

Documentation for CORONA (COVID) Activities: -

1. Name of Community Radio Stations:

Rathinavani 90.8 Community Radio

2. Address of Community Radio Station:

Rathinavani 90.8 Community Radio,
Rathinam College, Rathinam Techzone,
Coimbatore – 641 021, Tamilnadu, India.

3. Frequency & Area Covered:

Freq: 90.8 Community Radio | 15 Kms Ukaddam to Kinnathukadu (Radius), Coimbatore

4. Estimated Population Coverage:

15,000 Community Radio Listenership Base | 35 K to 50 K Population Coverage

5. Brief note of the strategy formulated and content generated during the COVID crisis.

Rathinavani 90.8 Community Radio works with under our parent institution Rathinam College of Arts & Science, Coimbatore. Being an institutional funding based CR, we have limited human resources for supporting our radio production. Currently only 2 employees are working full time and 4 student volunteers with our station.

Since 24th March 2020, we arranged playlist que with medical advises and general topics programmes for CR broadcast. College is on shut down from 22nd 2020, all teaching and non teaching staffs were requested to connect management and students through Microsoft Teams online classes.

From our first CoViD'19 Curfew, we were getting many calls regarding civic issues from both urban and as well as rural areas. Following to that scenario of 144 Shutdown, we both professional and volunteers started working from home network through online cloud computing platforms.

We used to connect with our listeners through phone calls to communicate with migrants and daily wages for their daily food arrangements. After collecting important data's regarding number of needy, their location, and demographics – we share with the active NGO's in our city like No Food Waste for supplying packages according to the availability.

In other side, we also provided support to solve drinking water issues, medical sanitation and hygienic issues with the help of Coimbatore Corporation & Panchayath Officials. Few listeners contacted us regarding transporting and travelling issues. But we couldn't able to solve such issues – since the stated reasons weren't valid to provide our support.

As like a particular strategy, Myself Station Director will be researching interesting factors which aren't broadcasted in mainstream media related to our Coimbatore city. Those factors we will be discussed with our Program manager Ms. Shapna Kalaiselvi through whatsapp. If it's necessary, she will take it for Anchoring RJ spot recording through our phone recordings. And those audios will be forwarded to our editors for rendering with sound efx. We also reached & requested helps to Kadalosai CR, Rameshwaram & Pasumai CR, Dindugal – vice-versa.

Final rendered audios are mailed to our designer (working in our college for admission related promotional posters), Mr. Mano for adding in the playlist. We did interview with various health care experts like Dr Nemmyathan, CoViD Field Doctor Mr. Daniel Jo, Gov Hospital Psychiatrist Ms. Saranya, and Broadcast Health Inspector Advises frequently etc.,

Rathinavani 90.8 Community Radio used this CoViD'19 lock-down opportunity to fight against whatsapp fake forwards & community practice myths which are without any authentic factual backgrounds. We used to broadcast clarified facts through WHO tweets & websites, WHO Whatsapp verified replies, Alt News Tweets, Health Care Toll Free Number 104, etc., These conversations and facts are recorded in a way to broadcast purpose in our community radio. And also we uploaded these audios in Anchor.fm podcast portal to reach global Tamil language listeners (Visual Reference Attached).

In a creative approach of producing Radio quiz to enlightening kids regarding the awareness about Corona Virus (CoViD'19), we designed a program with the material released by UNICEF website (<https://www.unicef.org/coronavirus/fact-or-fiction-how-much-do-you-actually-know-about-coronavirus-covid-19>).

We asked listeners to send their answers through our whatsapp contact number. Our district Social Welfare Department helped us to conduct a Quiz Test using Narrow broadcast technique strictly following Social Distancing Norms at Coimbatore city Don Bosco Kids Home.

6. Upload related Photographs

Will be attached in the mail

7. Upload two Programmes on COVID

Will be uploaded and shared

8. Any Media Coverage

Published at The Federal (English Journal) – 1 Journal Publication

Link: <https://thefederal.com/features/community-radios-a-pacifier-amid-covid-19-panic-lockdown-silence/>

9. Email ID

Mukesh.fm@rathinam.in | Shapna.fm@rathinam.in

10. Contact No.

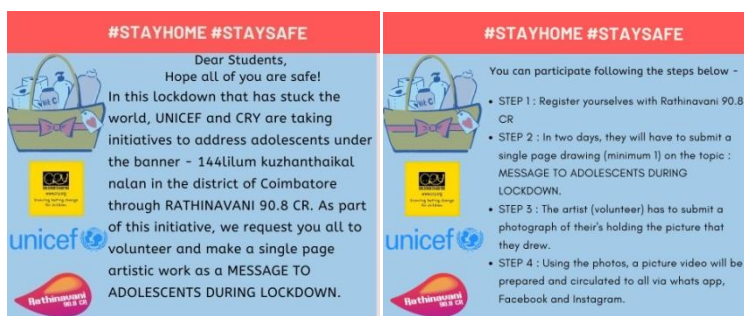
+91 8248303235

11. Any other Information

CoViD'19 Special Show with UNICEF CRY:

Following our broadcast regarding UNICEF based Radio Quiz Program & Creative Narrowcast at Don Bosco Home, we were appreciated and approached to do a radio campaign regarding Child Mental & Physical Health at this 144 Lockdown season by District Social Welfare Department with the coordination of UNICEF CRY.

So we started our first production and yet to be broadcasted in our Community Radio as likely 7 weekend episodes on 12th April 2020.



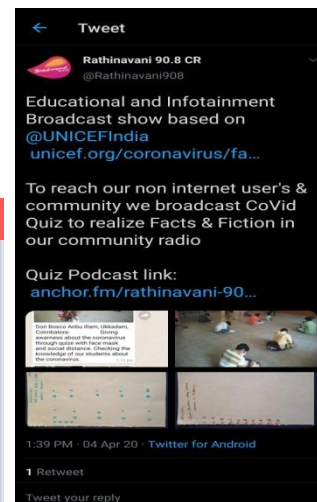
#STAYHOME #STAYSAFE

Dear Students,
Hope all of you are safe!
In this lockdown that has stuck the world, UNICEF and CRY are taking initiatives to address adolescents under the banner - 144lilum kuzhanthaikal nalan in the district of Coimbatore through RATHINAVANI 90.8 CR. As part of this initiative, we request you all to volunteer and make a single page artistic work as a MESSAGE TO ADOLESCENTS DURING LOCKDOWN.

#STAYHOME #STAYSAFE

You can participate following the steps below -

- STEP 1 : Register yourselves with Rathinavani 90.8 CR
- STEP 2 : In two days, they will have to submit a single page drawing (minimum 1) on the topic : MESSAGE TO ADOLESCENTS DURING LOCKDOWN.
- STEP 3 : The artist (volunteer) has to submit a photograph of their's holding the picture that they drew.
- STEP 4 : Using the photos, a picture video will be prepared and circulated to all via whats app, Facebook and Instagram.



Tweet

Rathinavani 90.8 CR
@Rathinavani908

Educational and Infotainment Broadcast show based on @UNICEFIndia
unicef.org/coronavirus/fa...

To reach our non internet user's & community we broadcast CoVid Quiz to realize Facts & Fiction in our community radio

Quiz Podcast link:
anchor.fm/rathinavani-90...

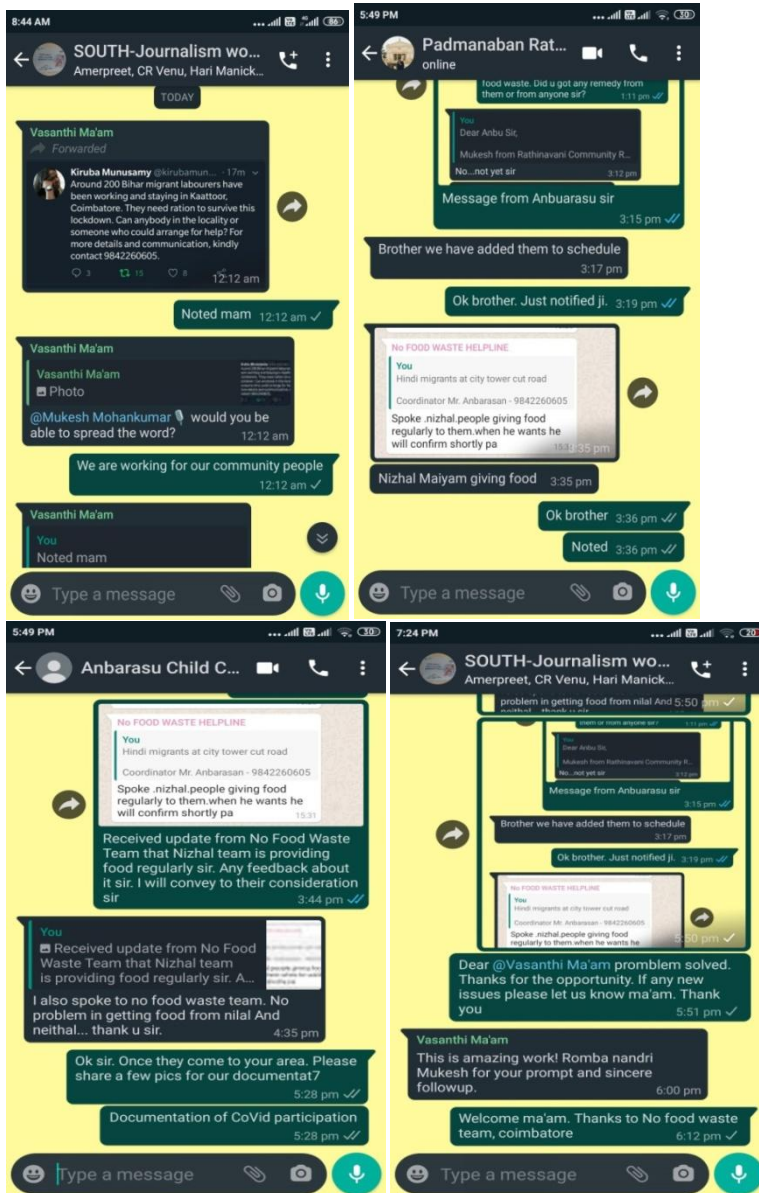
1 Retweet

Tweet your reply



Enquiries through Social Media & Podcast Outreach Activities:

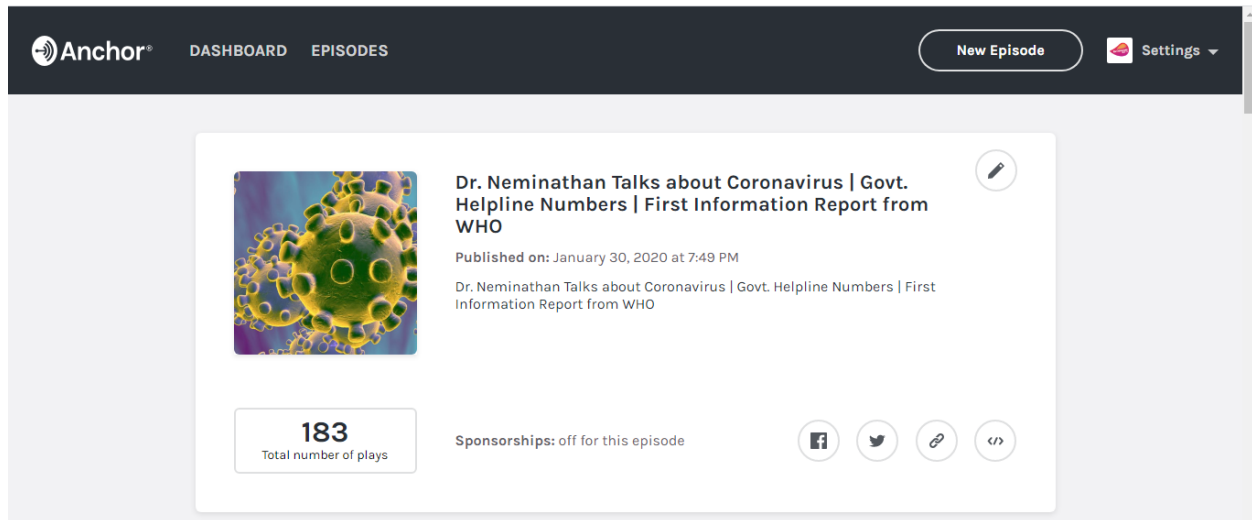
Leading journalist contacted Rathinavani 90.8 CR through Ideosync Whatsapp Group to fulfill the poverty issue faced by a group of Migrants from other state staying at our Coimbatore city – due to this lockdown process. We then processed through Coimbatore Corporation & No Food Waste team to fulfill the expected needs of the migrants.



*Attached images regarding the official conversation.

And also we were getting on demand sharing of Podcast links related through CoViD'19 announcements.

Our CoVid Exclusive Programme Podcast Links:



Anchor DASHBOARD EPISODES New Episode Settings

Dr. Neminathan Talks about Coronavirus | Govt. Helpline Numbers | First Information Report from WHO

Published on: January 30, 2020 at 7:49 PM

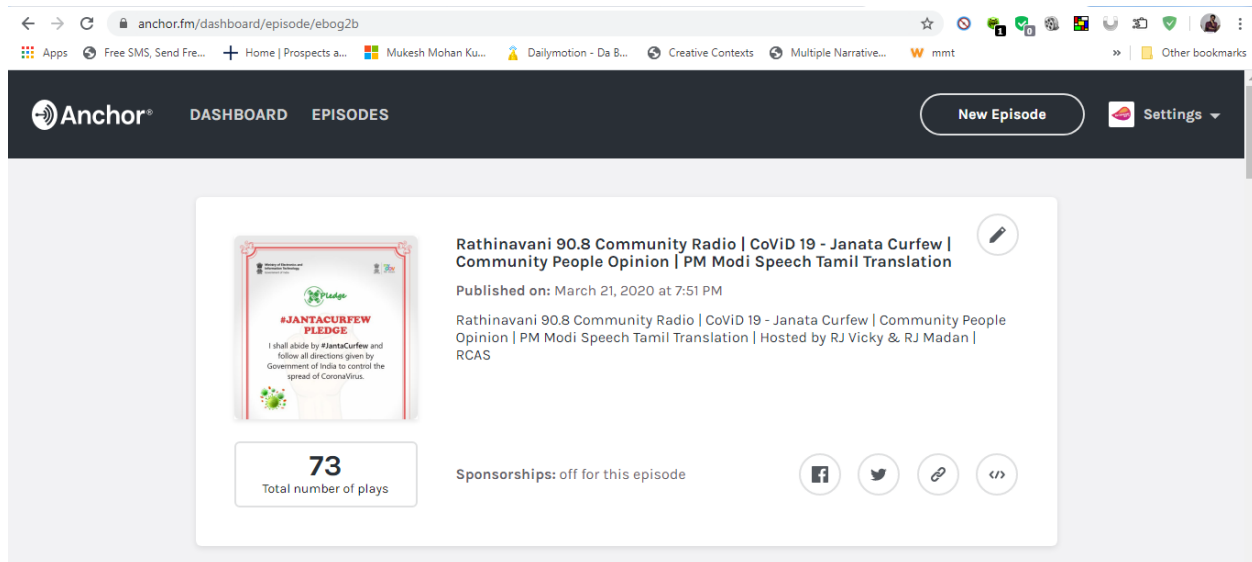
Dr. Neminathan Talks about Coronavirus | Govt. Helpline Numbers | First Information Report from WHO

183
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

1. Our very first interview of Dr. Neminathan about the explanation & threat about Corona Virus Broadcasted and Podcasted on Jan 30,2020.



Anchor DASHBOARD EPISODES New Episode Settings

Rathinavani 90.8 Community Radio | CoViD 19 - Janata Curfew | Community People Opinion | PM Modi Speech Tamil Translation

Published on: March 21, 2020 at 7:51 PM

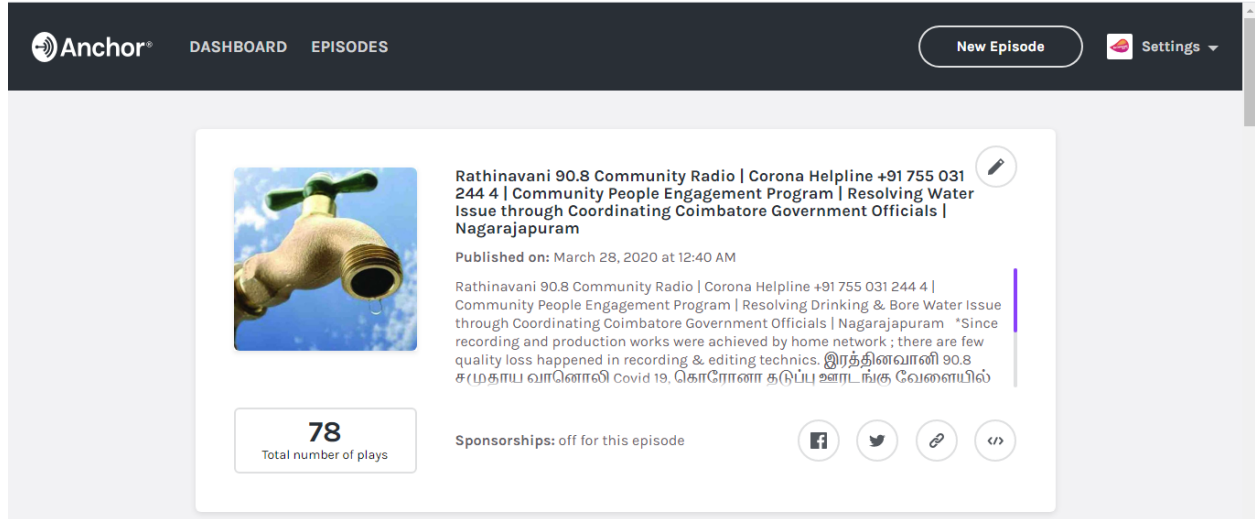
Rathinavani 90.8 Community Radio | CoViD 19 - Janata Curfew | Community People Opinion | PM Modi Speech Tamil Translation | Hosted by RJ Vicky & RJ Madan | RCAS

73
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

2. Rathinavani 90.8 Community Radio | CoViD 19 - Janata Curfew | Community People Opinion | PM Modi Speech Tamil Translation | Hosted by RJ Vicky & RJ Madan | RCAS | Broadcasted on March 21st 2020



Anchor DASHBOARD EPISODES New Episode Settings

Rathinavani 90.8 Community Radio | Corona Helpline +91 755 031 244 4 | Community People Engagement Program | Resolving Water Issue through Coordinating Coimbatore Government Officials | Nagarajapuram

Published on: March 28, 2020 at 12:40 AM

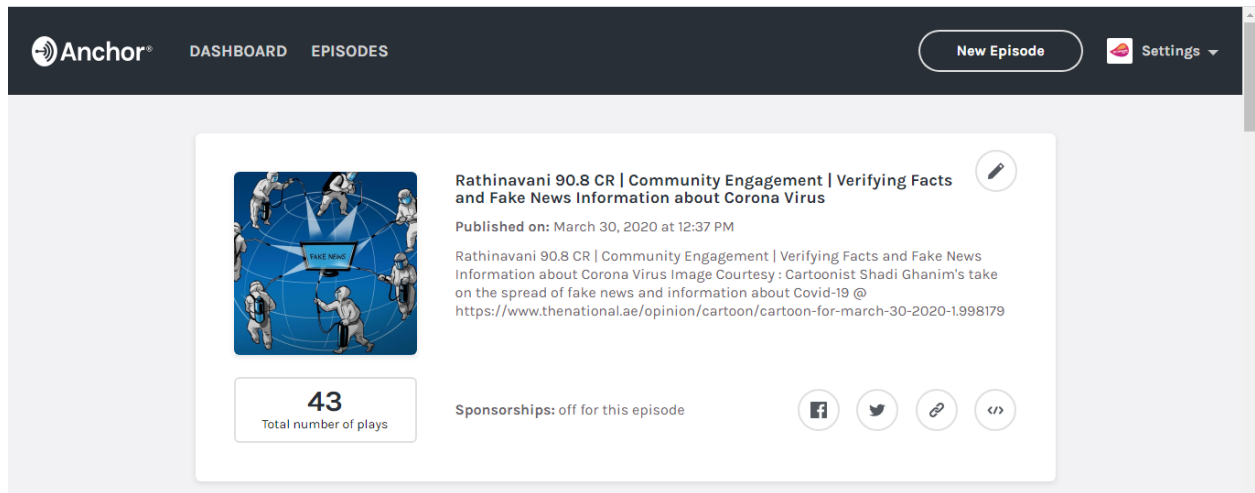
Rathinavani 90.8 Community Radio | Corona Helpline +91 755 031 244 4 | Community People Engagement Program | Resolving Drinking & Bore Water Issue through Coordinating Coimbatore Government Officials | Nagarajapuram *Since recording and production works were achieved by home network; there are few quality loss happened in recording & editing technics. இரத்தினவாணி 90.8 சமுதாய வானொலி Covid 19. கொரோனா தடுப்பு ஊரடங்கு வேளையில்

78
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

3. Rathinavani 90.8 Community Radio | Corona Helpline +91 755 031 244 4 | Community People Engagement Program | Resolving Drinking & Bore Water Issue through Coordinating Coimbatore Government Officials | Nagarajapuram *since recording and production works were achieved by home network; there are few quality loss happened in recording & editing techniques



Anchor DASHBOARD EPISODES New Episode Settings

Rathinavani 90.8 CR | Community Engagement | Verifying Facts and Fake News Information about Corona Virus

Published on: March 30, 2020 at 12:37 PM

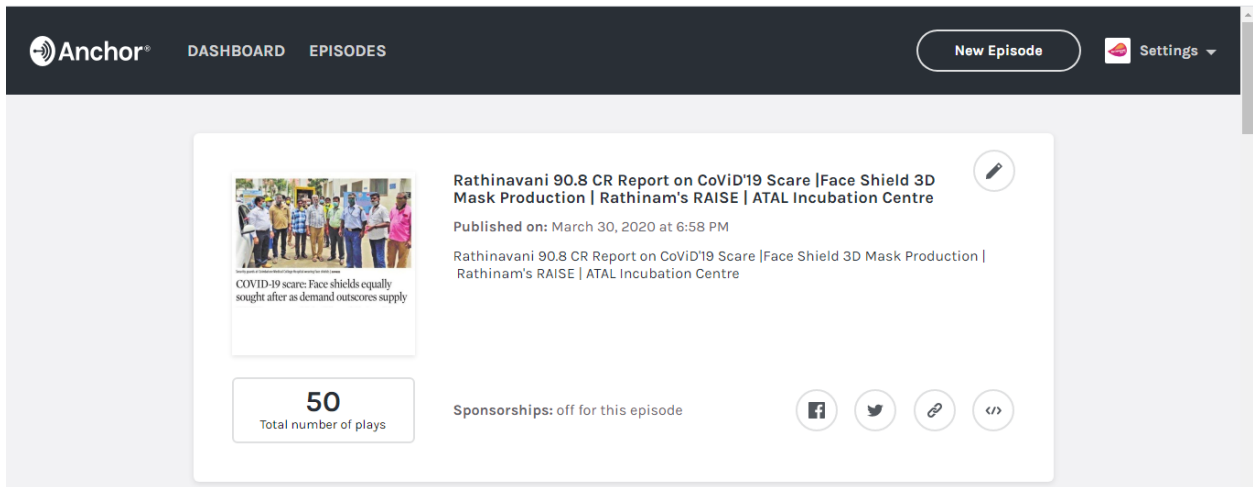
Rathinavani 90.8 CR | Community Engagement | Verifying Facts and Fake News Information about Corona Virus Image Courtesy : Cartoonist Shadi Ghanim's take on the spread of fake news and information about Covid-19 @ <https://www.thenational.ae/opinion/cartoon/cartoon-for-march-30-2020-1.998179>

43
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

4. Rathinavani 90.8 CR | Community Engagement | Verifying Facts and Fake News Information about Corona Virus



Anchor DASHBOARD EPISODES New Episode Settings

Rathinavani 90.8 CR Report on CoViD'19 Scare |Face Shield 3D Mask Production | Rathinam's RAISE | ATAL Incubation Centre

Published on: March 30, 2020 at 6:58 PM

Rathinavani 90.8 CR Report on CoViD'19 Scare |Face Shield 3D Mask Production | Rathinam's RAISE | ATAL Incubation Centre

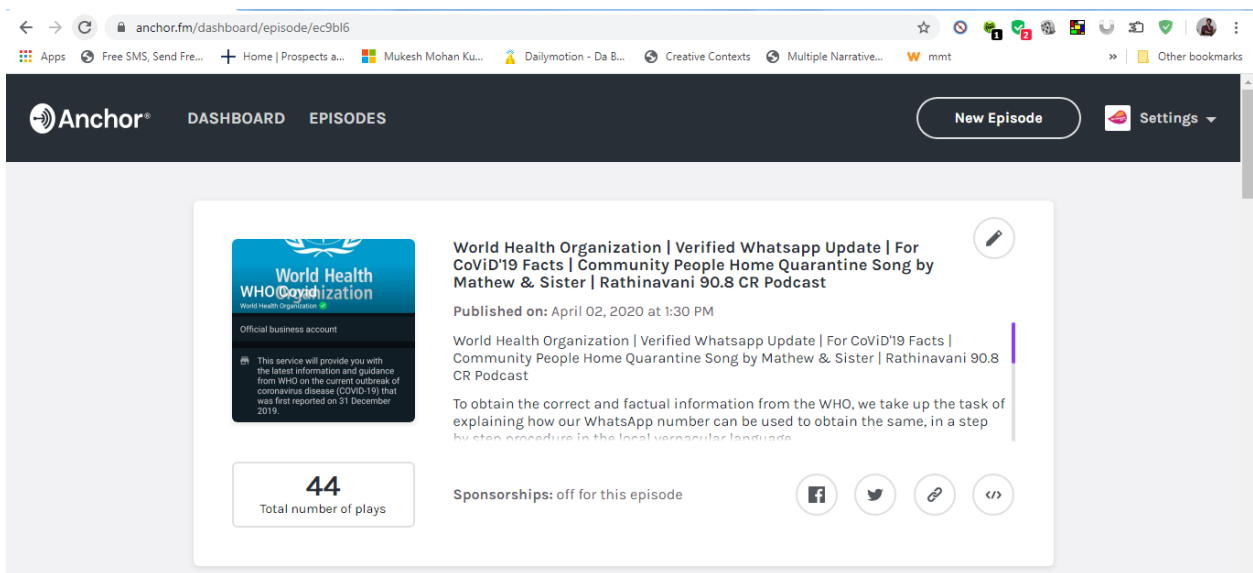
COVID-19 scare: Face shields equally sought after as demand outpaces supply

50
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

5. Rathinavani 90.8 CR Report on CoViD'19 Scare |Face Shield 3D Mask Production | Rathinam's RAISE | ATAL Incubation Centre



Anchor DASHBOARD EPISODES New Episode Settings

World Health Organization | Verified Whatsapp Update | For CoViD'19 Facts | Community People Home Quarantine Song by Mathew & Sister | Rathinavani 90.8 CR Podcast

Published on: April 02, 2020 at 1:30 PM

World Health Organization | Verified Whatsapp Update | For CoViD'19 Facts | Community People Home Quarantine Song by Mathew & Sister | Rathinavani 90.8 CR Podcast

To obtain the correct and factual information from the WHO, we take up the task of explaining how our WhatsApp number can be used to obtain the same, in a step by step procedure in the local vernacular language.

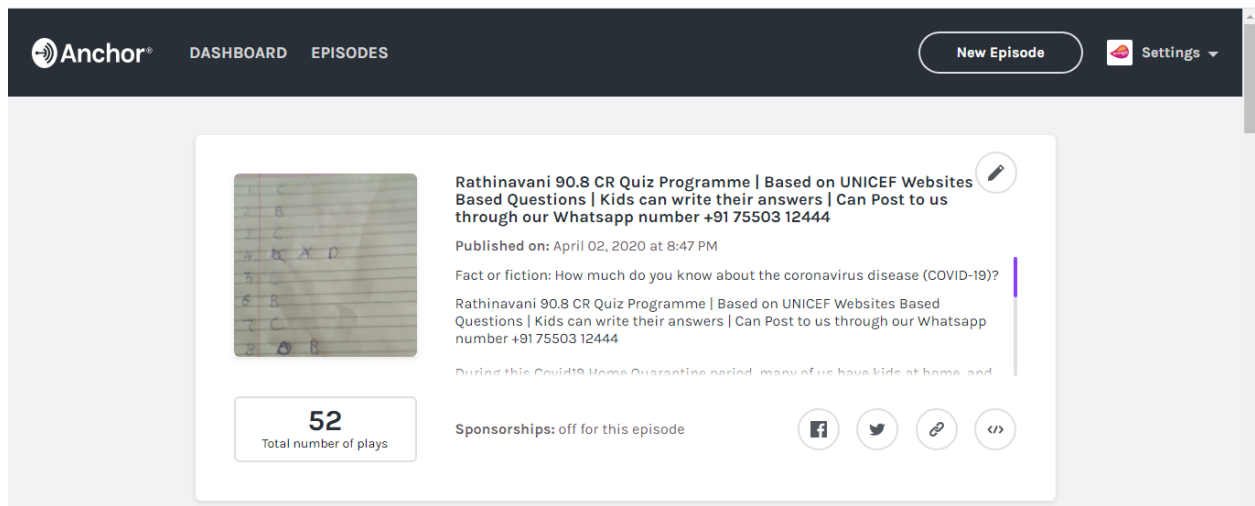
44
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

6. World Health Organization | Verified Whatsapp Update | For CoViD'19 Facts | Community People Home Quarantine Song by Mathew & Sister | Rathinavani 90.8 CR Podcast

To obtain the correct and factual information from the WHO, we take up the task of explaining how our WhatsApp number can be used to obtain the same, in a step by step procedure in the local vernacular language.



The screenshot shows the Anchor app interface. At the top, there's a navigation bar with 'Anchor', 'DASHBOARD', and 'EPISODES'. On the right, there are buttons for 'New Episode' and 'Settings'. The main content area displays an episode card with a thumbnail image of a quiz sheet. The episode title is 'Rathinavani 90.8 CR Quiz Programme | Based on UNICEF Websites Based Questions | Kids can write their answers | Can Post to us through our Whatsapp number +91 75503 12444'. Below the title, it says 'Published on: April 02, 2020 at 8:47 PM'. The episode description starts with 'Fact or fiction: How much do you know about the coronavirus disease (COVID-19)?' and repeats the title and contact information. A box on the left shows '52 Total number of plays'. At the bottom, there are social media sharing icons for Facebook, Twitter, and a link icon, along with the text 'Sponsorships: off for this episode'.

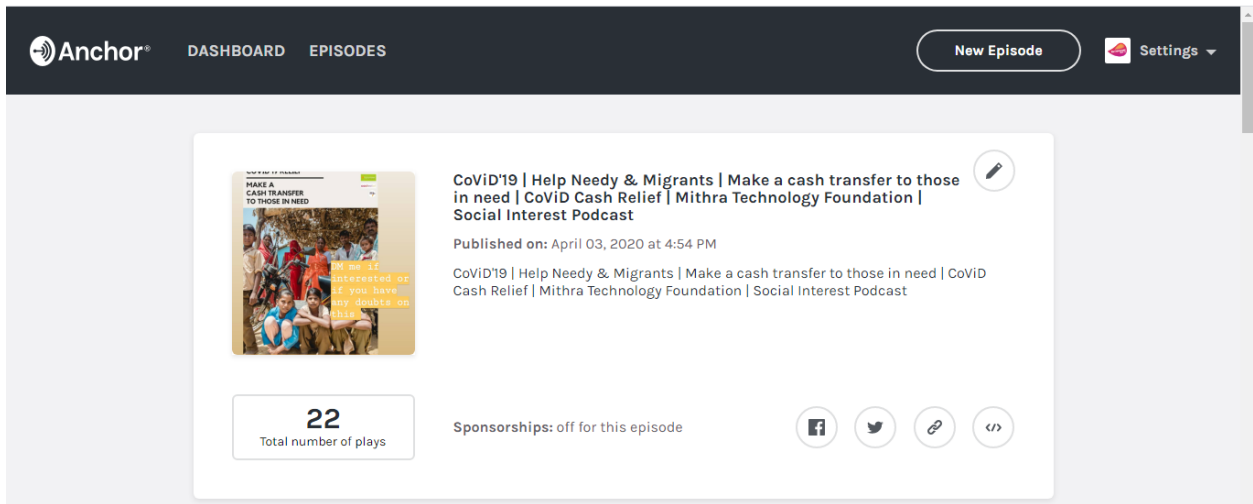
7. Fact or fiction: How much do you know about the coronavirus disease (COVID-19)?

Rathinavani 90.8 CR Quiz Programme | Based on UNICEF Websites Based Questions | Kids can write their answers | Can Post to us through our Whatsapp number +91 75503 12444

During this Covid19 Home Quarantine period, many of us have kids at home, and most probably struggling to properly keep them occupied. To help with this, Rathinavani is introducing a new interactive game with the help of UNICEF and their website CoVid Quiz Game. To play the game, just text us at our whatsapp number +91 75503 12444 and we'll share the audio. Kids can reply with their answers in audio format. It will be broadcast every 7 minutes at AIR.

Questions Courtesy - Thanks to UNICEF Team

Fact or fiction: How much do you know about the coronavirus disease (COVID-19)?



Anchor DASHBOARD EPISODES New Episode Settings

MAKE A CASH TRANSFER TO THOSE IN NEED

CoViD'19 | Help Needy & Migrants | Make a cash transfer to those in need | CoViD Cash Relief | Mithra Technology Foundation | Social Interest Podcast

Published on: April 03, 2020 at 4:54 PM

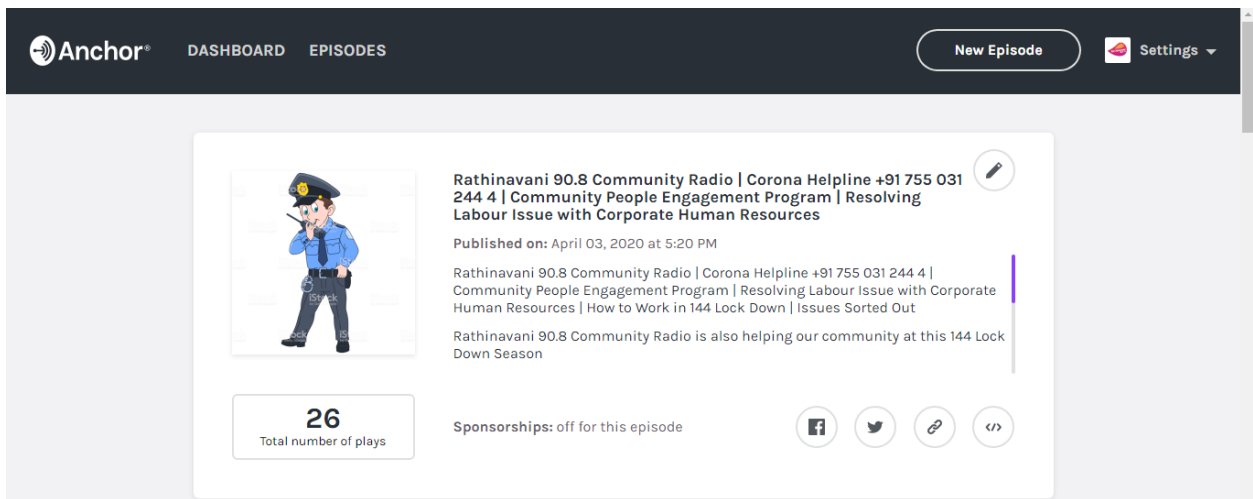
CoViD'19 | Help Needy & Migrants | Make a cash transfer to those in need | CoViD Cash Relief | Mithra Technology Foundation | Social Interest Podcast

22
Total number of plays

Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

8. CoViD'19 | Help Needy & Migrants | Make a cash transfer to those in need | CoViD Cash Relief | Mithra Technology Foundation | Social Interest Podcast



Anchor DASHBOARD EPISODES New Episode Settings

Rathinavani 90.8 Community Radio | Corona Helpline +91 755 031 244 4 | Community People Engagement Program | Resolving Labour Issue with Corporate Human Resources

Published on: April 03, 2020 at 5:20 PM

Rathinavani 90.8 Community Radio | Corona Helpline +91 755 031 244 4 | Community People Engagement Program | Resolving Labour Issue with Corporate Human Resources | How to Work in 144 Lock Down | Issues Sorted Out

Rathinavani 90.8 Community Radio is also helping our community at this 144 Lock Down Season

26
Total number of plays

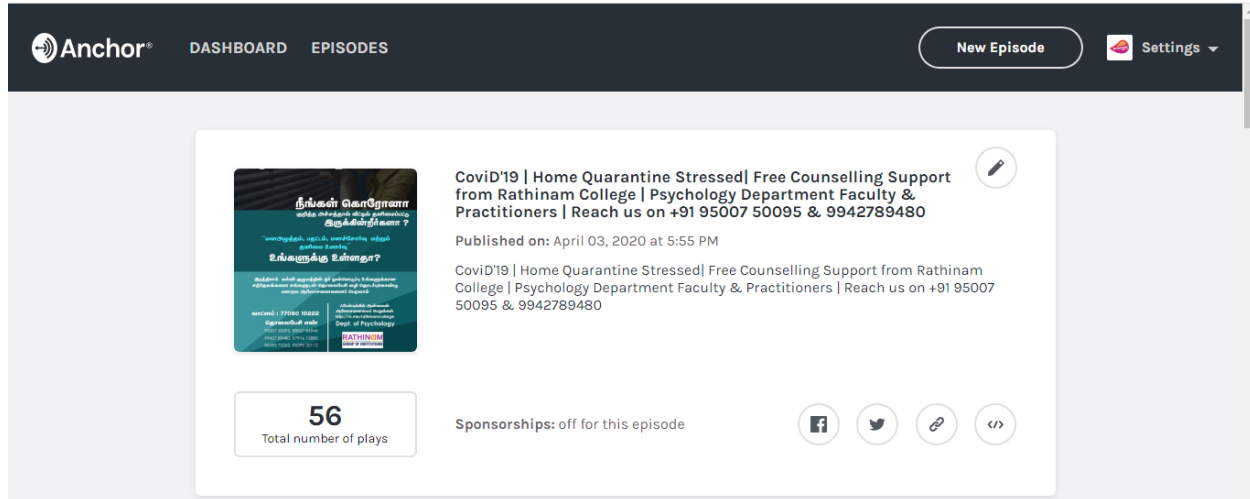
Sponsorships: off for this episode

[Facebook](#) [Twitter](#) [Link](#) [Code](#)

9. Rathinavani 90.8 Community Radio | Corona Helpline +91 755 031 244 4 | Community People Engagement Program | Resolving Labour Issue with Corporate Human Resources | How to Work in 144 Lock Down | Issues Sorted Out

Rathinavani 90.8 Community Radio is also helping our community at this 144 Lock Down Season

A security guard anonymously called us to report that the company he works for was not taking measures to fulfill basic necessities like providing drinking water to the staff or resources for sanitation. Rathinavani contacted the security guard's HO located at Chennai and conveyed the grievances. We are currently following up with them to make sure they fulfill their commitment.



Anchor DASHBOARD EPISODES New Episode Settings

Covid'19 | Home Quarantine Stressed| Free Counselling Support from Rathinam College | Psychology Department Faculty & Practitioners | Reach us on +91 95007 50095 & 9942789480

Published on: April 03, 2020 at 5:55 PM

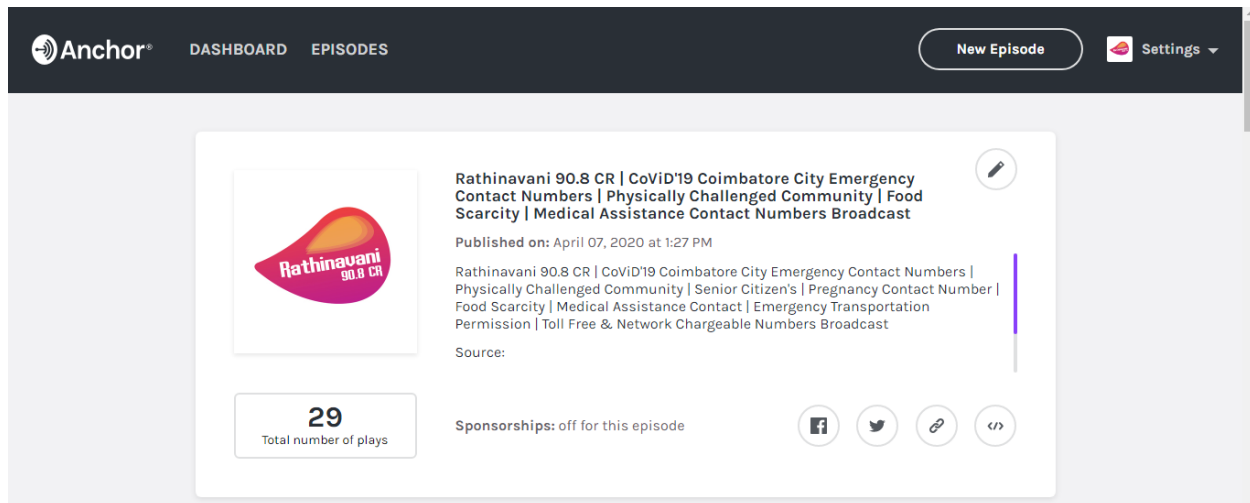
Covid'19 | Home Quarantine Stressed| Free Counselling Support from Rathinam College | Psychology Department Faculty & Practitioners | Reach us on +91 95007 50095 & 9942789480

56
Total number of plays

Sponsorships: off for this episode

[f](#) [t](#) [l](#) [c](#)

10. Covid'19 | Home Quarantine Stressed| Free Counselling Support from Rathinam College | Psychology Department Faculty & Practitioners | Reach us on +91 95007 50095 & 9942789480



Anchor DASHBOARD EPISODES New Episode Settings

Rathinavani 90.8 CR | CoViD'19 Coimbatore City Emergency Contact Numbers | Physically Challenged Community | Food Scarcity | Medical Assistance Contact Numbers Broadcast

Published on: April 07, 2020 at 1:27 PM

Rathinavani 90.8 CR | CoViD'19 Coimbatore City Emergency Contact Numbers | Physically Challenged Community | Senior Citizen's | Pregnancy Contact Number | Food Scarcity | Medical Assistance Contact | Emergency Transportation Permission | Toll Free & Network Chargeable Numbers Broadcast

Source:

29
Total number of plays

Sponsorships: off for this episode

[f](#) [t](#) [l](#) [c](#)

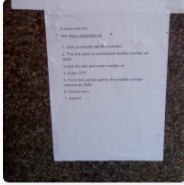
11. Rathinavani 90.8 CR | CoViD'19 Coimbatore City Emergency Contact Numbers | Physically Challenged Community | Senior Citizen's | Pregnancy Contact Number | Food Scarcity | Medical Assistance Contact | Emergency Transportation Permission | Toll Free & Network Chargeable Numbers Broadcast

Source:

The News Minute

<https://twitter.com/Rathinavani908/status/1246668588217294849?s=20>

Anchor® DASHBOARD EPISODES New Episode Settings


 **Rathinavani 90.8 Community Radio Listener Request on Emergency Travel Request Stories | Tamil Nadu Government Travel Pass Applying Procedure Podcast | Tanjore | Dharapuram**

Published on: April 07, 2020 at 11:34 PM

Rathinavani 90.8 Community Radio Listener Request on Emergency Travel Request Stories | Tamil Nadu Government Travel Pass Applying Procedure Podcast | Tanjore | Dharapuram | Community Engagement Program

27
Total number of plays

Sponsorships: off for this episode



12. Rathinavani 90.8 Community Radio Listener Request on Emergency Travel Request Stories | Tamil Nadu Government Travel Pass Applying Procedure Podcast | Tanjore | Dharapuram | Community Engagement Program

Rathinavani 90.8 Community Radio Podcast Analytics (Digital Communication)

Podcast Link: <https://bit.ly/34rueCP>

