

TOWARDS THE NEXT

1000

DAYS...

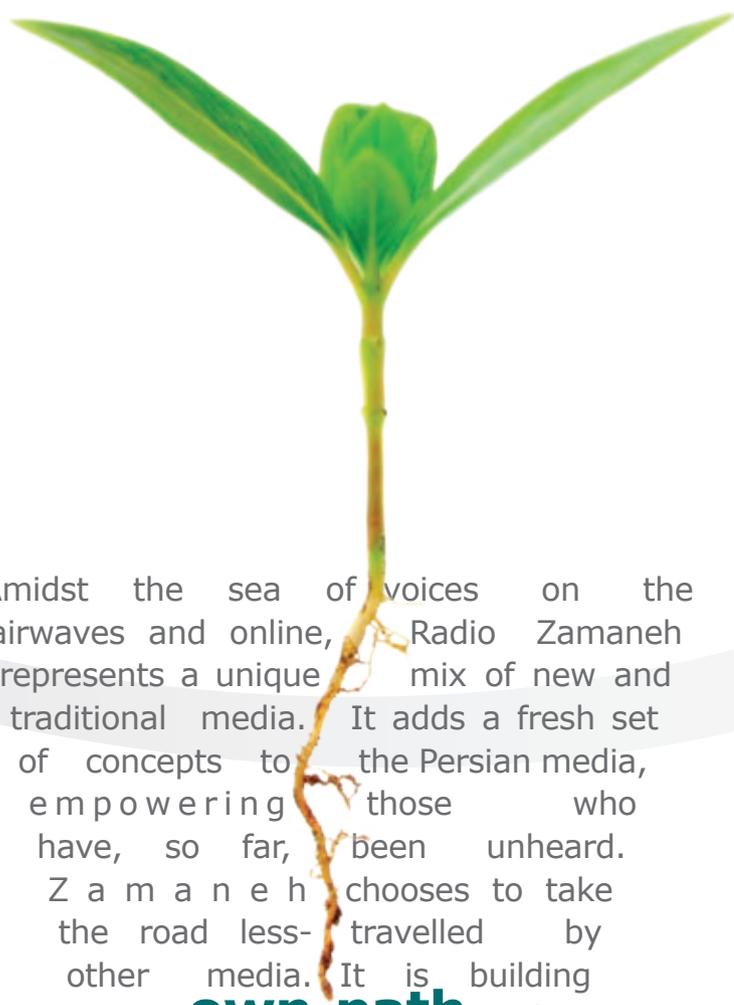




Towards the next 1000 days
Conceiving a Different Kind of Radio

Building its own path **Building its own path** Building its





Amidst the sea of voices on the airwaves and online, Radio Zamaneh represents a unique mix of new and traditional media. It adds a fresh set of concepts to the Persian media, empowering those who have, so far, been unheard. Zamaneh chooses to take the road less-travelled by other media. It is building its **own path** within the very people who are listening, for their unheard voices.

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New
opportunity

Zamaneh offers access to media for those who usually go unheard.

It is the voice of those who go unheard. It appeals to **young** people and the young **at heart**.

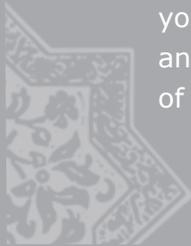
Zamaneh is a **conversation** that is always open for ideas





AYOUNG MEDIA FOR AYOUNG AUDIENCE

Breaking free from the traditional Persian media, Zamaneh's youthful approach matches its listeners: their lifestyle, passions and interests. It mixes the integrity of radio with the freshest form of modern media: the **weblog.**





Citizen-Journalists

In the same tradition of the pioneering weblog, Zamaneh's objective is to enhance journalism for citizens and individuals, only in a way no one has ever experienced: with radio. Zamaneh is putting this vision to the test: the **"weblogization of radio,"** making this medium more public, democratizing media to the most possible extent, forming user-friendly radio.

Hearing Unheard Voices

Broadcasting is traditionally a one-way media. Zamaneh has been a conversation from its inception. Tens of thousands of conversations are happening now in Persian across the web. Zamaneh provides a platform for discussion by integrating opinions on the web with lively discussion on the radio. It's the best of both worlds.

Covering Uncovered Topics



Everyone Can Contribute



PHOTO: FOTOLIA.COM

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Zameneh is modern media. It's owned by its audience. Individual voices are encouraged to speak up. There is no single voice of authority. There is truly wisdom in the crowds. **Every listener is encouraged to participate, by writing or producing.** The weblog is the first step. Making radio is the second. Zameneh reflects the thoughts and concerns of its contributors. It empowers the individual. It inspires creative thinking.



Our way of communication is dialogue, not monologue

In the traditional media, the majority dominated and the approach came **“from above”**. The Zamaneh model celebrates **the rights of minorities** and the approach is **“from below”**. There is more than one culture. Pluralism brings mutual respect, equality and discussion.

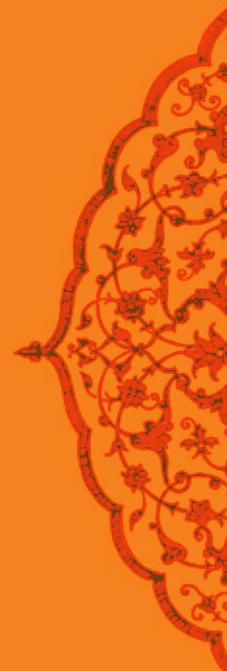


The basis of human rights and democracy is removing discrimination. The essence of removing discrimination is providing the highest level of access to the public.

Zamaneh is an indiscriminate media: free access for free speech.

FREE ACCESS SPEECH

Zamaneh provides universal Access
encouraging open discussion



SPACE FOR ACCESS

Human rights belong to all people, not just to the political elite



Discrimination is still the most important human issue, where **discrimination** and **restriction** of access are one in the same. The task of media for **Iran** is opening up the

SPACE FOR ACCESS

Zamaneh aims to activate social networks, to pave the way for participation of all.

We encourage critical thinking skills and support local, marginalized groups.

Limiting human rights to only the political realm is essentially restricting the widest sense of human rights. As long as all individuals, particularly common people, do not find themselves covered by the **umbrella of human rights**, there is little hope of human rights for all. In a world where human rights should be granted to everyone, free access to social and media facilities is essential. Freedom of expression is at the core of what we do.

Inclusion

Zamaneh is an open conversation

We listen to our listeners

We listen to people to find out their problems, to reflect on them. We do not solve problems; we support dialogue about them.

Democracy is a system of inclusion. Zamaneh is a radio that endeavours to attract as many people as possible from **different walks of life** in society.

Zamaneh content production is managed with an **open system**.

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ALL PEOPLE

There is a proverb in Persian that says, "All people know all things." In other words, in order to understand everything, we have no choice but to include everyone. There is no single side to a story. Radio Zamaneh converses with its audience, demonstrating the power of democratic debate.

KNOW

We are carrying out two tasks at the same time:

- we assist a movement which could be called a 'home recording movement;'
- we shift our attention from formal reading of politics to informal liveliness of social issues.

ALL THINGS

The first step is important because we want to work with a vast **network** of "citizen-journalists." The second step is important because we need to understand Iranian stories from different angles, not just from a single elitist perspective.



People on top

We do not want to change people.
We want to return power to people.

- The process of change is open to the social game of different groups.
- We believe in **long-term changes**, not short-term actions which are unsustainable. Real change happens through sustained debate and discussion.
- For real change to happen, we expect the need for long-term and consistent dialogue.

People are the source of change, not politicians.



Modern Media is Democratic and Inclusive

For Radio Zamaneh, inclusiveness means **access at any time**, in any place. It implies the ability to be heard everywhere where Iranian citizens live and work. Zamaneh uses relevant media to share its message.

Zamaneh is available right now via satellite, across Europe and the Middle East.

The web is also a rapidly growing platform. More than 1.5 million (March 2007) pages of RZ website are accessed each month.





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PLURALISM AND DIFFERENCE

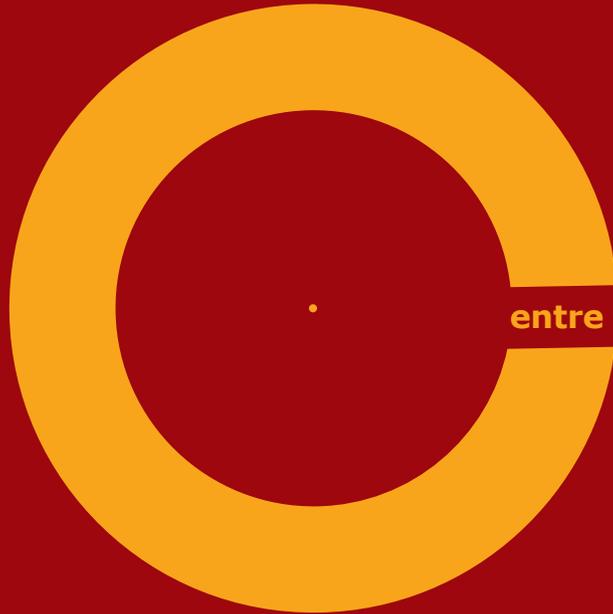
PLURALISM AND DIFFERENCE IS THE PRELUDE TO DEMOCRACY

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a



entre for those with no centre.

Working with numerous individuals is always inspiring, but it takes patience too. This is not a traditional 9 to 5 workday, but a huge investment. We are **investing in human beings** and individuals.

We endeavour to play the role of a centre for those who have no centre; this is a tribune for those who have no tribune.

An **"open production system"** in Zamaneh has introduced many new voices to the Iranian media and expects the arrival of others. This is an unending story. This is only the beginning.

Zamaneh is a **D**if**f**e**E**nt voice

inter

Collective media: a collection of individuals

Individual perspective is the centre of a modern perception of the world, no matter if the content of it is religious or secular, reformist or conservative, etc. What matters is that they have one common method in which **individuals are important.**

A modern individual has a self-confident psychology. He is ready to take part. He is eager to say his mind bluntly. No modern media can see a future without this type of **pro-active audience.**



Modern Media with Modern Ideas

Radio Zamaneh's goal is to become radio that is **popular and friendly**.

Media is negotiation, participation, and group as well as peer-to-peer conversation.



action

In Zamaneh, everybody is a master; everybody is a disciple.

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RADIO DEMOCRACY

Radio democracy:

Opening the Way for Amateur Reporters



Zameneh is run by a core of professionals. But its success lies in empowering passionate amateurs. Many citizens have stories they wish to share. Some want to write. Some want to talk. Zameneh continually searches out the new voices in society, those who have not expressed opinions. **Zameneh is there to train those who want to shape their stories.** It takes time. At first, the stories are rough round the edges. However, listeners quickly trust us to help them shape their stories and **share** their passions. It's a constant labour of love. The result is a growing talent pool of independent **freelance journalists**, specialists, speakers and writers.

Participation

Modern media has an interactive relationship with the audience

Zamaneh is a medium put to the test. Opening up our studio to everyone and starting the “home recording” movement is not easy. But we are the first media who believe testing this movement is fundamental. We want to gauge how high the ceiling of information can go and how feasible interactive radio can be in Persian media.

The essential concept of Radio Zamaneh is to create a modern interactive radio as opposed to one-sided traditional radio—modern radio with maximum audience interaction. In the era of global participation, our ambitious goal is to create **participatory radio**.



With Zamaneh, each listener can also contribute.

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Free thinkers

Zamaneh is not a platform for the Iranian opposition. Iran needs independent thinkers – writers and journalists who are able to think outside traditional “boxes”. That explains why the Iranian blogosphere supports us enthusiastically. We believe in two-way expression, which is why one-way broadcasting rules and regulations do not fit what we do. We walk our own path forward. We create our own path. We believe this is at the heart of modern politics, media and society.

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Zamaneh is not a platform for the Iranian op

position. Iran needs independent thinkers – writ-

We make a distinction between media work and political activism



A revolution with no revolution

WE ARE NOT REVOLUTIONARIES; WE ARE REVOLUTIONARY MEDIA

We are media to inspire discussion. However, this is only true if people participate as individuals. We are not broadcast mass media. Many Persian speaking media, both in and outside Iran say they speak on behalf of the people. But there is little evidence that they are in touch with what the people are thinking and saying. By involving the audience in dialogue, Zameneh is carving its own niche.

21st Century media is sharing not shouting

Many voices shouted across borders during the Cold War. That was in an age of media scarcity and propaganda by those who controlled access to the airwaves. Zameneh encourages people to share ideas for a common future. Pluralism, not propaganda.



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We support free thinkers. We have not gathered here to liberate Iran. We have gathered here to release our minds from clichés, from rigid and dogmatic frameworks. We think post-modern and yet we are very much Iranian: any synthesis is possible. Is this really possible? We think it is.

We rediscover the ancient **Iranian** experience once more. Living among different religions, different ethnic groups, different culture and climates for centuries has taught us to be **tolerant of differences** and create 'one' culture based on 'many'. The best example of tolerance in our culture is the heritage of our poets from Khayyam to Rumi. The Iranian culture is a culture of synthesis; syntheses which are sometimes strange. However, throughout history, we have learned how because as a people, we have this hidden **art of synthesis**. In its approaches, Zamaneh endeavours to uncover this art among its citizen-journalists.

one

based on many



There is a very **strong trend** towards a discussion of social issues in Iran. These issues are **sensitive**, sometimes even more so than political issues. Therefore, it is not easy to cover them all, especially taboos. Good coverage of social issues in many cases requires breaking some taboos. These days, **breaking taboos** is a word of mouth among Iranian youth particularly -an encouraging signs. But the majority of the older population is still conservative, religious and traditional.

We are building trust, showing that we respect their lifestyle and customs, but at the same time believe that discussion of sensitive topics is an essential way forward.

A photograph of a man in a dark blue and white striped short-sleeved shirt taking a picture with a silver camera. He is standing in front of a glass display case containing three white, featureless mannequins. The mannequins are positioned behind a horizontal glass barrier. The scene is set indoors at night, with some background lights and a wooden floor visible.

Iranian taboos

PHOTO: ALI AKBAR SHIRJAN

Independence

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Zamaneh is an independent **EU**ropean media organisation. It has its origins in a project proposed by the Dutch Parliament. But its current operation is entirely independent from any political or commercial influence.

Zamaneh's philosophy and editorial **policy** was formed collectively with the effort of Iranian journalists and bloggers in a workshop in July 2006.

Independence

Independence 35

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Independence of the Press is almost impossible with the Iranian commission for authorizing and monitoring the Press. The name suffices. The smallest glimpse of criticism is seen as propaganda against the regime. Several journalists are in prison at the moment. That makes, however, no sense at all; Even if Mr Ahmadi Nedjad tries very hard to distract our attention, widening the gap.

Europe has another approach to offer, another approach than that of Bush: negotiate with the government and encourage democracy. Which continent would do it, if not Europe? Russia is busy crushing Chechens; China is supporting dictators everywhere to get oil and other resources. And America, we know the Bush administration. So it is the unique role for Europe to play its own role. It is very difficult, but it has to be Us.

We can show respect, and at the same time the ambition, to support democracy and human rights. It is never enough, and we will always be disappointed in what we achieve and what we do. But for once our Dutch government took its responsibility and provided the financial support for Radio Zamaneh.

Iran is much more than this image of a fanatic country. Many Iranians are longing for an open society, the society we live in, and are anxious to find the independent information Mehdi Jami and his team are now trying to deliver.

May Iran soon return to the irony and wisdom of its great poets. Irony means openness for self criticism; it means demand for democracy.

As Omar Khayyam says:

«When a rose of love blossoms in your heart, your life is not in vain.
Better : if you tried to hear the voice of God,
Even better : if you have raised your glass, laughing with pleasure.»

I would say it is about independence of thought

berman*



*MEP, Chairman of RZ Board



**PRESS
NOW** **PRESS
NOW**
supports independent media



RadioZamaneh





Towards the next 1000 days

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