Community Radio as Pedagogy & Archive Tool

AMICAL Conference 2025
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Sample of courses
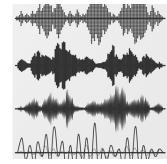
01

Alternative media

02

Media & society

03

Integrated Media Campaign (Grad)

04

Media production and creative arts

05

New Media Technology

Media ecosystem

Zran, J., & Messaoud, M. B. (2018). Broadcasting public service in the Arab World: Rupture and continuity. *International Journal of Social Sciences and Management*, *5*(3), 98-112.

Table 3.a.4: % Share of local vs. international programs

Local/ International	Jordan	Lebanon	Palestine	Syria	Algeria	Morocco		Tunisia	Egypt
	Jordan TV	TL	Palestine TV	Syrian TV	ENTV	2M	Al Aoula	Tunisie 7	Al Masriya
Local	69.64	78.97	69.95	83.67	62.44	45.8	55.17	62.96	100
International	30.36	21.03	30.05	16.33	37.56	54.2	44.83	37.04	0
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Table 3.a.6: Arabic vs. other languages programs

Arabic/ Other languages	Jordan	Lebanon	Palestine	Syria	Algeria	Morocco		Tunisia	Egypt
	Jordan TV	TL	Palestine TV	Syrian TV	ENTV	2M	Al Aoula	Tunisie 7	Al Masriya
Arabic	93.45	94.44	98.26	89.4	95.67	73.17	81.21	98.22	100
Foreign languages	0	0	0	10.6*	0	0	0	1.78	0
English	6.55	5.56	1.74	0	0	0	0	0	0
Hindi	0	0	0	0	0	1.21	2.23	0	0
Tamazight	0	0	0	0	1.51	2.06	5.93	0	0
Spanish	0	0	0	0	0	0	1.32	0	0
French	0	0	0	0	2.81	23.57	9.32	0	0
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Table 3.b.1: Theme distribution (by duration only)
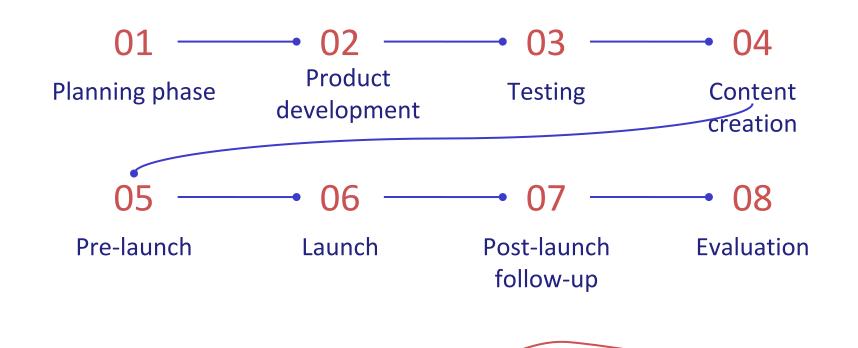
	Jordan	Lebanon	Palestine	Syria	Algeria	Morocco		Tunisia	Egypt
	Jordan TV	TL	Palestine TV	Syrian TV	ENTV	2M	Al Aoula	Tunisie 7	Al Masriya
Health	0.64	1.42	1.78	0.95	1.76	5.23	2.04	1.66	4.13
Human Rights	0.13	0.49	0.67	14.99	2	5.26	2.75	0	4.56
Women's Issues	1.1	0	0.45	1.31	0.12	3.01	2.25	0.6	0
Minority issues	0	0	0	0	0	0.69	0.96	0	0.37
Environment	6.69	3.59	2.1	4.54	6.14	9.12	5	3.57	1.71
Politics	55.03	76.2	81.68	40.22	44.1	25.86	36.96	41.91	42.69
Economy	15.87	7.41	3.21	11.81	7.67	21.4	28.69	5.64	20.04
Science & Technology	0	0.3	0	0.47	4.33	0.7	0	6.18	1.85
Children & Youth	0	0.89	0	0.96	0.82	2.83	0.54	1.37	0
Education	0	0.96	0.9	1.12	9.46	0.76	2.09	2.44	0.74
Art & Culture	2.82	7.72	4.27	8.67	12.22	20.47	9.37	16.75	1.87
Sports	15.94	0	1.93	11.17	10.05	2.92	7.79	19.51	16.92
Other	1.79	1.03	3.01	3.79	1.33	1.76	1.56	0.36	5.11
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

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Learning objectives of community radio (CR)

Local/national vs. international programs	Engagement=understand the history and purpose of CR
Screening vs. rerun	Innovative projects= apply participatory media techniques in community storytelling
Live vs. pre-recorded	Underrepresented communities= analyze alternative media's power in shaping public discourse.
Arabic-language vs. programs in other languages	Produce and archive a CR segment=(Autoethnography)
Alternative resources	Reflect on ethical & archival responsibilities in media-making

Process of CR as a pedagogy

01   02   03   04

Planning phase   Product development   Testing   Content creation

05   06   07   08

Pre-launch   Launch   Post-launch follow-up   Evaluation

Episode examples (fall 24)

Amazigh voices of Ifrane

Rug weavers

Campus Rhythm Unity music club
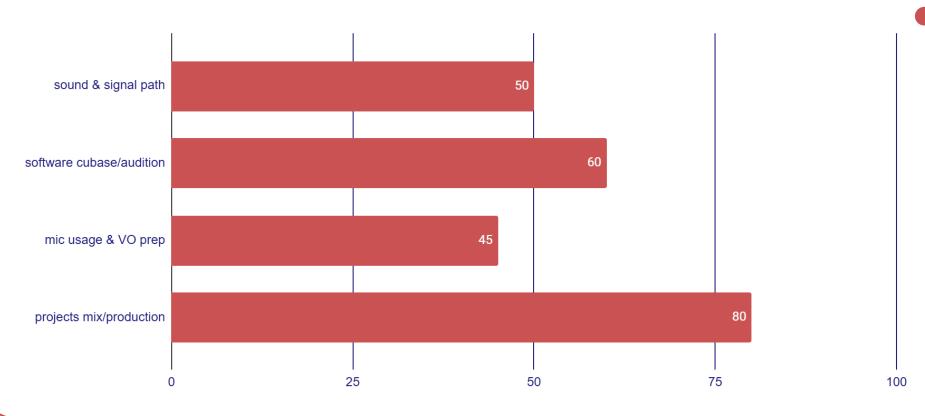
Choir radio

Women street vendors in Ifrane

Disability & accessibility on campus
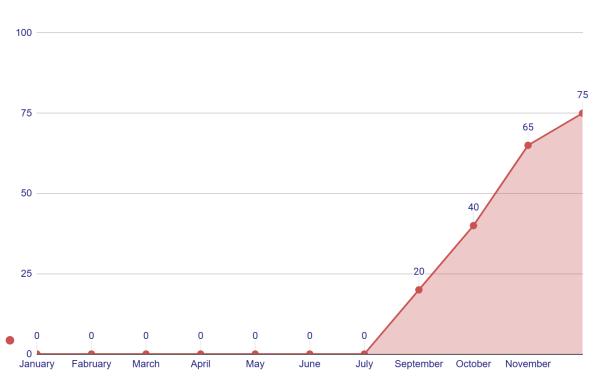
Segment concepts/teams & production focus

Topic episode	Budget (COM/Media Art)	When	Team	Comments	Rating
Health	Storytelling	Quarter #	Team 1	COVID	**4/5**
Human rights	scriptwriting	Quarter #	Team 2	Disability/access	**3/5**
Women's issues	Interviewing techniques	Quarter #	Team 3	Single mothers	**3/5**
Minority issues	Audio recording	Quarter #	Team 4	Amazigh students	**3/5**
Environment	Audio editing	Quarter #	Team 5	Water shortage	**5/5**
Politics	Metadata/Archiving	Quarter #	Team 6	Social movements	**4/5**

Mapping learning prgress in class

Semester objectives

100										
										75
75										
									65	
50										
								40		
25										
							20			
0	0	0	0	0	0	0				
January	Fabruary	March	April	May	June	July	September	October	November	

Approach

Developed a comprehensive approach that addressed various aspects of the challenge

Key tactic 1

Partnering with teammates who align with the same idea/concept

Key tactic 2

Highlighting the unique qualities of o project/product or idea

Pedagogy tips & tricks

Time management

Break timeline into smaller chunks and focus on one task at a quarter.

Networking

Attend events, join professional organizations, and connect

Communication

Being concise, actively listen to feedback, and be open to constructive criticism

Self-care

Reduce stress and promote respectful learning environment

Learning

Being ready to expand knowledge base

Goal-setting

Set clear goals/ smaller achievable steps & celebrating progress
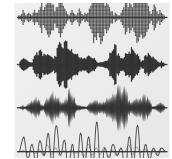
CR as a pedagogy

Society engagement

Respond to the educational, informative, and entertaining needs of society

Audience inclusion

Serve a wide audience, including religious and ethnic/linguistic minorities

Local issues

Cater to the needs of children and youth in the country; national audience/national production

Implementation

Pedagogical use	Archival use
Semester segments project	Oral history/testimony archive
Live call in shows for students	Multilingual storytelling collection
Thematic topics and documentaries	Community radio repository
Guest speaker interviews	Voices of the community series

Dual Focus=Learning

- Student produced segments & skills development

- Theoretical exploration & Hands-on/participatory media

- Decentralized voices & collective production

- Engaging w/ local communities= field-based co creation

- Storytelling & multilingualism

Expectations of focus on archive

- Oral history and testimony banks

- Cultural preservation/Alternative histories

- Chronicles of movements and margins

- Academic student repository

- Digital library/ episodic series and open access portals

Testimonials

"I'm impressed by the valuable insights this segment provides. It's become a must-listen topic"

"The diverse range of topics covered in each quarter keeps me engaged and looking forward to more"

"This segment has quickly become my go-to source for thought-provoking content. Kudos to the team!"

Thank You!

Do you have any questions?

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