



Empowerment Radio

– Voices building a community

By Birgitte Jallo (www.empowerhouse.dk)

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EMPOWERMENT RADIO – ‘Voices building a community’ sets out to demonstrate why community radio during the past decade has repeatedly been recommended as a powerful catalyst for development – ‘the missing link’ between development support being provided and change actually taking place.

This book has been written with a desire to share powerful insights and experiences that can help get a genuine community radio off the ground – and keep it on air. It offers a step-by-step presentation of the central conceptual and practical aspects that are essential for creating EMPOWERMENT RADIO: A sustainable, community-run, well managed, simple and effective platform for the community’s voices, with space for debate on issues of importance that range from urgent ad hoc problems, over continued debate on community development, and onward toward a celebration of the local culture.

Over the years Jallo’s many articles have brilliantly examined the work she has done and continues to do with community radio all over the world. They have been a constant companion for me both as a researcher, teacher, and practitioner. **Jallo can be depended on to bring a uniquely insightful perspective to the discourse but always mindful of the empowering function of communication.**

Patrick Prendergast works across the Caribbean with community radio. He is Lecturer in development communication at the Caribbean Institute of Media and Communication, The University of the West Indies.

I have known Birgitte Jallo as a prime mover in community radio since the early 1980s when European activists in the field began to join forces. She was a significant voice in AMARC. I invited Birgitte to speak at the London School of Economics, and her lecture on sustainable radio in development made a deep impression. **Her book is important and timely and there is no one better qualified to write it.**

Dr. Peter M. Lewis is a Senior Lecturer in Community Media, London Metropolitan University

‘Empowerment Radio’ is a much needed aid for community radios – especially those in the most isolated areas who find it hard to access direct advice and assistance... Birgitte Jallo brings decades of hands-on experience and insight to this work and her contribution is going to be widely welcomed by radio stations, NGOs and community development workers alike.

We are looking forward to getting this book to our partners!

Yvonne Orengo, is Director of Andrew Lees Trust, London.

Birgitte Jallo led a broad and ambitious UNESCO media development project in Mozambique 1998-2004. I followed her work on behalf of SIDA, one of their major donors... and direct impact could be seen in the communities through Birgitte’s focus on participation and community ownership around the radios... **I am happy to see that Birgitte’s experiences and advice are now shared with all development aid organisations, international, national and NGOs.**

Eva Belfrage is retired Senior Advisor for Swedish International Development Cooperation Authority

Keywords:

Community Radio, Community Empowerment, Participatory Development, Sustainable community radio, community ownership, Strategic Planning, Strategic Management, Partnership strategy



EMPOWERHOUSE assists communities, non-profits, governments and funders with finding integrated solutions to create and strengthen community radio. With 30 years experience, EMPOWERHOUSE offers online training and coaching of CRs and networks for sustainable, participatory CRs, and carries out evaluation and impact assessment. New book: 'Empowerment Radio – Voices creating a community'.

www.empowerhouse.dk