

## HITZARGIAK – Languages illuminating each other

### Radio Kaszëbë

#### GENERAL INFORMATION

DATE: 16-05-2016

1	<b>Name</b>	Stowarzyszenie Ziemia Pucka
2	<b>Language</b>	Kashubian
3	<b>Working area</b> (education, communication, teaching, leisure, administration...)	Electronic media
4	<b>Email and phone number for contact</b>	<a href="mailto:redakcja@radiokaszebe.pl">redakcja@radiokaszebe.pl</a> +48 603 385 335 +58 48 71 81 929
5	<b>Social networks</b> (Webpage, Facebook, Twitter...)	Website: <a href="http://www.radiokaszebe.pl">www.radiokaszebe.pl</a> Facebook: <a href="http://www.facebook.com/radiokaszebe">www.facebook.com/radiokaszebe</a> Google+: <a href="https://plus.google.com/b/112136467603750574369/112136467603750574369/posts/p/pub?pagelid=112136467603750574369">https://plus.google.com/b/112136467603750574369/112136467603750574369/posts/p/pub?pagelid=112136467603750574369</a> Soundcloud: <a href="http://www.soundcloud.com/radio-kaszebe">www.soundcloud.com/radio-kaszebe</a> YouTube: <a href="http://www.youtube.com/radiokaszebe">www.youtube.com/radiokaszebe</a>

#### DESCRIPTION OF GOOD PRACTICE

1	<b>Description of the practices</b>	Radio Kaszëbë
2	<b>Brief description of the practices</b>	<p>The mission of Radio Kaszëbë is building local bonds among the inhabitants of the Baltic Sea Pomerania with its capital in Gdańsk by the cultural and ethnic integration of 500.000 Kashubians.</p> <p>The station was launched in 2004 by a non-governmental organisation to promote Kashubian national heritage and language. In order to reach all the 800 000 potential listeners, the broadcasts are either in Kashubian or Polish. It is important because not all of the Kashubs speak or understand their mother tongue, but have a strong Kashubian self identity. Moreover, we wished to promote Kashubia all over Pomerania as a unique brand of the province to attract advertisers. With local news bulletins broadcast every hour we also aimed at gaining interest from the newcomers who chose Kashubia as their home.</p> <p>It took 10 years to build the audience and become a number one local station. Radio Kaszëbë has been competing successfully with the major national commercial as well as public radio stations. In 2015 we had more than 398 000 listeners weekly in Kashubia, while in Pomerania province we are the fourth most popular station among 25-59-year-old listeners.</p> <p>The station focuses on popular music of diverse genres, regional information and live interaction with the listeners. In 2008 we started a radio talent show</p>

		Kashubian Idol to encourage young singers to get interest in Kashubian music and language. We make audio recordings to preserve old traditional songs and tales, produce audiobooks and promote all sorts of regional events. As a commercial station, however, we have to finance our mission by ourselves selling advertising time and applying for grants to various institutions and Polish government thanks to the <i>Act of 6 January 2005 on National and Ethnic Minorities and on the Regional Languages</i> .
3	<b>Precedents</b> (reasons, needs...)	Before Radio Kaszëbë was launched in 2004, the Kashubians had had only two programmes once a week on the public television and radio. They were broadcast on the very early Sunday mornings, which was not the best time. Radio Kaszëbë - with its news bulletins every hour and modern music - was a full time, 24-hours-a-day media, where Kashubian affairs were always in centre of attention. From the very start, we targeted at the younger generation of listeners and tried to be omnipresent all over Kashubia
4	<b>Objectives</b>	Preserve and develop Kashubian language and national heritage as well as inform on a daily basis about the affairs important for the Kashubs and Pomerania inhabitants
5	<b>Main and close working areas</b>	Small business, media houses, local and provincial administration, governmental bodies
6	<b>Collaborating entities and their working areas</b>	Non-governmental organisations - joint events and campaigns promoting Kashubian heritage and local communities
7	<b>Implementation period</b>	Since 2004

## FILE FOR MORE INFORMATION ABOUT BEST PRACTICES

8	<b>Expansion</b> (number of influenced people, internal and external expansion...)	7 days a week, 24 hours a day we access to 800 000 potential listeners in four mainly rural counties and tricity agglomeration. According to 2015 MillwardBrown Radio Track, we have more than 398 000 listeners weekly in Kashubia, while in Pomerania province we are the fourth most popular station among 25-59-year-old listeners. It means that we successfully compete with the nationwide commercial stations. People listen to Radio Kaszëbë also via our website and contact the dj's by the social media
9	<b>Investment</b> (economic, time, people...)	More than 10 years and 4 radio frequencies. 25 employees - news journalists, teleworking reporters, dj's, technicians and salesmen who sell advertising time. Two studios - for broadcasting and audio production - and a newsroom for journalists. Mobile studio for broadcasting live by the satellite internet
10	<b>Results</b>	<ul style="list-style-type: none"> <li>● Increase in Kashubian self identity and pride from Kashubian heritage</li> <li>● Greater interest in Kashubian language and culture among young people</li> <li>● Crushing barriers and stereotypes on Kashubian language among the inhabitants of Pomerania</li> </ul>

11	<b>Documentation, reference material</b>	<a href="https://plus.google.com/b/112136467603750574369/112136467603750574369/posts/p/pub?pagelid=112136467603750574369">https://plus.google.com/b/112136467603750574369/112136467603750574369/posts/p/pub?pagelid=112136467603750574369</a>
12	<b>Presentation video</b>	<a href="https://www.youtube.com/watch?v=RHn_GcTjb0c">https://www.youtube.com/watch?v=RHn_GcTjb0c</a>
13	<b>Other relevant information</b>	Year of the Bilingual Child: <a href="http://radiokaszebe.pl/kleka/dwujezycznosc/">http://radiokaszebe.pl/kleka/dwujezycznosc/</a>

