

Ghana Community Radio Network

The Ghana Community Radio Network (GCRN) is the association of community radio stations and initiatives in Ghana.

Community Radio is non-profit, development-support radio. It represents the third sector of broadcasting (the other two being public and commercial).

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COMMUNITY RADIO REVENUE-GENERATION CODE

Community radio is radio that is about, for, by and of a specific, marginalized community, whose ownership and management is representative of that community, which pursues a participatory social agenda and which is non-profit, non-partisan and non-sectarian.

[Definition in the National Telecommunications Policy of the Republic of Ghana (Ministry of Communications, 2005) drawn from the Ghana Community Radio Network (2003) and based on the African Charter on Broadcasting (UNESCO, 2001)]

- 4.11 Advertisements and announcements shall additionally be subject to community standards and mores.
- 4.12 Announcements, advertisements or sponsorship by educational or development-oriented entities shall be given preference.
- 4.13 Advertisements may be used to inform the listening community of the existence of a product or service, but shall not be used to create or promote want.
- 4.14 Advertisements shall not in any way imply that the worth of a person is measured by material possessions.
- 4.15 Specific products or services that are proven or have the potential to be damaging to individual or community well-being, such as cigarettes or alcohol, shall not be advertised.
- 4.16 The potential susceptibility of children shall be a primary factor when considering the acceptance or placement of advertisements.
- 4.17 “Live presenter mentions” shall not be used to advertise commercial products or services.
- 4.18 Advertisements shall not be carried within news bulletins or public affairs or educational programmes. Any advertisements carried on either side of such programmes shall be in keeping with the character of the programmes.

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- 4.4 A Community Radio station shall seek to derive as much of its revenue as possible from a variety of sources within its listening community. This may include donations in cash and kind, or payment for services.
- 4.5 Any revenue, whether from within or outside the community and regardless of the source, shall be solicited or accepted on the understanding that it may not, potentially or otherwise, compromise the objectives, independence, non-partisanship and non-sectarianism of the station. This applies whether the source is a community member or a community-based organization, a business enterprise, a non-governmental organization, a government institution or a donor.
- 4.6 In keeping with the objective of providing access to all, charges for services relating to community activities and enterprises shall be related to financial capacity.
- 4.7 Community services, such as announcements in connection with a missing person, shall be offered without charge.
- 4.8 No service or programme shall be branded with the name of a sponsor.
- 4.9 News programmes shall not be sponsored.
- 4.10 Advertisements shall be subject to the code of the Advertising Association of Ghana and the guidelines of certifying bodies such as the Ghana Standards Board and the Food and Drugs Board.

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1. Basic Principle of Revenue-generation

Revenue-generation activities and practices shall be in keeping with the character of Community Radio as a non-profit broadcasting organization that serves as a voice, resource and tool of marginalized communities that are actively working together towards development.

2. Context for Revenue-generation

Community Radio is non-profit in its legal character, its operations and its values and priorities. Community Radio stations in Ghana are registered as companies limited by guarantee. They are proscribed by law and their own ethos from sharing profit, if any. Committed to the development of their communities, they project and support people, principles, programmes, practices and products that are often overlooked by the marketplace.

Like any other institution, Community Radio stations require resources to realize their mandate. They draw heavily on volunteerism from their listening communities. Often, these listening communities have limited financial resources to offer. At the same time, broadcasting that engenders the participation and supports capacity-building of those who have the least voice and access is a highly resource-intensive endeavour.

Fortunately, the *Constitution* (1992) of the Fourth Republic of Ghana, particularly in the wisdom of Chapter 6 on the “Directive Principles of State Policy”, enables communities and their institutions to generate resources for their development objectives.

3. Objective of Revenue-generation

The objective of revenue-generation at a Community Radio station is to enable it to raise the resources required to realize its objective of supporting the cultural, social, economic and political development – that is, the total development - of its listening community.

4. Sources of and Conditions for Revenue-generation

A Community Radio station may raise revenue from any source, subject to the following considerations and conditions:

- 4.1 As a non-profit organization, a Community Radio station shall not retain any surplus for the benefit of any individual or group. Excess of revenue over expenditure, if any, shall be ploughed back towards enhancing the capacity of the station to serve its community.
- 4.2 Sound and transparent fiscal management shall be part of the responsibility of a Community Radio station.
- 4.3 Revenue-generation at a Community Radio station shall not run contrary to the values it promotes.