ups struggling to develop profitable business model
- 2,000 writers, editors and other media industry professionals at BuzzFeed, Vice, Huffington Post, McClatchy, Gothamist and other online publications were laid off as top investors and publishers re-examined revenue models.
- Trending: migration of start-up local news orgs to pubcasters



NEW ECOSYSTEM: LOCAL JOURNALISM

- About one in five Americans now lack regular access to local media coverage. Studies show this is bad for politics, municipal debt -- and even the environment.
- Declining coverage of state and local government in general have led to more partisan polarization, fewer candidates running for office, higher municipal borrowing costs and increased pollution.

-Alan Greenblatt



NEW ECOSYSTEM: GOVERNANCE

- As more and more people become aware of the downsides of seductive systems of digital media, the case for greater democratic control of the media industries and related tech industries grows stronger.

- David Hesmondhalgh 2019



NEW ECOSYSTEM: PLATFORM TAX

- State tax of online advertising /data sales on large platforms
- France (estimated revenue: €500 million per year)
- Austria (since 2018)
- Belgium, Italy, Germany, Czech?
- EU?



NEW ECOSYSTEM: JOURNALISM

- The change in the media landscape has also impacted the role and social, professional and ethical responsibilities of journalists.

-AMARC 2019



COMMUNITY BROADCASTING: PARTICIPATION

- The concept of citizen journalism is based upon public citizens "playing an active role in the process of collecting, reporting, analyzing, and disseminating news and information."

-Bowman and Willis

(2003)



COMMUNITY BROADCASTING: JOURNALISM

- Citizen Journalism: “A form of *online* and *digital* journalism conducted by amateurs, because it underscores the link between the practice of journalism and its relation to the political and public sphere.”

-Deutsch Karlekar and Radsch (2012)



COMMUNITY BROADCASTING: TRUST

- A significant relationship between community media and community members establishes a trust that creates true sustainability. Community media can start to build that trust by encouraging community engagement.”

– Genia Stevens (Forbes Agency Council)



COMMUNITY BROADCASTING

- “How on earth could radio realistically ‘compete’ at all with YouTube, Spotify, or a zillion other web-based services? The secret sauce is *the inherent curation and locality of radio.*”

-Anonymous radio executive



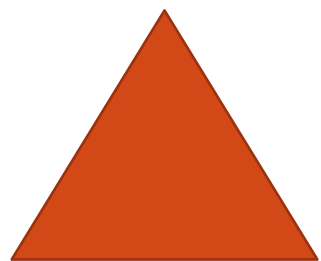
COMMUNITY BROADCASTING: POWER

- “Stories fuel movements, collaboration creates stronger communities, and information is power.”

-Kiyoshi Ikeda



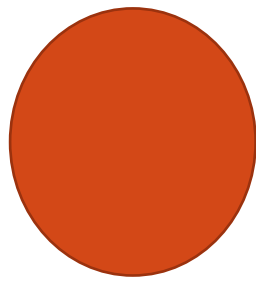
OLD SCHOOL: JOURNALISM



**Content
Consumer**



Medium



JOURNALISM: COMMUNITY VERSION?

<i>goal</i>	<i>strategy</i>	<i>observe</i>	<i>question</i>	<i>compose</i>	<i>report</i>	<i>media</i>
inform	describe	see	who	long	text	website
opine	explore	hear	what	short	photo	Facebook
entertain	explain	touch	where	hard	audio	Instagram
influence		smell	when	soft	video	Twitter
		taste	how	deep	animation	YouTube
			why	broad		newsletter
						gaming



COMMUNITY JOURNALISM



Home News Music Sports Opinion Events Community Get Involved Advertise Contact

Live TV TV Schedule Live Radio Radio Schedule Radio Shows Podcasts Stay in Touch



16TH APRIL, 2019

Police warning over drug related deaths

South Yorkshire Police have issued an urgent drugs-related safety warning after a woman died on Saturday and two men were left seriously ill.

[More](#)

Search for

Watch Live Listen Live

Radio Podcasts (TV Catch-Up coming soon)

WEATHER

Sheffield: clear sky
Temp: 18.5 °C Humidity: 60%
Temp min/max: 15.0 °C /21.7 °C
Wind: 2.1 m/s 110.0°
Cloudiness: 0% Pressure: 993 kPa

NOW & LATER

NOW [1 - 3pm]	The Big Swing presents...
NEXT [3 - 5pm]	Walk a Mile In My Shoes / The Golden Years
LATER [5 - 7pm]	Spirit of the Wapentake

Other News

Drone design wins Space Agency booster
6th April, 2019 4:59 pm

Features



Cutting Edge episode 2
News and current affairs programme produced by students at Sheffield Hallam University.

COMMUNITY MEDIA: MULTIMEDIA/MULTICHANNEL

FLUX **FM**

Die Alternative im Radio.

 SUCHEN

IM RADIO + **IM PROGRAMM +** **IM OHR +** **IN HALT +** **IN AKTION +** **IN FORMATION +** **IM FLUXBAU +** **IM ORBIT +**

Hier gibt es aktuelle Infos zum FluxFM Tagesprogramm...

HEUTE AUF



FLUX **FM**

FLUXMUSIC - LIVESTREAMS




FLUX **FM**
Die Alternative im Radio

JETZT LÄUFT:
2Raumwohnung
Nimm mich mit - Da...
Kommt Zusammen

PLAYLIST:

- 09:42 Friska Viljor - Unless You Love Me
- 09:35 Fleetwood Mac - Dreams
- 09:32 Sam Smith - Money On My Mind
- 09:25 Tenacious D - Fuck Her Gently

ANDEREN SENDER WÄHLEN:



COMMUNITY MEDIA: MULTIMEDIA/MULTICHANNEL

AKTUALITY



Nový rektor univerzity – Chtěl bych, aby mě studenti vnímali přátelsky. Je to o komunikaci, současně pokoře a respektování názorů

Masarykova univerzita má nového rektora. Stal se jím neurolog a děkan lékařské fakulty Martin Bareš. Akademický senát v pondělí odevzdal Barešovi 36 ze 47 platných hlasů. Bareš tak porazil geologa Jaromíra Leichmanna, který získal 11 hlasů. Radio R přináší rozhovor...

[Číst více](#)



Dope D.O.D zase ovládli brněnskou Flédu

Jak moc tvrdý může být rap? Potemnělou tvář hip hopu přinášejí fanouškům po celém světě nizozemští Dope D.O.D. A pravidelně se vrací i do střední Evropy. Ať už je to festival nebo koncert v klubech, jejich show má vždycky spád a jiné nebylo ani vystoupení na brněnské...

[Číst více](#)



NA CO ČEKÁŠ?
POSLOUCHEJ!



Radio R

113 FOLLOWERS

[FOLLOW](#)

 Mixcloud

COMMUNITY MEDIA: THE SUSTAINABILITY ADVANTAGE?

- Community-Based
- Social
- Political
- Economic



THE FUTURE OF JOURNALISM?

- New definition - content
- New ecosystem - participatory, amateur
- New business model - social enterprise
- New priorities - trust, secure, local, community



COMMUNITY JOURNALISM: THE FUTURE MODEL?

- Multimedia
- Multichannel
- Multidirectional
- Appropriate standards
- Appropriate tools & training
- Low expenses
- Community-based sustainability



COMMUNITY BROADCASTING IN THE DIGITAL AGE

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