

# Radio Esperanza's Moving Ahead!



## Radio Esperanza

radio Esperanza is a low-power FM station now heard on 96.5 FM within a three-to-five-mile radius of the Esperanza Center which celebrated a soft opening launch on May 15, 2018. It is currently working to increase its capacity and service to the people of San Antonio,

One of its most recent endeavors is the Radio Esperanza Training Project, which started last February and has successfully imparted essential radio and writing skills to nine enthusiastic participants, including community members and various staff of the Esperanza Peace and Justice Center. This initiative culminated in a captivating *platica* and community forum, where panelists explored the power of community radio in San Antonio's past, present, and future. The Panel was moderated by veteran public radio journalist Maria Martin, and included Esperanza Director Graciela Sanchez, documentary filmmaker Laura Varela, artist and art professor Mark Menjivar, and media scholar and Latino community veteran Julio Cesar Guerrero.

## RADIO ESPERANZA TRAINING PROJECT: A BEACON OF OPPORTUNITY

The Radio Esperanza Training Project emerged as a beacon of opportunity for individuals seeking to acquire hands-on experience in radio broadcasting and writing. Over several weeks, these nine participants honed their skills under the guidance of seasoned public radio professional Maria Martin who shared her knowledge and expertise. The project aimed to empower participants to become the next generation of community radio broadcasters, ready to serve the people of San Antonio with passion, authenticity, and empathy.

The project's curriculum—which will continue with future training sessions—covers an extensive range of topics, from the fundamentals of radio production to the art of storytelling. Participants learned how to develop engaging content, conduct interviews, manage the technical aspects of broadcasting, and maintain a strong connection with their audience. Throughout the course, they also had the chance to collaborate and learn from one another, fostering a sense of camaraderie and mutual growth.

## THE POWER OF COMMUNITY RADIO: A PLATICA ON SAN ANTONIO'S MEDIA LANDSCAPE

The Radio Esperanza Training Project's culmination in a community forum, or *platica*, on the power of community radio highlighted the significance of the medium in San Antonio's evolving media landscape. This engaging event brought together panelists with diverse backgrounds and expertise, to discuss the potential of community radio for San Antonio. The panel discussion explored how this unique medium can empower citizens, promote local culture, and address pressing social issues.

The *platica* delved into the historical roots of community radio, highlighting how it has long served as a platform for diverse voices and perspectives. Panelists shared stories of community radio stations that have championed social justice, raised awareness of local issues, and celebrated cultural heritage. By offering a space for open dialogue, these stations have fostered a sense of unity and belonging.

Looking towards the future, the panelists discussed the untapped potential of community radio in San Antonio. They emphasized the importance of creating and maintaining an inclusive platform that reflects the city's evolving demographics and encourages civic engagement. The panelists also explored how emerging technologies could amplify the reach and impact of community radio, making it more accessible to a broader audience.

## THE ROLE OF RADIO ESPERANZA

Radio Esperanza is poised to play a vital role in promoting the power of community radio in San Antonio. Through initiatives like the Radio Esperanza Training Project, they have invested in nurturing the next generation of broadcasters, who will continue to drive the medium's growth and evolution. As the project's participants and others join them in future training sessions, they carry with them the skills, passion, and determination to make a lasting impact on their community. To find out more about future training sessions, or to volunteer, contact the Esperanza Center.

The Radio Esperanza Training Project and the subsequent *platica* on the power of community radio have demonstrated the ongoing relevance and potential of this medium in San Antonio. As the city's media landscape continues to evolve, Radio Esperanza is moving ahead, looking to provide an essential platform for diverse voices, civic engagement, and cultural celebration. With a new generation of skilled and passionate broadcasters at the helm, the future of community radio in San Antonio looks brighter than ever.

Panelists: Below, Maria Martin & Julio Guerrero. Above, Graciela Sánchez, Laura Varela & Mark Menjivar.



Community members attended the event at the Esperanza.