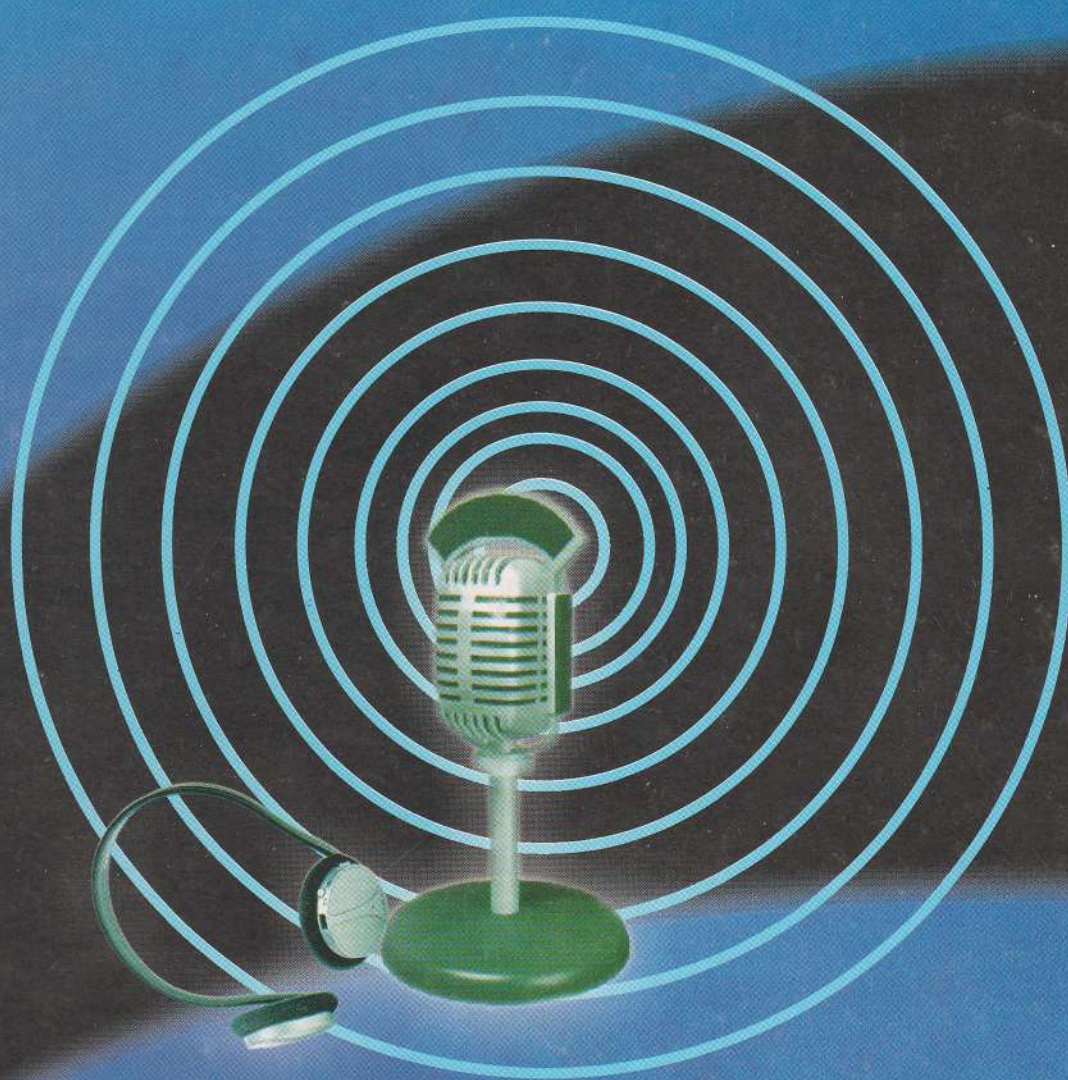


Prospectus
cum
Programme Guide
for
Certificate Programme in Community Radio



School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110068

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COMMUNITY RADIO

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Further information on the Indira Gandhi National Open University Programmes may be obtained from the University's office at Maidan Garhi, New Delhi-110068 or its website <http://www.ignou.ac.in>

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IGNOU programmes now available to students in 95 countries including African and West Asian Countries like Maldives, Mauritius, Nepal, Seychelles.

1. THE VISION OF IGNOU

Indira Gandhi National Open University is the National Resources Centre for Open and Distance Learning with international recognition. It endeavors to provide seamless access to sustainable and learner-centric quality education, skill upgradation, training through use of innovative techniques and methodology and by ensuring convergence of existing systems of human resource development and global understanding.

Apart from teaching and research, extension and capacity building form the mainstay of its academic activities. IGNOU also acts as a national resource center and serves to promote and maintain standard of distance education in India.

1.1 Special Features:

Study in IGNOU offers certain Special features:

- International Jurisdiction
- Flexible Admission Rules
- Individualised Study – flexibility in terms of place, pace and duration of study
- Use of latest information and communication technologies
- Nationwide student support network
- Cost effective and modular approach to Programmes
- Resource sharing and collaboration with other institutions, organizations and conventional universities
- Socially and academically relevant Programmes based on student need analysis
- Convergence of Open and Conventional Education Systems

1.2 Important Achievements:

- IGNOU has emerged as the largest Open University of the World.
- Recognition by Commonwealth of Learning as Centre of Excellence in Distance Education (1993)
- Award on Excellence in Distance Education Course Material by Commonwealth of Learning (1999)

IGNOU Programmes now available to students in 35 countries including African and West Asian Countries like Maldives, Mauritius, Nepal, Seychelles.

2. SCHOOL OF JOURNALISM & NEW MEDIA STUDIES

The School of Journalism and New Media Studies was established in IGNOU in August 2007 to expand the nature, scope and visibility of media related academic programmes, research and training activities.

The objectives of the School are:

1. To impart education and conduct training programmes in Journalism and new media related subjects.
2. To develop and launch high quality academic programmes of journalism in communication, electronic media, internet and issues related to culture and media.
3. To impart media training in collaboration with operative media centers in the country.
4. To undertake academic activities like seminars, workshops and interactive sessions related to media studies.

2.1 Specialisation of the School of Journalism and New Media Studies:

The School proposes specialized courses including sponsored (paid) programmes based on specific requirements of the industry or other organized sectors and institutions. These are short term courses offering Certificate in the specified course. But the courses have been designed so that the learner can get a judicious blend of theoretical knowledge as well as practical training. These certificate courses are like enrichment activities designed to create general awareness and basic expertise in areas concerning the print and electronic media. The School is in the process of planning several certificate courses in areas like media research, script development, presentation techniques, camera operations, lighting techniques, audio and video recording, film and television editing and film appreciation.

2.2 Academic Programmes Currently on Offer:

1. P.G. Diploma in Journalism and Mass Media (PGDJMC)
2. P.G. Diploma in Audio Programme Production (PGDAPP)
3. Certificate in Community Radio (CCR)

3. IMPORTANCE OF COMMUNITY RADIO IN INDIA

Community Radio is a powerful tool for community development and empowerment using communication. It is also likely to become a potential segment of local employment as the emphasis is on hiring local personnel both for running the station and also for broadcasting. Community radio functions through participation of the community members and those at the grass-root level who have interest and understanding of the broadcast medium can find employment in management, policy, production and presentation of broadcasts.

In India the frequency allocation system will allow over 4000 community radios to be set up across the country. Presently there are more than 45 community radios in operation and another 100 are expected to start operations in near future. The Ministry of Information & Broadcasting has identified the following categories of organizations eligible for grant of community radio license:

1. Educational Institutions
2. Non-Government Organisations
3. Krishi Vigyan Kendras

In India, importance of community radio is immense because within every 50km distance there is a change in the local style of speaking. The people are used to oral traditions of sharing information. Literacy rate is still low in most rural areas of the country and people tend to trust locally generated information rather than external sources.

4. CERTIFICATE IN COMMUNITY RADIO

A first of its kind in Asia, the Certificate Programme in Community Radio, to be launched by IGNOU in January 2009, opens up opportunity for community members, broadcast professional and academic institutions to learn the technical aspects of community broadcasting and understand how a community radio can be run with volunteerism and local participation.

This Certificate Programme provides in depth information on the different functions of community radio and also offers the student hands-on training in operation – both managerial and technical. For operational community radio stations, this is an opportunity to train their staff and volunteers and also earn while they learn through an MOU with IGNOU for providing Internship facilities.

4.1 The Programme:

Duration:	6months
	Maximum time limit: 2 years
Language:	English
Eligibility:	10+2 or any other equivalent qualification
Commencement:	Two Sessions in each Academic Year: January/July
Fee:	Rs. 4,000 + Rs 200 (Application Form fee) + (Rs 50 if form received by post)

4.2 Programme Objectives:

- Create a comprehensive understanding of community radio aims & ideals.
- Impart skills of motivating community participation.
- Develop technical proficiency in radio management & production.
- Understand the linkages between development & communication at the grassroots.

4.3 Target Groups:

- Community members in areas where community radio stations have been set up or are likely to be set up in near future. Keeping in mind the government's desire to take community radio to rural and remote areas and make these radio stations operative with community participation, it has been decided that anyone with interest in a career in community service using communication techniques will be accepted as student for this course. The level of entry is deliberately kept at the level of 10+2 or equivalent qualification - the basic level acceptable for a university programme.

- Those interested in broadcasting as a career. Understanding of Community Radio and development of broadcast skills can be the stepping stone for a career not only in Community Radio but broadcasting in general.
- Broadcasters already working in radio channels who have felt needs of audience interactive programming.

4.4 Certificate Programme offers Training in:

1. Creativity and technology of programme production,
2. Understanding of the technology of broadcasting,
3. Management technique to run a radio station, and
4. Methodology for creating community volunteers

4.5 Programme Structure:

1. Theory Courses: I & II: 4 blocks in each course
2. Internship: Practical Training for 10 days

4.6 Details of Theory Courses:

Theory Courses include every aspect of Community radio – from concept to setting up, from community interaction procedures to production techniques – all relevant details have been provided in the theory study material. The text of the study material has been written by widely known experts of Community Radio in India.

Course I deals with concepts of community radio:

- Detailed analysis of Definition, Scope & Functions of Community Radio
- Importance of Ownership and Volunteerism
- Community Need Assessment Procedures
- The Process & Techniques of Content Development
- Accountability Factors, Rules & Regulations governing Community Radio in India

Course II deals with technical and management aspects:

- Technology for Setting Up including Infrastructure & Equipment requirement
- Maintenance of Equipment
- Methodology for Skill Development in Station Management
- Basics of Programme Production
- Sustainability Issues like Station Finance, Resource Mapping & Feedback Mechanisms

4.7 Internship:

Internship offers practical training and hands-on experience at a select Community Radio

Station for ten days. It is designed to provide interactive knowledge on:

- How to interact with community
- The crafts of radio production
- Understanding community needs and
- Management of a community radio station
- Preparation of Final project: A student will have to prepare of one community interactive programme for which the student will be evaluated separately.

Internship is mandatory:

A Internship Form is provided with the Prospectus cum Programme Guide. It contains details of Internship Training Time Slots.

A student will have to submit the Internship Form indicating his/her preference for Internship time-slots along with the completed Application Form.

At present Internship is available at a Community Radio Station within India only.

Please note:

- The student will have to travel to the Programme Center at his/her own expense for the Internship training and also pay for local boarding and food.

4.8 Student Support Activities:

Learning Material: Complete Study Material will be supplied to every registered student through the Regional Centers.

Additional Material:

1. Audio CD of community participatory Gyan Vani programme (Hindi/specific regional language) and select programmes from community radio stations across India.
2. DVD explaining the procedure of setting up a community radio station and community interactive production formats.

These programmes will be available at the regional study centers of IGNOU for the student to hear/watch.

Student Counseling: Student Counselors will be available to students at the Programme Centres.

Radio Counseling: Live Phone-in Programmes on Gyan Vani wherever facility is available.

5. COURSE DESIGN & CREDIT POLICY

As already mentioned, the Certificate Programme in Community Radio has two parts:

- Theory Courses I & II.
- Practical Training: Internship of 10 days at the Programme Center allotted to the student.

The Complete Theory Course Material will be available to the student on payment of Course Fee (Rs. 4000) at the concerned Regional Center. The material will include

- a) Four Blocks of Course I
- b) Four Blocks of Course II
- c) Home Assignment Booklet
- d) Internship Manual & Workbook

The system of evaluation in IGNOU is different from other conventional universities. IGNOU follows a multi-tier system of evaluation. The study material contains:

- a) Self-assessment exercises within each unit of study
- b) Evaluation through Home Assignments
- c) Project Work
- d) Term-end Examination

IGNOU uses a grading system for evaluation. The procedure is based on Credit Points. For each Credit Point, the student is expected to put in 30 hours of study. To ensure proper assessment of Credit Points a student must:

1. Clearly write the Code and Programme code in the Internship Form available in the Prospectus.
2. Make sure that Home Assignments have been completed as per instructions.
3. Prepare the Final Project according to the guidance provided by the Student Counselor

5.1 Code System:

Programme Code: CCR

Total Credits: 16

Course Code	Title of Course	Credits
CCR – BJM 001	Introduction to Community Radio	4
CCR – BJM 002	Operations of A Community Radio Station	4
CCR – BJMP 001	Internship	8

5.2 Credit Distribution:

The distribution of Credit Points is as explained below:

Theory Courses: 8 Credit Points

For the 8 Credit Points of the theory section, the student will have to appear in written examination. There will be two written papers, one each for Course I and Course II. Each examination paper will be for 2hrs duration. Each paper can give the student 4 Credit Points.

Internship: 8 Credit Points

- **Home Assignment:** After studying the Course I & II study material, a student will be able to attempt the Home Assessments. The Home Assignment Booklet contains 10 Assignments - 5 assignments pertaining to Course I, and 5 Assignments pertaining to Course II. The student will have to complete any 8 out these 10 assignments and carry the completed Home Assignment Booklet to the Programme Center and submit for evaluation.

Successful completion of Home Assignment Booklet: 2 Credit Points.

- **Internship:** The Internship Manual explains the workload for the student at the Programme Center and the Internship Workbook contains details of Assignment for each day of the Internship.

Successful completion of Internship Workbook: 4 Credit Points.

- **Final Project:** A student will have to make one audio programme of 25-30mts duration during the Internship using any community participatory style of broadcast. Format, content, community participation and techniques of production will be done according to the guidance of the Student Counselor at the Work Center.

Successful completion of the Final Project: 2 Credit Points.

*The Prospectus contains one Internship Assessment Form. The student must carry the Internship Assessment Form to the Programme Center. Credit Points earned by the student will be entered at Programme Center in this form and sent to the concerned Regional Center. Only after receipt of the Internship Assessment Form with Credit allocation, a student will be eligible for appearing in the Theory Examination.

5.3 Term End Examination:

Once a student has completed the Internship, he/she is eligible to appear in the written examination. There will be two examination papers:

- Course I – 2hrs
- Course II – 2hrs

For obtaining the Certificate, pass marks (35%) has to be obtained by the student in each of Practical and Theory.

- * A student will have to pass both the Theory examination and the Internship separately to qualify for the award of the Certificate. Pass Percentage is 35% or at least 3 Credit points in each section - Theory and Internship.

5.4 Programme Dates:

The First Certificate Programme on Community Radio will commence from January 2009.

- Last date for Receipt of Application: 20th December, 2008 (For January Session)
- Last date for receipt of Application: 30th May, 2009 (For July Session)

Proposed dates for internship for January 2009 Session are:

- 1st May – 10th May, 2009 (both days inclusive)
- 21st May –30th May, 2009 (both days inclusive)

For the Session starting in July, proposed Internship dates are:

- 1st - September -10th September, (both days inclusive)
- 20th September -29th September, (both days inclusive)

Term-End Examination for the January session will be held in June.

Term-End Examination for the July session will be held in December.

Please Note: The dates for Internship can be changed under special circumstances. The Regional Centre will notify the student in all such event.

6. SPECIAL INFORMATION ON SCHOLARSHIPS AVAILABLE

Commonwealth Media Centre for Asia (CEMCA) is expected to offer 150 scholarships each worth Rs. 4000 to students of this Certificate Course for the year 2009.

For details please contact:

Director
Commonwealth Media Centre for Asia
8/4 Sarvapriya Vihar,
New Delhi 110016
Phone: +91-11-2651 3746
Fax: +91-11-26537147
Website: www.cemca.org

7. INFORMATION FOR COMMUNITY RADIO STATIONS

IGNOU has drawn up a Proforma Sheet for Community Radio Stations interested in becoming a Programme Center for this Certificate Programme.

- All Functional Community Radio Stations in India can apply to become a Programme Centre for this Certificate Programme.
- A Programme Centre will be paid per student for facilities provided during 10-day Internship.
- Student Counselors will be drawn from the Staff of the Community Radio Stations.
- All Student Counselors will be paid separately according to IGNOU norms.

A Community Radio Station interested in becoming a Programme Center for Internship can contact IGNOU at the following address:

Programme Coordinator
Certificate in Community Radio
Room No. 115, EMPC
Indira Gandhi National Open University
Maidan Garhi, New Delhi 110068

The Proforma for internship is available at page 16 - 17 of this prospectus.

PROFORMA FOR INTERNSHIP AT COMMUNITY RADIO STATIONS

- IGNOU will offer the Community Radio Station fee per student for facilities
- Students will pay for travel to the CR Station, accommodation and food.

Students will be sent in groups of minimum four students.

- The Counselor will be paid separately as per IGNOU rules.

1. Name of Community Radio Station
2. Location
3. Name of License Holder/Organisation
.....
4. Name of Contact Person
5. Position in Community Radio Station
6. Postal Address
7. Technical Details: i) Number of studios for recording
- ii) Editing Facilities
- iii) Field Recording Equipment (Kind & Number)
- iv) Hours of broadcast
8. Indicate volume of community participation in station:
 - a) Management
 - b) Programme Policy
 - c) Programme Production
9. Availability of Counselors for guiding interns:
 - 1) No. & Names of Counselors available
 - 2) Nature of Association with Community Radio
 - 3) Academic Qualification

10. Names of suggested student counselors with designation in the radio station:
.....
.....

11. i) Accommodation for interns:
- a) Rooms with twin-sharing basis
 - b) Total number available
 - c) Availability of Food
 - d) Male/Female Preference

ii) Training facilities at the station:

12. Preferences for accepting interns:
- i) 1st May - 30th May
 - ii) 1st September - 30th September

Total Duration of Internship: 10 days

8. ELECTRONIC MEDIA PRODUCTION CENTER AT IGNOU

The Electronic Media Production Centre (EMPC) at IGNOU has emerged as a major hub in the region in the use of electronic media in distance education. EMPC is housed in the Sanchar Kendra complex, Maidan Garhi, New Delhi. It serves as a nodal resource centre in production, dissemination and transmission of educational software in the country utilizing a wide range of communication media. The facilities are being shared with various educational and training institutions, State Open Universities, Central and State Govt. Ministries/ Departments, NGOs, corporate bodies and other sectors.

The major activities undertaken by the Centre are the production and dissemination of educational audio video programmes. Curriculum-based audio-video programmes are developed to supplement the courseware of IGNOU by highly trained and skilled in house staff using the state-of-the-art facilities. In addition, freelance filmmakers have been empanelled and suitable programmes are also sourced from agencies such as UKOU, Transtel DW TV, RCI etc.

Both broadcast and non-broadcast modes of delivery are adopted by IGNOU. The cassettes/ CDs are sent to RCs/ SCs and also sold at reasonable rates through the Marketing Unit of EMPC.

Activities:

- **Production of audio and video programmes** for IGNOU academic programmes and their dissemination to the IGNOU RCs/SCs via non- broadcast mode.
- **Transmission** of IGNOU video and audio programmes through public broadcasters – DD1 & AIR [Hyderabad & Mumbai].
- **Transmission** of video programmes through dedicated satellite based educational TV channels – GD1, GD3 & GD4.
- **Transmission** of live teleconferencing, telecounselling sessions through dedicated satellite based interactive educational TV channels – GD2.
- **Transmission** of educational and enrichment audio programmes through **FM Radio network** of 26 **Gyan Vani** Stations located at Ahmedabad, Allahabad, Aurangabad, Bangalore, Bhopal, Coimbatore, Chennai, Delhi, Guwahati, Jabalpur, Kolkata, Mumbai, Mysore, Rajkot, Raipur, Varanasi, Vishakapatnam, Lucknow, Shillong, Jaipur, Panaji, Indore, Kanpur, Patna Hyderabad and Nagpur.

- **Transmission** of live Interactive Radio Counseling (IRC) sessions for IGNOU students through AIR Stations.
- **Design and development of PG Diploma Programmes:** Conducting Post Graduate Diploma in Journalism and Mass Communication & Post Graduate Diploma in Audio Programme Production.
- **Training workshops** in electronic media programme production for Journalism & Mass Communication students and in- service personnel.
- **Marketing** of EMPC facilities, products and services.
- **Technical support** and turnkey consultancy to SOUs and DE institutions.

EMPC coordinates the following educational radio and television channels.

a) **Gyan Darshan**

Gyan Darshan (GD), a fully digital 24 hour exclusive Educational TV Channel, is a digital bouquet of 4 channels. This 24-hour channel beams programmes produced by IGNOU and those from UGC, National Council for Educational Research & Training (NCERT), Central Institute for Educational Technology (CIET), NITTTRs, IITs and different Ministries of Govt. of India.

The transmission of GD channels is almost completely automated through the installation of the video server.

'Gulistan-e-Urdu' a special Urdu Language Programme series as part of the 'Bhasha Mandakini' was launched by Hon'ble Union Minister for Human Resource Development Sh. Arjun Singh in Oct. 2005. The programme is transmitted from 01.00 to 02.00 and repeated from 13.30 to 14.30 daily in GD1. This new programme series consisting of informative, culturally enriching and educational programmes reaches out to a large number of Urdu speaking people across the country. It aims to create awareness about the richness of the Urdu language besides promoting a composite culture.

b) **Gyan Vani**

This is a unique low cost, interactive medium for enhancing and supplementing the teaching-learning process by reaching out to widespread learners. Gyan Vani stations operate as media cooperative with the day-to-day programmes being contributed by various educational institutions, NGOs, government and semi-government organizations, UN agencies, Ministries such as Agriculture, Environment, Health, Women and Child Welfare, Science & Technology, etc. besides national level institutions such as NCERT, NIOS and State Open Universities.

Each Gyan Vani Station has a range of about 60 kms and covers an entire city/town and the adjoining rural area. Gyan Vani serves as an ideal medium for niche audiences to address the local educational, development and socio-cultural requirements. The flavor of the channel is by and large local, and the medium is English, Hindi or language of the region. The broadcast duration varies from station to station but the overall content pertains to the following aspects and levels of education:

- Sarva Shiksha Abhiyan
- Primary and Secondary Education
- Adult Education
- Technical and Vocational Education
- Higher Education
- Distance Education
- Extension Education

c) **Teleconferencing**

In order to infuse interactivity in distance learning, one-way video and two-way audio teleconferencing facility is being offered through GD2. Important nation-wide programmes for IGNOU learners, lectures by eminent experts/dignitaries, discussions with RC Staff, Induction for new students and convocations for graduating students are conducted live through teleconferencing every year. Besides, tele-counseling sessions are conducted for select application oriented programmes such as nursing, information technology, CEMPA/CEMBA, MBA etc. in which the students get ample opportunities to interact with the faculty. Besides IGNOU, many other institutions also use this facility for reaching out cost-effectively to their learners scattered all over the country.

d) **Interactive Radio Counseling (IRC)**

IGNOU offers one hour of live phone-in counseling programme weekly through the National Network of AIR and the Gyan Vani stations where studio invited experts clarify student queries put across to them from their homes via telephone. This value added services is presently being offered through nearly 188 All India Radio stations every Sunday from 4-5 p.m. and toll free conferencing facility is available to the learners in 80 cities to interact freely with the experts. The Interactive Radio Counseling (IRC) sessions on Gyan Vani Delhi are held from 5 to 6 p.m. on every Sundays (various topics) and Tuesdays (topics related to IGNOU programmes). Other Gyan Vani Stations offers this facility at least one hour per week at the convenience of the students.

e) Edusat

The launch of EDUSAT (a dedicated satellite for education) has ushered in an era where both internet and intranet can be used for transmission, interaction, dialogue, digital repositories, digital multimedia content, and for virtual education and research. EMPC-IGNOU has already established **134 interactive terminals** across the country with the two way interactive facility. The teleconferencing sessions on GD-2 are simulcasted on the EDUSAT network. The facility is expected to enhance the capacity of the learners to access the resources as per the schedule. Networking of all Gyan Vani FM Radio Stations is also under consideration.

The Rajiv Gandhi Project

The Rajiv Gandhi Project for Edusat Supported Elementary Education was inaugurated by Hon'ble Minister Sh. Arjun Singh in December, 2005. This is a collaborative project of MHRD-ISRO-IGNOU and State Governments of Madhya Pradesh, Bihar, Chhattisgarh and Uttar Pradesh. The network has a provision of one teaching end with sub-hub at Jabalpur with connectivity to 850 schools in the Sidhi District and 50 schools each in Sonbhadra in U.P., Korias in Chhattisgarh and Vaishali in Bihar.

f) Education, Research & Training

The Education Research & Training (ERT) Unit of the EMPC is engaged in developing academic programmes, conducting research and training related to media and communication. Two academic programmes Post Graduate Diploma in Journalism and Mass Communication (PGJMC) and Post Graduate Diploma in Audio Programme Production (PGDAPP) developed by the ERT Unit are on offer through School of Continuing Education. Training workshops organized by the unit have become quite popular and requests are regularly received from various agencies including embassies. Recently, a Training Programme was organized for the diplomats of the Embassy of the State of Kuwait on 'Media for Diplomacy'. The media training and support component of the North East Project of IGNOU the North East Media Focus (NEMFO) Project is being successfully executed since 1999. Research studies are also undertaken on the utilization patterns and effectiveness of audio-video materials.