

## Local Radio Part Involved in the Development Responsible of Local Communities

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### ARTICLE INFO

#### *Article history:*

Received: September 25, 2015

Received in revised form: October 5, 2015

Accepted: October 10, 2015

Available online: October 20, 2015

**KEYWORDS:** local radio, development, local communities

### ABSTRACT

Local radio has an extremely important role in the formation of citizenship and ensuring a safe and harmonious development of the local community.

The terms of social responsibility, sustainability, and sustainable development are widely used in everyday speech and the general feeling is that society as a whole it is concerned with finding solutions and ways of action.

But unfortunately real concern for sustainable development, social responsibility is just the preserve of elites, academics and specialists.

Some foreign corporations acting in our country and clearly defined codes of conduct, management standards and use the concept of social responsibility in the current business performance take small steps towards achieving environmental, economic and social.

Usually responsible behavior corporations vary, so that the country of origin highly responsible corporation and the country in which they operate is legalist like behavior (for instance the law of the place).

Corporations under the pressure of responsibility to make profits are always one step ahead of the law.

As a rule legal charges (often made on the recommendation of international bodies and pressure) are ambiguous and easily interpretable which facilitates and promotes immoral behavior of the corporation.

At the same time the actions undertake by corporations which boost the activity of NGOs and foundations are actually only actions by which the media presentation of corporate interest to society. At the same time NGOs are financially dependent on corporate actions which cause their activities to be favorable corporation.

Paradoxically or not in our country that corporations act with a profit of 100 million offers local communities a maximum 0.006% of Fiscal value (data from the report of a soft drink bottling companies).

At the same time corporate actions will cause the corporation to be the long term to determine disappearance. Large chain stores that imports most food leads to the disappearance of local producers (short term) and also their customers disappearance (long term) which will cause the real objectives of the corporation to be reduced in time and purpose (immediate high profit).

Paradoxically in the countries of origin these food chains acquires especially in the surrounding areas (up to 100 km).

The only viable solution given in the conditions in which the legal provisions are indicative and outdated, in which corporations behave differently (depending on the area in which it operates) and the conditions under which NGOs are captive corporate interests as the emergence citizen civic.

The emergence of civic citizen will determine the appearance of public pressure is the only viable solution for local communities and for applying the concept of sustainable development. In the Nordic or German countries civics it is highly developed and has appeared as a result of both the education and especially as a result of the involvement of the media.

The role of the media is to promote the actions of elites, academics, professionals and the public to inform any immoral behavior made by corporations.

Radio as part of the media has its role well defined and highly important.

Compared to television which is centered on the relationship with the actuality (news every hour) radio has the opportunity to shape the behavior of its listeners both through repetition (radio repetition transforms a mundane song into a hit) and by applying the concepts of social responsibility in the current activity.

Especially radio and local radio turns into an extremely important and valuable for sustainable development and safe development of the local communities it serves radio.

Under the impact of local radio social responsibility concept acquires new functions and new ways of action.

#### *The role of the local radio classic*

Usually a classic local radio has four functions:

1. Information function
2. Entertainment function
3. Ambient music function
4. Fun/Good positive mood function

Information function derived from the need for the public local radio, listeners learn of developments, news, events that may have influence on their everyday work.

Usually the information transmitted by radio is either commercial (urban transport timetable) be preventive (weather). The fact of that information is processed and subject to personal interpretation makes local radio and tool handling, misinformation and hierarchy of events are made public. But applying the principles of social responsibility can cause these harmful effects disappear.

Entertainment function answers both the desire of relaxation necessary human body and especially the need to escape from everyday stress.

Such transmitted information about the work of celebrities about the history of music bands, various rumors and gossip causes listeners to escape into another world (the imaginary prevail feelings, emotions and memories).

Increased appetite radio listener to gossip and gossip and desire to make radios rating prompted the emergence of harmful behavioral patterns or false role models (examples of so called personalities - "manele").

Ambient music function answers the need of radio listener to combine current activity it carries with auditory support to ensure relaxation and a sense of reality.

Unfortunately pressure from producers of music (houses music) and the financial interest of the radio environment causes the music to be subjected to an arbitrary selection either and an exaggerated repetitions.

Good positive mood or tone of mind is to increase the capacity of memory and attention and concentration listeners.

Through repetition and exaggerated interesting selection of music, some news, using local radio manipulation is still a factor harmful to the public interest.

At the same time pressure from national networks, networks dumping policy, audiences under measurement, deformation public perceptions and desires, models imposed by current local radio networks make sure subjected a victim of extinction.

A local radio only chance for survival is the main application of social responsibility in the current business and transforming local radio in a responsible local radio. Survival local radio and turning it into a responsible local radio brings only benefits the community and ensure safe and responsible development of the local community to which he belongs.

A local radio developed on the principles of social responsibility has many more functions.

1. Utility functions through which information of local interest, useful information coming to relieve local community. Thus various program services to public entities that perform various actions taking place in the community and discussions over the actions that can influence the quality of life of the local community are the local radio realizes that utilitarian function.
2. Musical culture function is the function that ensures the perpetuation of local radio and performed musical trends and music education to its listeners.
3. Education function by promoting positive examples by cultivating feelings of moral, religious, patriotic, civic.
4. Promoting local values function, to support them and to create role models.
5. Forming opinions and attitudes function which comes local radio and community strengthens common views and attitudes conducive to making and actions.
6. Keeping alive the traditions of national function seeking preservation of national identity and community.
7. Supporting local businesses, supporting jobs in the community function.
8. Presentation of objective and ethical realities both in terms of editorial content and in terms of advertising function.
8. Support local initiatives and promoting local initiatives function.
9. Development of local civic function.

Local civic developed through local radio will cause a local community share the same values and principles, to be more communicative, more coherent and connected.

Also a local community with a high degree of civic will ensure easier application of the principles of sustainable development and will be a Stakeholder that will influence the actions of corporations active in the community and will force corporations to think globally but act locally.

The responsible local radio has the following responsibilities:

1. To make profit but where this is not possible responsible local radio can turn into a social enterprise.
2. To follow the law and be an example to the community
3. To direct ethically and in accordance with social norms and moral values of the community and with moral and ethical expectations.
4. To be a promoter of philanthropy and sponsorship.
5. To be promoter of environmentally responsible actions.
6. To be a good citizen and an example of civic community.
7. To put the interests of the community radio interests.

But as a radio to be responsible should the principles of social responsibility to be applied consistently, non-discriminatory and consistent with regard to:

- staff selection policy
- Economic policy of the station by charging appropriate rates and due process
- Responsible use radio instruments (news, reports, debate)
- clear determination of music and entertainment policy closely aligned with the needs and expectations of the community
- Responsible action in drafting and design multimedia advertising
- clear determination of actions to be taken to support charitable and sponsorship of community
- vision and enlightened in terms of sustainable development
- Respect for nature.

A first step in achieving this would be by establishing a clear code of conduct and actual code that sets an example for entities that operate in this area.

A second step would be responsible local radio reporting tool to use social involvement as both financial and non-financial statement.

Also it requires the use of ethical marketing practices both in terms of sales and marketing and advertising practices.

The fourth step is community involvement through volunteerism and beneficial effects generalization that volunteers can have on the radio business.

Promoting a cause, social marketing, and cause related marketing are actions that can be used by local radio to turn into a responsible local radio.

To achieve these objectives a local radio responsible should be closely acting local community and closely aligned with community needs and expectations.

## **Conclusions**

Legal provisions, codes of conduct, management standards are only possible obstacles in front of a corporation's amoral behavior, obstacles that can be passed either through payment of damages or by fulfilling their minimum. But the only thing that can influence corporate behavior is civics and involvement civic citizen in harmonious and safe development of the community to which it belongs.

## **Acknowledgement**

"This work was supported by the project " Interdisciplinary excellence in doctoral scientific research in Romania - EXCELLENTIA" co-funded from the European Social Fund through the Development of Human Resources Operational Programme 2007-2013, contract no. POSDRU/187/1.5/S/155425."