

Libby Lloyd

PROFILE

Libby has a range of experience in media and gender and has been involved amongst other things in broadcasting regulation, public policy development and implementation, and as a grant-maker, trainer/materials development, independent consultant, evaluator, researcher and writer and editor in the fields of gender, media and development.

KEY ACHIEVEMENTS

- Established the Media Development and Diversity Agency – a legislative public private organisation established to provide financial and other support to media in South Africa. As the first CEO, developed the strategic vision for the organisation focusing on creating an enabling environment to ensure information deprived communities (including for example people with disabilities, children and women) have access to owning media and/or have their voices heard in the media. In this position she amongst other things ensured research into access to the media by women, the elderly, children and people with disabilities. She was also responsible for developing grant making and organisational systems and policies to effectively deliver grant support to projects around South Africa. Responsible for developing a mentoring programme (including design, assessment and evaluation) for projects around the country. Ensured that the organisation met all requirements of the Public Finance Management Act and during her tenure, the Agency received clear audit reports.
- Researched compliance by the public broadcaster (the SABC) with policies on ensuring equitable treatment of all South African languages, and developed a language policy for the broadcaster (including sign language) – including effective implementation plans and monitoring and evaluation systems. In addition, developed policies on education and universal service for the public broadcaster.
- Was appointed by Parliament as a Councillor on the broadcasting and telecommunications regulator (IBA and ICASA). Responsible for amongst other things the development of a code of conduct for broadcasters (including clauses relating to depiction of women and violence against women), licensing of television and radio stations, development of the Telkom rate regime, development of South African content policies for television and radio, finalisation of advertising and sponsorship regulations. She was the council representative during her term on the Broadcasting Monitoring and Complaints Committee which adjudicated on complaints regarding breaches of the code of conduct.
- Worked as an activist and lobbyist in a range of structures and committees and as such assisted in developing the framework for media policy in a post apartheid South Africa – with a focus on ensuring gender sensitivity and participation by communities in the media.
- Assisted the Indonesian Parliament to develop media policies responsible to needs in that country.
- As head of radio training at the Institute for the Advancement of Journalism, developed a range of radio management courses for radio producers and journalists in both public and community radio stations – and developed the Community Radio Training Project which did on site training and organisational development for community radio stations in rural areas. Ensured the integration of gender issues into all radio training courses.
- Has edited and contributed to a range of books on gender issues and media development and worked as a journalist and editor for SPEAK Women's Media Project – focusing on providing media (including print and radio) for working class women.
- Chosen as South African Media Woman of the Year in 2005.

- Served and continues to serve on a range of Boards, including currently the board of Agenda Feminist Media Project, the Institute for the Advancement of Journalism, and as a member of the Audit Committees of the GCIS and International Media Council.

EMPLOYMENT EXPERIENCE

May 2006 – Date

Independent consultant

Research, policy development, strategy development, capacity building, editing and writing

Key contracts include:

- Strategic planning for the Digital Dzonga
- South African researcher for an African wide research project into public broadcasting.
- Developing feasibility study for Children's Radio Initiative (New York) for children's radio station in South Africa (in progress)
- Developed and facilitated course for radio station managers on codes of practice and regulations for Sol Plaatje Media Leadership Institute at Rhodes University.
- Developing templates for integrating gender into ICT laws for the regulators across SADC .
- Facilitating needs assessment for Discovery CSI programme on developing sustainability and capacity building for rural health projects
- Successfully assisted applicant for commercial radio licence with development of application in line with relevant legislation and policy.
- Providing guidance to Telkom Media in application for subscription television licence
- Developed citizens manual on Promotion of Access to Information Act.
- Drafting of Ten Year Review report after consultation with management and departments on suggested responses to international benchmarking and qualitative and quantitative research.

July 2003 – April 2006

Media Development and Diversity Agency CEO

- As first CEO established the organisation and developed strategic direction, policies and operational plans for the Agency to realise mandate of developing media diversity in South Africa.
- Developed grant making and operational policies and systems for the organisation and set up systems to ensure implementation of policies and assessment of impact.
- Provided overall leadership to the organisation and management of staff.
- Successfully increased funds from R7m to R20m per annum with potential for further increase of up to R100m.
- Initiated a range of programmes to facilitate in kind support for media from broad range of stakeholders (including advertisers and equipment suppliers)
- Developed and facilitated mentorship programme focusing on organisational development and management capacity building for media projects.
- As accounting officer, ensured compliance with all relevant legislation and best practice.

Aug 2002 – Aug 2003

Self employed Consultant

Consultant/trainer in policy development, organisational development and media management and production

- Review of implementation of SABC's on air language policy for official languages and sign language (including research into legislative and regulatory requirements, international benchmarking and structural impediments)
- Developed language policy for SABC in consultation with all stakeholders and educational broadcasting policy.
- Drafting pamphlets and summaries of policies for SABC to facilitate public participation in policy development;
- External examiner for University of Witwatersrand Masters Broadcasting policy
- Assisted the regulator in evaluating community radio applications across the country and developing the reasons for decision.
- Delivered lectures on media policy at University of Witwatersrand P&DM and the Sol Plaatje Institute School of Media Management at Rhodes University

Aug 2000 – 31 July 2002

**Independent Communications Authority of SA
Councillor**

- Appointed by Parliament as a member of the first Council of ICASA (the broadcasting and telecommunications regulator).
- Effected a merger between the broadcasting regulator (IBA) and the telecommunications regulator (SATRA) (both in terms of policy and structure)
- Development of regulatory policy including Position Paper and regulations on South African content on television and radio, and the telecommunications rate regime (Chair of Project Team)
- Standing member on the Broadcast Monitoring and Complaints Committee
- Responsible for developing guidelines and regulations to ensure fair coverage of all political parties during elections

June 2000

**Internews Indonesia/Indonesian Parliament
Consultant**

Contracted by Internews Indonesia to draft a green paper on broadcasting for Indonesian Parliament. The aim of the Green Paper was to generate public participation in development of broadcast policy.

Oct 97 – June 2000

**Independent Broadcasting Authority
Councillor**

The IBA preceded ICASA and was responsible for developing regulatory policy, licensing of community, private and public stations and monitoring of licensees. Specific projects included:

- Licensing of the first free to air television broadcaster and some greenfields private radio services,
- Development of a Code of Conduct for broadcasters,
- Development of advertising and sponsorship regulations.
- Development of discussion paper on satellite broadcasting.

1995 – 1997

**Institute of Advancement of Journalism
Head of Radio Training**

- Responsible for fundraising and overall management of radio training programme for new and experienced journalists and radio station managers.
- Developing and facilitating training course on radio production, management and organisational development for public and community radio stations
- Development of a community radio training project to provide on site assistance to community radio stations
- Developed a course on writing for young high school learners

1992 – 1995

**SPEAK Women's Media Project
Assistant Editor and Head of SPEAK Radio/Audio Project**

SPEAK was a women's media project established to use media to support the struggle for gender equality in South Africa by ensuring that rural and working class women had a voice in the media.

- Established and ran a radio project training women in radio and producing radio programmes
- Worked with broadcasters and policy makers to ensure gender equity in projects.
- Assistant editor of magazine

Jan 1994 – May 1994

Independent Media Commission - Commissioner

Appointed as a Commissioner on the IMC which was tasked with ensuring that political parties received fair coverage in the run up to the 1994 elections in South Africa.

1987 – 1990

Association of Democratic Journalists

Organiser/assistant general secretary/projects officer

The ADJ was a national journalists' organisation/union focusing on the holistic breaches to freedom of expression caused by apartheid (e.g. detentions, bannings etc) Responsibilities included:

- monitoring freedom of expression infringements (broader than just limits on freedom of the media) and publishing a monthly newsletter outlining instances of censorship
- researching international media policy with the aim of developing policies for a future democratic South Africa including analysis of ownership of the media and affects on diversity of content – including analysis of international subsidy systems to facilitate diversity (in 1989 I was invited to Sweden by the Swedish Union of Journalists to study their government subsidy system aimed at ensuring media diversity).

EARLIER CAREER

1986-1987	Journalist	Capital Radio & Pacifica, BBC, international agencies
1984-1985	Features journalist	Sunday Tribune
1983-1984	Finance journalist	Natal Mercury
1982	Sub editor	Daily Dispatch

EDUCATION

1982 - 1983

Technikon Natal

Diploma in Journalism (uncompleted as appointed as economics reporter)

1979 – 1981

University of Cape Town

BSc Logopaedics (uncompleted), BA psych and eng (completed 2.5 years)

1978

Matriculated Queenstown Girls High School

CERTIFICATES

1979

Finance for non financial managers, **Regenesys**,

1991

Radio production and management, Canadian Broadcasting Corporation

1991

Adult Education, Canadian Broadcasting Corporation

PAPERS AND WORKSHOPS

Southern African Broadcasters Association Paper on funding and structure of public broadcasting 2008

FES Media Barometer, 2008 Participated in developing barometer of SA media freedom

Southern African Broadcasters Association, 2005 Facilitated a workshop for CEOs of public broadcasters on broadcasting codes for elections organised by FES

Intermedia, 2002 Contributed an article – overview of South African broadcasting policy for Intermedia (journal of the International Institute of Communications).

Institute for International Communications Conference Johannesburg, 2002 Delivered a paper "Breaking down Barriers – broadcasting regulation to transcend differences".

Article 19 media policy workshop, Nairobi, 2001 Facilitated workshop on broadcast policy in Africa.

Commonwealth Broadcasters Association Children's Workshop, Commonwealth Heads of Government Meeting, 1999 Conducted a workshop on children and broadcasting in South Africa.

Commission on Gender Equality, 1997 Delivered a paper on gender and media regulation at CGE Gender in Media Symposium.

Report on South African Radio, 1995 Commissioned to write an analysis of the status of South African radio by the Panos Institute.

Making Media Work for Southern Africa's Development, Grahamstown, 1993 Delivered a paper on the role of media in gender and development programmes.

AMARC World Community Radio Conference, Mexico, 1992 Delivered a paper on the role of radio in facilitating gender equality. Participated in establishing an international women's radio network.

Free, Fair and Open Conference, 1992, Cape Town Delivered a paper on re-regulation of the airwaves. The conference drew up recommendations on freeing the airwaves.

Towards a Democratic Radio Broadcast Media in South Africa: A Discussion Paper (1991) Developed paper on models for broadcasting in South Africa together with four other South Africans.

Jabulani Conference, Amsterdam, August 1991 Participated in conference to develop electronic media policy guidelines for South Africa. Delivered paper on the role of community radio and television.

"Culture for Another South Africa" Conference, Amsterdam 1987 Participated in the Colloquium on media and legal and institutional censorship in South Africa. Delivered a paper on the electronic media.

BOOKS

- **Breaking Barriers and Silences**

Contributed a chapter for a book *Women in Grassroots Communication – Furthering Social Change*, edited by Pilar Riano and published by SAGE in 1994. The Chapter focused on experiences of women in South African media.

- **And Now for the News 1996**

Contributed a chapter to a training manual for community radio published by the Open Society Foundation on how to set up and run a news department.

- **Women Speak**

Edited book reflecting on women's struggles in the 1980's compiled by Shamim Meer and published by Kwela Books.

COMMITTEES

Structures participated in include

Media magazine – Currently serve on the Editorial Advisory Committee

Institute for the Advancement of Journalism – Currently serve as Board member

Agenda Feminist Media Project – Currently serve as Board member

GCIS Audit Committee – Currently serve on this and the IMC Audit Committees

Save the Press Committee – An alliance established in the 1980's established initially to fight registration of journalists

Campaign for Open Media – An alliance between different media organisations established to fight for freedom of expression.

Independent Forum for Electoral Education – Media Sub-Committee IFEE was an alliance of organisations involved in voter and democracy education.

Democracy Education Broadcast Initiative DEBI was initiated by the SABC Board to involve civil society organisations in voter education planning for the SABC. I was a member of the Radio Ad Hoc Committee.

National Community Radio Working Group/NCRF The NCRWG was established to lobby for licensing of community radio. It evolved into the National Community Radio Forum. I was the Advocacy Officer on the initial NCRF committee and assisted in drafting the NCRF comments on the IBA Bill.

Open Society Foundation Served as member of the advisory committee to OSF ICT sector.

AWARDS

Selected as Media magazine/MTN Media woman of the year in 2005