STATE OF COMMUNITY RADIO IN SOUTH AFRICA

NATIONAL COMMUNITY RADIO FORUM

Purpose.

- The purpose of presentation is to give extensive information about the state of community radio in South Africa , on the NCRF perceptive as a largest community radio network in the republic .

o The role of the NCRF in the advocacy for diversity and development of community radio beyond the country

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Executive Summary

The NCRF was established in December 1993, Orlando Soweto. The NCRF was the cornerstone of the freedom of the airwaves campaign and later the formation of ICASA from the IBA and the MDDA.

This culminated in the birth of the first community radios licenses issued to Radio Pietermaritzburg in Kwazulu Natal and Radio Bush in the Western Cape

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The National Community Radio Forum (NCRF) identified as a key objective, the forging of greater unity of purpose amongst South Africa's community radio stations as well as strengthening the sectors' natural partnership with civil society in deepening democracy.

South Africa's community radio sector is well placed to facilitate the information and developmental needs of the poor and working class communities in which they are mostly located. The National Community Radio Forum (NCRF) with 156 members, is the strongest and most representative body in the sector and has consistently represented the interests of its' member stations and the sector, as well as offering opportunities for stations to share their experiences and collaborate. The NCRF charter emphasizes the interdependence of community media and civil society.

MISSION

To build a vibrant and sustainable Community Media Sector in Southern Africa.

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VISION

Advocate and lobby on behalf of our members, various stakeholders to advance participatory democracy towards sustainable social development in communities through community radio

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The NCRF is national sector body representing community radios in the country, The NCRF represent 98% of community radios in South Africa. The NCRF is a constituency based organization with members from all nine provinces of the Republic with a total membership of 156 community radio within the length and breadth of the country

NATIONAL GOVERNANCE

National Leadership is elected at the National Conference every four years governs the affairs of the NCRF. The leadership is composed of 11 members. .

National Chairperson : **Mr. Patrick Kikine**

Deputy Chairperson : **Mr. Yengwayo Kutta**

National Secretary: Mr. Johannes Dire

Dep National Secretary: Ms Vuyelwa Mdazana

Treasurer: Mr. James Seerane

Members:
Mr. Carl Modise
Ms Qaphile Putsoane
Ms Cathy Malope
Mr. Vernon Mfusi
Mr Xola Nozewu
Mr George Maremo

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To strengthen the work of the organisation we divided members into sub-committees were established; mainly working on adhoc basis to ensure continues effort to promote our organizational vision

Name	Surname	Sub-committee	Gender
Yengwayo	Kutta	Chairperson External Relations Sub-Committee	Male
Vuyelwa	Mdazana	Chairperson Research , Training and Development	Female
Vernon	Mfusi	Chairperson Governance and legal Sub-Committee	Male
George	Maremo	Chairperson Gender, Youth and Women Development Sub-Committee	Male
Cathy	Malope	Chairperson Station's coordination's and support Sub-Committee	Female
Qaphile	Putsoane	Chairperson Fundraising Sub-Committee	Female
Carl	Modise	Chairperson Projects and events Sub-Committee	Male
Xola	Nozewu	Chairperson Marketing and communications Sub-Committee	Male

Free State

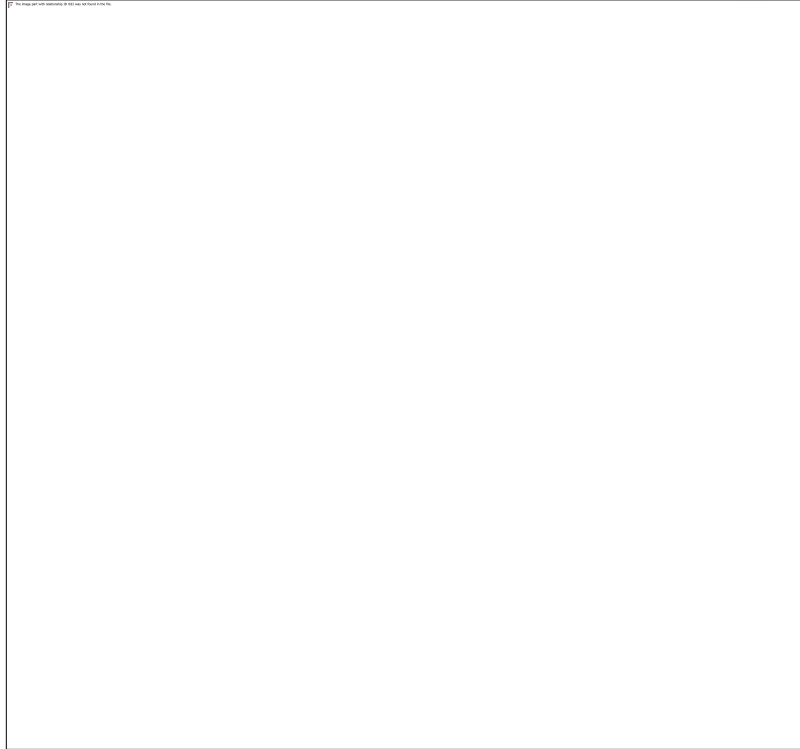Membership of 15 community radios (1) One Metro municipality and (4)four district

1. Provincial Chairperson	Ms Manko Tsoehlitsi
2. Provincial Secretary	Mr Sello Mosala

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Mpumalanga

Membership of 14 community radios (3) three District municipalities

1. Provincial Chairperson	Mr Mduduzi Zulu
2. Provincial Secretary	Ms Carol Kintu

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Gauteng

Membership of 19 community radios (3) Metros and (2) two Districts

1. Provincial Chairperson	Mr Jimmy Dhlamini
2. Acting Provincial Secretary	Ms Kedibone Mahapa

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Western Cape

Membership of 16 community radios (1) One Metro and (5) Five Districts

1. Provincial Chairperson	Ms Rachel Watson
2. Provincial Secretary	Mr Mthetheli Willem

Limpopo

Membership of 21 community radios in 5 district municipalities

1. Provincial Chairperson	Ms Modjadji Mphela
2. Provincial Secretary	Mr Mpho Raphahlelo

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Northern Cape

Membership of 10 Community radios in 5 districts

1. Provincial Chairperson	Mr Garth Damarell
2. Provincial Secretary	Mr Thabang Pusoyabone

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North West

Membership of 18 Community Radios (4) four districts

1. Provincial Chairperson	Mr Tsholofelo Moepeng
3. Provincial Secretary	Ms Kealeboga Mooba

Kwazulu Natal

Membership of 22 Community Radios (1) Metro and 10 Districts

1. Provincial Chairperson	Mr Simon Ntsele
2. Provincial Secretary	Mr Muzi Sibiya

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Eastern Cape

Membership of 21 Community radios 2 Metros and 6 Districts

1. Provincial Chairperson	Ms Vuyelwa Mdazana
2. Provincial coordinator	Mr Xola Nozewu

The NCRF Leadership has prioritised six main pillars in taking the NCRF forward
Namely:

1. Organisational renewal
2. Diversification and development of community media
3. Sustainability of the NCRF
4. Professionalizing Community radio
5. Strengthening our stakeholder relations
6. Eradication of volunteer system/ creation jobs

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1.<u>Organisational renewal</u>

The NCRF will be having a 1st National Policy conference .
The purpose of the National Policy Conference will be to redefine the current organisational posture and create a more constituency based organisation
Many would realise that the NCRF have over the past years been lead in a helicopter method i.e. top heavy
We have always been lead by the national leadership with the absence of the provincial leadership
The existing provincial leadership was only coordinating structures
Now we want to create a new reform and legalise all the existing organisational structures

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Internally we have also aligned our strategic goals to our new framework:

We have created four main organisational components which were not previously existing

Namely

1. <u>Brand Communications and Marketing</u>
2. <u>Research and strategic management</u>
3. <u>Business development and projects</u>
4. <u>Training and development</u>

We are currently still using the Volunteers just to make sure that we find our organisational base

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2. <u>Diversification and development of community media</u>

We have indeed reached a stage where the mainstream media cannot continue to ignore the existence of community broadcasting . I strongly believe that every planning meeting community broadcasting is a thorn in their heads.
Today is no secret that community radio only covers over 9.2 million audience.
Our vision is to make sure by the last rams of 2015 that we should be covering over 10 million of radio audience
We will encourage understanding between the entire community media sector to ensure that we work together and strive together to ensure media diversity. Ensuring a strongest media in the republic

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3. Sustainability of the NCRF

The NCRF challenge over the years have been its financial strength , this would be to ensure that the NCRF is able to reach their projects and continue successfully with the lobby and advocacy for community broadcasting .

Our research strength have been the weakest link as financial strength was the prerequisite of research work

The National Policy Conference will develop an approach of sustaining the organisation.

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5. Strengthening our stakeholder relations

We are going to make sure that stakeholder relations remains our priority

We will win if we work together, we have started to engage important role plays in this process.

The stakeholders include the following:

❑ Academic Institutions

❑ Corporates

❑ Big Industries

❑ Government

❑ SMME's

❑ Government Agencies

❑ Sectoral expects

❑ Independent Researches

6. Eradication of volunteer system/ creation jobs

It is no secret that we have been using volunteers as we started community broadcasting

Up to where we are today they have done a lot , some have been taken by mainstream media both in management and some are public speakers

A the stage where we are we cant continue to have volunteer for only two main reasons:

a) We need to create jobs as we begin to be a compatible broadcasting industry

b) As we professionalise community broadcasting we should ensure that there is good leadership/ management and individual value chain that will be accountable and respectable

•<u>Good Governance</u>

This remains a key challenge in the community broadcasting, had paralyzed many of our broadcasters today 82% of our community radios have governance challenges.

Though many are thinking that our political posture create this environment, this though has no merit because in the work that we do we have made our assessment.

The following were identified as key reasons:

•**<u>The non availability of policy and regulatory framework</u>**

•**<u>Availability of gaps within legislation</u>**

• **<u>Power , ownership and control</u>**

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Professionalizing Community radio

Many of the complaints in our sector have always been professionalism
This has in many ways impacted much against the potential investors.

❖ Stations managers using their personal bank account for airtime sales payments
❖ No programming plans, schedules and adverts logs
❖ No separation of duties
❖ All presenters are dj's
❖ Board members are incompetent and rent crowds at AGMs

All this are long and painful history that we must not forget because they were weakness of strength.
They have help us to find an everlasting solutions to this problems. Together we can make a significant difference

- ## **The non availability of policy and regulatory framework**

The current ICASA rules provide that if board members fail to provide an annual audited statement, the monitoring officer will submit the matter for the complaints, compliance committee. The committee shall adjudicate the matter.

Can the audit be really the only tool? Today many community radios have two structures/board and some of this is caused by projects initiator and station managers in some instate . Project initiators if a thing does not go their way they then call their own meeting and create conflicting structures.

In essence many of the project initiators believe to be owning the projects and have the right over who gets in and out of the Board. And also the elections of the boards are open to abuse because they are open to everyone who resides over the broadcasting area of coverage. Many of those who have money and specific interest, would just rent a crowd and be elected at the AGM.

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• <u>**Strong leadership**</u>

Because many of our station boards are not correctly capacitated and some leads by instructions of administration, the entire leadership strength will collapse. Though many of our projects lack strong leadership, many also do possess strong leadership. How do we make it a culture to have strong leadership control by good ethic, honestly integrity, and value for money and result driven

• <u>**Efficient Administration**</u>

A good business is made up of its good administration, effective and efficient. Some of our projects may be because there is no compulsory induction does not have an effective administration, i.e. some projects have different operational structure:

•Some have one manager without secondary management

•Some primary and secondary managers are on the same level

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- **<u>Financial Management</u>**

Government and commercial business have always being concern with financial viability of our projects, but many are currently financially sustainable and well managed. Those who still are lacking behind need to catch the pace as it has been said an enabling environment has been created to allow efficient management. Some of the challenges in stations, only management who have signing authorities, at some stations there is no delegation of authority to allow an efficient financial management. This is work in progress as provinces will be established to monitor that

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•<u>Marketing and branding</u>

Community radios have opportunity to improve their markets and financial viability. Currently, the community radios believe in branding in improving their marketing strategies. Branding can be the only hope of improving community radio income revenue. This trend has been tested all around the world and it has shown significant results.

Community outreach strategy can be one of the tool used many though are trying much to ensure realisation of the plan and resources have always been the problem, outside broadcasting equipments. This creates an opportunity for commercial business to use this strength and a community radio remains the victim.

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<u>Availability of gaps within the Companies Act</u>

The Companies Act does not create an enabling environment for NPO, NGO especially in the media sector both in governance and administration. This act does not give a clear role on board members and administration in using good leadership . e.g. The Act compel that on of the directors must be fulltime, how will this be practical in the sector?

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Power, Ownership and Control

Due to the project being control and owned by community many of our managers use this to control our communities. Many of the projects are receiving a great deal of influence by managers to ensure board members are people that agree with them. Today many unlawful and unconstitutional community meetings were convened and people were removed and replaced, some with motions of no confidence which is not provided for by the constitutions also some of the constitutions of our projects does not clearly clarify this roles where

- Some allows the station managers to chair the annual general meetings
- Some also allow stations manager to provide reports at the annual general meetings

The process on its own confuse the ownership and control and leave the process in the vacuum and open for any take over

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MDDA PROVINCIAL FUNDING FRAMEWORK

For the past two years the MDDA has been funding NCRF provinces , this exercise has both good and bad advantages

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The provinces are required to have a tax clearance certificate and many resort to registering their own companies this create a legal challenge

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NCRF NATIONAL POLICY FRAMEWORK

The NCRF believes that after 22 years of existence, a lot has happened but there is also a lot that needs to be dealt with. The NCRF planned to have the National Policy Conference during 13,14 and15 November 2015.

Key to the matter is to professionalize community. In professionalizing community radio we have to identify what negatively impact in this happening and the following has been as challenges, the following discussion documents have been issues for preliminary discussion in provinces.

• Organisational Renewal
• Organisational and Sector Sustainability
• Sector Training and Development
• Women in Community Media
• Broadcasting in the digital era
• International relations and partnership

The South African Community Broadcasting remain the best in the world, competing with those in more developed countries and many others still developing countries

By introduction of the MDDA Act by the national Assembly in 2002 , an enabling environment was created, though it took about two –three years to find it feet currently MDDA has funded more community project than any other entity in the RSA

The government of South Africa has created enabling environment for growth and sustainability of community broadcasters however this does not take away the challenges that exists

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KEY CHALLENGES TO COMMUNITY RADIO IN GENERAL

1. ICASA

During 2012/2013 the regulator licensed many community radios in the republic without ensuring a proper research both on the location of the project and the availability of the frequency, while we note some of the gaps in the Electronic Communications Act 36 , 2005 , specifically Chapter 3 ,section 50 that deal with class licence that the regulator cannot unnecessarily refuse the community radios .

KEY CHALLENGES TO COMMUNITY RADIO IN GENERAL

Electronic Communications Act 36 2005
1. Chapter 9

Section 50. Community broadcasting service licences

In considering the grant of a new community broadcasting service licence the Authority must, with due regard to the objects and principles enunciated in section 2, among others, take into account whether—
(a) the applicant is fully controlled by a non-profit entity and carried on or is to be carried on for non-profit purposes;
(b) the applicant intends to serve the interests of the relevant community

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KEY CHALLENGES TO COMMUNITY RADIO IN GENERAL

When people are removed from community radios due to different challenges they resort to opening a community radio (some to ensure that they avoid accountability)
   Today we are faced with a congested space where community radios are located next to each other , and this create a huge challenge on its sustainability and relevancy

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KEY CHALLENGES TO COMMUNITY RADIO IN GENERAL

Electronic Communications Act ,36 of 2005
Chapter 3
Section 18

(1) The Authority may refuse to accept a registration for a class licence if—

(a) the registration does not contain the information prescribed by the Authority:

(b) the person is in contravention of this Act or the related legislation in relation to other licences that such person may hold; or

(c) the registration contains false or misleading information or misrepresentations of fact.

Chapter 1 Electronic Communications Act 36 of 2005
The primary object of this Act is to provide for the regulation of electronic communications in the Republic in the public interest and for that purpose to—
(i) encourage research and development within the ICT sector
(k) ensure that broadcasting services and electronic communications services, viewed collectively, are provided by persons or groups of persons from a diverse range of communities in the Republic;
(r) promote the development of public, commercial and community broadcasting services which are responsive to the needs of the public;
(z) promote stability in the ICT sector

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The 1998 white paper in broadcasting states very clear that the regulator and the Department of Communications must develop a planned rollout Strategy to ensure that communities in need are specifically targeted .

This could have been an added advantage for the regulator locate those communities that are indeed in need .

As we stand today community in diverse areas in the Northern Cape, Limpopo , North West , Free State are still without an opportunity to listen to their own language

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- Currently broadcasting areas are congested with communities that really require community radios being disadvantaged.
- Many are also not able to broadcast due to the non availability of the frequency , the Free State remains the largest victim many stations are licensed but no frequency

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2. VAT/SARS AND COMMUNITY RADIO

Many of our community radios are striving to make them employment opportunity for our community and particularly the youth , the challenge remains that the VAT Act indicates that if you have more than a million rand income you are expected to register and charge for VAT.

Persons who make taxable supplies in excess of R1 million in any consecutive 12-month period or will exceed that amount in terms of a contractual obligation in writing are liable for compulsory VAT registration.

2 A person may also choose to register voluntarily provided the minimum threshold of R50 000

3 has been exceeded in the past 12-month period. There are also certain other exceptional cases which are to be dealt with in Regulations, which prescribe other conditions which must be met if the applicant has not met the minimum threshold at the time of applying for voluntary registration. A vendor is a person who is registered or is required to be registered

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2. VAT/SARS AND COMMUNITY RADIO

This create a problem because many funders would have blanket funding for every community radio and this project end –up paying for VAT without charging it.

While Community Radio is expected to survive with all form of levy attached to them, can they really sustainable, this include the current rate at which community radio are paid

3. Media Buyers

Currently many corporates use media buying company , who will benefit from
the project value at the expense of community media
This media buying companies are currently used by many Government department especially those in provinces. Today many of this media buying companies are millionaires with the sector still stuck in poverty.

Recommendations: The Amendment of the MDDA Act and regulate this media buyers through the Act so that they can invest in media diversity and they pay an annual % to the sector

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4. SAMRO (South African Music Rights Organisation)

By date musicians still receive royalties as per the SAMRO Act of 1972, this act provides for a general one size fit all with the understanding that when the Act was passed into law community broadcasting was not in existence

Recommendations: The Amendment of the SAMRO Act of 1972 and ensure a greater participation to improve the royalty paying method and collection from community broadcasters

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5. SAARF (South African Audience Research Foundation)

The current audience research method used by SAARF which uses landlines for the schedules disadvantage community broadcasters as many of our rural communities do not have access to landline telephone
Recommendations: The community radio to be given a fair game in the reaserch space to allow fair competition

- ## <u>NCRF role in the Africa and beyond</u>

The NCRF National Deputy Chairperson has been elected the Vice president of Amarc International , during the General Assembly held in Ghana on the 9- 15 August 2015.

AMARC is an international non-governmental organization serving the community radio movement, with almost 10 000 members and associates in 200 countries.

AMARC is divided into four regions, namely :

- AMARC Africa
- AMARC Asia pacific
- AMARC Europe
- AMARC Latin America

Its goal is to support and contribute to the development of community and participatory radio along the principals of solidarity and international cooperation. All regions are represented on AMARC's International

Board of Directors

The World Association of Community Broadcasters (AMARC) frequently organizes radio campaigns on various themes with the participation of community radios around the world

2015

On the road to Beijing+20: An audio series (In collaboration with UN Women)

IYS2015 - Stories from the soils: An audio series (In collaboration with FAO)

2014

Second International Conference on Nutrition (ICN2) - Audio campaign on Nutrition, Food and Agriculture (In collaboration with FAO)

International Year of Family Farming (In collaboration with FAO)

Micro series on family farming in Cameroon (In collaboration with High Commission of Canada in Cameroon)

2013

Ending Violence Against Women (In collaboration with UN Women)

Annual thematic campaigns

16 Days of Activism to End Gender-Based Violence - November 25 - December 10

International Day to End Impunity - November 23

World Food Day - October 16

International Day of the World's Indigenous Peoples - August 9

World Press Freedom Day - May 3rd

Earth Day - April 22nd

World Water Day - March 22nd

World Radio Day - February 13

- **<u>Community radio and Sector Successes</u>**

1. Listenership improvement of 40 000 in 2002 to 9.12 million in 2014
2. Community Radio is a job opportunity for many and one of the sector that has over 97% youth employed.
3. More than 2% of our community radios own the properties.
4. Covering all districts municipalities in the Republic .
5. Having produced over 56% of our commercial and public broadcasters ,presenters and management.
6. Over 5% of our community radio possesses efficient Outside broadcasting Unit.
7. Source that produce uninterrupted content.
8. South Africa being part of the AMARC international board.
9. Ability to simulating of same content on all community radios
10. Above everything existence of the sector for more than 22 years

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What is the NCRF leadership plan?

The NCRF leadership believes that:
• Convene a National Policy Conference following the provincial policy conferences taking place.
• Continue with our advocacy role in pushing for amendments for acts that will create an enabling environment for community broadcasters.
• Ensure a continuous training for board members
• Create a monitoring and evaluation unit in our station coordination department.
• Ensure a bi-monthly evaluation tool, to create a uniform framework in accountability.
• Develop a national board and management performance assessment tool, to keep up to the realisation of a strong and professional broadcasting sector.

Thanks you very much

NCRF
Tel: 011 403 4336
Fax:086 572 1784
Email: info@ncrf.org.za