

Bangladesh Betar

Parallel Session 3

**Small Radio and TV Stations:
Serving their Audiences Better?**

Presented By

Kazi Akhtar Uddin Ahmed
Director General

Media Pluralism and Policy Enabling



- Bangladesh has plurality of information sources:
 - Bangladesh Television (BTV), BTV World and Sangsad TV
 - Bangladesh Betar (Radio)
 - Bangladesh Betar FM - 31
 - Newspapers - 430
 - Private TV channels - 21
 - Private FM Commercial radio -11
 - Community FM Radio channels -16

Small Radios operated by Following legal framework:

- **Community Radio Policy, 2008**
- **Private FM Radio Policy 2010**

Small Radio Stations: Bangladesh Perspective



- ❑ About seventy percent people live in rural areas where radio is one of the cheapest electronic media on which they depend for information regarding facts for life, education, health, entertainment, disaster management etc.
- ❑ Bangladesh depends on nature- in a form of rainfall, cyclone, flood etc- daily weather reports are of vital importance.
- ❑ Bangladesh is a predominantly community-based country.
- ❑ Bangladesh has geographical difficulties, multiple profession, cultural and linguistic variation, ethnic and religious diversity
- ❑ Small Radio Station play important role in this respect.

Types, Power and Coverage of Small Radio (FM)



Three types of Small Radio (FM) in Bangladesh:

- Bangladesh Betar (Radio) FM Network
- Private Commercial FM Radio
- Community Radio

State-controlled FM radio stations:

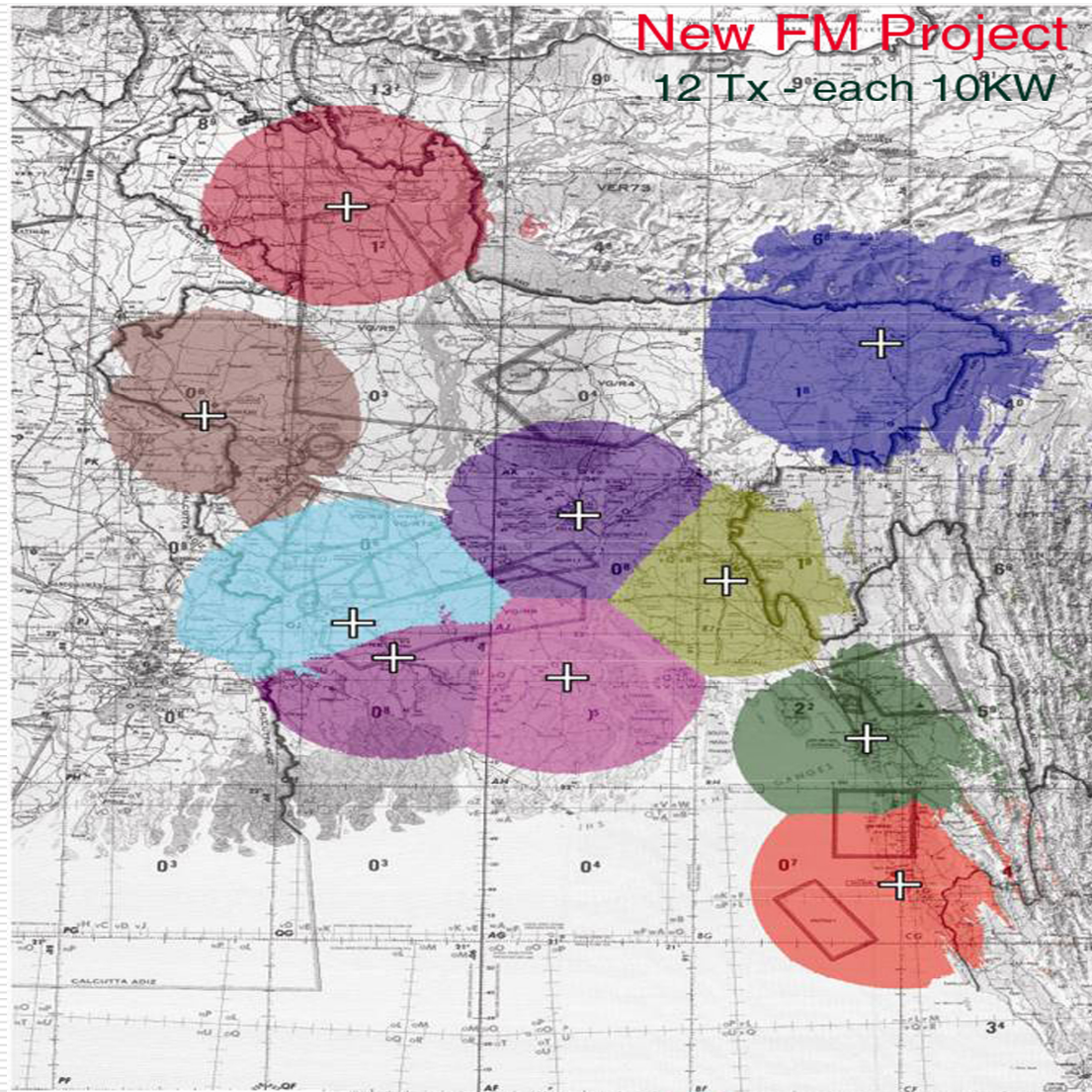


- Bangladesh Betar has 13 old FM stations ranging from 1 to 10 kw
- Newly established 12 FM stations of 10 kw
- More 6 FM stations of 5 kw are underway
- These are located in Dhaka, Chittagong, Rangpur, Sylhet, Rajshahi, Khulna, Comilla, Bogra, Barisal, Jessore and Cox's Bazar.

Bangladesh Betar (Radio) Existing FM Coverage



Bangladesh Betar (Radio) New FM Coverage



■ Kallyanpur	102,104,106 MHz	■ Khulna	88.8 MHz
■ Chittagong	88.8 MHz	■ Comilla	103.6 MHz
■ Rajshahi	88.8 MHz	■ Barisal	105 MHz
■ Sylhet	88.8 MHz	■ Nowapara	100.8 MHz
■ Rangpur	88.8 MHz	■ Coxesbazar	100.8 MHz

Features Bangladesh Betar (Radio):



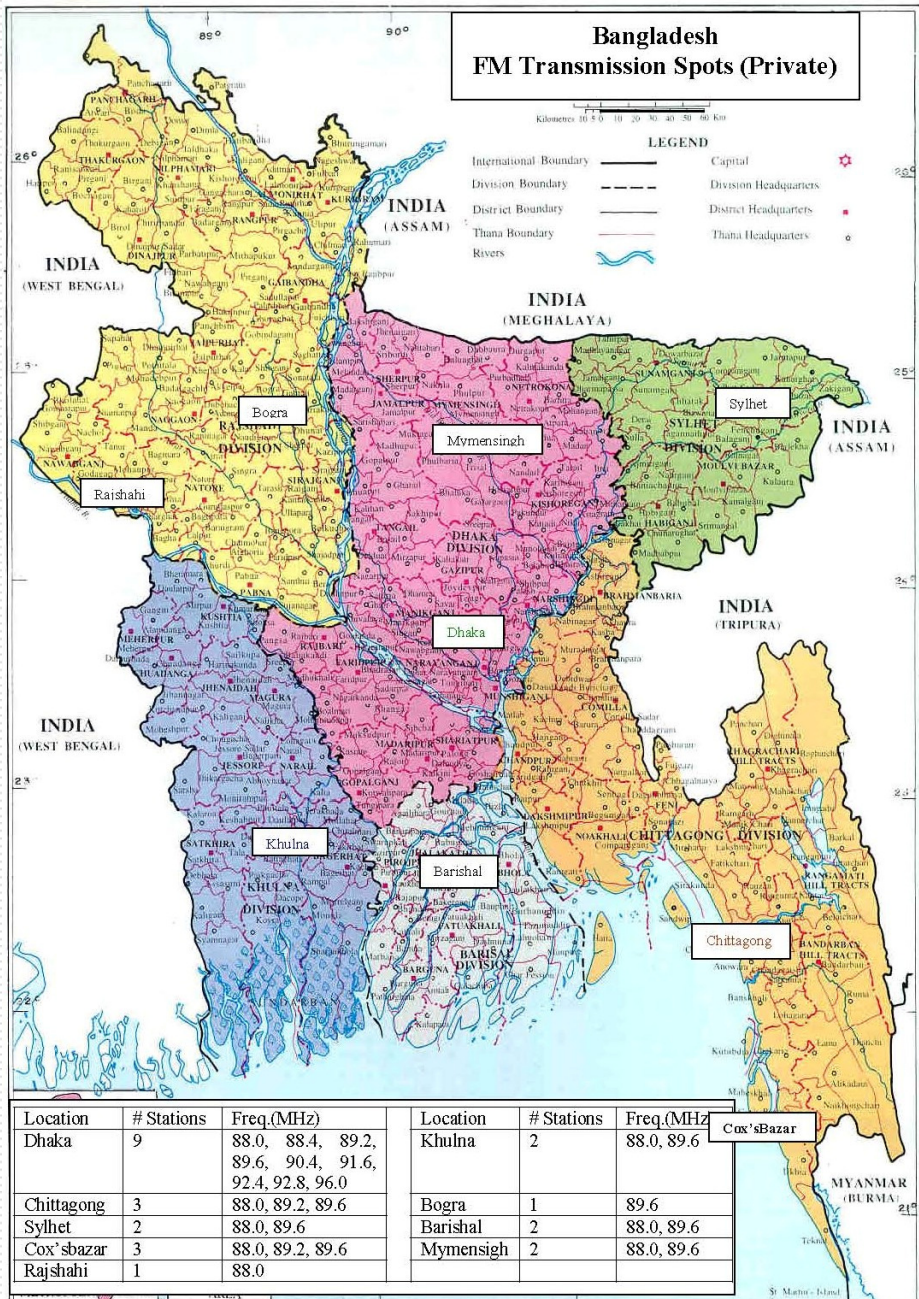
- Bangladesh Betar serves community as well as nation
- Sensitize nation about Government policy & development issues
- Facilitate interaction between policy makers and Mass people
- Promotes own language, culture & heritage
- Contribute to production, population control, poverty reduction, literacy, women empowerment, disaster management,
- Create performers / artists and facilitate them
- Performs with social responsibility



Commercial FM Radio 11 FM stations

- Radio Foorti (Dhaka + 9 in districts)
- Radio Amar
- ABC Radio (Dhaka + 2 in districts)
- Radio Today (Dhaka + 8 in districts)
- Dhaka FM (Dhaka + 9 in districts, newly approved)
- Asian Radio
- People's Radio
- Radio Shwadhin
- Gangchil Media
- Media City
- Tune FM

***** Power 5 MW and 10 MW



Major Features of Commercial FM Radio



- Privately owned & run on commercial basis
- Brought back listeners to Radio
- Complementary role with Bangladesh Betar
- Located mainly in major cities
- Main program contents are infotainment
- Less interested to produce educational, informative & motivational programs.
- Imbalanced competition to capture add-markets.
- Style of presentation is some times peculiar
- Small target audience mainly young generation

16 Community Radio Stations in Bangladesh



Community Radio Station in Bangladesh



Community Radio in Bangladesh



Community Radio Stations (CR) in Bangladesh up to 20.05.10
 Source: Ministry of Information, Government of the People's Republic of Bangladesh
 Date of publication: April 2012

Supported by:

Community Radio in Bangladesh:

Features of Community Radio (100 wt, 17 km)



- ❑ Owned, managed and run by community / NGO
- ❑ Programs designed and produced by local people for own developmental needs
- ❑ Scope for marginalized community to raise voice / voice of voiceless
- ❑ Poverty reduction and development due to accessibility to knowledge and information
- ❑ Direct interaction among elected representatives, government and NGO
- ❑ Scope for Social debate, inclusion and preservation of cultural diversity
- ❑ Disaster Risk Reduction due to establishment of linkage between government departments, NGOs, media and community

How small Radio can serve common people?



- ❑ Ensure common people's expectation and demand
- ❑ Ensure participation of disadvantaged people at grass root
- ❑ Broadcast programs in specific geographic location
- ❑ Direct interaction between community and Radio
- ❑ Use of local language and emphasis on local cultural value
- ❑ Reflection of common problems and interests



Social and Technical Prospect of Small Radio

- ❑ Renewable energy as source of power (solar radio)
- ❑ 100 million mobile users in Bangladesh and even cheapest mobile phone has FM radio receivers
- ❑ Fishermen in sea carry radio for weather and entertainment
- ❑ Combination of radios and mobile phone sets created interactivity between audience and broadcaster.
- ❑ Short range radio transmitters can be installed in university campuses to encourage students to participate in designing their own radio programmes and become familiar with the technology.
- ❑ Bangladesh Betar FM in Agriculture University campus

Challenges of Small Radio Stations



- ❑ No common platform for technical & professional development
- ❑ No common fund for common interests.
- ❑ No training institute for skill development on broadcasting and transmission
- ❑ No audience research for feedback and innovative programs
- ❑ No digital audio archive for preserving important audio clips, sound effects etc
- ❑ Difficulty in switch over to Digital Audio Broadcasting

***** Overcome challenges through platform, fund, institute, research, archive and digital radio

Future Plan



Bangladesh Betar FM:

- Digitization
- Internet broadcasting
- Expansion of FM Network including coastal belt
- Diversification of program and news format
- Dedicated / specialised channel for traffic, sports, music, education etc,
- Solar Radio

Private FM:

- Expansion from capital city to divisions and districts

Community Radio:

- Covering all communities throughout country
- Introduction of Community Television

Conclusion



- ❑ Bangladesh became independent in 1971, Celebrate 50 years of birth

- ❑ Vision 2021 :
 - To become a poverty-free middle-income country
 - To have a nation of healthy citizens
 - To have a skilled and creative human resource
 - To be environmentally sustainable
 - To be a more inclusive and equitable society

- ❖ Small radio institutions play a pivotal role to achieve all these for Bangladesh



Listening update on Radio about Cyclone 'Mahasen' ²⁰















Bangladesh Betar with Private FM stations and Community Radio wants to reach every people, every time, everywhere in cheapest cost.

