

# SIMULCAST

## Ryakuga Community Radio

Volume 1

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NL & NS



**The purpose of this pamphlet is to inform people about Ryakuga Simulcasts. By simulcasts, we mean participatory, grassroots community radio special events which are also webcast. All Ryakuga media events are collaborative productions with shared responsibilities. Our first webcast was a Sharing Our Future oil exploration forum from Cap St-Georges in 2001. Our first FM radio event was a National Youth Council/Youth for Social Justice event in St. Vincent & the Grenadines in 1995.**

**Participatory Grassroots Media**

# Editorial

Participating in a grassroots community radio broadcast is easy by design.

We call it participatory because ordinary people, not professionals, handle all aspects of the production.

It's grassroots because our technology is user friendly in a social rather than a technical environment.

We don't use studios but public spaces - even outdoors when the weather permits.

Part of our mandate in facilitating community radio special events is to provide support for ordinary people who wish to make their own communication. We promote community learning for all ages.

The focus of these special events is to facilitate public discussion of issues and to encourage cultural celebration.

Musicians and entertainers are very important in the community media process.

We welcome all input by community organizations - including on-air interviews.

Grassroots community radio broadcasts often happen in public schools. Young people usually welcome the opportunity to play with the equipment and make their own radio. The medium also gives them an opportunity to express their views.

It's important to remember that each community makes radio in its own way reflecting its own culture and interests.

Programming could include local music and recorded music from earlier events; information about new community programs; participation by community organizations from youth groups to seniors, and basically anything the school wants to contribute.

School participation can include students to operate equipment; music; poetry; sports; school news, and bedtime stories.

## Newspaper-In-A-Box

This pamphlet has been produced using Adobe InDesign and a format patented by Ryakuga.

[www.ryakuga.ca/newspaperinbox/](http://www.ryakuga.ca/newspaperinbox/)



# What is the Ryakuga ?

## WHO WE ARE

Ryakuga is a not-for-profit grassroots communications company registered in 1992 in Newfoundland, Canada. Our purpose is to promote local/community communications in a global context.

Ryakuga philosophy is equality and the right of all people to control their own lives. Modern media and its technology tends to alienate and silence ordinary people who remain passive observers.

Helping people take control of the media process not only facilitates communications within the community but it also develops confidence and self esteem among the participants. By communicating through control of technology, people become aware they can analyze their situation and develop strategies for positive change. The Ryakuga experience is grassroots community development - respecting local knowledge and helping ordinary people share their experience with others. We don't support

## Ryakuga - cont'd from page 3

development which replaces local knowledge and values with imported educational, economic and cultural systems. We do support the revitalization of rural communities and their ways of life.

### WHAT WE DO

We participate in projects with rural communities; indigenous peoples; environmental organizations; women's groups; youth, and senior citizens. Our main focus is alternative media - participant controlled community television, newsletter/photography, community radio and grassroots computer communications. Ryakuga helps groups with training (technical skills); collaborative participation (working alongside groups as they make their own communications), or production of resources (we have resource material available for newsletter\photography; video skills; community radio, and community television - public forums and popular video). Promoting cultural retrieval as a way of strengthening local pride and confidence in the future is a primary

focus of the work of Ryakuga.

We are interested in working with grassroots micro-communications technology to assist cultural projects. Videotaping music, dance and storytellers is our pleasure.

### Some URLs

<http://www.ryakuga.ca/radioworkshop/>

<http://www.ryakuga.org/history/>

<http://www.ryakuga.org/climatechange/>

<http://www.ryakuga.org/rural/>

<http://www.ryakuga.org/radio/>

<http://www.ryakuga.org/radio/events.html>



# Why community radio

Ryakuga's interest in community radio is principally in a participatory, volunteer-controlled informal process focusing on interactive-dialogue/cultural celebration and implemented by microtechnology.

Ryakuga has been a member of AMARC, the global community radio association, since 1992.

In 1995 Ryakuga teamed up with the Caribbean Federation of Youth and the National Youth Council of St. Vincent and the Grenadines to

produce the first grassroots, participatory youth radio broadcast in the Caribbean. The experiment was repeated in 1997.

A collaborative project sponsored by the Office of Learning Technologies resulted in the evolution of the simulcast as a community communications tool during the Sharing Our Future project - 1999 to 2002.

We began with a webcast of a

# Why radio cont'd from p. 5

community meeting on oil development in the Port au Port community of Cap St-Georges. Participatory community radio events in sou'west Newfoundland were combined with webcasts in a series of simulcasts.

In 2003 Ryakuga, the Community Education Network and the Long Range Regional Economic Development Board collaborated in Enlarging the Circle - a rural leadership project which featured nine simulcasts (sponsored by the Canadian Rural Partnership). The Conservation Corps of Newfoundland and Labrador and Ryakuga (supported by Environment Canada) facilitated Tuning in to Climate Change - community simulcasts designed to inform and gather information from Newfoundlanders about climate change.

In 2004, 2005 and 2007 Ryakuga worked with the Canadian Rural Revitalization Foundation and the New Rural Economy group on simulcasts at fall conferences in Tweed, Ontario, Twillingate, Newfoundland and Labrador, and in Vermilion, Alberta.

The Canada World Youth Russia/Canada Netcorps and Ryakuga teamed up on a webcast in 2002 and a simulcast from Charlottetown, Prince Edward Island in 2005.

In 2006 and 2007 the Equity and Technology project used the Ryakuga simulcast in the Nova Scotia communities of Musquodoboit Harbour and Wolfville. The purpose was dissemination of research findings.

Ryakuga has been working with the Town of Burnt Islands, Newfoundland and Labrador on a Sharing Our Future youth project since 2002. The community now has its own radio station - CHBI. Ryakuga assists with strategy, technical questions and training.





## Community forums now

Participatory community communications is simply media we make and control ourselves. Newfoundland and Labrador is known worldwide as being a birthplace of participatory communication.

In the 1960s the National Film Board and Memorial University (MUN) partnered in the use of black and white film as a communication tool. Film messages, for example, were taken back and

forth between the people of Fogo Island and the political decision makers in St. John's.

In 1979 the MUN Extension Media Unit started to experiment with a low power television transmitter in rural communities. But it wasn't until 1984 in Robinsons that they evolved the process to include community forums.

According to a 1986 university

## Community forums cont'd from p. 7

report - "The evening 'prime time' resource panels were launched here and the content of the programming moved to the more socio-political concerns of people, resources and issues."

The purpose of a community forum, as we now define it, is to promote cultural celebration and the public discussion of local issues. The two threads are intertwined.

Provincial cuts during the 1980s eliminated the media unit. By the early 90s the community television forum process was utilizing cable television while a combination of budget slashing and popular education methodology meant local people replaced university technicians from St. John's.

Then in 1991, the province, while participating in the closure of the cod fishery, closed down its rural extension service.

In 1993 the Community Education Network (formerly the Port au Port Community Education Network) was introduced to the community forum process and responded by sponsoring a series of public com-

munity television events on the Port au Port Peninsula.

In the past decade, participatory communications on the west coast has been implemented in such projects as Communication for Survival/Communiquer Pour Survivre (participatory rural dialogue in eight communities); Talking About the Zone (public consultation forums using community television); the Youth, the Environment and the Economy conferences (mixed media including community television and interactive websites), and Sharing Our Future/Partager Notre Avenir (a multifaceted project including local facilitators working with teams of youth volunteers; community television and community radio special events, and reaching out to expatriates with email, interactive websites and webcasting.

One purpose of Enlarging the Circle is to focus on one facet of participatory communication - the community forum.

**Cont'd on p. 14**





# CHBI community radio

CHBI - 95.7FM is a community radio station for the people who live here on the coast.

A community radio station is, as they say, a different kettle of fish than a commercial radio station.

A commercial radio station has one purpose, and one purpose only - to make money for its owners.

The purpose of a community radio station is to serve the needs of local people. It is non-profit.

We decided from the beginning to only play music from Newfoundland and Labrador. Our goal is to not only to play local music for our listeners but also to actively promote the musicians themselves.

Although the radio station evolved from the Sharing Our Future youth media program in Burnt Islands, we wanted to make sure it is the radio station of the coastal communities from Rose Blanche to Port aux Basques.

# CHBI- cont'd from page 9

This year our community reporters come, not only from Burnt Islands, but also from Rose Blanche and Isle aux Mortes. The stories we tell are from all the communities.

Coastal Community Radio is a people's radio station - we invite you to drop in at any time to look around or even join us on-air.

We host Open House socials and special parties for the children. We go to church to record services and broadcast them for the congregations.

2007 has been the first full year for CHBI 95.7FM. To continue into the future, we need to go forward together.

That means we need your ideas and cooperation to get ideas on stories and programs from here. It also means we all need to support the station in getting enough revenue to keep going from advertisements, bingos and radio thons.

As far as we know, CHBI 95.7FM is the only community radio station producing continuous programming in Newfoundland and Labrador.

Our goal is to still be around to entertain and inform our children and grand children.

**Thanks  
to the  
Victoria  
FreeNet  
for their  
support  
on our  
FM Radio  
projects.**

**The FreeNet  
also pro-  
vides  
a website  
hosting ser-  
vice.**



## Come together in forums

Community Media Forums are a way for the community to come together while they are threatened by external forces. Examples would be the closure of the fishery in outports across the island and threatened elimination of rural hospitals as in Burgeo and Placentia.

Forums were also used to increase awareness and participation from community education programs - to voting in local elections - to supporting the work of a regional economic development board.

In the community forums, the role of the moderator was essential. One the main responsibilities was to get local people talking - even if outside “experts” were cut off.

So local knowledge ruled (it was almost a prejudice). On the part of the facilitators, there was a conscious effort to support the local people and their point of view. One might question how the approach differed when it was a conflict within the community being addressed.

It would seem to be similar. There

## Come together cont'd from page 11:

was a still a goal of supporting local people's sense of self-empowerment. The forums were structured (and trigger videos made) to provide "positive mirroring" to develop "pride of place." Local culture was celebrated, often with music.

There was a conscious strategy to enable people to "speak their minds". To phone in from home is relatively safe. The "ergonomics" of the hall was important. The panel was not physically above the audience (even if there was a stage) and mics were taken to the people by local youth (rather than make them walk to the front of the room).

Conflict management was part of the structure of the forums, as well as the content. For example, youth issue forums were common. But also youth volunteers formed the typical technical crew. There is commonly conflict in communities between generations. With community media forums, the older generation feels pride in what the youth are doing and this lessens the intergenerational conflict.

Community as a network of communication is interesting but the forums also tried to support a capacity for collective action. The forums were typically in three parts: (1) Celebrating a common past and culture; (2) Analyzing current issues, and (3) Planning a common future with a call to action.

But "open dialogue in a public space" doesn't necessarily increase actual participation in a decision making process. One of the problems for community leaders, say for example, on Ramea Island in the 1990s, were people who didn't participate but "hung out on the stages" complaining and "planting seeds of discontent". With a forum, community leaders can invite the community to participate in a dialogue about their decisions. The leaders have an opportunity to publicly express their reasons for decisions and how much work they do. They ask people to "speak their minds" and join them in action. When the "nay-sayers" decline to do either, they lose their credibility and their effect in the community.

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# Radio workshop # 1

Choosing the best place and time for a community media event is crucial. In theory, a community FM radio event would be based on the highest hill in the centre of the coverage area. FM radio signals, unlike shortwave or AM, only travel in a straight line. Tall buildings in cities can block low power signals.

However, our experience in facilitating media events seems to indicate that the best choice is a building in the community where the most people will participate - even dropping by to see what's going on.

We are talking of participatory, grassroots communication - no studios, no professionals - public space media controlled by volunteers.

When the weather permits, being outside seems to create a great atmosphere for discussion of local issues and cultural celebration.

In mainstream media, essentially controlled by advertisers, the goal is simply to get as many as possible people listening to the broadcast.

# Community forums cont'd from p. 8

“The focus of our community training activity will be community forum preparation, implementation and follow up. A community forum is a facilitated public meeting which also features cultural celebration. It is interactive within the community and typically includes moderated panels of local people with ‘phoneins and phone-outs’.”

“The forum itself would be enhanced by other mixed media tools - for example, internet webcasting and discussion boards. In a sense, the forum is the “tip of the iceberg” representing planning, public mobilization, promotion, dissemination and ongoing consultation and evaluation. Our process therefore includes identifying specific local issues, using community media for a focused discussion and implementing followup procedures for community learning.”

“The public consultation forums will be complemented by practical community media training. This would mean training practitioners in utilizing the technology. We

will be partnering to build skills in the community.”

## Community Forum Analysis:

### Ingredients:

#### A. People (All the Voices)

1. Production team (Youth)
2. Planning Committee
3. Musicians
4. Forum panels (seeded phoneins)
5. Participating audience

#### B. Planning

1. Promotion (All the Ears)
2. Program
3. Forum panel (Moderated)

#### C. Microtechnology

1. Community television
2. Community radio
3. Webcasting
4. Interactive website



## From box to newspaper

Ryakuga Grassroots Communications has received a patent for Newspaper-in-a-Box - an innovative media tool for community groups.

Fred Campbell, director of Ryakuga, says the purpose of the application was to legitimize a grassroots community media process.

As well, as a tool for non-professionals to produce a newspaper style newsletter, he says Newspaper-in-a-Box is designed to monitor and promote the objectives of the group itself.

Chris Cann of Baxter's Harbour, also a Ryakuga director, says it is

a socio-technical process and the technology actually brings people together to celebrate community communication.

Newspaper-in-a-Box was utilized locally through the 90s by Youth for Social Justice groups. Internationally it was the basis for newsletters of the Caribbean Federation of Youth and the Garifuna of Belize. In Newfoundland and Labrador, it has been used by a variety of organizations, including youth groups, economic development associations and community television groups.

In 2005, Ryakuga facilitated

# Box cont'd from page 15

Newspaper-in-a-Box with the New Rural Economy Project in Benito, Manitoba. Campbell says the local people aptly compared the process to a quilting bee.

As well as Newspaper-in-a-Box, Ryakuga also facilitates other community media - including community television and radio. In the last few years, the focus has been on community radio, implemented as special event local FM and simultaneous internet webcasts.



**www.  
ryakuga.  
org**

Also in 2005, Cann and Campbell both worked with the Canada World Youth Netcorps Russia-Canada exchange to facilitate a community radio/webcast event at a mall in Charlottetown, PEI. This special event featured community groups and musicians as well as call-ins from around the world.

For further resources and information, check out [www.ryakuga.ca/newspaperinbox](http://www.ryakuga.ca/newspaperinbox) or [www.ryakuga.org](http://www.ryakuga.org) or email [fred@ryakuga.org](mailto:fred@ryakuga.org)

## **Come together in community forums: cont'd from p. 12**

Dialogue about conflict does not have to be competitive. Mutual respect is important, as is humour and cultural celebration and pride of place.

**Telecommunities  
Canada**

**<http://www.tc.ca>**





## Radio workshop # 2

Two recent community media projects in south west Newfoundland have been called Sharing Our Future and Enlarging the Circle.

Both projects were implemented collaboratively by many partners. Sharing Our Future, for example, had 27 partners.

Three basic principles of that project - collaboration; inclusion and youth power - focused on partnering.

Related to the principle of collaboration is the concept that to facili-

tate a grassroots communication process, you have to give it away.

This runs contrary to professional media projects which often rely on protecting “turf”; being “territorial”, and setting up hierarchical systems where people at “the top” give orders.

One of the secrets of successful community partnerships is giving autonomy to a partner who has agreed to help out. If a group offers to prepare lunch, for example, don't tell them what to prepare.

## Workshop # 1 cont'd from page 13

Community media is more complicated; ideally we want a participating audience. We want as many people as possible talking rather than just listening consumers.

Also our audience can be much more targeted. In the first place, low power radio covers a restricted geographic area so we can assume our audience shares similar experiences. Also we are not controlled by advertisers so

we can focus and entire event on, say, seniors.

But at the same time we have to scan the community to determine what else is going on at the time of our event - and plan accordingly.

If it's an FM Radio Special Event, we have to make sure that we have two months to prepare the documents and get permission for the broadcast.

## Workshop # 2 cont'd from page 17

Sometimes, facilitators of community projects decide it is easier to do things themselves rather than look for support. It may be more work at the beginning to get partners but, in the long run, it's easier - and more fun.

Don't rely only on altruism when looking for partners - try to discover which groups might share common goals. Looking for commonalities, instead of differences, enlarges the possibility of partnerships.

Finally, don't just look for the "big" partners but find ways other groups can help - and participate - even in small ways.

**Name of group/contact person/  
phone /email**

**What did you ask them to do?**

**What did they agree to do?**

**What did they do?**



## Meet CURRA on radio

The Community-University Research for Recovery Alliance (CURRA) will use community radio special events to promote community engagement.

Dr. Ivan Emke of Sir Wilfred Grenfell College is lead researcher of the community radio component of the CURRA. A series of community radio events are planned over the next five years.

The CURRA is led by Dr. Barbara Neis, Memorial University, and includes community partners as well as faculty from St. John's and Sir Wilfred Grenfell College. The

project is centered at Bonne Bay Marine Station.

According to the CURRA, the consequences of globalization, youth out-migration, resource depletion, habitat degradation and governance issues are challenges that face many coastal communities. The CURRA is an innovative program of community-based research in support of regional efforts to devise and implement a recovery strategy for fish stocks and fishing communities on the West Coast of Newfoundland.

# We can do this together...

Vermilion (October 10 - 14, 2007)

- Ryakuga and Ivan Emke took FM Radio 104.7 to Alberta for the Canadian Rural Revitalization Foundation Conference.

Wolfville (March 21 to 25, 2007)

- Ryakuga, including Chris Cann with Ivan Emke and Charlene Croft facilitated a three day Equity and Technology Project community radio project. Ryakuga sponsored an additional two days to ensure there would be adequate time for community input.

Musquodoboit Harbour (November 27 to 29, 2006) - Ivan Emke, Charlene Croft and Ryakuga worked with Eastern Shore students and the Equity and Technology Project to facilitate three days of community radio. Ivan, Jennifer Butler, Charlene and Ryakuga were also at the high school for a workshop on October 24.

Twillingate (October 11 - 15, 2005) - Ivan Emke and Jennifer Butler took FM Radio 104.7 to Big Lessons from Small Places: A Forum on Governance in Rural North America and the North Atlantic Rim. Photos by NRE2.

Burnt Islands (July 19/22, 2005)

- It was the week of Burnt Islands Come Home celebrations and Sharing Our Future Youth 2005 were on-air for a 104.7 FM radio special event.

Charlottetown (March 16, 2005)

- Beyond Our Culture : an FM simulcast in cooperation with NetCorps International, Canada World Youth, the Baltic International Development Agency and the Victoria FreeNet.

Tweed (October 13 -15, 2004)

The New Rural Economy Project sponsored a simulcast - FM 104.7 community radio special event and webcast for the Canadian Rural Revitalization Foundation.

Stephenville (September 27, 2004)

The Rural Secretariat and the Canadian Manufacturers and Exporters Newfoundland and Labrador Division sponsored a simulcast - FM 104.7 community radio special event and webcast.

Burnt Islands (July 14 - 16, 2004)

The Town of Burnt Islands celebrated the opening of its Hook and



## **We can... cont'd from page 20**

Line Interpretation Centre with a simulcast - FM 104.7 community radio special event and webcast.

St. John's (October 28 - 30, 2003)  
- The final Tuning in to Climate Change media event was webcast as 20 kbps dialup audio and broadcast on 101.1 FM from the Visitors' Centre in Signal Hill National Park.

Terra Nova National Park (August 5 - 7, 2003) - The third Tuning in to Climate Change media event was webcast as 12 kbps dialup audio and broadcast on 104.7 FM

from the Marine Interpretation Centre in Terra Nova Park.

Corner Brook (May 27 - 29, 2003)  
- The second Tuning in to Climate Change media event was webcast as MP4 audio and broadcast on 102.5 FM from the Forest centre at Sir Wilfred Grenfell College.

Kippens (April 29 - May 1, 2003)  
- The first Tuning in to Climate Change media event was webcast as MP4 audio and broadcast on 104.7 FM from the Kippens Community Centre.

# Events- cont'd from page 21

Piccadilly (March 30, 2003) - The ninth Enlarging the Circle media event, the annual meeting of the Port au Port Economic development Association, was webcast as QuickTime audio and broadcast on 104.7 FM.

St. David's (March 29, 2003) - The eighth Enlarging the Circle media event was webcast as QuickTime audio and broadcast on 104.7 FM.

St. George's (March 27, 2003) - The seventh Enlarging the Circle media event, the 25th anniversary celebration of the St. George's, Flat Bay - St. Teresa's Youth Organization, was webcast as QuickTime audio and broadcast on 104.7 FM.

La Grand' Terre (le 26 mars, 2003) - Engrandir le Cercle 6 - radio 104.7 emission locale de L'Ecole Ste-Anne

Robinsons (March 8, 2003) - The fifth Enlarging the Circle media event was webcast as QuickTime audio and broadcast on 104.7 FM.

Stephenville Crossing (March 7, 2003) - St. Michaels School produced a full day of programming and Ryakuga broadcast the special event on 104.7 FM.

Stephenville Crossing (March 6, 2003) - The fourth Enlarging the Circle media event, facilitated by the central youth initiatives committee and the Stephenville Crossing youth, was webcast as QuickTime audio and broadcast on 104.7 FM.

Corner Brook (Feb 28, 2003) - Ryakuga webcast The Whiskey Mystics from the Blow Me Down Ski Park. But you had to be there to dance.

McKay's (Feb 21/22, 2003) - The third Enlarging the Circle media event, the Bay St. George South Winter Carnival, was webcast as QuickTime audio and broadcast on 104.7 FM.

Burnt Islands (Feb 8 - 9, 2003) - The Burnt Islands Sharing Our Future Community Media Youth broadcast on 104.7 FM. And webcast on Feb 9.

# And more media events...

Stephenville (Feb 6, 2003) - The second Enlarging the Circle media event, the Community Youth Network Southwest Newfoundland general meeting, was webcast as MP4 video and audio and broadcast on 104.7 FM.

Cap St-Georges (Feb 1, 2003) - The first Enlarging the Circle media event, the Winterfest Pageant, was webcast and broadcast on 104.7 FM.

St. John's, Newfoundland (Nov 30, 2002) - The Canada World Youth Netcorps present the RuCa Radio webcast.

Stephenville (Nov 2/3, 2002) - The Long Range Regional Economic Development Board Program, featuring local music, community participation and youth power, was webcast as MP4 video and broadcast on 104.7 FM.

St-Jean Terre Neuve (25/26 Octobre, 2002) La communauté francophone de St-Jean Terre-Neuve célèbre ses 20 ans et pour fêter l'occasion nous allons tenir la première émission radiophonique en français.

St. John's (Oct. 23-25, 2002) The Conservation Corps Newfoundland and Labrador celebrated its tenth anniversary with three days of webcasting and FM Radio 100.1.

Montreal (11/12 Octobre, 2002) Telecommunities Canada, The Victoria Free-Net Association and Ryakuga partnered to provide video webcasting from the Global Community Networks Congress. We focused on the plenaries for The World Summit on the Information Society: What Role for International Civil Society.

Stephenville (August 15, 16, 2002) - The webcast and community television broadcast of the first Sharing Our Future Community Media Gathering.

Stephenville (July 13, 2002) Ryakuga webcast Blues Night - acoustic blues by Neil Bishop, Dennis Parker and Scott Goudie - from the Stephenville Theatre Festival.

**To be continued  
next issue...**

# Community Radio Schedule



**Note: The photo above is from an Enlarging the Circle event in St. Georges in 2003. The front page photo is also from 2003 - a Tuning in to Climate Change event in Terra Nova Park.**

**Our next scheduled event is in Bonne Bay, working with Trails, Tales and Tunes Festival from May 16 - 25.**

**Then in June, we will partner with Coastal Community Radio for the initial Community University Research for Renewal Alliance (CURRA) community radio simulcast.**

**In July we are hoping to join Ivan Emke in Twillingate for the Fish, Food and Fun festival.**

**In September, CURRA and local partners will be collaborating in another simulcast in Cow Head. Theatre Newfoundland and Labrador will be there.**