



# COMMUNITY ACCESS RADIO

JUNE 2016





BACKGROUND, OBJECTIVES  
AND METHODOLOGY

# PARTICIPATION WAS SOUGHT FROM A RANGE OF COMMUNITY ACCESS RADIO STATIONS

Community Access Radio consists of 12 radio stations, 480 programmes and 40 different languages spread across the following regions:

TIER 1	TIER 2	TIER 3	TIER 4
<b>LARGE METRO</b>	<b>LARGE URBAN</b>	<b>PROVINCIAL CITY</b>	<b>SMALL REGIONAL</b>
Planet FM Auckland	Free FM Hamilton Wellington Access Plains FM, Christchurch	Access Radio, Taranaki Access Manawatu Radio Kidnappers, Hawkes Bay Fresh FM, Nelson Radio Southland Otago Access Radio, Dunedin	Arrow FM, Masterton Coast Access, Kapiti

## RESEARCH OBJECTIVE

The research objective was to understand and explore how Community Access Radio meets the needs of the community.

The findings of the research will be used to help promote and celebrate Community Access Radio.



## RESEARCH METHOD: QUALITATIVE ONLINE FORUM (E-QUAL)


We conducted a qualitative online forum (e-equal) with a total of 59 people contributing comments. There was contribution from programme makers and NGOs/community leaders from a range of tiers and ethnic/non ethnic communities.

37

PROGRAMME MAKERS

22

NGOs/COMMUNITY LEADERS



14 – 30  
June 2016

# ONLINE FORUM SAMPLE

There is a range and diversity of audiences and programme content represented in the sample.



Disability - intellectual disability, physical disability and brain injuries



Health - physical and mental health and suicide



Hobbies and interests – music and trucking



Religion



Industries – farming



Age and related issues/interests - older people, young people and children



Community wellbeing– law, fire safety, neighbourhood watch, mental health and smoke free



Cultural, ethnic, language – Samoan, Tongan, Cook Islands, Māori, Niuean, Fijian, Tokelauan, German, Bhutanese, Malayali community, Kerala/Indian Diaspora and Burmese



News, events and current affairs for Not for Profit, community groups, particular communities, regions and clubs



Refugees and new migrants issues/exploitation



Gender related



Sexuality

# NGO PARTICIPANTS

There is a range of NGO involvement in Community Access Radio.

NGOs/community leaders' participation in Access Radio includes:

- Listening and encouraging others to listen.
- Being involved and encouraging others to be involved, e.g. as programme makers, guests and interviewees.
- Providing funding, sponsorships, and grants.
- Contributing to awareness and promotion, e.g. through newsletters and Facebook.



*“Our team have participated in making content that is relevant to local communities for a number of years. We fund Access Radio locally to enable minority voices and communities to produce without the cost. We spread the word with events and initiatives that occur.”*

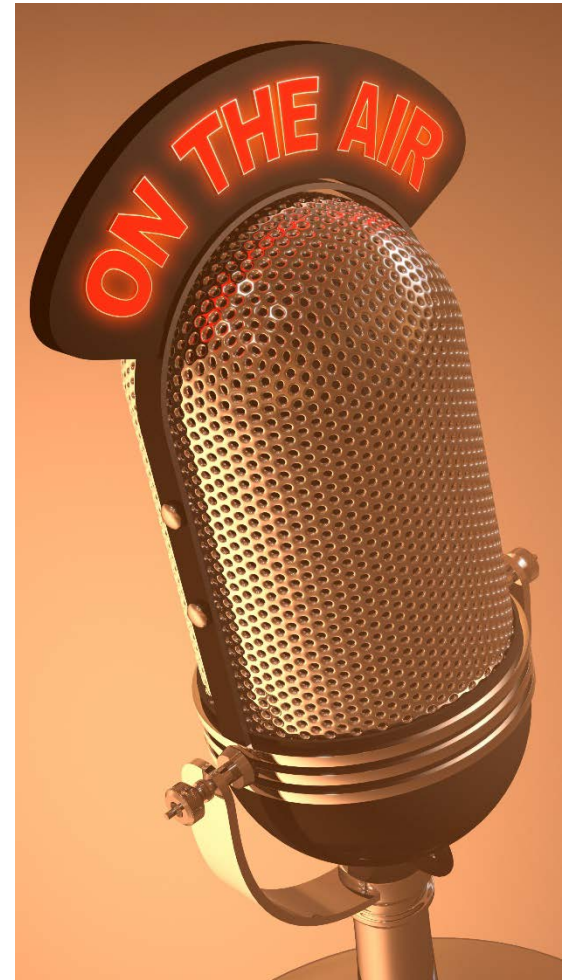


# EXECUTIVE SUMMARY AND CONCLUSIONS

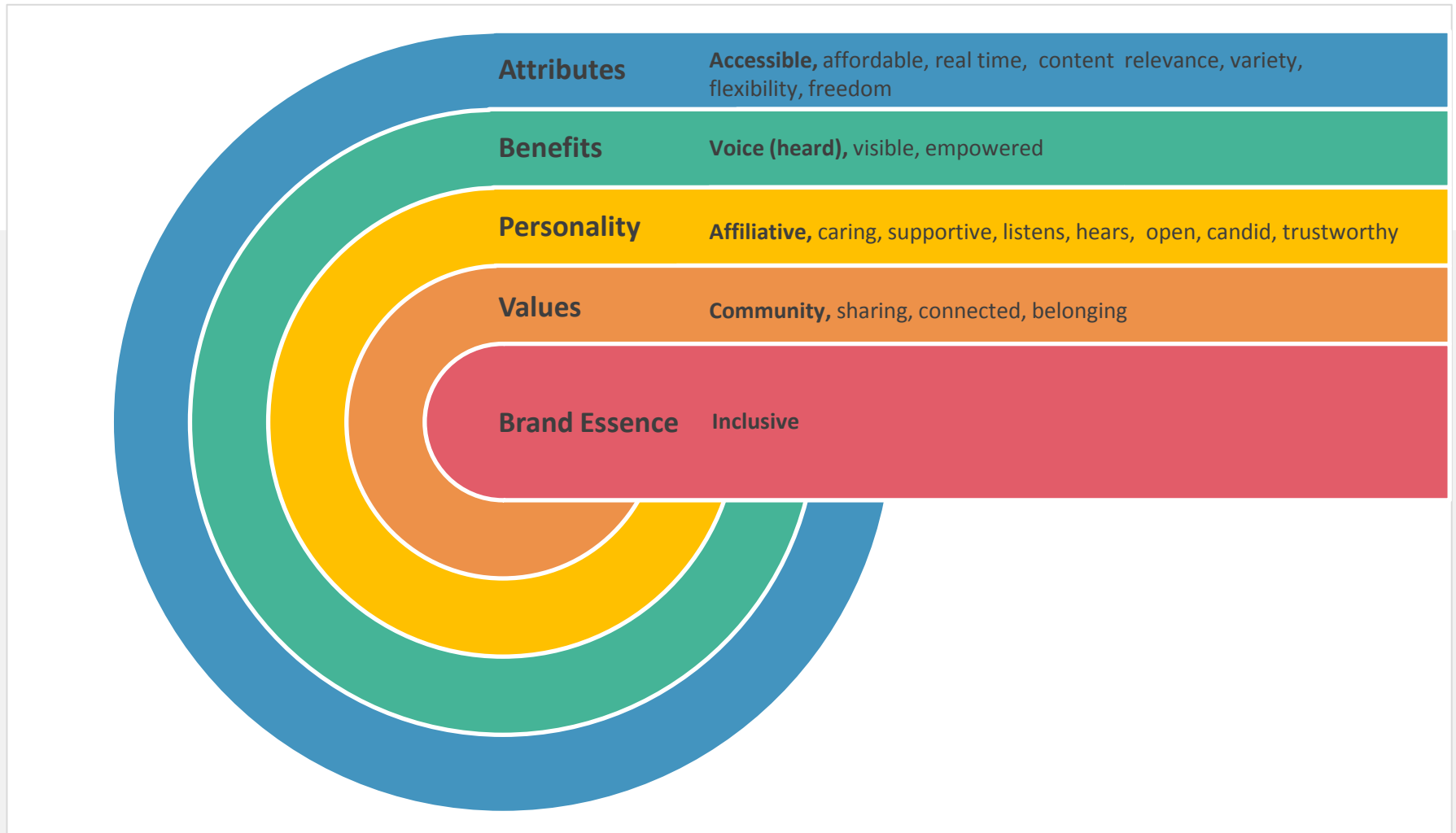


# KEY FINDINGS AND CONCLUSIONS

- Community Access Radio has a strong and credible community brand.
- Participants strongly endorse Community Access Radio as meeting the needs of its communities.
- There are mainly 'soft' measures such as community feedback.
- There are few 'hard' (quantifiable) measures, but they consist of podcast downloads and Facebook engagement.
- It is a unique offer – there is little to no similar content available through mainstream radio. This gives Community Access Radio a critical role.
- The benefits to the community are inclusion, sharing, connection, belonging, visibility and empowerment.
- The benefits to programme makers are broadcasting skills, fun, learning about topics, connection, making a difference and self confidence.
- A variety of funding sources are utilised, particularly sponsorship.
- NGOS/Community Leaders are very supportive and involved in Community Access Radio.
- Community Access Radio is perceived to have a low community profile and there is a call for more awareness and promotion.



# COMMUNITY ACCESS RADIO HAS A STRONG BRAND POSITIONING FOR COMMUNICATIONS – BY, FOR AND ABOUT THE COMMUNITY



# THE KEY ACTIONS FOR OUTREACH ARE:

01.

## INCREASE AWARENESS

- Increase the profile and awareness in the community.
- Promote to audiences through multiple channels – social media, podcasts and directly in the community.

02.

## PROMOTE COMMUNITY BRAND

- Promote community brand values – inclusion, sharing, connected and belonging.
- Promote the personal benefits of involvement - skills, learning, connections, making a difference and fun.
- Promote to potential programme makers, guests, interviewees, sponsors, listeners and community groups.

03.

## RECOGNISE THE ADVOCATES & ENDORSERS

- Continue to build on the strong brand credibility and endorsement.
- Recognise and celebrate the advocates , sponsors and endorsers - programme makers, guests, interviewees, sponsors, listeners, community groups and station staff.



AUDIENCE REACH AND  
MEETING THE NEEDS OF  
THE COMMUNITY

# COMMUNITY ACCESS RADIO AUDIENCES

Community Access Radio audiences are the people and groups not represented in mainstream radio/media. They include:

01.



Local communities  
and/or community  
groups

02.



Diverse,  
multicultural, ethnic  
and/or cultural  
groups

03.



Disadvantaged,  
marginalised and /or  
isolated groups

04.



Minority and/or  
niche groups

## COMMUNITY ACCESS RADIO AUDIENCES -QUOTES

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*“Community Access Radio gives groups the ability to be heard and connect people who may feel marginalised and of such a minority that they are isolated.”*  
(NGO)

“

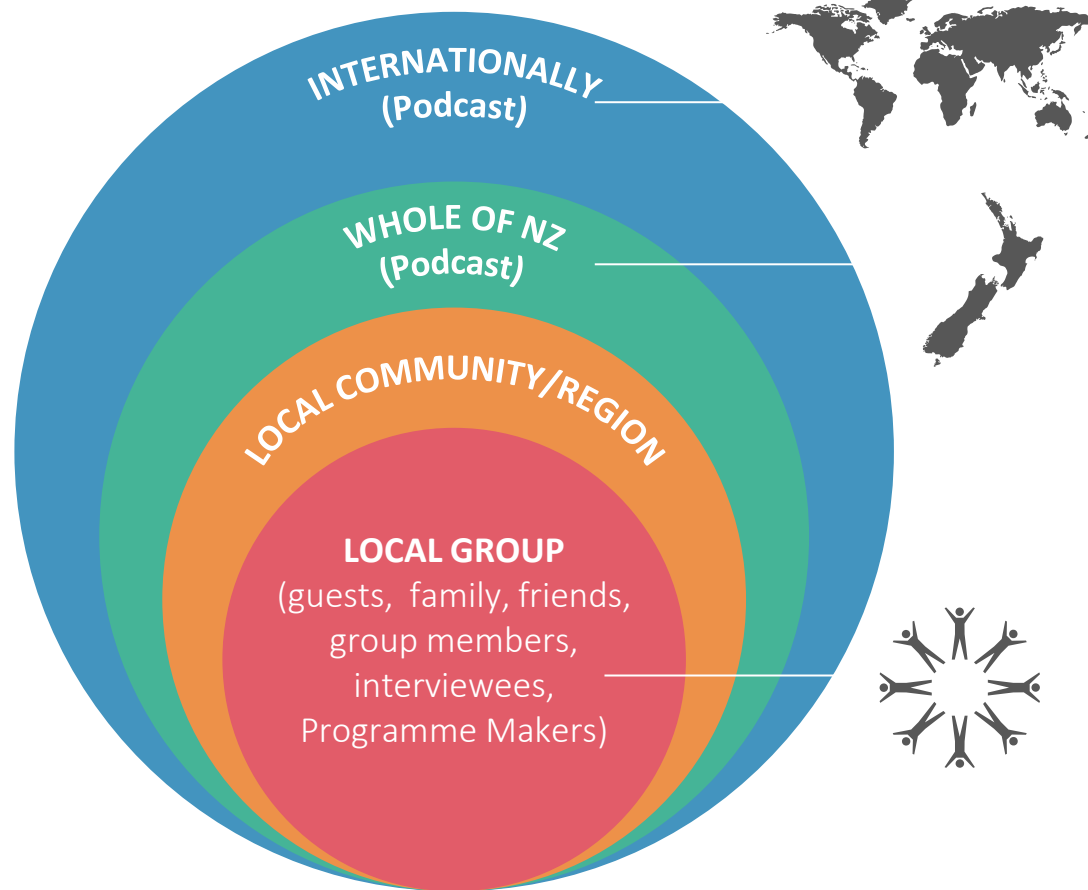
*“Community access radio provides a voice to groups, ages, needs, ethnicities, cultures and interests across the entire spectrum of the community. It provides a voice for those whose voices are rarely heard on mainstream media/commercial radio..”*  
(PM, Non-Ethnic, Tier 3)

“

*“Access radio allows people to engage who may be isolated or have a need to access special interest programmes.”*  
(PM, Non Ethnic, Tier 4)

## AUDIENCE AND MESSAGE REACH

Audience and messages ripple out from the local community. Download of podcasts gives potential for international audience reach and messages, and a global community.



“

*“Community access radio is the voice of the wider community of Otago and acknowledging the multi cultural society that we live in. The best part of this medium is that people all over the world can listen to podcasts which in turn encourages inclusiveness and global citizenship.”*  
(PM. Ethnic, Tier 3)

## 'SOFT' MEASURES OF AUDIENCE REACH

Most of the measures of audience reach and assessment of meeting community needs are 'soft' measures in the form of anecdotal comments and feedback.

“

*“The most visible, positive outcome from our current show is that our intellectually disabled clients who are on our show absolutely love being part of it. They enjoy the process and routine of making the show, and seem to get a lot of satisfaction out of it. They see it as quite a big responsibility and are very meticulous in ensuring they are prepared each day and arrive on time. It is also nice to see our clients at our Day Bases and residential homes tuning in to the show to hear their friends on it - they think it is incredibly cool that people with similar challenges to them are able to be on radio, just like everyone else.”*

*(PM, Non Ethnic, Tier 3)*

“

*“The show receives a number of calls during airtime providing comments and feedback as well as requests. Team members frequently receive compliments and encouragement during social gatherings. Our members are also invited to host community events which reflects the commitment to the community as well as skills and professionalism to engage and entertain the general public.”*

*(PM, Ethnic, Tier 2)*



## ‘HARD’ MEASURES OF AUDIENCE REACH

There are very few ‘hard’ measures of audience reach and whether Community Access Radio is meeting the needs of the community.

Audience reach is potentially gauged by:

- Measurable changes in behaviour when the programme content has been about increasing topic awareness and education.
- Podcast download numbers.
- Social media activity.
- Sponsorship numbers and value.
- Requests to be involved/featured.

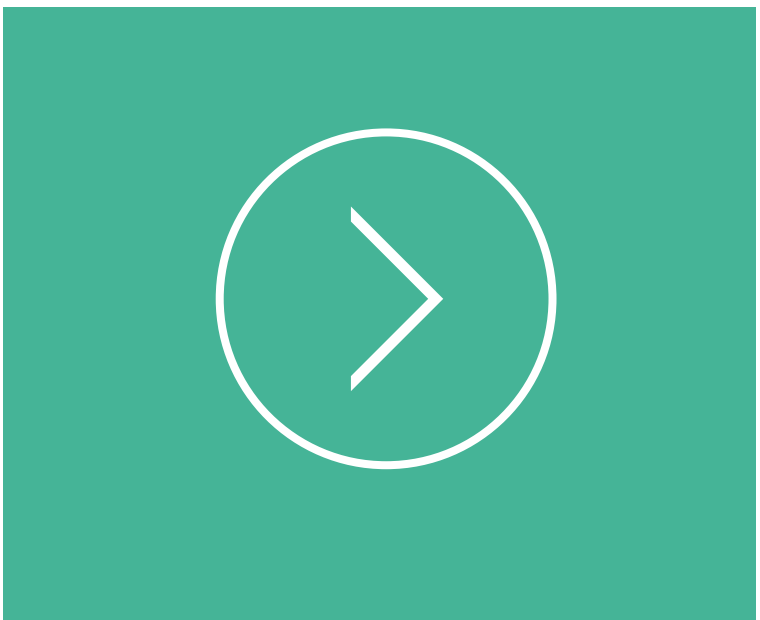
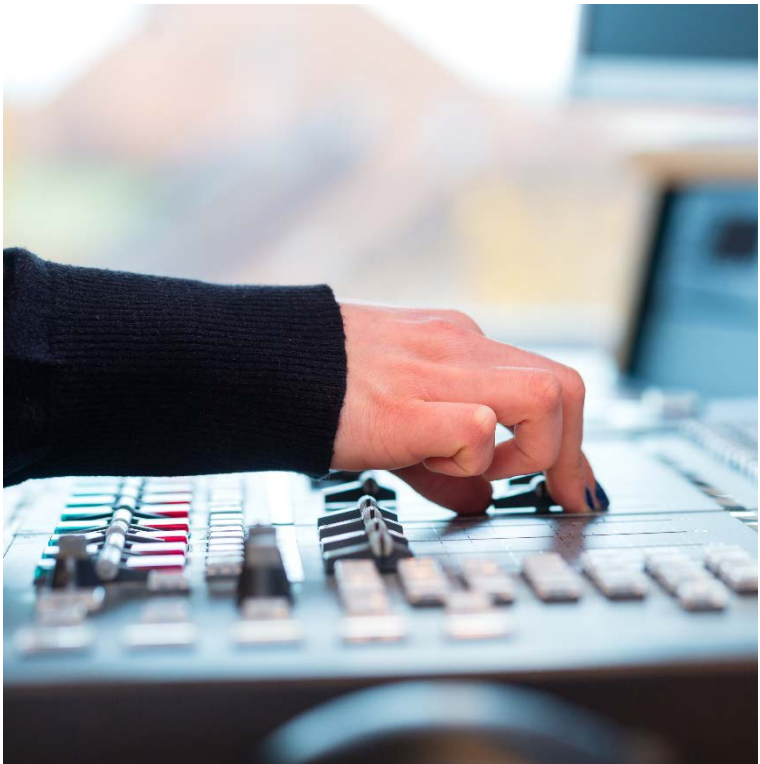


*“Reduction in fires within the community.”*

*(PM, Non-Ethnic, Tier 3)*

*“I know the 2nd episode had 74 podcast downloads within 24 hours.”*

*(PM, Ethnic, Tier 2)*



IMPORTANCE AND  
VALUE OF COMMUNITY  
ACCESS RADIO

# COMMUNITY ACCESS RADIO VALUES

Community access radio embodies inclusive community brand values and personality. The language that programme makers and NGOs use to describe Community Access Radio is shown below.



## MAINSTREAM RADIO VALUES

In contrast, mainstream radio values are considered to be revenue driven. The language that programme makers and NGOs use to describe mainstream radio is shown below.



*Multinational* **Mainstream**  
*Dominant*  
*One size fits all* **Commercial**  
*Homogenised* *Business*  
*Largest demographic groups*  
**Advertisers**  
*Widest content* *Constraints*  
*Profits and ratings driven* **Revenue**  
*Sales and marketing frameworks*  
**National content**



*“Commercial radio is often limited by its underlying model of being “profit driven”, resulting in content that is designed to appeal to as wide a target audience as possible, to increase listenership and advertising revenue.” (PM, Non Ethnic, Tier 3)*

# IMPORTANCE OF ACCESS RADIO – KEY AUDIENCE OUTCOMES

The importance of Community Access Radio is demonstrated through the key audience outcomes of connection, identity, visibility, empowerment, sharing and discovery.



# THE IMPORTANCE OF COMMUNITY ACCESS RADIO - QUOTES

“

*“We have people within our city who speak a multitude of languages, from many communities around the world. Having air time to speak, share stories and connect doesn't occur on mainstream stations, so having the ability to do this is really important.”*

*(NGO)*

“

*“Community radio provides the platform for our communities to have a say, educate, and share our knowledge with each other. It is the hum/heart of our local people.”*

*(PM, Non Ethnic, Tier 2)*

“

*“A well-informed and connected society with a strong sense of their own identity as well as an appreciation for others.”*

*(PM, Ethnic, Tier 2)*

“

*“A critical aspect of community is a shared story/the sharing of stories.”*

*(NGO, Non Ethnic)*

# STRONG COMMUNITY CONNECTION

Community access radio helps build strong community connection through:














- The telling and sharing of stories.
- Being well informed and sharing knowledge, e.g. about local issues, events and services.
- Education about community issues, e.g. housing, health and immigration.
- Speaking, voicing, listening and hearing others' opinions, values, views and philosophies .
- Being involved and participating.
- Diverse, multi-cultural voices and languages being heard.



*“Community radio makes sure all the diverse community voices are heard.”  
(PM, Ethnic, Tier 3)*

## THE STRENGTHS OF THE CURRENT CONTENT AND FORMAT

The community values are demonstrated and reinforced through having content and a programme format that:

-  Is accessible to all.
-  Is affordable.
-  Is a real time reflection of community/issues.
-  Offers a variety of content.
-  Has editorial freedom.
-  Provides a depth and detail of content.
-  Is relevant to specific audiences.
-  Is local.
-  Has content and programmes that are flexible and adaptable.
-  Is based on community input.
-  Is real and authentic.
-  Is conversational.
-  Is 'by' the community, i.e. real people.

“

*“Local groups providing information to local community. Our community hears first hand the issues, events, services etc from local providers or identities. It keeps people in our community connected. That is its uniqueness.”*  
(NGO)



## CONTENT AND FORMAT - QUOTES

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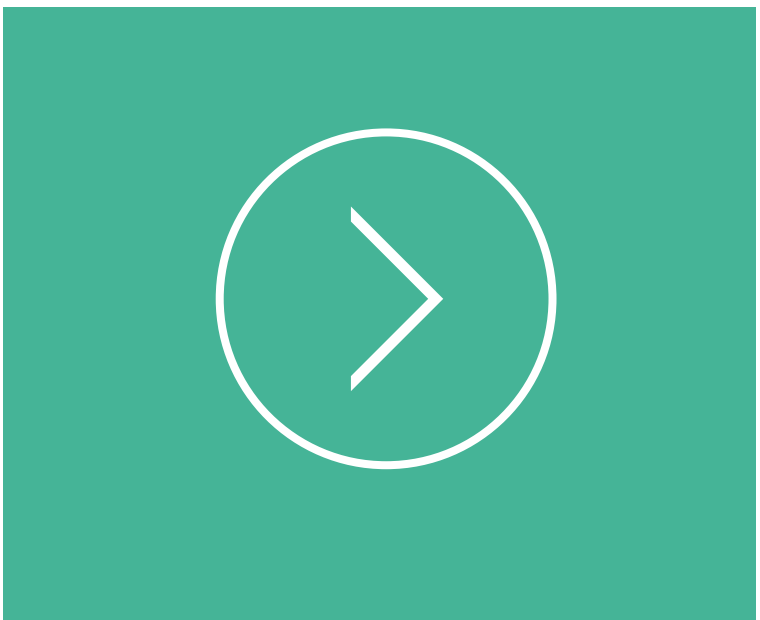
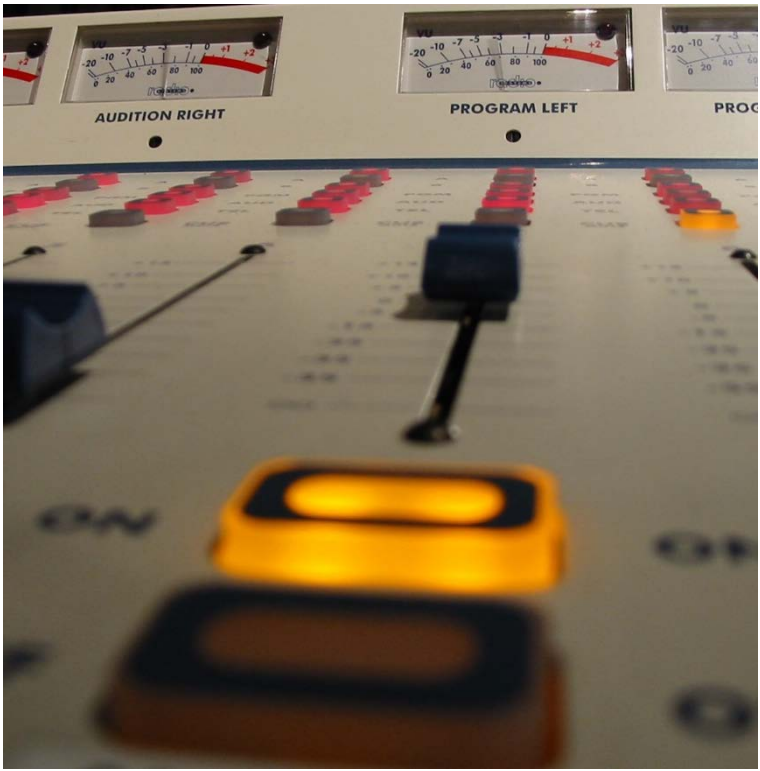
*“These kinds of shows, especially those of marginalised people are so valuable, because you get to hear from the people themselves, not just about what they care about, but the way that they choose to talk about it. There is so much value and unique importance in this.”*  
(PM, Ethnic, Tier 3)

“

*“It is easily accessible, we have control over the content and can adapt the material to specifically meet our population base in our area.”*  
(NGO and PM)

“

*“Very valuable. If it wasn't for the radio our people would not be able to access or have knowledge of different benefits, opportunities and so forth... It would've been so hard for us to maintain our culture and language if it wasn't for the radio.”*  
(PM, Ethnic, Tier 2)



MOTIVATIONS, REWARDS  
AND SUPPORT FOR  
PROGRAMME MAKERS

# PROGRAMME MAKERS' MOTIVATIONS

The personal motivations and rewards of involvement for programme makers are:



Broadcasting experience and skills - in writing, editing, technical skills, recording, speaking, performing, fund raising, preparation, production, hosting, promotion, public speaking, research, interviews



Joy, fun, passions, entertaining



Learning –new things



Outcome for others – Making a difference in the community, raising funds, helping people, success for other people



Sense of self - making choices, creativity, leadership, achievement, pride, confidence



Community and social connections- meeting/connecting with people, friendship, sharing

# PERSONAL MOTIVATIONS AND REWARDS FOR PROGRAMME MAKERS - QUOTES

“

*“Coming in my technical skills were poor but especially since starting my own show, the learning curve has been steep and rewarding. I can record, edit audio, SFX. And these skills have spilled over into video editing.”*

“

*“I had finally found something that could contribute to making a difference!”*

*“To promote growth and better understanding of diverse world.”*

“

*“Listening and sharing music brings me joy.”*

“

*“Sense of self.”*

“

*“Through doing this programme it keeps the brain ticking over.”*

*“Interesting information, views, ideas, thought provoking subjects.”*

“

*“I enjoy meeting other programme makers. I would encourage others to become involved. The staff are always willing to help and share their skills, with a real sense of community. I always feel welcome. They are a fascinating collection of folks, with interesting hobbies. Definitely not run of the mill.”*

# PROGRAMME FACILITATION AND BARRIERS

Programme makers say it is the station staff and audience feedback that most helps them. The main barriers they experience are the availability of people and time.

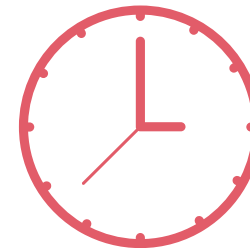
## FACILITATION

- Audience feedback on content – positive and constructive.
- Station staff - supportive, enthusiastic, flexible and skilled and they mentor the programme makers.



## BARRIERS

- People availability - turnover, sick, time commitment and volunteers/unpaid.
- Negative or unconstructive feedback from audience on content (occasional).
- Broadcasting and technical skills to be learnt.



## STATION STAFF ARE HIGHLY COMMENDED FOR THEIR SUPPORT OF PROGRAMME MAKERS - QUOTES

“

*“Plains FM is an amazingly supportive team.” (PM)*

*“The people who work at Otago Access Radio are so good to work with: very helpful, very encouraging, thoroughly professional and enthusiastic.” (PM)*

*“I just love the wonderful staff who mentor, train and inspire passionate community members to bring their voices on air, without the friendly approach, community access radio would be too scary to participate in.” (NGO)*

“

*“We tend to need help with learning how to use the equipment and make sense of the technical side of things at the Radio Station - It can be very daunting being in a room full of buttons, dials and screens!” (PM)*

## SUPPORT OF PROGRAMME MAKERS

Programme Makers already feel very well supported by station staff. Additional support could comprise:

- Facilitating collaboration and communication between programme makers.
- (More) feedback to programme makers/presenters.

“

*“Access radio could actively encourage more collaboration between programme-makers - but that's really our responsibility, to use the initiative.”*  
(PM, Ethnic, Tier 2)

“

*“I think the presenters can be encouraged more by giving constructive feedback on their presentations.”*  
(PM, Ethnic, Tier 3)



FUNDING



## FUNDING SOURCES

There are a variety of sources of funding, including:

- NZ On Air.
- Radio station.
- Community groups, clubs, foundations and trusts.
- Council.
- Local businesses.
- Self-funded.

“

*“At first it was really hard, as the group relied on the members for donations. There were lots that needed to be done to be able to apply for funding. We were successful last year and received 2 grants, and we are trying to apply for more this year again.”*  
(PM, Ethnic, Tier 2)

“

*“We really make an effort to pair up with sponsors that are relevant to our content and cause and find when a good match is made, sponsorship is no problem and we are all then proud to be a part of each others outreach to the community.”*  
(PM, Ethnic, Tier 2)

“

*“I'm self-funding the show. I'm not applying for funding until I've got a few more shows under me. It's difficult but I see it as an investment. I'm testing different concepts this year to help me attract sponsorship - and building those relationships.”*  
(PM, Ethnic, Tier 2)

## ADDITIONAL FUNDING

There are requests for more funding from NZ On Air and/or assistance by way of increased awareness and promotion of the benefits of Community Access Radio to current and potential sponsors.

“

*“A far broader marketing strategy to explain to the general public what Access is there for, as many of our guests don't seem to understand that there is a cost to the programmes and that sponsors are vital as well.”*  
(PM, Non Ethnic, Tier 4)

“

*“There is always ways to do better. Unfortunately nowadays this requires more and more funding. The programme makers are always trying to find funding from as many areas as possible in order to keep their programmes alive. They should not have to do this and should be able to spend more time on their programmes for the community.”* (NGO)

“

*“One of the biggest issues is the continual push for sponsorship because these days sponsoring businesses and or other funding bodies want to know what's in it for them, and often how many people are listening to the programme they are associated with - because of the nature of Access radio programmes this can never be clearly defined and answered by broadcasters to potential sponsors because the audience varies greatly.”*  
(PM, Non Ethnic, Tier 4)



CURRENT AND  
SUGGESTED PROMOTION

# CURRENT AWARENESS AND ENGAGEMENT

Awareness and engagement with audiences is currently through:

## COMMUNITY INVOLVMENT AND PROFILE

- Local events and fairs – e.g. sports, musical, social and cultural.
- Community gatherings, e.g. Church.
- Workshops.
- Live recording in the community.
- Networking in community.
- Word of mouth.
- Audience phoning/calling in.
- Interviews.



## ONLINE INTERACTION AND PROFILE

- Podcasts.
- Website.
- Social media - Facebook, Twitter.
- WordPress.



# CURRENT AWARENESS AND ENGAGEMENT WITH AUDIENCES continued...

## THROUGH OTHER MEDIA

- Newsletters - hard copy and electronic.
- Newspaper.
- Magazines.
- TV.



## WORD OF MOUTH AND PROMOTION FROM PROGRAMME MAKERS

- Through Programme Makers' paid employment/business/industry.



## CURRENT AWARENESS AND ENGAGEMENT - QUOTE

“

*“I also manage my organisation's Facebook page, which I tie into my radio show by providing links to information that I talk about on the show, so that my listeners can access the source materials that I am talking about, or can get further information on a particular topic. My radio show is part of my wider engagement with the community, which is the main focus of my job.”*  
*(PM, Ethnic, Tier 3)*

## CURRENT AWARENESS LEVELS

Community Access Radio is perceived to have a low profile in the community.

“

*“CAR (Community Access Radio) seems to have a very low profile.”*  
(NGO)

“

*“Access radio's biggest problem is that few people are aware that it exists, so its message needs to get out to the community it's trying to serve.”*  
(PM, Non Ethnic, Tier 4)

## PROMOTIONS

Increased awareness and promotions would be through more community interaction, involvement and resources, for example:

- Increased community visibility - live recording in the community, events and competitions.
- More audience interaction e.g. calling in.
- Further use of different platforms, e.g. social media, mobile phones and podcasts.
- More physical resources – stickers, banners and business cards to use in the community.

“

*“I think that community access radio could be improved in general by being more interactive with its listeners and also making the community more aware that it exists. Many young people are now growing up using their cell phones and social media as their primary means of accessing information and connecting with their communities - Community radio runs the risk of being seen as old fashioned by these potential listeners if it doesn't adapt and evolve to cater to them.”*

*(PM, Non Ethnic, Tier 3)*



## INTERACTION AND INVOLVEMENT - QUOTES

“

*“Improved by taking the conversation beyond the studio - roving booth, getting to a range of community events/setting up in the CBD at lunch time and generally being more visible.”*

*(NGO)*

“

*“People calling in to give their opinions on the show, participate in debate or discussion, competitions which people can enter, more events organised (in the community) by radio stations, more live radio recorded out in the community itself rather than inside the station... etc. As for adapting and evolving - I think community access radio needs to continue looking at ways to connect with its listeners over multiple platforms. As others have mentioned, social media is becoming more important with regards to this, as are podcasts. The value of community access radio will become more obvious to the community, the more it interacts with and empowers that community and those in it.”*

*(PM, Non Ethnic, Tier 3)*

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