

## What Role Will You Play?

*"Community radio is 90% community, and 10% radio."* - Zane Ibrahim of South Africa's Bush Radio



Social justice groups praise community radio as a powerful tool for movement-building. Soon thousands of new stations will go up for grabs!



## Tune In

1. Visit [prometheusradio.org](http://prometheusradio.org) or email us at [jrousset@prometheusradio.org](mailto:jrousset@prometheusradio.org) to learn more
2. Call us at 215-727-9620 to talk with someone about starting a station

## Get Support

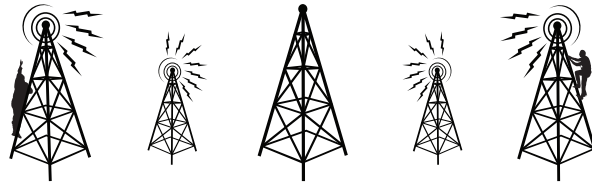
We provide information, support, and training on every aspect of community radio. From federal policy to organizing people and building transmitters, we do it all to help you make your voices heard.

Prometheus prioritizes working with groups traditionally marginalized from media ownership and access in order to get diverse new voices on the air, and to empower movements led by those most affected.

## About Prometheus Radio Project

The Prometheus Radio Project is a non-profit that builds, supports, and advocates for community radio stations as a tool for social justice organizing and a voice for community expression. We also demystify technologies, the political process that governs access to our media system, and the effects of media on our lives and communities.

We are working with groups across the country to build a nationwide multimedia communications infrastructure made up of hundreds of independent, locally-owned-and-controlled stations, part of a global movement to put media in the hands of the people.



## Contact Us

Prometheus Radio Project  
P.O. Box 42158  
Philadelphia, PA 19101  
Phone: 215-727-9620  
Web: [www.PrometheusRadio.org](http://www.PrometheusRadio.org)  
Email: [info@PrometheusRadio.org](mailto:info@PrometheusRadio.org)

PROMETHEUS  
RADIO  
PROJECT



**Occupy the Airwaves**  
Community Radio for  
Social Justice

## The Media Landscape is Changing



Media justice activists fought for over ten years to challenge corporate domination of the media and put a slice of the airwaves into the hands of social justice groups. In January 2011, we won! Passage of the Local Community Radio Act has created an opportunity for the largest expansion of community radio in history. As early as June 2012 nonprofits will have a historic chance to apply for thousands of brand new locally owned and controlled Low Power FM radio licenses. Don't miss your chance to seize this powerful organizing tool!

### What is Low Power FM Community Radio?

**Transformative** - It's been used to organize workers, challenge corruption, and clean toxic waste. It engages the community and helps participants develop leadership skills.

**Local** - Signals reach up to 10 miles in radius. It's locally owned and controlled and can feature local voices, local news, and local artists.

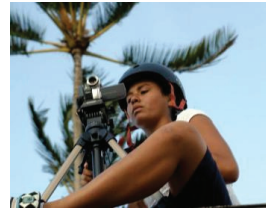
**Accessible** - Over 90% of Americans listen to radio each week. Radio can reach across literacy and language barriers.

**Affordable** - It's easy to produce, free to consume, and relatively cheap to start.

## The Power of Radio



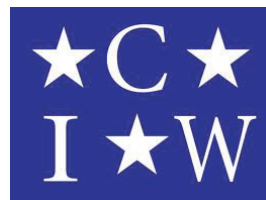
**WQRZ** helped its community through hurricanes Katrina and Gustav, and now broadcasts not just emergency info but music, a public affairs call-in show and more.



**KOPO: radiOpio** is run by middle and high school students who create the content and act as on-air hosts. They went on air in 2006 as an anti-drug/violence program funded by the State of Hawaii Office of Youth Services.



**KPVT-LP** is the voice of the Pascua Yaqui Tribe. KPVT broadcasts from a reservation to the south-east of Tuscon, AZ and serves the Pascua Yaqui Tribe. Its programs address the local culture in ways that no commercial station would, like traditions, culture, and stories.



**WCIW** in Florida, the station of the Coalition of Immokalee Workers, broadcasts in 5 different languages to organize migrant farm workers to win higher wages and better working conditions in the fields. They have won landmark campaigns against Taco Bell, McDonalds, and Burger King.

## Go Global with Multimedia

Radio is a powerful tool to communicate locally. New technologies allow community radio stations to serve as organizing and communication hubs that can share your stories with the world!

Radio stations are the easiest point of entry upon which to build multimedia centers that can include:

- Radio
- Internet streaming
- Newspaper
- TV
- Community wireless



### Example:

The Urbana-Champaign Independent Media Center bought the downtown post office which now houses Radio Free Urbana, a community radio station with internet streaming, along with a production studio, performance venue, gallery, art studios, bike coop, and books to prisoners program.