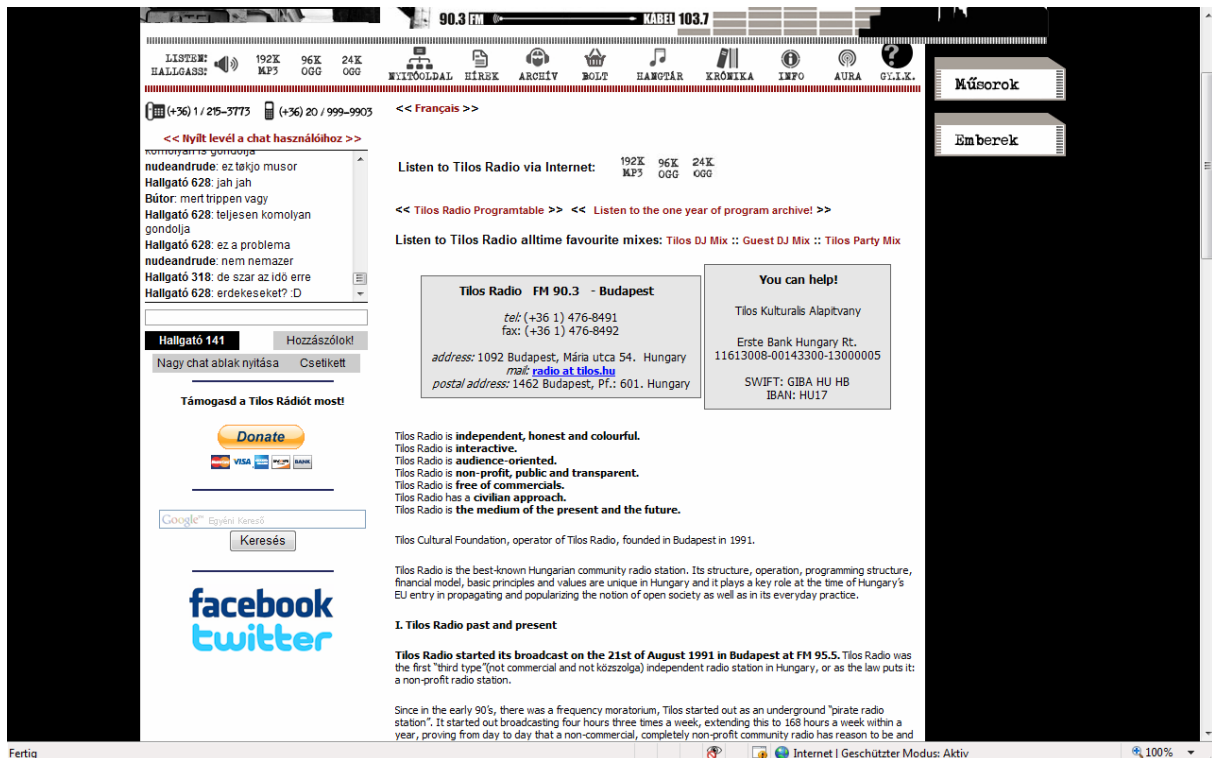


Case Study

Radio station Tilos



Profile

Website's name / Domain	http://tilos.hu
Country of origin	Hungarian
Geographical scope	National, European, international
Language/s / tackling of language issues	Whole website in Hungarian, summaries in English and French

Website owner

Contact	Tilos Kulturális Alapítvány (Tilos Cultural Foundation) 1085 Budapest, Üllői út 32. Csabai Gábor – manager radio@tilos.hu
Type of organisation	Foundation
Description of the owner organisation	The Tilos Radio station has been established by the Tilos Cultural Foundation and is supervised by the foundation. The establishment of this supervisory board whose members are elected every two years from the Tilos community does not interfere with the autonomy of the programme hosts or with the thematic and stylistic freedom, but it provides a reassuring guarantee that there will be no room for views that contradict the station's core values.

Importance of the website within the organisation structure

The website represents the radio station as well as the cultural foundation. The website is used for promotional purpose but is an especially important medium to enhance European dialogue and exchange of information. The radio station played a key role at the time of Hungary's EU entry in propagating and popularizing the notion of open society as well as in its everyday practice.

Description of the website's mission and objectives including the main activities of the website and which domains and disciplines are addressed, as well as how the accomplishment of the mission is facilitated

The main target of the Tilos radio station is to be an independent media station. Furthermore, the website aimed at promoting and popularizing the Hungarian EU entry. Besides broadcasting, Tilos is also known for organising artistic events, parties and social gatherings with entertainment, educational and civilian purposes. Since its existence it has put together countless numbers of successful cultural programmes and festivals in cooperation with various Hungarian and international partners.

The website's facilities enhance communication by providing a large community on Facebook to foster debate and exchange. Furthermore, Tilos Radio is a very active member of the Twitter community. The website also provides download facilities for music and video.

The radio programme as well as the website are aimed at broader public and have created a model which is exemplary not only to the Hungarian but also to international free-form radios. It is independent, as it has no advertisers or political affiliations and is not owned by one or more companies.

"Tilos is the intellectual property of the programme makers, decisions are made by its creative community and elected bodies, a notable percentage of its operating costs are provided by its audience." (taken from the website)

It is interactive and audience-oriented, as most of the programmes are built on audience involvement, phone-in comments and the active cooperation between hosts and listeners, making use of the "vox populi" method of free-form radio.

Website facilities

Kind of facilities	<ul style="list-style-type: none"> • Blog • Video and photo gallery • Online radio • Connection to Facebook, Twitter, Myspace and Youtube 	
Member / non-member facilities	Only member facilities	
Importance within the website content	The interactivity of the website is important to reach a wide audience and encourage the broader public to participate in the dialogue. By using online communities like Facebook, the website can reach a larger public than by just using their own web presence.	
Frequency of usage	Number of visitors (monthly):	--
	Frequency and number of uploads of contributors:	--
	Frequency of website	--

Does the website show any results for working communication and debate on a European / cross-border level?	updating by the website owner:	
	The history of the radio station shows that the station and the website play an important role for the Hungarian-European dialogue. Furthermore, Tilos is part of the Worldwide Association of Community Radio Stations (AMARC) since 1994. Additionally, the large community of Tilos radio on Facebook shows the importance and popularity of the organisation.	

Evaluation of the website

Mission and objectives, accomplishment of mission	Attitude towards the European idea, incorporation of the European idea	The main target of the Tilos radio station is to be an independent media station. Furthermore, the website was aimed at promoting and popularizing the Hungarian EU entry.
Presentation, navigation, structure	Cultural values	Tilos radio station's main cultural value was the promotion of the Hungarian EU entry. Furthermore, the website and the radio station foster intercultural dialogue and freedom of speech.
Trustfulness	The website has a simple design and the French and English summaries are well structured. Further navigation is easy to handle and well structured	
Main strength	The website claims to be an independent non-profit organisation and the published and broadcasted contents are supervised by two boards to guarantee that there will be no room for views that contradict the station's core values.	
Main drawback	Main strength is the large only community and the frequency of news updates via Twitter as well as its presence on Facebook and MySpace. The radio station is a good example for using existing Web2.0 facilities and online communities to provide a broad excess.	
Usage of communication facilities	Main drawback is that the website's facilities are only available in Hungarian.	
	The usage of virtual communication facilities as well as traditional broadcasting user contribution via "phone-ins" enables the broader public to participate in the programme and to the online community.	

Vision and recommendation of website owners

Recommendations for the European Commission	--
Vision of further development of the website	--

