

# Transmitting Community

Return on Investment of Social Entrepreneurs in  
for-profit civil service organisations  
Community Radio

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# Presenting

- The habitus of community radio in the UK
- The role of the social entrepreneur
- Opportunities for collaboration



# Community Radio is

- A Civil Service / Scholastic Organisation
- Social Enterprise
- Often a single or small group of investors
- Neighbourhood-defined
- Officially economically restricted



# In radio, #socent is...

- About community employment of skills
- Focused on media production & education
- Administration takes the back seat
- Social production required in this environment



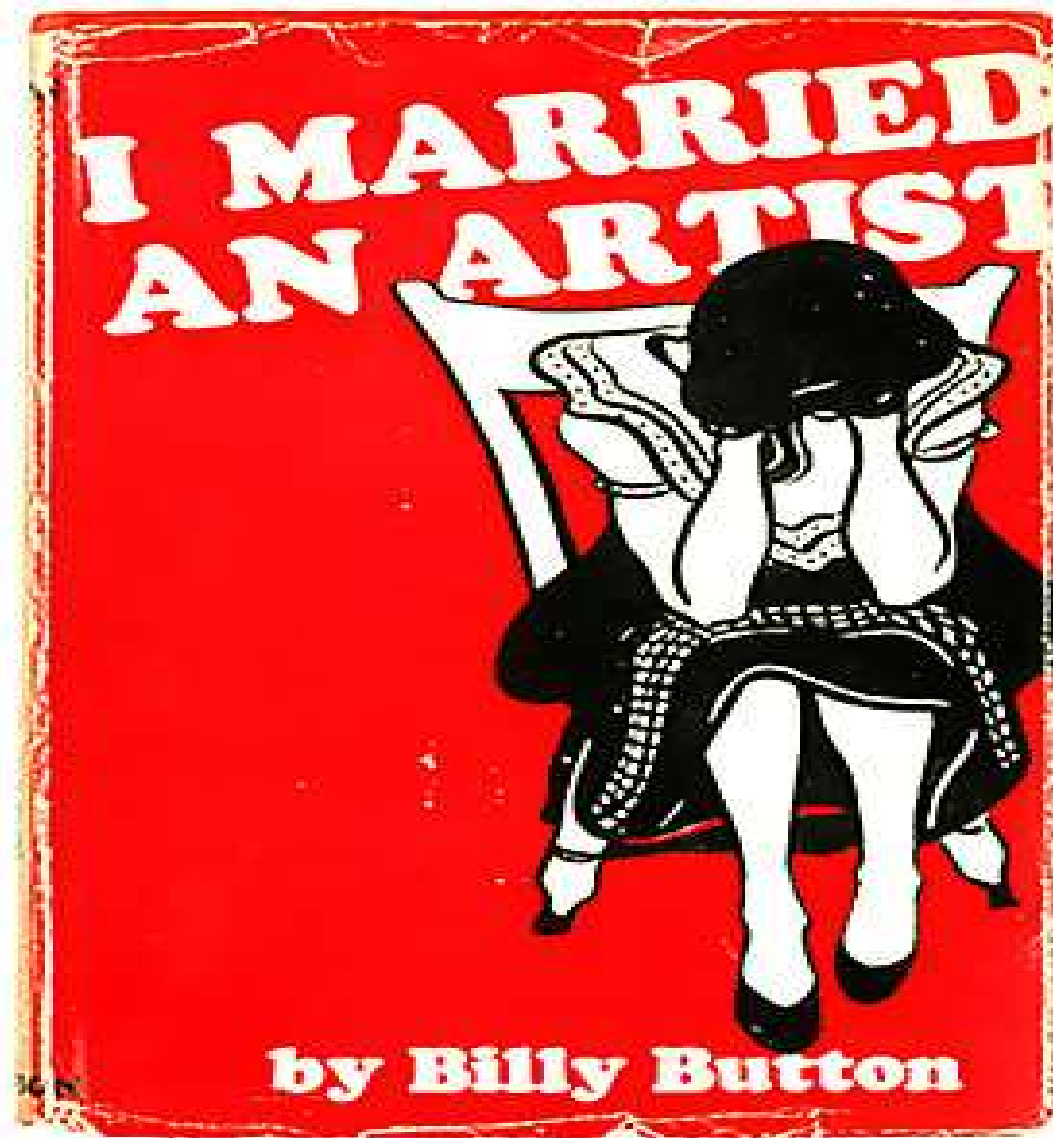
# Identify the triangle of ROI

Maintain the mission of  
the organisation

Develop ideal conditions  
for voluntary labour

Cement cultural work in  
the community





# Official Restrictions

- OFCOM designed community radio to not compete with commercial radio
- Must show social gain on an annual basis to keep license

# Opportunities and how they work

- Investment
- Joint educational ventures
- Administrative management

# University of Lincoln

MA in Community Radio

Modules: Arts Reporting, Comparative Media History, Contemporary Issues in Sports Journalism, Core Broadcast, Core Writing,

Problem: universities view community media as a journalism education opportunity instead of a social enterprise / business / media opportunity

# Is this medium viable?

- No
- Yes
- Strong Towns

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