

### History

Craol was established in 1997 as a cooperative society limited, and formally incorporated as a Co-operative in December 2004 with the Registrar of Friendly Societies as the ‘Craol Community Radio Forum of Ireland Society Limited’, thereafter referred to as Craol. Craol’s office is located at Involve CLG, Monksland Business Park, Athlone, Co. Roscommon. Craol is registered under the Industrial and Provident Societies Acts, 1983-2014, registration number 5352R

Craol is the representative, coordinating, advocacy, training, and support organisation for the Irish Community Radio Movement. Craol is a stand-alone organization made up of the Craol Coordination Committee, Academic Committee, external contracted staff, various sub-committees as required and Craol stations. Craol does not collaborate with any other agencies in regard to training or delivery of the QQI modules we provide.

### Purpose

Craol’s purpose is to develop the Community Radio Movement in Ireland, to realise its potential to make a difference to and provide social benefit to the local communities its members are part of. (See AMARC Community Radio Charter for Europe, Appendix 1). Craol actively promotes the rollout of Community Radio across Ireland. Every week across Ireland over 2500 Community radio volunteers broadcast to 170,000 people in 21 fully licensed stations and almost 30 aspirant stations. To ensure a high standard of community broadcasting Craol has developed four training modules which are QQI accredited. These modules are delivered by Craol trainers to volunteers and members of the communities they serve.

### Craol and Social Benefit

In accordance with the Broadcasting Act 2009 (64:b (i)), Craol is committed to providing a social benefit to local communities affiliated with the organization. (See Broadcasting Act 2009, Appendix 2: Community Media Policy: 2, Appendix 3). Through a process of consultation, in partnership with the BAI, and drawing on the actual experience of community radio, a Framework has been developed to assess the Social Benefit of Community Media. (See Community Radio Delivering Social Benefit, 2020. <https://craol.ie/wp-content/uploads/2020/06/Community-Radio-Delivering-Social-Benefit.pdf>.

Appendix 4)

The Framework for Assessing the Social Benefit report is the product of more than two years of research, looking in depth at the Community Radio Sector and how it delivers Social Benefit to communities. Community Radio stations do not just serve the community or reflect the interests of the community; they engage directly with the community and the community engages directly with them. They listen to, become part of and engage in activities, amplifying the voices of diverse groups in the community, opening a space for volunteers to take part directly and indeed to manage and run the station. Social Benefit to the community is delivered through a programme of volunteering, programming, training, engagement, participation, listening and broadcasting.

The definition of social benefit included in the Framework for Assessing the Social Benefit report is as follows;

*“Benefits to individuals or collective actors in the community that enhance their lives socially culturally or economically, or in terms of development, empowerment, and/or well-being, that otherwise would not have come about”*

## **6 types of social benefit associated with community media are identified as:**

1. Individuals, especially minorities and those marginalized, are growing in confidence and creativity and/or reinforcing a sense of belonging, directing from engaging with the Station.
2. Individuals are enhancing their employment prospects, through gaining skills and confidence reinforcing community identity.
3. Community members are informed and aware of what is happening around their community.
4. Community members are responding more effectively to issues-local-to-global –because they have access to diverse viewpoints and to more and better information.
5. Collective actors (NGOs etc.) are facilitated and reinforced in their capacity to achieve their goals.
6. The community sense of identity and cohesiveness is enhanced through interaction and collective action.

### **Management**

Craol, through the combined efforts of the Craol Coordination Committee, the Craol Academic Committee, the contracted Project Coordinator and Governance Advisor, the bookkeeper and various sub-committees, primarily focuses on the support and development of Community Radio, offering on-going support, governance, advice and a helpdesk. In 2010, Craol launched a programme exchange and resource bank through an agreement for mutual co-operation between Craol stations.

### **Funding**

As a not-for-profit organization and in accordance with the AMARC Community Radio Charter for Europe: 7, Craol is dependent on a variety of funding streams. Craol receives multi-annual funding from the Broadcasting Authority of Ireland (BAI) Sectoral Development Network Funding Scheme, which includes a budget line for QQI, Quality Assurance, Trainer CPD and administration. Craol has also received grant specific funding from the Community Foundation of Ireland (CFI) and the Wheel Training Links Programme.

In order to receive a broadcasting license Craol radio stations must act as independent legal entities and are obliged to submit audited accounts at the end of the year to the Companies Registration Office. (CRO). They are however, part of the Craol organisation. Craol stations can avail of funding from a variety of streams, including but not limited to, Pobal, Community Foundation for Ireland (CFI), Community Employments Schemes and local grants. They can also avail of funding through training, sponsorship, fundraising and advertising. Funding can be used to facilitate a diversity of training.

### **Training**

#### ***Non accredited QQI Training/Workshops***

Craol organizes and delivers an annual list of workshops for its members. These workshops do not lead to awards and are not certified. They are provided to develop the skills of Craol trainers, managers, volunteer broadcasters, administrators and governance committees.

#### ***Some examples of workshops provided by Craol are:***

- Governance Training
- Grant Applications
- Research
- Broadcasting Software
- Inclusion and Diversity
- Continuous Professional Development Training

### ***QQI Modules***

Craol is a registered provider of QQI Accredited training. The current scope of Craol training is the delivery of level 3, 4 and 5 QQI accredited modules. QQI is the only awarding body for Craol training. These modules are delivered face to face. Craol does not deliver blended learning modules, apprentice modules or full award programmes and work placement is not part of these modules. If the scope of provision was to change, i.e. introducing full award programmes or blended learning, Craol is aware of its responsibility to inform QQI and adapt its reengagement process. Craol wishes to maintain its quality assurance from QQI in order to continue delivering a high standard of accredited QQI training in line with the ethos of community radio and the delivery of social benefits to the communities we serve.

### ***QQI Modules include:***

- Level 3 Media Expression 3N0792
- Level 4 Community Radio Skills 4N3305
- Level 4 Communications 4N0689
- Level 5 Media Analysis 5N1298

Craol has been affiliated with QQI since 2012 and prior to this, with FETAC from 2009. In accordance with bringing social benefit to local communities Craol radio stations offer training to the communities in which they are situated with the goal of involving diverse individuals and communities.

### **Profile of QQI learners.**

- Early school leavers.
- Marginalized communities
- Station volunteers
- Transition year students
- Job Activation participants, i.e. people on Community Employment Schemes/TUS programmes.

In line with Craol's Vision and Mission Statement and commitment to delivering Social Benefit, Craol has delivered training to migrants/refugees with little or no English, people with intellectual or physical disabilities, older members of the community, drug users and ex- offenders and members of the travelling community among others.

### **Numbers of learners on all modules:**

<b>Level</b>	<b>Number of Learners</b>
Level 3	926
Level 4	567
Level 5	5

Over the last three years 136 learners have gained awards with QQI: 134 in 2019, 1 in 2020 and 1 in 2021. (*The decrease for numbers in 2020-21 is due to the Covid crisis. Modules ran in these years were delivered online.*)

Current modules: 2021-22 are: 2021, Level 3 Media Expression, 3N0792.  
2022, Level 3 Media Expression, 3N0792 x 2

Fig 1. Vision and Mission Statement

# THE COMMUNITY RADIO FORUM OF IRELAND SOCIETY LTD



**CRAOL's Vision:**  
Everybody's Right to Communicate.

**CRAOL's Mission Statement:**  
CRAOL will empower and support community broadcasters nationwide to deliver a social benefit to their communities through active volunteerism, shared resources, good governance, partnership and networking.

## **ETHOS, OBJECTIVES and ACTIVITIES**

### **Ethos**

Craol is committed to the ethos of ‘*everybody’s right to communicate*’ and actively seeks to include all members of society regardless of nationality, ethnicity, religious persuasion, social background, disability, age or gender.

Craol is committed to the development of a collaborative network of radio stations, offering each station support and shared resources.

Craol encourages all members to operate their community radio stations in accordance with the AMARC/Europe Charter for Community Radio, the BAI Community Media Policy and their individual broadcasting licences as contracted with the BAI. (See link to Sample Licence, Appendix 5)

Craol is committed to maintaining up to date policies and procedures which reflect the ethos, vision and purpose of the organisation. Policies and procedures are informed by statutory legislation and good governance guidelines and practices.

Craol’s Coordination Committee can agree changes to Operational Policies. Approved Operational Policies should be implemented and communicated throughout the Craol organisation and made available on the Craol website. Ethos Policies are permanent in their nature and are approved by board members at an AGM and can only be changed by an AGM.

### **Craol Objectives and Activities**

#### **The four main objectives of the organisation are:**

- To develop a network of licensed, not-for-profit, democratic community radio stations.
- To offer education, training and support to the network.
- To encourage members to build the communities which they serve.
- To encourage members to develop programming and activities based on the AMARC Community Radio Charter for Europe.

#### **Craol implements five main activities under these objectives which are:**

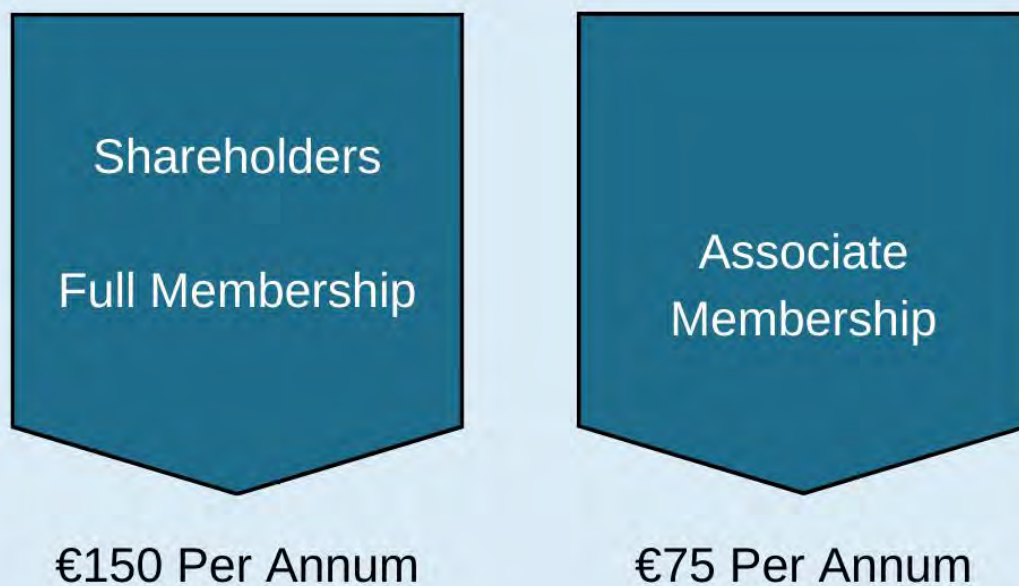
- Training (Skills Development)
- Communication (Station Development)
- Advocacy (Sector Development)
- Networking (Network Development)
- Governance (Implementation, Evaluation, & Administration)

As a Co-operative, Craol is governed by the Rules of the Society with Standing Orders for operational management. (See Rules of Society Appendix 6)

Fig 2



## MEMBERSHIP TYPES



## NETWORK MEMBERSHIP

**Full and Associate Members** of Craol are required to pay an annual membership subscription. Payment is due within the first quarter of each year. These should be paid annually through a bank standing order. There are two types of subscriptions:

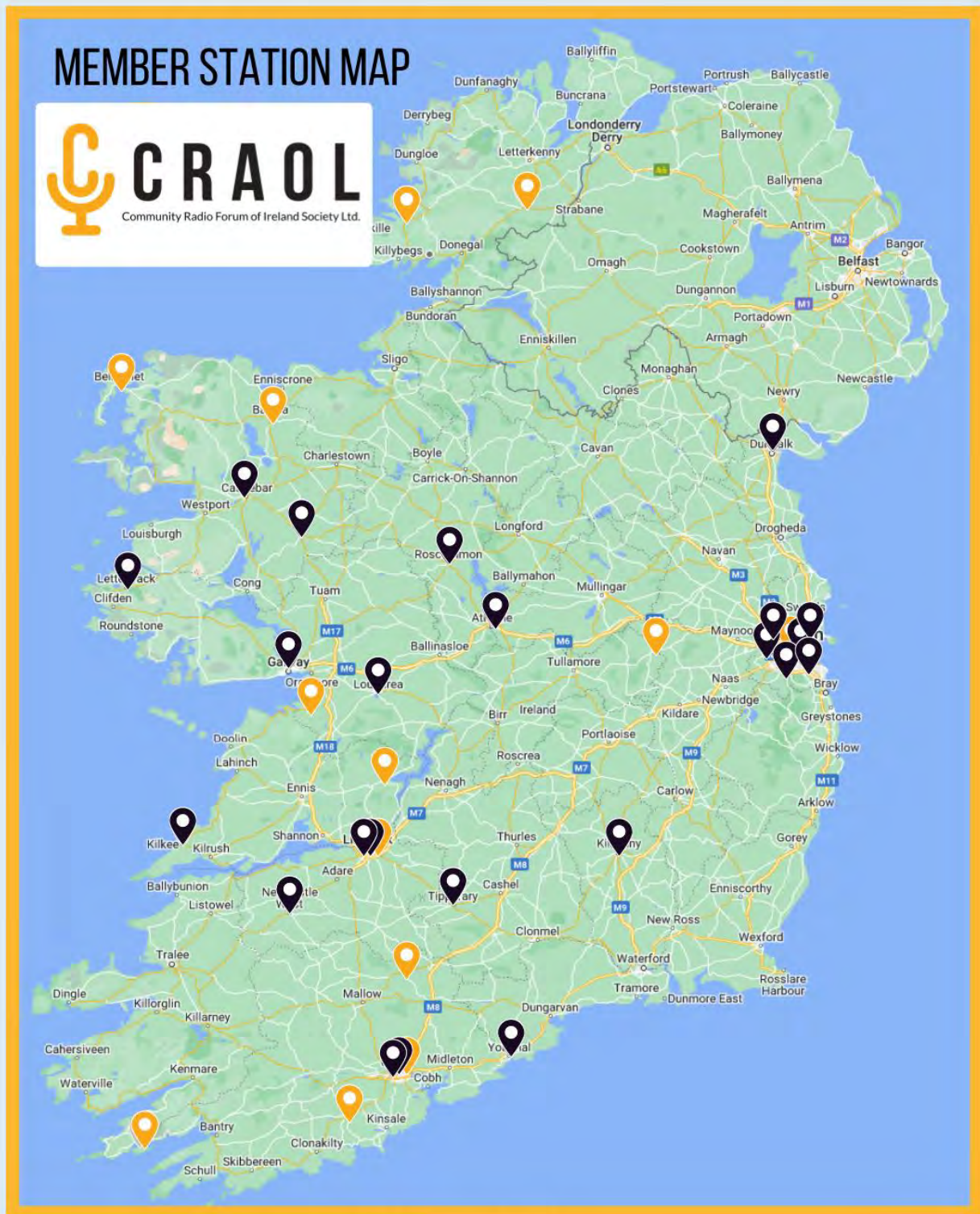
### Shareholders

Shareholders (full members) of Craol are fully licensed community radio stations. To become a Shareholder, a community station purchases one share at €25. This is a once off payment and gives them one vote at Craol meetings. Each shareholding Craol station nominates a Craol Representative and these representatives meet in Forum. The AGM is held annually where the Coordination Committee is elected.

### Associates

Associate status is conferred on fully licensed stations that have not become shareholders and on Aspirant Community Stations. Upon being granted a full BAI broadcasting licence, Aspirant Stations are automatically entitled to apply for Shareholder status.

**Fig. 3 Craol Stations**



### **Station List**

Athlone CR, Claremorris CR, CR Castlebar, CR Kilkenny City, CR Youghal, Connemara CR, Dublin City FM, Dublin South FM, Dundalk FM, Flirt FM, LifeFM, Liffey Sound FM, Near FM, Phoenix FM, Raidió Corca Baiscinn, Raidió Na Life, RosFm, Tipp-Midwest Radio, UCC 98.3FM, West Limerick CR, Wired FM

Ballina CR, Bere Island CR, Cork City CR, Owenea FM, Eden FM, Erris FM, Finn Valley FM, Kinvara CR, Limerick City CR, MTU Bang FM, Oileain Fm, Rosses Radio, Scariff Bay CR, West Cork FM

## **Quality Assurance System Overview**

1. Craol has developed a Quality Assurance System (QAS) that supports the organisation's vision and purpose and provides a framework to operate within. Craol's Quality Assurance Manual contains the policies, procedures and supporting information that underpins the organisations commitment to providing a quality assured learning environment for all Craol station staff, trainers, learners, and associated stakeholders.
2. Craol is committed to delivering a quality assured inter-cultural service based on fairness, equality and diversity. This service is delivered through the development of a network of licensed, not-for-profit, democratically owned community radio stations, and supported in developing programmes and activities in accordance with the AMARC Community Radio Charter for Europe and the BAI Community Media policy.
3. Craol promotes equitable opportunities to current and prospective learners, all staff (whether paid or voluntary) and any external parties affiliated with the organization, regardless of nationality, ethnicity, religious persuasion, social background, disability, age or gender.
4. Craol is committed to the delivery of Social Benefits to local communities, empowering them by providing a structure whereby they can own and manage their individual community radio station.
5. Craol's QAS is communicated and integrated into the day to day activities of the organisation through the transparent availability of policies, procedures, guidelines, roles and responsibilities of staff, governance (including external parties), oversight, self-evaluation, decision making and review. The Craol Training Team hold responsibility for monitoring the QAS.
6. Craol's QAS is based on the statutory requirements of the Qualifications and Quality Assurance (Education and Training Act) 2012 to 2019 (See Appendix 7) and the core guidelines published by Quality and Qualifications Ireland (QQI). (See Appendix 8)
7. Craol has developed a system of oversight and monitoring of programme/module delivery that begins from the recruitment of suitably qualified trainers and runs through to learner certification. (See pages 41-44)
8. Budgets are in place for all administration relating to Quality Assurance including but not limited to QQI related work, external examiners, QA manual creation and CPD of trainers.

### ***Craol's QAS is applied to the following areas of the organisation:***

- Governance and Management of Quality
- Documented Approach to Quality Assurance
- Programmes of Education and Training
- Staff Recruitment, Management and Development
- Teaching and Learning
- Assessment of Learners
- Supports for Learners
- Information and Data Management
- Public Information and Communication
- Other parties involved in Education and Training
- Self-Evaluation, Monitoring and Reflective Action