

INNOVATIVE WAYS TO DESIGN AND DEVELOP CONTENT DISSEMINATION IN CURRENT SCENARIO



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Contents

INNOVATIONS IN : ~~CONCEPT, SCHEDULING, CONTENT CREATION, DISSEMINATION~~

- ❖ New concept to be innovated
- ❖ Scheduling Manual, Archives , Auto play
- ❖ Listener generated content innovations – Presentation Tips
- ❖ Interactivity with Apps
- ❖ Automated content creation - Use of Google translator
- ❖ Use of copyright free Karaoke for creating music spots
- ❖ Innovations in dissemination of content at shelter homes ,agricultural fields with the support of Govt. and NGOs ,Use of renewable energy , Mobile Public announcement system
- ❖ Backup programs in cloud storage
- ❖ Automated telephone exchange app
- ❖ Safety and Hygiene



Communication

- ❖ **Communication** is simply “the act of transferring information from one place, person or group to another”
- ❖ Every **communication** involves (at least) one sender, a message and a recipient. These include our emotions, the cultural situation, the medium used to communicate, and even our location.
- ❖ A basic communication model consists of five components: the **sender** and **receiver**, the **medium**, **contextual factors**, the message, and **feedback**.



Mass media

- ❖ The **mass media** is a diversified collection of media technologies that reach a large audience via mass communication.
- ❖ The technologies through which this communication takes place include a variety of outlets like Print, Radio, TV, and Social media



Interactivity



❖ “The process of two people or things together and influencing each other to generate desired outcome”.



❖ Physical distancing and digital socializing through the state of the art technology.

- Synchronous – Telephone, face book, whatsapp
- Asynchronous – letters , email



Integration of Information and Communication Technology



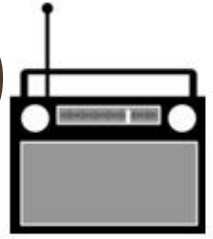
- ❖ Information communication technologies gave a new opportunity to creative generation of content, dissemination and storage that was not possible before



- ✓ *Consumer electronic devices like Mobile Phone with Internet Bluetooth connectivity, Amply speakers offer the best alternative solution in this emergency situation like Covid19*



Community radio Challenges during COVID-19



- ❖ To stay safe and to address the needs of their communities and migrated population
 - ❖ Our goal is to create a service that is specifically tailored to serving rural , urban , migrant audiences. So that they are best equipped to respond to the needs of their listeners innovatively in languages that they speak.
 - ❖ To entertain mixed audience in different languages
-



Contd..

Community radio Challenges during COVID-19



- ❖ Most critical job is to keep the team in positive sprit and to engage and motivate the listeners



- ❖ Make sure that everyday some specific time is spent for stress free ,fun activities interactively that break the sense of isolation and builds confidence



Present role of CRS

- ❖ Increase the free flow of accurate and balanced information to fight against COVID 19
- ❖ Encourage community in live participation for community development
- ❖ Promote active involvement of individuals, groups such as local professionals NGOs, Educational institutions, youth and retired officials to contribute
- ❖ Encourage innovation in programs to overcome COVID Pandemic by integrating available media resources.
- ❖ Broadcast programs in multiple languages to reach migrants
- ❖ Explore available infrastructure innovatively at COVID shelter homes
- ❖ Intensify the sharing of information without boundaries



Content and scheduling

- ❖ First priority is to provide right information to needy at right time with the support of user generated content
- ❖ Format: broadcast more interactive live programs.
- ❖ Topics: physical mental, emotional, social, health and awareness related subjects COVID 19 information related are to be scheduled on priority.
- ❖ Scheduling old programs from your own archives
- ❖ MOU and collaboration with local institutions



Content and scheduling

- ❖ **Manual:** A few examples: Devotional, leadership, computer literacy, counseling, protection from cyber crime activities, health care, quiz programs
success stories to inspire the listener to be a responsible citizen
training for content generation with educational institutions
- ❖ **Rescheduling :** old programs from Archives Eg. Ramayana on DD
- ❖ **Automated content creation :**
 - Auto Schedule play
 - Google translator
 - Apps creation real time entertainment interactivity
 - Development of digital programme exchange units
 - Use of copyright free karaoke –to create music spots



Listener - generated content



Listener generated content is the content or the information that is created by its listeners . This information can be in the form of audio, videos, digital photos and other types of media which is made available for broadcast.



- ❖ Identify the Talent
- ❖ Procure the content from listener
- ❖ Focus on immediate Community Aspect
- ❖ The received Listener Generated Content is tailored and disseminated at appropriate time .
- ❖ Share it to other CRS broadcasters ,Govt. and NGOs for further penetration



Listeners participation in content creation



Few Presentation techniques :

- ❖ To grab attention - Start with a story
- ❖ Binding between speaker and listener- stick to your topic
- ❖ Medium of sound and modulation – use music, emotions
- ❖ Entertainment - use humor
- ❖ Intimate medium – Tell a success stories
- ❖ Mobile medium – Combine outdoor recordings
- ❖ Interactive in nature – include questions , puzzles
- ❖ Repetition – Drives home the key message

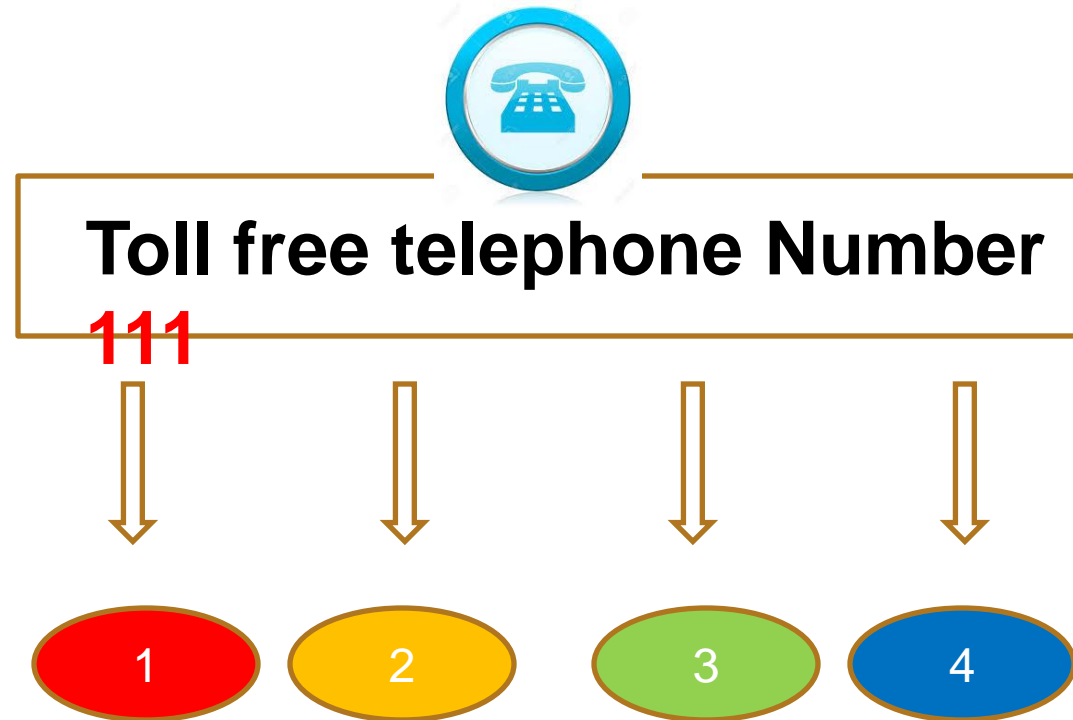


CRS as bridge encouraging employment

- ❖ Generating employment is need of the day there is a great talent skill in the society that needs promotion
- ❖ CRS can collect data to create panel of skilled professional workers and create confidence and reliability.
- ❖ CRS can act as bridge between talented workers and their employers to create interim employment



Create Automated telephone app



No 1 is for Doctor advice

No 2 Request for food

No 3 is for information, Empanelment , Record

No 4 is Request for Transport

Safety and hygiene

- ❖ CRS must keep facilities virus free disinfecting the studio and premises to prevent spread of covid19.

Keep sanitizers, provision for hand wash.
Sanitize studio and transmitter equipment



Need of the day

- ❖ Disseminate Trusted sources of information
- ❖ Combating fake news about COVID-19
- ❖ Create Voluntary online radio professionals who can provide support and encouragement during the pandemic situation COVID19
- ❖ Schedule the programs from Archives
- ❖ Working together with government and non governmental agencies to provide information
- ❖ Create program exchange units among CRS
- ❖ Collaboration with local Broadcasters for additional reach
- ❖ Data collection of the migrants to generate employment



Excerpts:

9:12 AM | 14.0KB/s
Radio Ala 90.8 F.M

NUMBER BOARD

1	2		5	6	7			
		13		15	16	17	18	19
21	22		24		26	27	28	29
31	32		34	35	36	37	38	39
41	42		44	45	46	47	48	49
51	52		54		56	57	58	59
61	62	63		65	66	67	68	
71		73	74	75				79
	82	83		85	86		88	89

Your Ticket

You Claimed -

	17			44	58	61		89
2	20	25	35					80
10		27	37	49	59			



Interactive App Token



NGO – RADS Participation in information Sharing



<https://youtu.be/IPVHO3oxL2E>

4G 8:47 AM

livemint.com

live mint e-paper

Since its launch, the Aarogya Setu app has been downloaded by more than one crore people on both Android and iPhone smartphones.

Available in 11 languages, the app is designed for use on an all-India basis. Its design is such that it can also take huge workload.

This story has been published from a wire agency feed without modifications to the text. Only the headline has been changed.



Topics



HT Media ,RADS, RADIO ALA, YouTube

Reaching the unreached



FM on scooter



Solar power FM radio with USB - Mobile Charger



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- ❖ Rural Agricultural development Society, Talupula .AP India
- ❖ Multiple Action research Group, India
- ❖ HT Media, Delhi
- ❖ Radio ALA ,Kakinada, AP India
- ❖ Sayee Bhaskar BVS { Karoke track courtesy: Unplugged Karoke (Youtube) }



CEMCA





THANK YOU !

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**“Nations consist of people.
And with their effort, a nation can accomplish all it could ever want.”**

**Dr.A.P.J.Abdul Kalam
Former President of India**