

CASE STUDY ANALYSIS OF MANAGEMENT STRUCTURE AND ASPECTS OF COMMUNITY RADIO STATIONS IN KARNATAKA

Sudeshna Das¹ & B.P. Mahesh Chandra Guru²

¹*Assistant Professor, DoS in Journalism and Mass Communication, University of Mysore, Karnataka, India*

²*Former Professor, DoS in Journalism and Mass Communication, University of Mysore, Karnataka, India*

Received: 28 May 2021

Accepted: 29 May 2021

Published: 02 Jun 2021

ABSTRACT

Community radio stations have emerged as the potential media of grassroots communication and development in a pluralistic society like India. The organizational structure and management perspective of CRS in India has long been under scrutiny for its betterment and long-term sustainability. The present study is an attempt to understand the management requirements of CRS in Karnataka through case study analysis of two Community Radio Stations namely Krishi Community Radio, Dharwad and Namma Dhwani CRS, Budikote, Kolar. The qualitative in-depth analysis of the organizational and management aspects of the CRS tries to highlight some structural inputs for community radio stations and their practitioners.

KEYWORDS: *Community Radio Station Management, Infrastructure, Human Resources, Funding*