



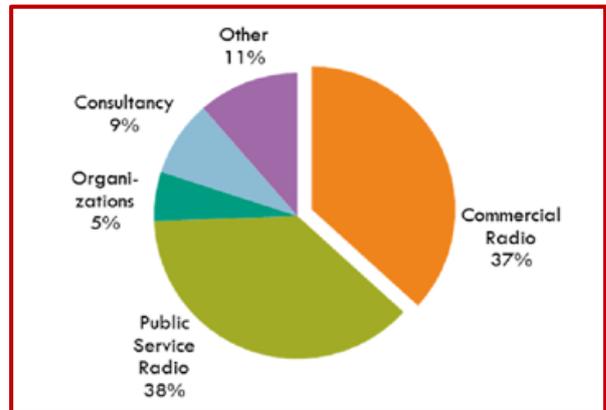
Two social evening events provided space for networking and follow-up on issues raised during the day.

Passion Meets Progress...



... was the slogan of this year's [Radiodays Europe](#), according to the organisers, the world's greatest international radio conference. During two and a half intense days March 15-17, more than 1300 delegates from 60 countries took part in [the 50 sessions](#) with more than [100 speakers](#) and presenters. The event took place at the Milano Congress Centre, 'Milano Congressi', which provided the needed space for four simultaneous streams and a grand central area for [50 earmarked exhibition spaces](#).

With a strong general focus on how to [maximize the number of listeners](#) going through most of the sessions, and with only boxes to tick for whether you as a participant are from a commercial or a public service radio, there were many take-aways even for someone representing the third - here invisible - tier of radio broadcasting: community radio and CMFE!



The use of [social media, its story telling power](#) and how to use the potential of the different simultaneous platforms with different examples shared on how to work with '[visualization of radio](#)'. And do take some time to browse through the different sessions, of which the [most high profile ones have been recorded and are available here](#).

Small can be beautiful. Community and local radio success stories...

...was the title of the session reflecting [experience of community radio](#). On the panel was:

- [Niccoló Vecchia](#) (Social media manager, Radio Popolare, Italy)
- [Alan Alpenfelt](#) (Chief Editor, Radio Gwen, Ticino, Switzerland)
- [Birgitte Jallov](#) (Community Media Forum Europe, Denmark)

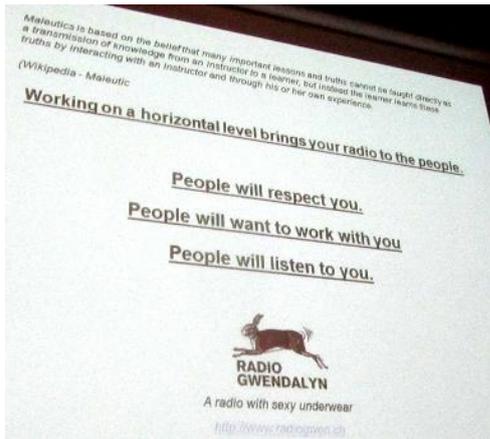
From Radio Popolare, Milano, Italy, Niccoló Vecchia shared the history of one of Italy's first community radio stations, which has now become so big that with 70 paid staff members one can

question whether this is community radio? No matter how you define community radio, Niccoló maintained that Radio Popolare is listener sponsored and the main income is from memberships by their more than 10.000 paying listeners. And the listeners identify with and support the actions of their station, for instance in powerful demonstrations like those in the photos from the presentation: thousands of listeners with flash lights, making the 'Milan hurts' and the peace symbol legible from a satellite! As the last slide said: Our listeners, Our Prosperity, Our independence, Our people.



From Radio Gwen, Ticino, Switzerland, Alan Alpenfelt shared the history of Radio Gwendalyn which he founded in 2008 as a platform for cultural expression mainly by and for youth. He shared how the station broadcasts fantastic music and helps other independent radios, cultural realities and projects get organized. In this way the station not only occupies a space and has a voice which was not there before, but it also spurs a lot of additional cultural activity. Alan closed by saying that “Working on a horizontal level brings your radio to the people. People will respect you. People will want to work with you. People will listen to you.”





From the board of Community Media Forum Europe, Birgitte Jallof, Denmark, had been asked to talk about the growing importance of radio in Africa. After highlighting that it is, indeed, bold to consider to generalize about anything in view of the vastness of Africa in any ways, her long experience working in many African countries did, indeed allow for some generalization in terms of what it is that contributes to community radio having such a stunning impact on important development concerns including health. Birgitte concluded that community ownership is at the core, supported by Trust, Confidence, Reliability, Language, Culture, Participation, Partnerships and Organisation. Concluding with a series of questions aimed at the commercial and public service audience of how they work on mirroring their audience and what they do to create identification and ownership?



<p>Africa is everything</p> <p>54 sovereign nations</p> <p>3000 spoken languages</p> <p>From tyranny to democracy</p> <p>Peace and War</p> <p>Illness and health</p>	
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<p>Let me take you to Africa!</p> <p>Where Community Radio can be the difference</p>

<p>CMFE COMMUNITY MEDIA FORUM EUROPE</p> <p style="font-size: 2em; font-weight: bold;">CMFE.eu</p>
<p>What's in it for you, European Radio People?</p> <ul style="list-style-type: none"> ✓ The power of trust ✓ The power of identity and recognition ✓ Are there ways of people having 'ownership' to your programme? ✓ Are there ways of giving access and voice? Can I mirror myself in you? ✓ What is your experience with this ? ✓ How do you work with your audience/community?