A directory of COMMUNITY MEDIA and ADVERTISING TRENDS in SOUTHERN AFRICA

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Chapter 1

Community media and advertising in South Africa, Zambia, Namibia and Malawi

Advertising is the life-blood of the print and broadcast media. John Sinclair (2012:1) says that "Advertising is a crucial media industry; not only in its own right but also because of the intermediary structural relation it holds between the commercial media on one hand and the consumer goods and service industries on the other. This can be conceived as a manufacturing-marketing-media complex."

A recent publication by South Africa's Association of Independent Publishers (AIP), a grouping of the country's small-scale and mostly private newspapers, notes that "newspapers always sell information, but to become financially viable, they sell space for advertising for consumer goods," (AIP, 2014:9).

It adds: "This can lead to two challenges. Firstly, newspapers are dependent on their 'market value' to increase readership and become more attractive to advertisers. This is more challenging when news and information seeks to address the issues of the marginalized or poor, since they (the poor) are not attractive consumers for advertising" (Ibid).

Advertising is even more critical to the sustainability of community media in Africa, which generally serve poor and marginalized communities. In communities without access to other forms of media, community media play life-saving roles, and that is why the financial sustainability of community media should be a universal concern (Fairbairn, 2009).

Community media across Africa struggle to receive advertising because the perception held by advertising procurement agencies is that community media cater to the lower LSM (Living Standard Measures) 1-6, an economic and social group of consumers with very low market value or disposable incomes. The argument is that advertisers want higher LSMs from 7 upwards, or those audiences who have higher disposable incomes. Advertising procurement agencies are therefore criticized by the community media sector for lack of transformation, social responsibility and a lack of imagination considering that there are advertisers who want to sell or advertise social causes to communities targeted by community media. Furthermore, government and state-owned enterprises' advertising and information are also critical and should reach the LSMs targeted by community media.

This research has looked into the advertising practices of advertising procurement agencies which advertise in community media in some selected countries of the 15-nation Southern African Development Community (SADC) with the purpose of developing a publication that captures advertising trends within community media in the region.

Community media in most of the SADC region is developing at a slower pace in comparison to South Africa, Africa's largest economy which is also a member of the SADC, and the advertising landscape may be faced with similar issues and more different challenges. Hence, it is critical to investigate advertising trends in other SADC countries that have community media, such as Malawi, Namibia and Zambia, which have been included in this study.

Advertising spend figures are used by advertisers, media owners and advertising procurement agencies to determine where they are likely to spend their money, and for this reason community media organizations need to know and understand their advertising landscape in order to participate optimally as sustainable business entities.

The aim of this research is to provide research content, figures and comprehensive information about community media advertising in the selected SADC countries. The findings of the study should be a resource for community media to use for planning and implementing their advertising, distribution and marketing strategies. The data that this research plans to gather is not easily available and some of it comes at a great cost to community media organizations which have very little resources to afford it. The data will help community media sharpen their competitive business edge, support their sales pitches and business proposals with credible evidence that could grow their businesses.

Methodology

Two methodologies were mainly employed in the literature review – desktop research and telephone interviews to address the objectives of the study. Desktop research was used to review the following documents:

- 1. Individual company websites
- 2. Annual reports
- 3. Reports from media organizations
- 4. Media related reports and articles
- 5. Emails with media practitioners

Telephone interviews, which facilitated quick responses, were conducted to reach media organizations in Namibia, Zambia and Malawi. In some cases, email communication was also used to clarify issues.

Defining Community Media

Community media is essentially media made by the community for the community, regardless of the possible radical or oppositional nature of its content. Therefore community media are community-owned and controlled, giving access to voices in the community and encouraging diversity, creativity, and participation. Community media warrant media pluralism, diversity of content, and the representation of a society's different groups and interests. In addition, they also encourage open dialogue and transparency of administration at local level and offer a voice to the voiceless. They are established on the concepts of public access, sharing experiences and information (Medrado, 2007).

In 1996, Berger argued that researchers needed to be rigorous when referring to community media so as to distinguish this sector from others such as grassroots media, participatory media, alternative media, democratic media, local media, with which community media are often loosely conflated. Berger (1996) outlined the features of community media as follows:

- Ownership and control: by the community through its representatives
- Non-profit: ownership and purpose should be non-profit; however, this is not a ban on commercial viability
- Accessibility: to its community
- Type of community: geographical or interest group; and
- Political criterion: to service disadvantaged communities (geographical or interest group).

Muthoni Wanyeki (2000) says community media are still growing and evolving in Southern Africa, meaning that specific community media experiences are still largely undocumented and the documentation that does exist has neither been widely circulated nor analysed. Therefore, because of this, it is difficult to definitely assess the nature and impact of community media initiatives in the region, and to determine whether existing problems indicate a failure of theory (the idealising of community media's potential) or a failure of implementation (an inability to translate theory in practice) (Ibid, p. 24)

Advertising

Media industries are important drivers of popular culture with a large fraction of leisure time devoted to radio, magazines, newspapers, the Internet, and television. Most advertising expenditures are incurred for these media and are also mainly supported by advertising revenue. Anderson and Gabszewicz (2005) contend that the business model for most media industries is underscored by advertisers' demand to reach prospective customers.

South Africa

Media is an important medium for communication. It informs, educates, entertains and provides a platform for dialogue necessary for democratic discourse. Diverse views and opinions coupled with diverse sources of information empower and enrich citizens to participate in a people driven democracy.

South Africa has always had a highly opinionated media for decades. The apartheid regime tried to restrain the country's newspapers, using laws, harassment and imprisonment. Regardless of this, South Africa's media continued to report on all the news they could. With the advent of democracy in 1994, South Africa's newspapers were freed from all restrictions (MDDA, 2014: 4). However, the print media landscape in post-1994 South Africa has not transformed much in terms of ownership and control because it is still owned and controlled by white shareholders. Despite the various interventions by the government through the promotion of transformation processes and its Black Economic Empowerment (BEE), the majority of print media in South Africa are still owned and dominated by a few

companies. South Africa's media are controlled by a handful of large corporations whose interests stretch from newspapers to magazines and to the internet (MDDA, 2014: 7).

In the 1940s, radio rose as a vehicle for popular participatory communication, influenced by the Bolivian miners' stations (O'Connor, 1990). In Africa it gained popularity and took root in the form of community radio, which was very instrumental in championing democracy in South Africa. The radio then became more characterized as an agent of antiapartheid discourse, an advocate for social change, and a platform for community participation in the form of 'community radio'. Community newspapers, videos, and student media which were loosely termed as people's media thus gave rise to the emergence of community media in the 1980s. Community media popularized the anti-apartheid discourse and this was widely viewed as a counter voice to the apartheid era's status quo of state-owned and controlled media (Bosch, 2010).

The Media Development and Diversity Agency (MDDA)

The South African Constitution Act No. 108 of 1996 provides for freedom of expression and access to information in Sections 16 and 32 respectively. The Media Development and Diversity Agency (MDDA) was established by legislation (the MDDA Act No 13 of 2002) to create an enabling environment for media development and diversity in South Africa (including radio, television, newspapers, magazines and new media). According to the MDDA Act, the MDDA is mandated, amongst other things, to:

- Create an enabling environment for media development and diversity that is conducive to public discourse and which reflects the needs and aspirations of all South Africans.
- Redress exclusion and marginalization of disadvantaged communities and persons from access to the media and the media industry.
- Promote media development and diversity by providing support primarily to community and small commercial media projects (Preamble, MDDA Act, 2002).

The objective of the Agency is to promote development and diversity in the South African media throughout the country, consistent with the right to freedom of expression as entrenched in section 16 (1) of the Constitution, in particular;

- (a) freedom of the press and other media; and
- (b) freedom to receive and impart information or ideas.

The Agency was established to:

- 1. Encourage ownership and control of, and access to, media by Historically Disadvantaged Communities as well as by Historically Diminished Indigenous language and cultural groups
- 2. Encourage the development of human resources and training, and capacity building, within the media industry, especially amongst Historically Disadvantaged Groups
- 3. Encourage the channelling of resources to the community media and small commercial media sectors
- 4. Raise public awareness with regards to media development and diversity issues
- 5. Support initiatives which promote literacy and a culture of reading
- 6. Encourage research regarding media development and diversity; and
- 7. Liaise with other statutory bodies, such as ICASA and USAASA, (Preamble, MDDA Act, 2002).

Attracting advertising revenue both from the public and private sectors is key to the sustainability of local media and the MDDA has focused on assisting community media attract such revenue. A detailed account of the revenue breakdowns for community media as traded through the GCIS (Government Communication and Information Service) and The Media Connection is shown below. This is largely due to the MDDA intervention in this space, (MDDA Annual Report, 2016). The Media Connection has several unique options to offer marketers that are not all available on the majority of other media in South Africa. One of the core functions of The Media Connection is to procure, administer and assist in the placement of radio advertising campaigns on all community radio stations. The Media Connection has paid over R250 million to Community Stations in revenue generated from the national advertising agencies in South Africa over the last 16 years (The Media Connection, 2016). Below is a table which indicates advertising revenue from the GCIS.

Community Spend	2013-2014	2014-2015	2015-2016
Community Print	R 4 865 651.80	R 6 927 315.53	R 5 289 034.04
Community Radio	R 11 415 688.27	R 15 170 546.84	R 26 274 787.27
Community TV	R 6 650 550.98	R 9 553 537.97	R 4 630 808.00
Total Adspend	R 22 931 891.05	R 31 651 400.34	R 36 194 629.31

Table 1: GCIS Revenue Indicator (2016)

Of the more than 200 South African community radio stations in existence, 135 are funded by the MDDA. More than ever before, all the languages of South Africa are being actively used to communicate and engage with communities. The MDDA has invested significantly in the purchase of world class radio equipment, enabling quality productions. The community television sector has also grown into a resilient industry. The MDDA has supported four stations, of which one is still being supported. Similarly, the community and small commercial print sector has grown significantly in recent years, with South Africa now boasting more than 200 small publishers, a large proportion of which are publishing in an indigenous language.

Zambia, Malawi and Namibia

From the desktop research and telephone interviews, it is clear that there is a critical knowledge gap on the community media in the other three countries in the SADC region. The desktop research yielded nothing, and the telephone interviews provided very little information. The Media Institute of Southern Africa (MISA), a media group that supports independent media in the region, was used as the focal point for the telephone interviews, with calls made to the directors of each MISA chapter office in Zambia, Malawi and Namibia.

The Media Institute of Southern Africa (MISA)

MISA was officially established in September 1992 in the wake of the 1991 Windhoek Declaration on Promoting Independent and Pluralistic Media in Africa, which declared an "independent, pluralistic and free press" as essential for democracy and economic development. MISA was given the mandate of promoting these provisions across the Southern African Development Community (SADC) region. MISA's mission is to achieve media freedom and free expression for all as an essential part of strengthening democracy in southern Africa and their vision is to create a southern Africa where everyone enjoys freedom of expression and pluralism of views and opinions (MISA, 2016).

Zambia

The Zambia News Agency (ZANA) is the main provider of domestic news. It gathers and distributes news and information to the country's media and works with the Pan African News Agency (PANA), which collects and redistributes news from other African countries. ZANA has not had the resources and personnel to reach its potential as the country's domestic news agency (Press Reference, 2016).

Community Media in Zambia

In Zambia, community media serve both communities of interest and geographical communities. However, most of the community media in Zambia serve communities defined by geographical locality. Furthermore, most of the community media in Zambia are radio stations, but there is some representation of print media, but no community television. Out of the 32 or so registered community media, only six or one fifth are print media (Muzyamba, 2009: 2).

In terms of origination, the community media sector has a mixture of church, and nonchurch initiated media, but nearly half were established with church involvement. Another critical feature is very rapid growth in the number of community media. Within 10 years from inception, Zambia has over 30 community mass media which keep rising and more are being planned (Muzyamba, 2009: 2).

In both the colonial and post-colonial times, broadcasting has been the prerogative of the government. However, when the media industry was opened up to private ownership in 1991, community radio stations have thrived both in urban and rural areas. Ownership of these community radio stations is diverse: there are radio stations owned by the church, by cooperatives, by learning institutions and by individuals.

Community radio stations are closer to the communities in which they operate than is the case with the national broadcaster, the Zambia National Broadcasting Corporation (ZNBC). Most of the news covered by the community radio stations is not covered by the national broadcaster and vice versa.

Although the development of community television stations is lagging behind that of community radio stations, there are some positive developments with new independent television stations already running and a number still on the drawing board (Zambia Advisor, 2016).

Advertising and Community Media in Zambia

The researcher had a telephone discussion with Mr Austin Kayanda, the Director of MISA-Zambia who directed the researcher to Mr Thomas Zulu, the Programme Officer for Good Governance. Mr Zulu responded through email with the following points with regards to advertising in the community media sector in Zambia:

- 1. "A number of big corporate institutions do not advertise with community media as they see them as being unprofessional.
- 2. Many times advertising agencies have not been faithful in paying community media as they do to the commercial counterparts. As a result, a lot of community media lose out in terms of revenue. The agencies take advantage of these radio stations as many of them do not have the capacity to take legal action against

these agencies; sometimes these agencies just take too long to pay them, negatively impacting their cash-flows.

3. A lot of advertisers demand to pay very low rates to community media as they feel they are community based and are not meant for profit", (Zulu, 2016).

Namibia

Likewise in Namibia, the researcher telephoned the office of the MISA chapter and spoke to Ms Natasha Tibinyane, who then also directed the researcher to Messrs Mathew Haikali and Tolerence Hanse of the Namibia Community Broadcasters' Network (NCBN). Mr Tolerance Hanse indicated that NCBN did not have that kind of information as no one had ever collected it and put it together. However, he sent back a Draft Regulation (2009) by the Communications Regulatory Authority of Namibia, in terms of section 89(2) of the Communications Act, 2009 (Act No. 8 of 2009), which intended to make Regulations Regarding the Code of Conduct for Broadcasting Service Licensees.

Advertising in Namibia

From the Draft Regulation, there is a section which deals with advertising as follows:

Principle 89(2) (i) – Prescribe the amount and nature of advertisements that may be broadcast and prohibit the broadcast of advertisements that are degrading or offensive: Section 23:

(1) A licensee shall ensure that advertisements are broadcast in the allotted breaks in a programme and in the interval between the end of one programme and the beginning of another.

(2) There shall be no more than four advertising breaks per hour in the case of television broadcasts.

- (3) The advertising content of any programme shall not exceed:
 - (a) thirty seconds in a programme lasting five minutes;
 - (b) two minutes in a programme lasting ten minutes;
 - (c) three minutes in a programme lasting fifteen minutes; and
 - (d) five minutes in a programme lasting thirty-five minutes.

(4) In a period of programming lasting for sixty consecutive minutes, an advertisement shall last for not more than twelve minutes, except where:

- (a) a licensee broadcasts the programme as a public service; or
- (b) there is a national broadcast which interrupts a scheduled programme and results in the loss of advertising time.

(5) A licensee shall be entitled to compensate for any loss caused by the broadcasts under sub-regulation (4), over a period of seven (7) days following the day on which the interruption occurred, by increasing the time specified under sub-regulation (4) to not more than fourteen (14) minutes.

There are more regulations regarding adverting with Section 24 dealing with prohibition of degrading or offensive advertisements and Section 25 dealing with prohibition against unacceptable advertising.

Malawi

In Malawi the researcher contacted Mr Aubrey Chikungwa, the Director of MISA Malawi. He did not have any information regarding community media and advertising. In addition from the desktop research, there was no available information on the matter.

The Open Society Initiative for Southern Africa (OSISA)

"The Open Society Initiative for Southern Africa (OSISA) is a growing African institution committed to deepening democracy, protecting human rights and enhancing good governance in the region. OSISA's vision is to promote and sustain the ideals, values, institutions and practices of open society, with the aim of establishing vibrant and tolerant southern African democracies in which people, free from material and other deprivation, understand their rights and responsibilities and participate actively in all spheres of life", (OSISA, 2016)

Established in 1997, OSISA works in 10 southern Africa countries: Angola, Botswana, DRC, Lesotho, Malawi, Mozambique, Namibia, Swaziland, Zambia and Zimbabwe. OSISA works differently in each of these 10 countries, according to local conditions. OSISA is part of a network of autonomous Open Society Foundations, established by international philanthropist George Soros. Some of these foundations are located in Eastern and Central Europe, the former Soviet Union, Africa, Latin America, the Caribbean, the Middle East, Southeast Asia and the US, (OSISA, 2016).

The Media in Malawi

Elizabeth Kalam, writing for OSISA in 2014, stated that there were currently 61 electronic and print media operating in Malawi. The Malawi Communications Regulatory Authority (MACRA) lists 34 operational broadcasting licensees, 43 non-operational and one revoked licence, bringing the total of those with broadcasting licences to 77. MISA-Malawi lists 34 radio and seven television stations as operational in the electronic media category and puts print media at 20 (Kalam, 2014). The MISA-Malawi chapter's list is broken down as follows: 2 state-owned radio stations, 9 community radio stations, 10 privately owned radio stations with national reach, 13 community religious radio stations, 7 television stations, and two government newspapers.

Section 36 of the Malawi Constitution states that the press shall have the right to report and publish freely within Malawi and abroad and to be accorded the fullest possible facilities for access to public information. Additionally, Section 35 states that everyone shall have the right to freedom of expression (Kalam, 2014). However, Malawian media, like media in many other African countries, face numerous challenges to run their houses successfully despite the explicit provisions in the constitution guaranteeing their freedoms. They are affected by the absence of resources, although at times this is just an excuse not to walk the extra mile and do what is right for audiences and readers. While there are a few beacons of region-wide journalistic excellence, these have been affected by a static professional culture which promotes dependence on political power to work (Kalam, 2014).

Conclusion

From the onset, it has been apparent that there is no repository that has advertising statistics concerning community media in South Africa, Zambia, Malawi and Namibia, underscoring the importance of this research. However, the researcher did establish a professional relationship with the MDDA in South Africa and MISA Chapters in Zambia, Malawi and Namibia. These media organizations helped the researcher to connect with community media entities in their respective countries who, it was hoped, would in turn provide the researcher with detailed accounts of advertising trends and statistics within their media.

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Chapter 2

Community media and advertising directory for South Africa, Zambia, Namibia and Malawi

Introduction

In this phase of researching community media advertising trends and creating a directory of community media and advertising agencies, this researcher has provided lists of all licenced community media in South Africa, Zambia, Namibia, and Malawi. In addition, the researcher has included profiles of some of these community media to illustrate their operations, challenges and where, possible, their successes.

However, some community media houses stated that they would be unable to share the lists of their advertising agencies due to what they said were bad experiences they had had with these in the past. Others simply said they did not have a relationship or partnership with the researcher and, according to their policies, they would be unable to divulge what they believed was confidential information.

South African Community Media

Provincial Name	Abbreviation
Gauteng	GP
KwaZulu-Natal	KZN
Eastern Cape	EC
Free State	FS
Limpopo	L
Northern Cape	NP
North West	NW
Western Cape	WC
Mpumalanga	MP

Table 2: South African Provinces and their abbreviations

Broadcast Radio

The following information was supplied by Ms Cheryl Langbridge, the Marketing & Communications Manager at the Media Development and Diversity Agency (MDDA) on 25 November 2016:

Organisation	Contact person	Email address	Contact No	Province
Aganang FM	Molefi Rabotapi	molefi@aganangfm.org.za	0847751948	GP
Alfred Nzo CR	Kebitsamang Moshoeshoe	moshoeshoek@ancr.co.za	0724185319	EC
Barberton CR	Mduduzile Manana	Mduduzizulu01@gmail.com	0827045148	
Bay FM	Angelique Graaff	angelique@bayfm.co.za	0837658458	EC
Botlokwa CR	Raphahlelo Mpho	Raphamlo1@gmail.com	0833064121	LP
Bush Radio	Brenda Leonard			wc
Divine Touch Radio	Sfundo Mbhamali	sfundoaustinmsuthu@gmail.com	0835838684	KZN
Eden FM	Morne Pietersen	morne@edenfm.co.za	0824716253	WC
eKF Fm	Mbuso Mpungose	mbuso@ekfm.co.za	0766181379	GP
Ekhepheni CR	Phumlani Xanasi	phumlanichrist@gmail.com	0742578799	EC
Elgin FM	Pheliswa Dlambulo	pheliswad@yahoo.com	0867199314	wc
Emalahleni FM	Charles Magagula	charles@emalahlenifm.org.za	0827131494	MP
Ermelo CR	Ntokozo Siluma	ntokozosiluma@gmail.com	0829792659	MP
Forte CR	Vuyelwa Mdazana	vmdazana@ufh.ac.za	0823533273	EC
Giyani CR	Prenomen Chauke	pchabani@gcrfm.co.za	0744433030	LP

Organisation	Contact person	Email address	Contact No	Province
Greater Lebowakgomo CR	Pule Moletsane	greaterlebowakgomofm@yahoo.com	0724013225	LP
Highway Radio	Patrick Kikine	Patrick.kikine@gmail.com	0813399166	KZN
Hlanganani CR	Makhayingi Nkanyane	annankanyane@gmail.com	0824169485	LP
Hope FM	Hilary Anthony	hmclogistics@starmail.co.za		MP
ICORA	Bonga Msweli	Nongalob@gmail.com	0839554463	KZN
IFM	Zubeyr Abader	Zubeyr0786@gmail.com	0414 575 407	EC
Ikuthani	Comfort Mahlangu	comfortmzwezi@gmail.com	0721796381	MP
Izwi Lethemba	Noloyiso Siqele	Iccrfm93.8@gmail.com	0437427038 043555 0125	EC
Inanda FM	Thandeka Ngobese	Inanda.radio@yahoo.com	0719994846	KZN
Inkonjane CR	Zamukulungisa Mazaleni	manager@inkonjanefm.co.za	0604172759	EC
Kaap se Punt	Hilton Carlse	admin@rkpfm.co.za	0837515787	wc
Kangala CR	David Malatsi	dmmalatsi@gmail.com	0798565112	MP
Kanyamazane CR	Velaphi Mhlanga	Kasifm.radio@gmail.com	0725978583	MP
Karabo FM	Matsema Mabe	Matsema.mabe@karabofm.co.za	0760051656	GP
Kgatleng FM	Kealebogs Mononyane	studiokgatlengfm@gmail.com	0797552902	NW
Khanya FM	Phohlo Siyabulela	khanyafm@gmail.com	0474 910 707	EC
Koepel Stereo	Sakke van der Schyff	admin@ksfm.co.za	0791031432	FS
Kopanong FM	Edgar Makgeledisa	justlemonka@gmail.com	0824870033	NW
Kouga Radio	William Terblanche			EC
Kowie FM	Shaun	manager@kowiefm.co.za	0719029256	EC
Kumkani CR	Nontuthuzelo Dyubula	Alime.dubula@kumkanifm.co.za	0769182900	NC
Kurara FM	Mocumi Mocumi	patricmocumi@gmail.com	0728567234	NC
LA-FM107.2	Siyabuswa Mnyamana	ignatiusmnyamana@gamil.com	0867145913	FS
Lekoa FM	Thabo Banda	bandatr@lekoamultimediaccl.co.za	0729972522	GP
Link FM	Titchwild	info@linkfm.co.za	0437 114 900	EC
Lukhanji FM	Andrew Joe	lukhanjifm@gmail.com	0825803789	EC
Madibogo CR	William Sehere	Williamsehere5@gmail.com	0781724005	NW
Mafisa FM	Gabatshwane Motitswe	motitwem@gmail.com	0826474135	NW
Makhado FM	Makonde Mbedzi	Makhadofm13@gmail.com	0726841349	LP
Malamulele CR	Lenn Carter	lenncarter@malafm.co.za	0725826310	LP
Mams FM	Sipho Malinda	Siphomalinda08@gmail.com	0813883961	GP
Maputaland CR	Simon Ntsele	Si.ntsele@gmail.com	0827380544	KZN
Maruleng FM	Phumi Moagi	mopedimoagi@gmail.com	0763845905	LP

Organisation	Contact person	Email address	Contact No	Province
Mash FM	George Maphanga	Mashfm91.7stereo@live.co.za	0799799614	MP
Mdantsane CR	Precious Gqirana	Xabiso.g@gmail.com	0826682498	NC
MFM	Charita van der Berg	sm@mfm.sun.ac.za	0721194675	WC
Mkhondo FM	Sabelo Hlatshwayo	sabelo@mkhondofm986.co.za	0839981807	MP
Mmabatho FM	Thomas Nzweni	mtnx@msn.com	0835049555	NW
Mohodi CR	Jeanefer Mehala	Mmatlalamehala@gmail.com	0734461097	PL
Moletsi CR	Rahab Mphela	modjadjimcr@gmail.com	0833843438	LP
Mosupatsela CR	Sello Mosala	Mosalasello927@gmail.com	0798320750	FS
Motheo FM	Manko Tsoehlisi	stationmananger@motheofm.co.za	0746454907	FS
Motsitle FM	Cathy Malope	Cmalope20@gmail.com	0623104028	NW
Moutse CR	Martin Lebotse	martin@mcrs.co.za	0761301705	LP
Mozolo FM	Nyiko Mathebula	mozolofm@webmail.co.za	0824351140	FS
Musina CR	Selina Mashaba	Selinaphiri1@gmail.com	0796575462	LP
Newcastle CR	Skhumbuzo Kubheka	skhukubheka@gmail.com	0603406283	KZN
Nkomazi FM	Makhosi Zulu	info@nkomazifm.com	0768917162	MP
Nkqubela CR	Xolani Yisaka	Xolani.yisaka@gmail.com	0733246872	EC
Nongoma FM	Siboniso Zulu	rauzinzulu@yahoo.com	0823048417	KZN
Nqgushwa FM	Lutho Mbeve	Mbevulutho25@gmail.com	0835986977	EC
Nqubeko FM	Nonhlanhla Ndlovu	nnnhlo@webmail.co.za	0732940092	KZN
Nquthu CR	Thabani Khanyi	tnkhanyi@yahoo.com	0711676726	KZN
Phalaborwa CR	Sello Lepedi	lepedisello@gmail.com	0710903957	LP
Poort FM	Tanya Ramatlou	Ramatlou44@gmail.com	0742755022	GP
Qwaqwa CR	Tumelo Mahlaba	Ernest.tumelo@yahoo.com	0762448606	FS
Radio Bushbuck CR	Caroline Kintu	carol@radiobbr.co.za	0827058613	MP
Radio Gamkaland	Marius Mayer	marius@gamkafm.co.za	0738048838	NC
Radio Grahamstown	Phamela Zondani	radiograhamstown@gmail.com	0466 222 352	EC
Radio Khwezi	Phakamani Mkhwanazi	phakamani@khwezi.org.za	0723373394	KZN
Radio Namakwa	Bernardus Lamprecht	bernard@934.fm.co.za	0828011885	wc
Radio Riverside	Thabang Pusoyabone	manager@radioriveside.co.za	0845001219	NC
Radio Teemaneng	Garth Dameerll-Moss	Garth_moss@yahoo.co	0724432248	NC
Radio Turf	Makwena Mamadi	Makwena.mamadi@ul.ac.za	0828807020	PL
Radio Zibonele	Mawande Jara	Mawande.Jara@radiozibonele.co.za	0846267916	wc
Rhodes Music Radio	Mathokga Mojapelo	r.mojapelo@ru.ac.za	0732352597	EC

Organisation	Contact person	Email address	Contact No	Province
Radio Unique	Vuyo Bali	info@radiounique.co.za	0516 531 005	EC
Sajonisi Youth	Simiso Shozi	sajonisiyouthradio@gmail.com	0837107231	EC
Sekgosese	Selaelo Raphahlelo	selaelotau@gmail.com	0733378488	LP
Setsoto FM	Lebohang Kali	Khosibuddah2@gmail.com	0710593762	FS
Siyathuthuka FM	Thandekile Myeza	siyathuthukafm@gmail.com	0724757013	KZN
Star FM	Tebogo Motlhaudi	Tebogo@starfm.co.za	0734593607	GP
Takalani CR	Lebohang Khasipe	Takalaniradio2008@hotmail.co.za	0781497181	FS
The Rock FM	Kenny Moholobela	kmoholobela@yahoo.com	0734861627	FS
Thetha FM	Jimmy Dhlamini	info@thethafmradio.com	0739647714	GP
Tubatse FM	Bongy Sekgobela	bsekgobela@gmail.com	0822542846	LP
TUT FM	Kedibone Mahapa	mahapaek@tut.ac.za	0823658646	GP
Ugu Youth Radio	Siyabonga Mkhungo	Uyr934fm@gmail.com	0739579010	KZN
Umgngungundlovu	Derrick Sibiya	Muzi.sibiya@umgungundlovufm.co.za	0835329653	KZN
Unitra FM	Pumzile Gabada	pvgabada@webmail.co.za	0475 022 829	EC
Vaaltar CR	Omphemetse Leshobo	leshoboo@gmail.com	0786296363	NC
Vibe FM	Lucky Dlamini			KZN
Vukani CR	Xola Nozewu	manager@vukanifm.org	0839516160	EC
VUT	Mxolisi Ndongeni	mxolisin@vut.ac.za	0813630195	GP
Whale Coast FM	Dayne Nel	manager@whalecoastfm.co.za	0847266377	WC
Zebediela CR	Soul Mothoa	zbfm@webmail.co.za	0813210587	PL
Zululand FM	Nonhlanhla Ngcobo	zululandradio@gmail.com	0838195007	KZN

Table 3: South African broadcast radio stations

Community Print Media

KwaZulu-Natal

Organisation	Contact person	Position	Contact No	Email address
Africa! Ignite	Antoinette Van Niekerk	Admin Manager	031 3035480	antoinette@africaignite.co.za
Agenda Feminist Media	Shereen Ragunan	Office Manager	031 3047001/2/3 083 4275737	admin@agenda.org.za
Qhawes Entertainment Gp	Bhekani Thabethe	Project Coordinator	035 7895187 082 5960248	qhawes@executivemail.co.za
Thisability Magazine	Simon Manda	Project Manager	031 309-5385 072 1786426	ant@flyingant.co.za

Gauteng

Organisation	Contact Person	Position	Contact No	Email address
Khanya College	Oupa Lehulere	Managing Director	011 3369190	Oupa.lehulere@khanyacollege.org.za
Zakheni Training and Development Centre	Thabo Mooke	Editor	012 7972397 073 7230669	admin@soshtimes.co.za
Umthombo Wolwazi	Brian Mahlomula	Chief Editor	011 9311039 076 8543716	phendumsiya@yahoo.com
Seipone sa Sechaba	Ntutu Kgatlanye	Chief editor	011 6931812 083 9740510	sigentuinvestments@gmail.com
Greater Alex Today	John Mgogodlo	Chief Editor	011 0252169	johnmgo@gmail.com
Malatsi Media	Frans Malatsi	Publisher	082 3929553 012 7518554	malatsimediagroup@gmail.com

Western Cape

Organisation	Contact person	Position	Contact No	Email address
Kalakuta Trust / Chimurenga Magazine	Ntone Edjabe	Managing Director	021 4224168 072 1045417	info@chimurenga.co.za
Children's Resource Centre	Marcus Solomon	Centre Coordinator	021 6866898 072 4682156	crcchild@telkomsa.net
Inqubo yabantu Abancinci	Adelaide Lor	Project Manager	044 3840260	littlepeopleproject@gmail.com
Proudly Manenburg	Jacqueline Knight	Manager	021 6912198	Jacqueline.knight@yahoo.com
AIDC / Amandla Publishers	Brian Ashley-Hotz	Editor	021 4475770 082 0857088	brian@amandla.org.za
Mamre News	Bea Heymann	Project Manager	082 8218068 021 4332221	beabarry@iafrica.co
Trust For Community Outreach and Education	Mercia Andrews	Project Coordinator	021 6853033	khunji@tcoe.org.za
Workers World Media Production/ Elitsha Community Newspaper	Martin Jansen	Director	082 2912030 072 2630664	martin@wwmp.org.za

Limpopo

Organisation	Contact Person	Position	Contact No	Email address
Batlabine Foundation	Mashile Phalane	Chief Editor	072 3367853	mashilep@gmail.com
Development of Limpopo Literature Organisation	Domina Munzhelele	Chairperson	015 2900243 071 1496213	Dollo01@hotmail.com
Nhlalala Media	Marlvin Nkonwana	Chairperson	079 0354586	nmarvin@ymail.com

Eastern Cape

Organisation	Contact person	Position	Contact No	Email address
ldike-lethu News	Thembisa Mjiba-Makasi	Director	083 762 6834	dikelethunews@gmail.com/ dikelethunews@yahoo.com
Rise 'n Shine	Cuma Bokwe	Project Manager	079 9605454	cbokwe@yahoo.com
Upstart Magazine	Kholeka Shange	Upstart Project Manager	046 6370007 076 3295652	upstartyouth1@gmail.com

Free State

Organisation	Contact person	Position	Contact No	Email address
Tshireletso	Bheki Mdhluli	Chairperson	051 5410528	mdhlulib@vodamail.co.za
Zenzele Community Media	Mazwi Gibson	General Manager	073 9526276 073 9526276	mazwigibson@yahoo.co.uk

Mpumalanga

Organisation	Contact person	Position	Contact No	Email address
Nkomazi Minute	Abel Nkuna	Project Manager	082 6007880	Academy.abel@gmail.com

North West

Organisation	Contact Person	Position	Contact No	Email address
Arise and Shine Youth Development Organisation	Boitumelo Letsholo	Project Coordinator	083 3669415	pbkoos@gmail.com
Ledig Sun	Lion Phasha	Project Manager	072 6480302 014 5734908	lion@wesizwe.com

Community and regional Print Media

Organisation	Contact person	Postal address	Contact No	Email address
Africa Eye News Service	Sharon Hammond	PO Box 6896, Nelspruit, 1200	013 7554117/8 031 7527517	sharon@africanpress.com
Alberton Record	Carina van der Walt	PO Box 136060, Alberton North, 1456	011 7247000	cvanderwalt@caxton.co.za
Algoa Sun	Bobbie Sands	Private Bag X6071, Port Elizabeth, 6000	041 5047911	sandsb@avusa.co.za
Aliwal Weekly	Hannes Botha	PO Box 323, Aliwal North, 9750	051 6332815	weekly@aliwalprinters.co.za
Athlone News	Chantel Erfort	PO Box 1983, Cape Town, 8000	021 4884230	chantel.erfort@inl.co.za
Barkley East Reporter	Ernie Mollentze	PO Box 53, Barkley East, 9786	045 9710016	berep@xsinet.co.za
Bedfordview and Edenvale News	Marietta Lombard	PO Box 365, Edenvale, 1610	011 4532220	benews@caxton.co.za
Benoni City Times	Hilary Green	PO Box 494, Benoni, 1500	011 4250164	hilaryg@caxton.co.za
Berea Mail	Robyn Scott	PO Box 16, Pinetown, 3600	031 7164444	robyns@dbn.caxton.co.za
Black Sheep Concepts	Chantel Smith	P O Box 39662, Booysens, 2016		chantel@blacksheepconcepts.com
Bloemnuus	Ben Burger	PO Box 6679, Bloemfontein, 9300	051 4047901	bburger@volksblad.com
Boksburg Advertiser	Riaan Engelbrecht	PO Box 10100, Fonteinriet, 0159	011 9165385	riaane@caxton.co.za
Bosvelder	Melt van der Spuy	PO Box 551, Mokopane, 0600	015 4912771	redakteur.bosvelder@nmgroup.co.za
Brakpan Herald	Thelma Koorts	PO Box 1594, Brakpan, 1540	011 7401825	brakpanherald@caxton.co.za
Brits Pos	Tallie Taljard	PO Box 2637, Brits, 0250	012 2524995	mailbag@britspos.co.za
City Vision	Dulile Sowaga	PO Box 333, Auckland Park, 2006	0117139001	dsowaga@cityvision.co.za
Diamond Fields Advertisers	Johan du Plessis	PO Box 610, Kimberley, 8301	053 8326261	johan.duplessis@inl.co.za
District Mail	Theresa Olivier	PO Box 58, Somerset West, 7129	021 8530211	tolivier@helderberg.com
Echo	Dumisani Zondi	PO Box 362, Pietermaritzburg, 3200	033 3551267	echo@witness.co.za
Echo (De Aar)	Clarence Wood	PO Box 44, De Aar, 7000	053 6310703	
Echoridge (Secunda)	Louise Koorb	PO Box 893, Secunda, 2302	017 6347697/8	louise@echoridge.co.za
Eikestadnuus	Elsabe Retief	PO Box 28, Stellenbosch, 7599	021 8872840	eretief@eikstadnuus.com
Estcourt and Midlands News	Ronelle Mungaroo	PO Box 1515, Estcourt, 3310	036 3525597	estcourt.news@caxton.co.za
Express	Andy Galloway	PO Box 9493, Bloemfontein, 9300	051 4047843	agalloway@volksblad.com
False Bay Echo	Chantel Erfort	PO Box 56, Cape Town, 8000	021 4884616	chantel.erfort@inl.co.za
Financial and Advisory News	Rianet Whitehead	PO Box 2342, Wilropark, 1731	011 7682299	rianet@fanews.co.za
Fourways Review	Kennedy Mudzuli	PO Box 1797, Pinegowrie, 2123	011 8890812 011 2936194	kennedym@caxton.co.za
Gemsbok	Elsa Jones	PO Box 60, Upington, 8800	054 3326017	mailberg@gemsbok.co.za
Gemsbok	Elsa Jones	PO Box 60, Upington, 8800	054 3326017	mailberg@gemsbok.co.za

Organisation	Contact person	Postal address	Contact No	Email address
Go Express	Sven Herselman	PO Box 131, East London, 5200	043 7022000	goexpress@dispatch.co.za
Greytown Gazette	June Litterick	PO Box 289, Greytown, 3250	033 4132735	gazzette@futuregtn.co.za
Groep Editors	Mandi Botha	PO Box 806, George, 6539	044 8742424	grjnews@ctp-mail.co.za
Highvelder	Sanet Botha	PO Box 83, Ermelo, 2350	017 8112221	editor@highvelder.co.za
Highway Mail	Robyn Scott	PO Box 16, Pinetown, 3600	031 7164444	robyns@dbn.caxton.co.za
Hilltop	Wanda Daly	PO Box 16, Pinetown, 3600	0317164444	wandad@dbn.caxton.co.za
Hoorn	Liesel le Roux	PO Box 1765, Oudtshoorn, 6620	044 2725605	nuus@hoorn.co.za
Ilanga	Eric Ndiyane	P O Box 2159, Durban, 4000	031 3374000	ed@ilanganews.co.za
Ilanga langeSonto	Zanele Msibi	P O Box 2159, Durban, 4000	031 3374000	msibiz@ilanganews.co.za
Ilanga le Theku	Thobile Nxumalo	P O Box 2159, Durban, 4000	031 3374000	thobile@ilanganews.co.za
Independent Newspapers	Chris Whitfield	PO Box 56, Cape Town, 8000	021 4884911	chris.whitfield@inl.co.za
Kempton Express	Christa Smit	PO Box 1982, Kempton Park, 1620	011 9703030	kemptonexpress@caxton.co.za
Kempton Express	Christa Smit	PO Box 1982, Kempton Park, 1620	011 9703030	kemptonexpress@caxton.co.za
Kim News	Shereen Nordien	PO Box 2275, Kimberley, 8300	053 8326471	Amaritz@volksblad.com
Klerksdorp Record	Salome Kotze	PO Box 650, Klerksdorp, 2570	018 4641911	salome@klerksdorprecord.co.za
Knysna Plett Herald	Heidi Vogel	PO Box 1339, Knysna, 6573	044 3821185	kph@ctp-mail.co.za
Kormorant	Deon van Huizen	PO Box 932, Hartbeespoort, 0216	012 2590948	news@kormorant.co.za
Kroonnuus	Tharine Geldenhuys	PO Box 309, Kroonstad, 9500	056 2123171/3	tgeldenhuys@volksblad.com
Laudium Sun	Nazeer Noormohamed	PO Box 786, Pretoria, 0001	012 3742464	nazeer@tshwanesun.co.za
Letaba Herald	Minke Slabber	PO Box 1073, Tzaneen, 0850	015 3075050	minke@herald.co.za
Limpopo Magazine	Albert Makgoka	Private Bag X3662, Koloti, 0709	015 297 1409	albertmakgoka@limpopomagazine. co.za
Lowvelder	Bongani Hlatshwayo	PO Box 246, Nelspruit, 1200	013 7541600	journalist@mpnews.co.za
Maluti	Coleen Cilliers	PO Box 21, Bethlehem, 9700	058 3035411	coleen.cilliers@volksblad.com
Meyerton Ster	Retha Fitchat	PO Box 351, Vanderbijlpark, 1900	016 3621370	yvonne24@telkomsa.net
Middelburg Observer	Tobie Van den Berg	PO Box 36, Middelburg, 1050	013 2431434	tobie@mobserver.co.za
Midrand Reporter	Kennedy Mudzuli	PO Box 1465, Halfway House, 1685	011 2936068	kennedym@caxton.co.za
Mirror	Bridget Siebert	PO Box 362, Pietermaritzburg, 3200	033 3551274	mirror@witness.co.za
Mogol Post	Elsa van Rooyen	PO Box 349, Lephalale, 0555	014 7633214/5	editorial@mogolpos.co.za
Mossel Bay Advertiser	Suzette Herrer	PO Box 15, Mossel Bay, 6500	044 6907156	mba@ctp-mail.co.za
Mpumalanga News	Bongani Hlatshwayo	PO Box 246, Nelspruit, 1200	013 7541600	journalist@mpnews.co.za
Mpumalanga News	Bongani Hlatshwayo	PO Box 246, Nelspruit, 1200	013 7541600	journalist@mpnews.co.za

Organisation	Contact person	Postal address	Contact No	Email address
Muslim Views	Farid Sayed	P O Box 442, Athlone, 7760	021 6384064	farid@mviews.co.za
Natal Witness (The)	Fikile Moya	PO Box 362, Pietermaritzburg, 3200	033 3551111	fmoya@witness.co.za
Newcastle Advertiser	Martin Paul	Private Bag X6640, Newcastle, 2940	034 3126021	newad@caxton.co.za
Newsflash News Agency	Henning Coetzee	P O Box 26604, Hout bay, 7872	0861466644	news@newsflash.co.za
Noord Kaap Courant	Uruan Bruwer	PO Box 1583, Kimberley, 8300	053 8312331	uruan.bruwer@volksblad.com
North Coast Courier	Bruce Stephenson	PO Box 694, Ballito, 4420	032 9460276	news@northcoastcourier.co.za
North Eastern Tribune	Kennedy Mudzuli	PO Box 1797, Pinegowrie, 2123	011 2936068 6181	kennedym@caxton.co.za
Northcliff/Melville Times	Nicky Belseck	PO Box 1797, Pinegowrie, 2123	011 2936181	nickyb@caxton.co.za
Northern KwaZulu- Natal Courier	Terence Worley	PO Box 1393, Dundee, 3000	034 2182534	dundee.courier@caxton.co.za
Northglen News	Robyn Scott	PO Box 16, Pinetown, 3610	0317164444	robyns@dbn.caxton.co.za
Ons Stad	Marietjie Gericke	PO Box 267, Bloemfontein, 9300	051 4047696	mgericke@volksblad.com
Paarl Post	Anne Kruger	PO Box 409, Paarl, 7620	021 8711170	edit@paarlpost.co.za
Parys Gazette	Hennie Stander	PO Box 15, Parys, 9585	056 8172267	potchherald@media24.com
Phalabora and Hoespruit Herald	Minke Slabber	PO Box 1073, Tzaneen, 0850	015 3075050	minke@herald.co.za
Port Elizabeth Express	Bettie Ferreira	PO Box 525, Port Elizabeth, 6000	041 5036111	express@naspers.com
Pos (Die)	Keina Swart	PO Box 16, Warmbaths, 0480	014 7362723	diepos@icon.co.za
Potchefstroom Herald Friday	Hennie Stander	PO Box 515, POtchefstroom, 2520	018 2930750	potchherald@media24.com
Pretoria Rekord	Karen Espag	PO Box 8261, Pretoria, 0001	012 8420300	nuus@record.co.za
Print Unlimited	Sean Naidoo	PO Box 38069, Booysens, 2016	011 4321197	info@printunlimited.co.za
Randburg Sun	Nicky Belseck	PO Box 1797, Pinegowrie, 2123	011 8890600	nickyb@caxton.co.za
Randfontein Herald	Zerelda Bam	PO Box 69, Randfontein, 1760	011 6933671	randfonteinherald@caxton.co.za
Ridge Times	Wilma van Vuuren	PO Box 893, Secunda, 2302	017 6475827	editor@echoridge.co.za
Roodepoort Record	Jacques Coetzee	PO Box 5064, Horizon, 1730	011 9551130	roodepoortrecord@caxton.co.za
Rosebank/Killarney Gazette	Kennedy Mudzuli	PO Box 1797, Pinegowrie, 2123	011 8890600	kennedym@caxton.co.za
Rustenburg Herald	Waldie Wolschenk	PO Box 2043, Rustenburg, 0300	014 5928329	waldie@rusternburgherald.co.za
Sandton Chronicle	Kennedy Mudzuli	PO Box 1797, Pinegowrie, 2123	011 8890600 0812	kennedym@caxton.co.za
Sasolburg Ster	Retha Fitchat	PO Box 351, Vanderbijlpark, 1900	016 9766082	rfitchat@media24.com
South Cape Forum	Elize Blom	PO Box 524, Riversdal, 6670	028 7132468	skf@ctp-mail.co.za
South Coast Herald	Colleen Haggard	PO Box 1263, Port Shepstone, 4240	039 6820155	colleenh@dbn.caxton.co.za
South Coast Sun	Michelle Le Roux	PO Box 88, Amanzimtoti, 4125	031 9032341	mitchellelr@dbn.caxton.co.za
Southern African Report	Raymond Louw	PO Box 261579, Excom, 2023	011 6468790	rlouw@sn.apc.org

Organisation	Contact person	Postal address	Contact No	Email address
Southern Courier	Carina van der Walt	PO Box 136060, Alberton North, 1456	011 7247000	cvanderwalt@caxton.co.za
Southern Suburbs Tatler	Chantel Erfort	PO Box 1983, Cape Town, 8000	021 4884911	chantel.erfort@inl.co.za
Soutpansberg	Andries van Zyl	PO Box 1680, Makhado, 0920	015 5164997	news@zoutnet.co.za
Special Edition	Ashwin Maharaj	PO Box 2748, Randburg, 2125	011 3264517	
Streeknuus	Graeme Campbell	PO Box 2333, Bronkhorstspruit, 1020	013 9323031/2	graeme@streeknuus.co.za
Sunrise News	Aniela Batschari	PO Box 1421, East London, 5201	043 7038591	ded@wsu.ac.za
Tembisan	Victor Ne-Vumbani	PO Box 1982, Kempton Park, 1620	011 9703030	tembisan@caxton.co.za
Tshwane Sun	Nazeer Noormohamed	PO Box 786, Pretoria, 0001	0860786111 222	nazeer@tshwanesun.co.za
Uitenhage and Despatch News	Heilie Combrink	PO Box 945, Uitenhage, 6230	041 9925639	hcombrink@media24.com
Vaalster	Editor	PO Box 351, Vanderbijlpark, 1900	016 9507000	rfitchat@media24.com
Village Talk	Rosemary Antolik	PO Box 465, Howick, 3290	033 3305782	vtalk@iuncapped.co.za
Weekend Post	Editor	Private Bag X 6071, Port Elizabeth 6000	041 5047911	McCabej@avusa.co.za
Weekend Witness	Editor	PO Box 362, Pietermaritzburg, 3200	033 3551120	fmoya@witness.co.za
Witbank News	Editor	PO Box 36, Witbank, 1035	013 6562490	wtbnews@mweb.co.za

Zambia

Community Media: Broadcast Radio

The following information was supplied by Mr Thomas Zulu, the Program Officer for Good Governance of MISA's Zambia Chapter on 11 November 2016. MISA is the Media Institute of Southern Africa which focuses on achieving sustainable and lasting change to make Southern Africa a safer place for media workers. MISA envisions a world where everyone, including netizens (those born in the digital era), citizen journalists, activists, scholars and artists can practice their fundamental right of free expression (MISA, 2017).

Organisation	Contact Person	Position	Contact No	Province	Email address
Bangwena	Fred Kosamu	Station Manager	0977 961663	Luapula	fredskosamu@gmail.com
Cheke	Kennedy Mubanga		0217 221639	Western	mwenemunjanja@yahoo.com
Chikaya	Rabson Mumba	Station Manager	0950 220674 0979 137800	Eastern	chikayafm.985@gmail.com
Chikuni	Br. Vincent Nchimunya	Deputy Director	0971 554264	Southern	Vincentnchimunya2@gmail.com
Chongwe	Penias Tembo	Station Manager	0977 197069	Lusaka	peniasb.tembo@yahoo.com
Icengelo	Euphrasia Chalwe	Programmes Manager	0966 736330 0972 932790	Copperbelt	euchalwe@yahoo.com
lso	Peter Sichali	Station Manager	0963 861583	Muchinga	sichalipeter@gmail.com

Organisation	Contact Person	Position	Contact No	Province	Email address
Itezhi-Tezhi	Ackim Maunga	Station Manager	0966 471502 0979 494503	Central	lushykeem@gmail.com
Kabangabanga	Musonda Mukanu	Production Manager	0977 141308	Northwestern	mmukanu@yahoo.com
Kasempa	Martha Msoka	Station Manager	0979 035086	Northwestern	martha.msoka@yahoo.com
Kwenje	Zunda Sam Peter	Station Manager	0977 211505	Muchinga	zunda_sampeter@yahoo.com
Liseli	Jane Penesi Mwaanga		0955 284639 0979 902455	Western	penesijane@gmail.com
Luapula	Bright Lamba	Station Manager	0977 606566	Luapula	radioluapula@gmail.com
Lukulu	Saboi Kanyanta	Station Manager	0954 039855 0963368416	Western	saboik@yahoo.com
Luswepo	Joyce Mandabe	Station Manager	0977 622792	Northern	jmandabe@gmail.com radio.luswepo@yahoo.com
Lutanda	Fr. Felix Chishimba		0975 021566	Northern	archkasama@hotmail.com musondabwalya@gmail.com
Lyambai	Joseph Ngenda	Station Manager	0955 - 495466	Western	jngenda@yahoo.com
Maacha	Mastone Moonze	News Editor	0972 247759	Southern	moonzemastone@yahoo.com
Mano	Chrispin Ntalasha	Station Manager	0978 065117 0211 236790	Northern	ntalashachris@gmail.com
Maranatha	Nalumino Nalumino		0977 703243	Central	nalumino@yahoo.com
Maria	Fr. Clement Banda	Director	0977 688770	Eastern	clemabanda@gmail.com
Mazabuka	Bellon Chintombwa	Station Manager	0966 174948 0973 247536	Southern	bellonchintombwa@ymail.com
Mkushi	Borniface Susa	Station Manager	0979 134562 0968 224691	Central	susabf61@gmail.com
Mphangwe	Dickson Phiri	Station Manager	0977 963328 0950 703456	Eastern	phiridickson@yahoo.com
Mpika	Allan Dumingu	Station Manager	0977 352177 0211 224727	Muchinga	mpikafm@gmail.com
Musi-O-Tunya FM	Sr. Perpetual Namasiku	Station Director	260 3 322578 322576 0977 685805	Southern	namasikumk@yahoo.com radiomusiotunya@yahoo.com
Namwianga	Raymond Moonga	Administrator	0979 044390	Southern	moongar@yahoo.com
Pasme	Leonard Mbewe Borniface Zulu	Station Managers	0966 800833 0976 646270	Eastern	radiopasme913@gmail.com
Salvation Army	Webster Namachila	Station Manager	0968 122752	Southern	
Serenje	Manly Kapema	Station Manager	0968 750304 0975 165850	Central	serenjefmradio@gmail.com
Solwezi FCC	Besa Kyanamina		0969 673392 0218 821857	Northwestern	solwezifcc@yahoo.com solwezidirector@yahoo.com
United Voice	Patrick Nkama	Station Manager	0977 776194	Lusaka	pcnkama@yahoo.co.uk
Voice of Kalomo	Chailusa Sikapande		0979 724255	Southern	schailusa@yahoo.com
Walamo	Chimwemwe Simpito	Station Manager	0978 365341 0967 126171	Northern	chimwemwesimpito@gmail.com
Yangeni	Mumbi Mumbi	Programmes Manager	0979 307939	Luapula	mumbimumbi2000@yahoo.com
Yatsani	Fr. Singini Nacidze	Director	0955 621353 0977 621353	Lusaka	singini@hotmail.com

Malawi

Community Media: Broadcast Radio

The following information was supplied by Mr Kelton Masangano, the Deputy Director of Broadcasting at Malawi Communications Regulatory Authority (MACRA) on 15 November 2016.

Organisation	Postal address	Contact No	Province	Email address
Bembeke Community Radio		0994192691	Dedza	
Chancellor College Radio	P.O. Box 280, Zomba		Zomba	
Chirundu FM			Nkhatabay	raphael@racane.mw
Dzimwe Community Radio	Private Bag, 4 Monkeybay		Mangochi	dzimwe. communityradiostation@gmail. com
Gaka FM		0888120194	Nsanje	pmitunda@poly.ac.mw
Likoma FM		0888645716	Likoma	Emmanuelsaidi883@yahoo.com
Mudziwathu Community Radio	P O Box 207, Mchinji	0999958959	Mchinji	
Mzati FM		0997502225 0995741885	Mulanje	
Mzimba Community Radio	Private Bag 64, Mzimba	01342221 0999154742 0884005008	Mzimba	mzimbavoice@yahoo.co.uk
Neno FM		0888564564	Neno	dalitembo@yahoo.co.uk
Nkhotakota Community Radio	Private Bag 48, Nkhotakota	0999413893	Nkhotakota	nkkcomradio@gmail.com
Nthalire Radio		0888299133	Chitipa	
Nyathepa Community		0888376424 01456286	Nsanje	
Radio Dinasour		0884588817	Karonga	alexpmhango@yahoo.co.uk
Umoyo FM (Waga)		0882196020	Mangochi	viknyanyaliwa@yahoo.co.uk
Usisya Community Radio	P.O. Box 6, Usisya	0888878977 01776499	Nkhatabay	ckmkandawire@gmail.com

Namibia

Community Media: Broadcast Radio and TV

The following information was supplied by Mr Levi Katire, the Co-ordinator of the Namibia Community Broadcasters' Network (NCBM) on 7 December 2016.

Organisation	Location	Contact person	Contact No	Radio/TV	Email address
Base FM	Windhoek	Patricia Du Plessis	0816619265	Radio	duplessispatricia@gmail.com
Garden Town FM	Okahandja	Mathielda John	0818114868	Radio	mathieldajohn@gmail.com
Hardap	Mariental	Willem Muller	0812054477	Radio	muller.willem1@gmail.com
Kairos	Rehoboth	Sonia Carew	0817999984	Radio	soniacarew@gmail.com
Kharas	Keetmanshoop	Menesia Keister	0816518288	Radio	menesiakeister@gmail.com
Khorixas FM	Khorixas	Paula Goroes	0813554357	Radio	Goroespaula24@gmail.com
Kunene	Opuwo	Tjizumaue Hundari	0816232146	Radio	tjizumauehundari@gmail.com
Live FM	Rehoboth		0818757036	Radio	infinityfm8@gmail.com
O FM	Oranjemund	Naftal Negongo	0812296452	Radio	naftal.negongo@gmail.com
Ohangwena	Eenhana	Linekela Shikongo	0818322442	Radio	nelly.shikongo@gmail.com
Omaheke	Gobabis	Levi Katire	0814175953	Radio	leviakabiggz@gmail.com
TBN	Windhoek	Edna Botha	0812515851	TV	edna@iway.na

Chapter 3

Some community media profiles

Zambia

Mpika Community Radio Station

This radio station is located in Muchinga Province of Zambia and started test transmission on 1 May 2010 and full transmission on 1 June 2012. The main reason for its establishment was to provide information to the people of Mpika on their urban, peri-urban and rural communities on issues such as health, technology, agriculture and development and keep them connected to the rest of the world.

Mpika has an estimated population of 250,000 people in an area of about 41,000 square kilometres. The crude population density is about 3.2% people/km². Most settlements are concentrated along the main Great North Road and along the TAZARA (Tanzania-Zambia) railway line, which links Zambia to Tanzania and vice versa. Clusters of the population are situated along swamps and rivers. The region is mainly rural to peri-urban. The local people practice traditional ceremonies which attract the public. Mpika District is approximately 850 km from the Capital City Lusaka. The District is surrounded by Serenje in the South, Kasama in the West, Nakonde in the North and Chipata in the North-East. Mpika is the Centre of Activities in Muchinga Province and the most advanced town in Muchinga Province.

The community radio station has coverage of about 150 km radius and covers all of Mpika and surrounding districts. It has a listenership of about 200,000 and thus has the potential of advancing the agenda of the district.

Mpika Community Radio Station has the following as their advertising clients according to the Station Manager, Allan Dumingu;

- United Nations International Children's' Emergency Fund (UNICEF)
- United States Agency for International Development (USAID)
- Rainbow Investments
- GM Trading & Construction Limited
- Go-Man Advertising Agency
- Technical Committee On Drafting the Zambia Constitution (TCDZC)
- Zambia Electricity Supply Corporation (ZESCO)
- Tanzania Zambia Railway Authority (TAZARA)
- Bangweulu Wetlands
- University Of Zambia (UNZA)
- Ministry Of Health
- Ministry Of Education
- Mpika District Council (MDC)

Advertisers who use Mpika Community Radio Station as indicated by Allan Dumingu are:

- Trade Kings
- Zambia National Women's Lobby Group
- UNICEF
- Finance Bank (Z) Ltd
- Electoral Commission of Zambia
- Dairy Gold
- Ministry of Health
- SeedCo
- Monsanto
- Pioneer Seed

- MRI Syngenta
- ZamSeed
- Competition & Consumer Protection Commission
- Zambia Bureau of Standards
- Zambia Electricity Supply Corporation

Contact details

Postal Address

Physical Address Plot No, L1563/M Maco Site Lodge Mpika-Kasama Road Muchinga Province Zambia

Box 450101 Mpika 10101 Muchinga Province Zambia **Telephone Numbers** +260 214 370 006 +260 977 352 177

Contact person

Allan Dumingu (Station Manager). Cell: +260 977 352 177

Mkushi Community Radio

The radio station was established in 2004 with support from UNESCO and the Zambian government. It is owned by the local community. The radio station is located in Mkushi district of Central Province of Zambia. The radio station commenced transmission on 24 May 2004. It covers a radius of 150 km which includes Mkushi and part of Kapiri Mposhi and Serenje districts. The radio broadcasts on FM 92.7 in Lala, Swaka and English. Eighty percent of its broadcast is in local languages while 20% is in English. The estimated number of listeners is approximately 200, 000.

Susa (2016), the Station Manager, says that the community station was created with the main objectives of:

- 1. Helping in the developmental and social advancement of the community.
- 2. Influencing the development of positive attitudes towards health related issues such as HIV/AIDS among local people.
- 3. Keeping the community well informed about local, national and global news.
- 4. Creating a platform on which interested and concerned members of the community including women, youths and vulnerable people would air their views and opinions through discussions, debates, interviews, etc.
- 5. Reflecting and promoting local identity, character and culture in the programming of events and news.
- 6. Encouraging an exchange of ideas, for instance on how to improve and modernize farming practices.
- 7. Influencing the development of positive attitudes towards the dynamic local culture by focusing on local cultural expressions through music, dance, poetry, theatre, storytelling, etc.
- 8. Providing a service to the vulnerable members of the community.
- 9. Encouraging open dialogue.
- 10. Providing such functions as may be conferred upon it by the community.

The radio station is run by a democratically elected board of seven members. It currently has five full time employees; nine part-time employees and five volunteers. The vision of the community radio station is to have a well-informed community that will participate in development and governance. The station seeks to empower community members with access to information, and to facilitate debate, dialogue and discussions on issues affecting them in order to achieve sustainable development.

Advertisers who use the station are:

- 1. Agro companies because the radio is in an area considered to be the bread basket of Zambia, where most agricultural activities take place.
- 2. MTN, a mobile phone service provider.
- 3. Small and medium scale businesses.
- 4. Local banks.
- 5. Airtel, a mobile phone company.
- 6. Zamtel, a local phone company.
- 7. ZESCO (a state-owned electricity company)

Contact details

Physical Address			
Plot No, 1504			
Buteko Road			
Central Province			
Zambia			

Postal Address Box 840228 Mkushi Central Province Zambia **Tel/ Email** 05 362122 mkushiradio.fm@gamil.com

Contact person

Boniface Susa (Station Manager). Cell: +260 979134562

Walamo Community Radio Station

The station is owned by the community and was registered on 20 May 2010 with the core aim of promoting good governance, democracy, and transparency by providing access to the community of open debate and an exchange of ideas. Walamo Radio officially began broad-casting on the 27 September 2013 (Simpito, 2016).

The station has a radius of 100 km covering more than 200,000 listeners. The station is founded in the heart of Mupata village on top of the hill and near Mupata modern market and two kilometres from the town centre of Mpulungu. Mpulungu District, where the radio is located, was established in 1997 under Statutory Instrument Numbers 118 and 127 respectively. Before this, Mpulungu was under the governance of Mbala District dating far back as in 1927.

Simpito (2016) says that the station's aims and objectives are such that they:

- 1. Uplift the lives of the local community by providing wholesome information, education and entertainment,
- 2. Generate and broadcast content programmes that help the community to better understand major issues in education, health, gender-based violence, agriculture, entertainment, cholera, HIV/AIDS, and,
- 3. Promote good governance, democracy, transparency, and accountability by providing access to open debate and an exchange of ideas to the community.

Structure of the Organization

The station is owned by the community and its general assembly elects 12 board members every three years. These board members oversee the operation of the station and hold four meetings annually. The station has four departments -- finance, marketing, administration and the technical department. The newsroom is staffed by 12 members.

The sustainability of Walamo Community Radio is based on local and national support in terms of sponsorship of programmes and adverts. The following are the stations' clients:

- 1. Mpulungu District council
- 2. Ministry of Education
- 3. Ministry of Health
- 4. Great Lakes Products Limited
- 5. Support for Health communication
- 6. Churches
- 7. Local business entities

The station is seeking to gain the advertising support of companies such as MTN, Airtel, Zamtel, and Trade Kings on their list of clients.

Marketing Charts: 2016

Announcements

Activity	Rate		
Missing Persons	K20.00		
Personal Call Messages	K 50. 00		
General Announcement	K50.00		
News Sponsorship	K5000.00 per month		

Advertisements

Activity	Period	Rate Per Slot	
Adverts	35-45 seconds	K65.00	
Adverts	45-60 seconds	K130.00	

Sponsored programmes

Time	Airtime	Presenter Fee	Production Cost	Total
15 minutes	K200.00	K25.00	K50.00	K275.00
25 minutes	K290.00	K35.00	К60.00	K385.00
30 minutes	K340.00	К50.00	К70.00	K460.00
45 minutes	K385.00	К60.00	К80.00	K525.00
55 minutes	K475.00	K75.00	К90.00	K640.00
60 minutes	K500.00	К80.00	К100.00	K 680.00

Religious programmes

Time	Cost
10 minutes - 1 hour (60 minutes)	K200.00

Outside broadcasting

Time	Cost	
1 hour (60 minutes)	K3000.00	

Political programmes

Time	Cost	
10 minutes to 30 minutes	K1500.00	
30 minutes to 60 minutes	K3000.00	

Radio Lyambai (Community Radio Station)

Radio Lyambai seeks to enable and empower a well-informed community of the Western Province of Zambia. The radio station is aware of issues affecting the community. It is also aware of its role and responsibility in community development. Therefore the station's aim is to educate, inform, and entertain by broadcasting programmes which are intended to contribute to the meaningful development of the Western Province of Zambia.

Background

Lyambai Community Radio Station is based in Mongu Town, the provincial capital of the Western Province. It was initiated by members of the community in 1998 who realized the need for a community-based radio station. The establishment of the station was made easier when the Zambian Government liberalized the country's airwaves. Radio Lyambai was registered on 13 October 1998 and began broadcasting in 2000.

The radio signal is transmitted on 101.3 FM and it reaches approximately 700,000 people around the Mongu, Senanga, Kalabo, Lukulu and Limulunga districts. The signal is powered by a 1-kilowatt transmitter. The programmes aired on Radio Lyambai are 98% local content and they are produced and aired in both Silozi, the local language, and in English which is Zambia's official language. The station airs for 24 hours daily.

The women and children in the Barotseplains area of the province are the most neglected when it comes to access to basic human rights, for example water, education and health. Therefore, Radio Lyambai seeks to be a voice of these sidelined members of the community. The station also works closely with Non-Governmental Organizations (NGOs), civil society and as well as other stakeholder organizations in disseminating developmental information.

Like many other community radio stations in Zambia, the question of sustainability is very fundamental considering its rural location where there is not much economic activity. The station thus runs adverts and sponsored radio programmes to raise money to meet its operational costs and financial obligations. However, advertising revenue is not enough as the Western Province has no industries or well established businesses.

The station's board of directors is composed of representatives from the church, the Barotse Royal Establishment, civil society, women's group and senior citizens. The station has heads for the marketing, accounts, technical, programmes, and administration departments. The departmental heads report to the station manager who in turn reports to a board of directors.

Contact details

Postal Address Radio Lyambai P.O.Box 910240 Western Province Zambia

Contact Person

Joseph Ngenda (Station Manager) Email Address: jngenda@yahoo.com Tel: 0977or 0955 495 466, 0955 221639, +260 922 1450.

Namibia

Ohangwena Community Radio

The Ohangwena Community Radio Station was established in 1997 under the auspices of the Ohangwena Regional Council and was initially sponsored by the United Nations' Development Programme and UNESCO agencies. In 2005, the station was closed due to financial constraints and a lack of funding. The revival of the station came in 2008 with support from the Minister of Information and Communications Technology (MICT), Netumbo Nandi-Ndaitwah. The funding was provided for by the Institute of Democracy (NID). However, the radio is still in dire need of funding for its day-to-day activities.

The management of the radio station is comprised of a committee drawn from the ministries of Education, Information Communication Technologies (ICT), Ohangwena Regional Council, Red Cross, TATE Institute of Technology, NCCI Eenhana Branch and Eenhana Town Council. The committee is currently chaired by Mr. Walde Ndevashiya, the Chief Executive Officer of Eenhana Town Council, and is managed by Mr.Lineekela Shikongo, who is the station manager.

The station serves as a medium of communication for the community within a 60-km radius of Ohangwena region. The station's mandate has been to educate the society and also to inform and to entertain. The team who work at the station are made up of entirely youth from Eenhana who champion safe sex, warn against the dangers of alcohol abuse and advocate for staying in school.

Time	Monday	Tuesday	Wednesday	Thursday	Friday
06h00-09h00	Announcements and Sport News	Announcements and Sport News	Announcements and Sport News	Announcements and Sport News	Announcements and Sport News
09h00-09h55	Heath			Job Shop	Birthday Wishes
11h00-11h55	Eshitweku Tolelapo				
12h00	Announcements	Announcements	Announcements	Announcements	Announcements
13h00	News in English				
16h00	Youth Corner				
17h00-17h55	Voice your View				

Broadcast times for programmes

Omaheke Radio

Omaheke Community Radio, also to be known as Omaheke Radio, is a community broadcasting initiative conceptualized and founded by Levi Ngarune Katire, with a great team of fellow community development activists from various stakeholders on the advisory board. Levi, who is founder and station manager, specializes in IT and Design and has owned and managed his own computer, printing, internet and graphics designing small medium enterprise called Young Innovators Business Group (YIBG) for over seven years and has great level of education and experience in ICT, passion for radio and has in the past volunteered, received training and operated the radio from presenting to sound editing.

Vision

"A sustainable, development focused and community-centered station driven by a welltrained, empowered and successful team of local youth"

Our Core Objectives

- 1. To establish a strong broadcasting radio innovation and be the loudest voice in the region.
- 2. To build a strong fan base by involving the community and having programmes in all possible Namibian languages spoken in this region.
- 3. To be self-sustainable by operating and building reputation through credible and creative programming.
- 4. To change mind sets of locals listeners in striving towards alleviation of socioeconomic challenges such as inequality, digital/information gab, alcohol and drug abuse, HIV/AIDS, unemployment, corruption, crime, teenage pregnancy and apathy towards development.

Programmes

To be "The People's Voice", Omaheke Radio focuses on well researched and quality programming leading the community while accomplishing its objectives.

Programme Snaps:

A. Mor'Omaheke

This programme brings current affairs, news, notices and wake-up calls to listeners as they prepare to go to work, with news headlines, and interviews.

B. Take Note

Take Note gathers announcements of public interest from stakeholders and announces them in all local languages. Listeners also call the station so that they can give their announcements.

C. Open Voice

Open Voice looks deep into the community, finds issues of concern and debates about them while they are still fresh. It does not only end in the studio, it seeks solutions by involving relevant policy makers, leaders and general community members.

D. Rush Hour

This programme focuses on keeping the audience listening to the station as they go out of their offices and reach home after a long day at work. It provides people with national and international current affairs and interviews experts live or telephonically for their opinions on how its communities are affected.

E. Young 'n Fresh

This programme keeps young people entertained with fresh and all-time favourite music from Namibian and international artists. At the same time it provides youth with important information on education, careers and life skills. Young 'n Fresh also hosts a quiz to test youth knowledge and gives away prizes.

F. Face2Face

Face2Face is a live or pre-recorded interview based programme that identifies crucial social, development and economic matters that need instant public attention and interventions. It does thorough investigation and hosts hard question driven interviews with accountable or responsible members of the society at their capacities.

- G. Farmers Focus (Agriculture Today) This program provides information to farmers from market prices, feeds, agri-bank updates, etc. It also gives farmers best practices by researching and giving tips on new farming ways done in the world relative to our region.
- H. The Platform

The Platform targets entrepreneurs by providing them with information on good business practices, key business ideas, government and local authority regulations, market updates and updates on tenders, business activities, etc. It hosts/interviews business institutions like the banks, insurance companies, registrars, and also successful business people with relevance to Omaheke region.

- I. Health Focus (Reality Check) This is a Series of Community Focus Group Discussions to address HIV/AIDS dynamics and eradication reality checks. Recorded and produced as Drama, Vox-Pops, Report and Fact-boxes from the focus group discussions and studio talk for Radio, Mobile and Online broadcast. Reality check also interviews health officials, doctors and experts to get statistics, facts, tips and solutions.
- J. Sports a'Field

Sports a'Field is not just a sports update programme but more of a social programme that goes to where the people are. It goes to the soccer, netball, volleyball and talks to the people.

Information accessed from http://radio.omaheke.com/ on 15 February 2017.

Contact details

Postal address 68 Church Street Gobabis, Namibia Email address omahekeradio@gmail.com Telelephone number +264856359894

South Africa

Takalani Community Radio

The radio station started in 2000, but it was an idea conceived in the mid-90s. In 2000 the station received its first broadcasting licence from the regulator, ICASA, and the Department of Communications. The station was then officially opened by the then Minister of Communications, Ivy Matsepe-Casaburri.

The radio station is situated in the heart of the community, at the centre of a township in Aliwal North. . This allows everyone to have access to the station which broadcasts in four of the 11 official South African languages: Sesotho, isiXhosa, English and Afrikaans. The four languages represent the demographic representation the station caters for. The station covers the northern parts of the Eastern Cape, most of the southern parts of the Free State and Lesotho. Its programmes cover topics such as health, women and children, people living with disabilities, social welfare and local government politics.

Advertising:

Rates are based on 60 seconds commercials. **Mondays to Fridays**

Slots	Time	Costs (Rands)
1	06h00-09h00	R350.00
2	09h00-12h00	R350.00
3	12h00-15h00	R350.00
4	15h00-18h00	R350.00
5	18h00-21h00	R350.00
6	21h00-00h00	R300.00
8	05h00-06h00	R300.00

Saturdays to Sundays

Slots	Time	Costs (Rands)
1	06h00-09h00	R300.00
2	09h00-12h00	R350.00
3	12h00-15h00	R300.00
4	15h00-18h00	R350.00
5	18h00-21h00	R350.00
6	21h00-00h00	R300.00
8	05h00-06h00	R300.00

Activity	Rate (Costs) in Rands
Live Read	R250.00
Public Service Announcements (PSA)	R300.00
Billboards (read before and after News Bulletin	R250.00
Programme Sponsorship (1hr programme)	R100.00/min = R6000.00/ hour
Outside Broadcast	R5000.00 / hour
Interviews	R3000.00/ 30 mins or R5000.00/hour
Pre-Promo	R3000.00

Contact details

Physical Address	Postal Address
1811 Broadway Road	Box 238
Aliwal North	Aliwal North
9750	9750
Eastern Cape	Eastern Cape

Email address takalaniradio2008@hotmail.co.za Telephone number 051 634 1656 Fax number 051 634 1142

Contact Person

Lebohang (Lebo) Khasipe Finance and Marketing Manager Email address: lebukhasipe@yahoo.com Cell: 078 149 7181

Alfred Nzo Community Radio

Alfred Nzo Community Radio is based in Mt Ayliff in the Eastern Cape and caters to the needs of the Alfred Nzo District community and some surrounding areas. Founded in 2007 by the community, it is one of the largest community radio stations in South Africa by listenership It is currently in the top three in Eastern Cape with over 100,000 listeners (www. saarf.co.za). The station has a broadcasting license from ICASA. Alfred Nzo Community Radio broadcasts from its only studios in Mt Ayliff and the station caters to people ranging from young to elderly.

Alfred Nzo Community Radio is a Non-profit Organization and its vision is to provide a platform on which all community members can discuss and debate, and reflect on diverse issues that will contribute towards nation-building. The station focuses much of its attention on the role of news and information in human and socio-economic growth and as a catalyst for positive and progressive development. Alfred Nzo fosters dynamic marketing campaigns through adverts, interviews, sponsorship, events and entertainment.

Programme format

The station aims to educate, inform and entertain with 60% talk and 40% music, encouraging the community to engage and voice out their views on socio-economic issues encountered by the community of the covered area.

Target audience

Alfred Nzo Community Radio broadcasts in English, Sesotho, isiZulu, and the indigenous IsiXhosa. The audiences which use these languages as mediums of communication are drawn from Mthatha and Lesotho.

LSM profile

Primary audience Ages [4-21] Secondary audience Ages [22-35+] and Senior citizens

Languages

Language	Percentage (%)
IsiXhosa	60%
Sesotho	10%
English	10%
Indigenous	10%
lsiZulu	10%

Funding

The station has its primary funding from advertising and relies on voluntary services. The station is managed by a board of directors elected democratically by the community, and the station's staff is hired locally. The scarcities of funding always compels the community radio to operate with limited resources and this means that the station is isolated from its community because of a shortage of transport and telephones that are expensive.

Letaba Herald community newspaper

Tzaneen has had its own newspaper since 15 January 1959. The Impala was started by Ronnie van der Berg in a time where Tzaneen was probably one of the smallest towns in the country to have its own newspaper. The Impala was sold to Theo Senekal in 1968 under whose leadership the newspaper grew from strength to strength until he decided to discontinue publishing the newspaper in 1974. In the same year, the Lowvelder group from Nelspruit, under the leadership of Jan Cilliers, decided to start a new newspaper in Tzaneen. During September of that year the first issue of the Letaba Lowvelder was published.

The newspaper's first editor was Eugene Kruger, who later became editor of several well-known specialty-magazines. He was succeeded by Tienie Fourie, who later became head-subeditor for Beeld. In 1974 the current manager for the Letaba Herald group, Lukas Groenewald, made his first appearance in Tzaneen after being promoted from sport editor for the Lowvelder in Nelspruit to news editor for the Letaba Lowvelder in Tzaneen. He took the reins from Hennie Egen who joined the team at Pretoria News.

During 1976 Senekal felt drawn back to the newspaper world, prompting him to take over the struggling Zeederberg and revive it. Tzaneen thus had two newspapers, albeit only for a short period. In September 1977 Senekal appointed Archie van Reenen as editor. Out of his pen flowed not only numerous articles and reports, but also a weekly commentary on local, national and international news. In June 1978 Senekal decided to sell the business and the Zeederberg was shut down.

In July 1979 Piet Snyman approached the Lowvelder to buy the Letaba Lowvelder. His offer was accepted and Snyman decided to change the name to the Letaba Herald to reflect the paper's newfound independence.

In 1980 Snyman approached Groenewald, then still employed by the Lowvelder, and offered him the position of editor. He accepted and under Snyman's leadership and Groenewald's editorship the paper was named the best rural newspaper in South Africa in 1982. Two years later the paper came second and in 1992, after changing ownership twice, the same management team was once again named the best in the country.

In 1983 Snyman decided to sell the newspaper back to the Lowvelder due to health reasons. Groenewald meanwhile joined the team at Beeld and Willem Gagiano was appointed editor of the newspaper. In 1985 Snyman made an offer to buy back the Letaba Herald once again, which the owners readily accepted. He immediately approached Groenewald to take over as editor.

> Information accessed on http://letabaherald.co.za/letaba-news-team/ and http://letabaherald.co.za/ on [15 February 2017]

Muslim Views community newspaper

Muslim Views is South Africa's oldest Muslim newspaper with a publishing record dating back to 1960. The paper was first published as Muslim News on December 16, 1960. Its first editor was Imam Abdullah Haron, the renowned anti-apartheid activist who was killed by the South African security police in 1969. Muslim News has a proud history of resistance against apartheid and solidarity with the cause for freedom and liberation in South Africa.

In the eighties, it became increasingly difficult for Muslim News to continue as a financially sustainable publication due to the apartheid government's suppression of the alternative media, which provided 'a voice for the voiceless'. In one year alone, 21 editions of Muslim News were banned for distribution.

Following the enforced closure of Muslim News, current editor Farid Sayed and his colleagues, Hassan Asmal, Ajmudien Gaffoor, Muhammed Haron and Asief Mohamed, launched its successor, Muslim Views, in September 1986, which continued to provide an alternative media platform for the oppressed in their struggle against apartheid.

With the dawn of a democratic South Africa in 1994 the paper faces new challenges and continues to publish as an independent and critical mirror of local issues, South African society and international affairs. In 1993 Muslim Views presented its first annual Achiever Awards, with President Nelson Mandela as the recipient.

Muslim Views has been recognised by the media industry through the various awards it has garnered:

- 1. PMR Diamond Arrow Award 2014 : Highest-rated Muslim newspaper in South Africa
- Sanlam Awards for Community Press 2009 : Yusuf Omar Sports Journalist of the Year
- 3. Sanlam Awards for Community Press 2008 : Khadija Sharife Investigative Reporting
- 4. Sanlam Awards for Community Press 2008 : Farid Sayed Editorial Comment
- 5. PMR Diamond Arrow Award 2008 : Highest-rated Muslim newspaper in South Africa
- 6. Vodacom Journalist of the Year 2008 : Shafiq Morton Community Media Category
- 7. Sanlam Awards for Community Press 2002 : Best Front Page Design

As evidenced by the above media industry awards, Muslim Views is acknowledged as South Africa's leading Muslim newspaper.

Content

Muslim Views publishes community news, feature items (local and general features) and international news. The local features include community activities, education, Islamic devotional issues, multi-denominational and inter-faith issues, Aids-awareness campaigns, women's rights, etc.

Muslim Views has a diverse readership straddling the various categories of the Living Standards Measure (LSM). Our columns, for example, point to the diversity of our readership:

- A. Arts for All Arts for All by Dr Cassiem D'Arcy showcases mainly local artists working with various art forms.
- B. Sports Talk by our award-winning journalist, Yusuf Omar, caters to the all-South African passion for sport.
- C. Positive and Effective Parenting is addressed by experienced counsellor, Fouzia Ryklief.
- D. From Consciousness to Contentment by Jasmine Khan is aimed at nurturing personal growth within family and social structures. It also addresses the serious issue of the abuse of women and children.
- E. Light from the Quran. A contemporary interpretation of the Quran based on the work of Turkish scholar, Bediuzzaman Said Nursi.

- F. Discussions with Dangor comments on a range of ideological, theological and political issues that are current.
- G. Hajj Stories and Stories from the Hijaz, by Dr Salim Parker, take an anecdotal and historical look, respectively, at the annual pilgrimage for Muslims and the sites most sacred to them.
- H. From the Mimbar is a summary of a sermon delivered by an imam at a leading mosque in Cape Town.
- I. Focus on Finance by Hassen Kajie (CA) and Walied Heynes (CA), of NexiaSAB&T, offers advice from one of the leading accounting firms in the country.

As one can glean from the above, this gives Muslim Views a diverse readership which could range from an LSM grouping of 4 and upwards. Of course, one should bear in mind that access to Muslim Views, being free and distributed mainly at mosques, is a factor impacting on distribution. Readership, however, is positively influenced by the range of its wide coverage.

Distribution

The newspaper has a circulation of 25 000 copies, distributed free mainly at mosques but also at certain selected outlets. While the bulk of our distribution is in the Western Cape, 5 000 copies are distributed in Gauteng and 5 000 copies in Durban, Pietermaritzburg and major metropolitan areas in KwaZulu-Natal.

Muslim Views is certified by the Audit Bureau of Circulations of South Africa, which is an independent organisation, registered in terms of Section 21 of the Companies' Act. This certification is an important verification tool for advertising agencies in determining appropriate media and advertising channels in the press.

Editorial Policy

Muslim Views is an independent newspaper that is not subject to influence from government, business, theological or political groups. Although the paper emerges from a religious community it is not at all parochial or exclusivist. Instead, it's editorial policy is to embrace universal values. Muslim Views provides a forum for diverse, even conflicting viewpoints. Furthermore, Muslim Views disavows extremism in any form. The paper strives to be a constructively self-critical mirror of Muslims in South African society within a global community.

Social Responsibility

Apart from its on-going support of community organisations and charities, Muslim Views is a media sponsor of the annual Jive 10-km Big Walk, which is South Africa's biggest community fun walk. The walk attracts over 20,000 participants as well as thousands of spectators and is in aid of raising funds for the Red Cross Children's Hospital and a community library.

Summary

- Date first published: December 1960 (titled Muslim News) first Muslim newspaper in South Africa
- Frequency: Monthly
- Format: Tabloid, full colour, heat set quality press
- Distribution: 25 000 copies distributed at 152 mosques in the Western Cape; 45 mosques and centres in Gauteng and KwaZulu-Natal.
- Cover price: Free
- Readership: Approximately 150, 000

Contact details

Telephone: 021 696 5404 Fax: 021 696 9301 e-mail: info@mviews.co.za Managing Director: Sharief Hassan [sharief@mviews.co.za] Editor: Farid Sayed [farid@mviews.co.za] Managing Editor: Yunus Omar [yunus@mviews.co.za]

Information accessed from http://muslimviews.co.za/about/ on [15 February 2017]

Malawi

Dzimwe Community Radio Station

Dzimwe is a community radio station which was established in 1998. It was initially funded by the United Nations Education Scientific and Cultural Organisation (UNESCO) to act as a platform where people can discuss issues that concern them in order to find lasting solutions which achieve sustainable development. The radio station currently covers a radius of 100 km which includes Mangochi, Ntcheu, Balaka and Dedza Districts. Dzimwe Radio seeks to represent and speak on behalf of the voiceless and marginalised in the community such as the rural poor, the elderly, orphans, widowed, those affected and infected by HIV and AIDS, the youth, women and children.

The Radio operates as a trust, chaired by TA Nankumba and owned by the community. It has a board of directors consisting of nine members who provide strategic direction on the day-to-day operations. Dzimwe Radio currently transmits to an audience of over 900,000 people.

In an effort to sustain operations and boost listenership, the radio station wills, by May 2017, double its coverage through the use of a Studio to Transmitter Link (STL) and a longer MTL Transmitting Mast which is located at a distance of 20 kms away. It is hoped that at that time, the Radio will cover an audience of over 2,000,000 people. The station has also already installed a solar facility which will provide backup power during power failures. The station anticipates to fully utilize its new broadcasting house, which is located in the south-east of Monkey Airstrip near the Community Resource Centre.

Dzimwe Radio Programming is sustained through income from adverts, sponsored radio programmes, announcements, and fun clubs registration membership.

Contact Details

Postal address Private Bag 4 Monkey Bay Malawi Tel: +265 99 1341 998 Website: www.dzimwe.org Email: Dzimwe.communityradiostation@gmail.com Contact Person: Mr Wisdom Luwe (Sales & Marketing Manager)

Dzimwe Community Radio Station Rate Card

Airtime Charge per slot (Adverts)

Prime time is between 06:00 am to 10:00 am, 12:00 noon to 13:00 pm and 16:00 pm to 22:00 pm

Air Time	Duration	Normal Spot	Prime Time	Time Adjacency
Jingle	Max 60 Sec	2,500.00	3,000.00	4,000.00
16.5% VAT		412.50	495.00	660.00
TOTAL		2,912.50	3,495.00	4,660.00
Announcement	Max 60 Sec	2,000.00	2,500.00	3,000.00
16.5% VAT		330.00	412.50	495.00
TOTAL		2,330.00	2,912.50	3,495.00
Press Release	Max 5 Mins	7,000.00	10,000.00	10,000.00
16.5% VAT		1,115.00	1,650.00	1,650.00
TOTAL		8,115.00	11,650.00	11,650.00

Special Programmes

	5 Mins	10 Mins	15 Mins	20 Mins	30 Mins	60 Mins
Airtime	13,000.00	20,000.00	25,000.00	30,000.00	35,000.00	65,000.00
16.5% VAT	2,145.00	3,300.00	4,125.00	4,950.00	5,775.00	10,725.00
TOTAL	15,145.00	23,300.00	29,125.00	34,950.00	40,775.00	75,725.00

Sponsored Programmes

	5 Mins	10 Mins	15 Mins	20 Mins	30 Mins	60 Mins
Airtime	10,000.00	15,000.00	20,000.00	25,000.00	30,000.00	60,000.00
16.5% VAT	1,650.00	2,475.00	3,300.00	4,125.00	4,950.00	6,900.00
TOTAL	11,650.00	11,475.00	23,300.00	29,125.00	34,950.00	69,900.00

Production Charges

Adverts	Duration	Charges	Programs	Duration	Charges
Jingles	90 Sec	5,000.00	Any	5 Mins	5,000.00
Press Release	5 Mins	4,000.00	Any	10 Mins	7,000.00
			Any	15 Mins	9,000.00
			Any	20 Mins	11,000.00
			Any	30 Mins	13,000.00

Description	Charges	Duration	Description	Charges	Duration
Airtime	70,000.00	30 Mins	Airtime	90,000.00	60 Mins
16.5% VAT	8,250.00		16.5% VAT		
TOTAL	58,250.00		TOTAL	58,250.00	

Outside Broadcasting

Karonga Community Radio Station: Radio Dinosaur FM (RDFM) Background

After observing that the local communities in Karonga were not benefiting from the services of the national public and private commercial broadcasters, the idea of establishing a community radio on behalf of the Karonga local communities was imagined in 2003. A draft proposal for setting a radio station was circulated to the people of Karonga in 2006.

Between 2010 and 2011, Joseph Huber, S Schmidt, Prof Freidemann Schrenk, and other German nationals got involved in the radio project. They then sourced used broadcast equipment which was airlifted to Malawi in 2013 and donated to Radio Dinosaur FM. The radio station was however officially established in 2012 under the board of Karonga Community Trust Ltd, and station was awarded the Geographical Community Sound Broadcasting Licence covering a radius of 100km 26 July 2013.

The station is called Karonga Community Radio Station but is named and commonly referred to as "Radio Dinosaur FM". This was done so as to popularize some of the prehistoric animals that lived in Karonga some 30 million years ago. These animals included dinosaurs, and their remains were discovered by Professor Freidemann Schrenk, a German palaeontologist at Frankfurt University, and are housed in Karonga Museum.

The objectives of the Radio Dinosaur FM are as follows:

- 1. To create an effective, community based local broadcasting network that will transform and enhance the pace of development in Karonga through establishment of effective, efficient, sustainable radio able to facilitate among stake holders free flow of information that is timely, value driven, accurate and relevant to developmental needs of Karonga population.
- 2. To provide grassroots communities with a channel for expressing their views on social, political and economic issues.
- 3. To provide a channel for relevant social, political, economic and cultural information.
- 4. To provide a forum for debate on local and national issues.
- 5. To develop outreach mechanisms and programs to cover the poorest populations in rural Karonga.
- 6. To produce programs on HIV-AIDS, health, environment, agro-industries etc.
- 7. To produce and air programs that will improve the lives of women, children and disadvantaged population through appropriate radio programmes.

- 8. To provide a forum for advocacy for local, national and regional based organizations.
- 9. To create a forum where Malawians in Karonga will have greater opportunity to participate in the improvement and enhancement of democratic ideals and processes in Malawi through appropriate radio programmes.
- 10. To provide additional and alternative channels for civic education.
- 11. To do any other things to achieve its objectives and make Karonga in Malawi a better place to live in.

Programming

The radio produces programmes that are of interest to the local communities mostly in Ngonde and Tumbuka languages. Some of the popular progammes include Mwaphikachi Ba Mama, and Syantwaya progammes. Other progammes in the roster are;

1. Christian and Islamic religious programmes such as Fyambepo,

2. Entertainment programmes such as sports programmes such as Fyanyangalo/ Vyamasobelo); traditional music, dances e.g. Fimogo and poems,

3. Educational programmes such as Ukumanyisya Ingonde; Isyantwaya/ Vyamu chi Kaya; education corner; Pamusebo; child protection.

4. Health programmes such as Umoyo Withu.

5. Agricultural programmes such as Ifyabulimi/Vyaulimi, Mwaphikachi/Mupiyile Fiki.

Community interest in the station

There is a growing number of persons that are interested in the activities and programmes of the radio station. This can be seen in their participation of the discussion and phone-in programmes that the radio produces.

Radio clubs for the station

Radio Dinosaur FM has helped communities to form Radio Listener's Clubs (RLCs) where social-economic issues affecting them are raised, debated and discussed; then aired on the radio without alterations. There are also other clubs formed around some programmes that Radio Dinosaur FM airs, such as Isyantwaya (What is Happening in the communities) phone-in and Luponyo greetings programmes.

Contribution or impact of the radio is making in the district

The radio has helped the communities to participate in tackling their social –economic issues that affect them. They are now better informed than before Radio Dinosaur FM was established. That is what they say whenever one interacts with them.

Radio Coverage

Radio Dinosaur FM has a 100km radius licence for the whole Karonga district. But due to lack of technical equipment and funding, the radio is currently covering mostly the northern part of the district. The area covered is from Songwe in the north of Karonga to as far as Gumi just after Mulare, due to the nature of terrain in Karonga south. Karonga South remains uncovered by the radio station. However, work is under way to upgrade and expand the radio coverage so that it covers the whole Karonga communities up to Lwezga in the south of Karonga. The station intends to setup a broadcast relay transmitter of about 250watts, at Mphiri in Chilumba in order to increase the radio coverage, in Karonga South. That way the radio will effectively cover the whole district.

Management and Funding

Currently the station has staff of 12 volunteers. The Managing Director is Alexander P. Mhango, in acting capacity.

The radio station is not funded by any organization. It raises its revenue from little sponsored programmes and adverts to cover its operations and projects. Banja La Musogolo (BLM) and FOCUS organizations are some of the frequent customers for Radio Dinosaur FM.

Challenges

The radio faces a number of challenges, such as:

- 1. Lack of transmitter equipment to expand radio coverage in order to cover all the communities in Karonga District in terms of the radio licence.
- 2. Due to lack of technical equipment and funding the radio is only currently covering the northern part of the district.
- 3. Inadequate operational radio equipment (such as Flash Recorders, equipment for field work and remoter programme production and OBs) and production studios equipment
- 4. Lack of its own office and accommodation for its operations.
- 5. Lack of training for its manpower development.
- 6. Perpetual prolonged ESCOM power outages badly affect the operations of Radio Dinosaur FM.
- 7. Lack of Financial/Technical assistance to sustain the operations of the radio network.

Contact Details

Physical address Musyunguti House Karonga Old Town Email: radiodinosaurfm@gmail.com alexpmhango@yahoo.co.uk Tel: 0136 26 88 / 0111918884/ Cell: 0884 58 88 17 Postal address Radio Dinosaur FM PO Box 381 Karonga Malawi Contact person Alexander P Mhango

Radio Dinosaur FM (RDFM) Rate Card

Advertising Slots (60 secs) Primetime between 06h00 and 21h00

	Normal Spot	Fixed Time	News Adj	Off Peak	Vendors
Air Time	3 200	3 500	3 700	1 800	1 500
16.5% VAT	528	577.50	610.50	297.00	247.50
TOTAL	3 728	4 077.50	3 145.50	1 514.50	1 747.50

	Normal Spot	Fixed Time	News Adj	Off Peak	Vendors	Lost Animals
Air Time	1 900	2 500	2 700	1 300	1 000	3 000
16.5% VAT	313.50	412.50	445.50	214.50	165.00	495.00
TOTAL	2 213.50	2 912.50	3 145.50	1 514.50	1 165.00	3 495.00

Special Programmes/ Infomercials

60 Mins

	60 Mins	30 Mins	20 Mins	15 Mins	10 Mins	5 Mins
Air Time	50 000	40 000	35 000	25 000	21 000	19 000
16.5% VAT	8 250.00	6 600.00	5 775.00	4 125.00	3 465.00	3 135.00
TOTAL	58 250.00	46 600.00	40 775.00	29 125.00	24 465.00	22 135.00

Sponsored Programmes

	60 Mins	30 Mins	20 Mins	15 Mins	10 Mins	5 Mins
Air Time	48 000.00	38 000.00	32 000.00	24 000.00	19 000.00	17 000.00
16.5% VAT	7 920.00	6 270.00	5 280.00	3 960.00	3 135.00	2 805.00
TOTAL	55 920.00	44 270.00	37 280.00	27 960.00	22 135.00	19 805.00

Production Charges

	Description	Duration	Charges	Programs	Duration	Charges
Adverts	Vendors	Max 60 Sec	1 980.00	N/A	5-10 Mins	34 980.00
	Press Release	Max 60 Sec	4 980.00	N/A	15-20 Mins	
	49 880.00					
	Voice over Advert	Max 60 Sec	14 980.00	N/A	20-60 Mins	79 880.00
	Jingle	Max 60 Sec	59 850.00	N/A		

Community media and advertising agencies

Community media is crucial to ensuring media pluralism, diversity and freedom of expression, and are an indicator of a healthy democratic society. As an alternative medium to public and commercial media, as well as social and digital media, they are characterized by their accountability to, and participation of, the communities they serve. They have a greater focus on local issues of concern and facilitate public platforms for debate and discussion (UNESCO, 2017).

Fairbairn (2009) argues that community media's origins in political struggle, its community ownership structures, its participatory production processes, and its whole purpose—to give voice to the voiceless, to provide an alternative to mainstream media, to place control of media in the hands of ordinary people—seem fundamentally to contradict the notions of both "business" and "model." However, this research looking into advertising practices at community media organizations in some selected countries of the SADC block revealed that community media face gross underfunding to remain sustainable.

Sustainability, in simple terms, means to keep going over a period of time, and many community media do keep going for long periods of time, providing valued services. However, the majority of these community media live a hand-to-mouth existence, with no cash reserves to cushion them against crises or unexpected expenses.

Community media organizations were wary of sharing any information related to their advertising practices. The reasons cited for this were that they had had bad experiences in the past when they had disclosed such information. This research examined advertising practices at community media organizations in the four countries of South Africa, Namibia, Zambia and Malawi. The aim of this research was to develop a publication that captured real advertising rates and trends which were levied when advertisers advertise in community media. This is against the backdrop that adspend figures are used by advertisers, media owners and agencies to determine where they are likely to spend their money. Therefore, for this reason community media organizations need to know and understand their advertising landscape in order to participate optimally as business entities.

The research has provided content, figures and information about community media advertising in the selected SADC countries. These findings are expected to be used as a resource for community media for planning and implementing their advertising, distribution and marketing strategies. This data is not easily available and some of it comes at a cost to community media organizations that have very little resources to afford it. Thus, it is envisaged that it will help community media sharpen their competitive edge, support their sales pitches and business proposals with credible evidence and grow their businesses.

Discussion: Community Media

The success of this research was based primarily on desktop research, telephone interviews and email discussions. Desktop research was used to review individual company websites, annual reports, reports from media organizations, media related reports and articles, and email correspondence with media practitioners. On the other hand telephone interviews were ideal for reaching media organizations that were in Namibia, Zambia and Malawi and they also facilitated a quick turnaround time.

Community media, as argued by Fairbairn (2009), is becoming a valued and recognized part of the media landscape. However, these media struggle to sustain themselves financially despite playing a key role in the social, economic and political lives of the communities they serve. In conducting the desktop research it was immediately visible that most, if not all, community media struggled with keeping a steady online presence on websites, and social media (i.e. Facebook, Twitter and, to some extent, LinkedIn). This could be argued that it is costly to maintain and pay for the running of a website. Most of the information found online was very out-dated and some of the contact people listed did not have functioning email addresses of contact numbers. This made it difficult to contact the relevant individuals for assistance.

It should be highlighted that the bulk of this challenge could be avoided if the researcher was able to travel to the other three countries which were part of this study (i.e. Malawi, Zambia, and Namibia). However, the researcher had problems with his passport and had to reapply for a new one which was only going to be available after the deadline for research. Nevertheless, as it became clear that there was no repository that had advertising statistics concerning community media in South Africa, Zambia, Malawi and Namibia, it underscored the importance of this research.

The directory for both advertising agencies and community media in the four countries was largely gathered from online sources. In South Africa, the Media Development and Diversity Agency (MDDA), through Ms Cheryl Langbridge, the Marketing & Communications Manager at the MDDA, contributed most of the information (25 November 2016).

In the case of Zambia, Malawi and Namibia there was a perceivable knowledge gap as the desktop research yielded nothing. However, the researcher made use of the Media Institute of Southern Africa (MISA). MISA is a media group that supports independent media in the region, and it was used as the focal point for telephone interviews, another methodology used in conducting the research.

The Media Institute of Southern Africa (MISA)

MISA was officially established in September 1992 in the wake of the 1991 Windhoek Declaration on Promoting Independent and Pluralistic Media in Africa, which declared an "independent, pluralistic and free press" as essential for democracy and economic development. MISA was given the mandate of promoting these provisions across the Southern African Development Community (SADC) region (MISA, 2016).

A telephone conversation was had with Mr Austin Kayanda, the Director of MISA-Zambia who directed the researcher to Mr Thomas Zulu, the Program Officer for Good Governance at MISA. Mr Zulu, in turn, indicated that he would communicate via email to which he sent an email with the following points with regards to advertising in the community media sector in Zambia.

- 1. "A number of big corporate institutions do not advertise with community media as they see them as being unprofessional.
- 2. Many times advertising agencies have not been faithful in paying community media as they do to the commercial counterparts. As a result a lot of community media lose out in terms of revenue. The agencies take advantage of these radio stations as many of them do not have the capacity to take legal action against these agencies, sometimes these agencies just take too long to pay them.
- 3. A lot of advertisers demand to pay very low rates to community media as they feel they are community based and are not meant for profit", (Zulu, 2016)

In Namibia the researcher employed the same strategy and spoke to Ms Natasha Tibinyane, who then also directed the researcher to Messrs Mathew Haikali and Tolerence Hanse of the Namibia Community Broadcasters' Network (NCBN). Mr Tolerance Hanse got back to the researcher with an indication that they did not have that kind of information as no one had ever collected it and put it together.

In Malawi the researcher spoke to Mr Aubrey Chikungwa, the Director of MISA-Malawi. He did not have any information regarding community media and advertising. In addition, from the desktop research there was no available information on the matter.

Discussion: Advertising Agencies

The researcher contacted Ogilvy & Mather South Africa, which is one of the biggest and leading advertising agencies in South Africa. The researcher spoke to Ms Lemohang Moloi, who indicated that the agency was not at liberty to share any information regarding their advertising clients or rates. Instead, Ms Moloi directed the researcher to the company's website and said the researcher was, 'free to use the information found there'. In addition to this, most of the community media houses in South Africa declined to share any information relating to advertising rates in community media.

The station manager of Alfred Nzo FM community radio station in South Africa, Nthatisi Molefe, stated in an email communication that "I am unable to share with you the list of our clients due to the bad experience the station had in the past after disclosing such information." In Zambia, Radio Icengelo indicated that it was not their policy to give out information to the researcher as they did not have a relationship or partnership. This is what Radio Icengelo said: "Radio Icengelo confirms receipt of your email and your request. However on behalf of the station, I regret to inform you that it is against the policy of Radio Icengelo

to divulge such information especially that we do not have any relationship with you and neither are we in partnership. We apologise for any inconvenience.' In Zambia again, Allan Dumingu, the station manager at Mpika Radio, said that "agencies in Zambia are a problem. They [rarely pay so we rarely use them..... Most corporates engage advertising agents but the agents don't pay us when they are paid so we have stopped using them." In Malawi, Mr Kelton Masangano of Malawi's Communications Regulatory Authority (MACRA), said his organization did not have any information regarding advertising agencies as they did not fall into MACRA's regulatory fold.

Other advertising agencies which were emailed and called also declined to share information related to adverting and instead advised that the researcher go on their websites. The websites did not say anything much except give a company profile and a list of clients who they worked for and with, none of which were community media.

Therefore, as adverting agencies directed the researcher to their websites this research has thus included profiles of these agencies in this paper. This is done so as to give an overview of who the agencies are and who they cater for. This obviously does little to answer questions about what advertising agencies' thoughts about how the community media sector could be made sustainable and what rates they use for community media versus commercial media.

Most, if not all, advertising information is a closely guarded secret to any 'outsider' and the researcher was viewed as such. Both advertising agencies and community media alike did not want to give out any advertising details to the researcher. The reasons which kept coming up were such that there was no relationship between the researcher and contacted adverting agencies or community media houses. In addition, the sharing of such information had legal and confidential connotations.

The Future of Community Media

The researcher interviewed Franz Kruger, who is the Head of the Journalism Department at Wits University in Johannesburg, about the future of community radio. Kruger stated that he foresaw the enormous growth of community radio in South Africa coupled with a rising audience. He said he was saying this because community radio has now fragmented in that in some places where there was only one community radio station, there are now three. These stations compete in a healthy manner for the same audience, and resources, and this in turn means improved broadcasting.

In addition, Kruger says that community radio will also continue to grow because of the fact that it provides a lot of economic opportunities for other people even though these economic benefits are marginal. For individuals who work in rural community radio stations the stipend offered is attractive and helps support the individual concerned. Kruger also stated that the state (South Africa) had been putting a lot of resources to community media, especially radio; however he indicated that this had not yet been properly quantified.

However, Kruger says that "this is not healthy because stations are now heavily dependent on the state and it limits their ability to play a critical role in the community" (Kruger, 2017 interview). The South African government is now spending huge chunks of its advertising money on community radio since the Department of Communications revised its approach to community radio in an attempt to centralize funding. In neighbouring countries Kruger says it is quite different as governments there don't invest heavily in community radio or print media. Kruger also indicated that the researcher's attempts at getting the community print industry to speak to him was down to that most community print media are more like businesses, and they are not used to dealing with outsiders and would not necessarily be open to assisting anyone they don't have a relationship with.

References

- **Community Media Sustainability**. Accessed from http://en.unesco.org/themes/community-media-sustainability. Accessed on 15 February 2017
- Fairbairn, J. 2009. Community Media Sustainability Guide: The Business of Changing Lives. An Internews Publication. Available from http://www.amarc.org/documents/manuals/ InternewsCommunityMediaGuide2009.pdf [Accessed on 15 February 2017]
- **Franz Kruger.** 2017. Personal Interview at Wits Journalism Department on Community Media. 01 March 2017.

Commercial advertising rates

In the section that follows there is a summary of the advertising rates of commercial media (i.e. both print and radio). The notion here is that all these rates can be compared and contrasted to those of community media. There was a noticeable increase of charged rates between commercial and community media, especially for South Africa. A commercial radio station in South Africa, Ikwekwezi FM, charged more for 30 second advertising slots compared to a community radio station, Takalani Community Radio, also in South Africa which charged less for 60 second advertising slots. See tables below of Monday to Friday, 30 second and 60 seconds advertising slots and charges. As has already been highlighted in the research, community media charge less for advertising due the fact that they do not have a wider reach compared to commercial media, especially in the case of radio.

South Africa

Ikwekwezi FM

Ikwekwezi FM is a South African radio station, with its broadcast transmitters mainly reaching Mpumalanga, Limpopo, Gauteng, and a bit of Northwest. The station also hits the airwave through satellite and online streaming which further stretches listenership by audience in various parts of the world.

The station is a home to Ndebele speaking people and those who understand it. It strives to transform listeners through the delivery of compelling quality programming. IKwekwezi FM is a full spectrum radio station providing a mix of enlightening, informative, educational and entertaining programmes.

With a mandate to broadcast programming that caters for all ages and interests of various societies, the station is currently commanding an audience of 1, 335 million with the primary target market being 25 – 49 years, Secondary target market 16 – 24 years and the epicenter of 34 years. Ikwekwezi FM is housed at one of the provincial offices situated in the administrative capital of South Africa – Pretoria, Hatfield, and is owned by the dominant South African Broadcasting Corporation (http://www.ikwekwezifm.co.za/sabc/home/ikwekwezifm/aboutus [16 February 2017]

Monday to Fridays: 30 seconds slots

Time	Rate (Rands)
00:00 - 03:00	R 330
03:00 - 06:00	R 630
06:00 - 09:00	R 2 130
09:00 - 12:00	R 1 380
12:00 - 15:00	R 1 110
15:00 - 18:00	R 1 710
18:00 - 21:00	R 1 260
21:00 - 24:00	R 480

Saturday (30 Seconds)

Time	Rate (Rands)
00:00 - 03:00	R 270
03:00 - 06:00	R 450
06:00 - 09:00	R 1 170
09:00 - 12:00	R 990
12:00 - 15:00	R 720
15:00 - 18:00	R 750
18:00 - 21:00	R 540
21:00 - 24:00	R 300

Sunday (30 Seconds)

Time	Rate (Rands)
00:00 - 03:00	R 270
03:00 - 06:00	R 450
06:00 - 09:00	R 930
09:00 - 12:00	R 810
12:00 - 15:00	R 840
15:00 - 18:00	R 690
18:00 - 21:00	R 390
21:00 - 24:00	R 330

This information was accessed from http://www.ikwekwezifm.co.za/sabc/home/ikwekwezifm/noticeboard/details?id=76e37de2-f908-4375-8a49-a6bc7df95d36&title=Radio%20 Advertising%20Rates on [16 February 2017]

Takalani Community Radio

Mondays to Fridays: 60 seconds slots

Slots	Time	Costs (Rands)
1	06h00-09h00	R350.00
2	09h00-12h00	R350.00
3	12h00-15h00	R350.00
4	15h00-18h00	R350.00
5	18h00-21h00	R350.00
6	21h00-00h00	R300.00
8	05h00-06h00	R300.00

Print Media

(The) Sunday Times

The Sunday Times is South Africa's biggest-selling weekly newspaper. It's a part of Sunday for South Africans, offering them time to relax and unwind, socialize and interact, and gain knowledge that will help readers cope with their environment. The Sunday Times is committed to sharing knowledge that enriches peoples' lives. The Sunday Times is a tradition – an experience South Africans have grown to love and trust. Every Sunday it brings families together – sharing the various sections of the paper in a relaxed environment. The Sunday Times is the paper South Africans know they can TRUST. It truly is the 'Paper for the People', (http://tmadroom.co.za/advertise/rate-cards/newspapers/sunday-times-rate-card/ [16 February 2017]

The rate card can be found on http://tmadroom.co.za/advertise/rate-cards/

Namibia

Commercial Broadcast (Radio) Rates	
Omulunga FM	
Monday – Friday	Rates (Excl vat)
06:00 – 09:00: (Prime Time	N\$597.00
09:00 – 12:00: (Non-prime Time)	N\$450.00
12:00 – 24:00: (Prime Time)	N\$597.00
24:00 - 06:00:	N\$231.00

Saturday

06:00 – 14:00: (Prime Time)	N\$597.00
14:00 – 18:00: (Non-prime Ti	me)N\$450.00
18:00 – 24:00: (Prime Time)	N\$597.00
24:00 - 06:00:	N\$231.00

Sunday

Outside Broadcast: (6 cross-overs per hour):

Radio Broadcast directly from your premises for any 2 consecutive hours. (25 pre-announcements of the event and full production included) N\$9 500.00

Product Talks:

You talk to our listeners about your Product/Company with a live talk in the studio -3 minutes maximum Above rate of time slot x 3 (e.g. Prime Time = N\$1 791.00 + vat)

Exclusive Sponsorships (Segments):

Production cost:

N\$1 500.00 (local production, includes: copy writing, 1 x voice, 1 x music, 1 x sound effect) N\$3 000.00 – ETA 5-7 days (Done in South Africa, includes: copy writing, 1 x voice, 1x music, 1 x sound effect)

Online Advertising:

Banner rotation (Omulunga, Fresh FM and 1 FM):	N\$2	240.00
Facebook post (per submission):	N\$	231.00
Facebook pinned (per day):	N\$	597.00
Design:	N\$	500.00

Contact Details

Physical address 158 Jan Jonker Street Windhoek Namibia Postal address Box 40789 Windhoek Namibia Telephone: + 264 61 239-706 Facsimile: + 264 61 247-259 Web: www.omulunga.com.na E-mail: omulunga@omulunga.com.na Chapter 5

Advertising agencies contact details and profiles

South Africa

Ad Agency	Physical Address	Phone (t) Fax (f)	Email	Website
34	Suite 14, First Floor Longkloof Studios, Darters Road, Gardens, Cape Town	(t): +27 21 480 3400 (f): +27 21 480 343	andy@34.co.za / grant@34.co.za	http://www.34.co.za/
Aqua Group	CF	CF	info@sacreativenetwork. co.za	http:// sacreativenetwork. co.za/
Gloo	139 Greenway, Johannesburg, 2146	(t): +27 11 544 0100	new@gloo.co.za	http://www.gloo.co.za/
140 BBDO	12th Floor, The Terraces, 34 Bree Street, Cape Town, 8000	(t): +27 21 480 0400	info@140bbdo.com	http://www.140bbdo. com
BlackRiver FC	Unit G3A, 44 Stanley Ave, Millpark, Johanesburg, South Africa	(t): +27 11 482 7625	hello@blackriverfc.co.za	http://new.blackriverfc. co.za/
DDB South Africa	DDB House, Silverpoint Office Park, 22 Ealing Crescent, Bryanston, Johannesburg	(t): +27 11 267 2800	emmet.ohanlon@ddb. co.za	http://ddb.co.za/
EXP Agency	1 Sunset Lane, Fourways, Johannesburg, South Africa	(t): +27 11 549 5340	info@expagency.co.za	https://www. expagency.co.za /
FoxP2 Advertising (Pty) Ltd	2nd Floor, Lifestyle Centre, 50 Kloof Street, Gardens, Cape Town, 8001	(t) +27 21 424 4802	lab@foxp2.com	http://foxp2.com/
Grey South Africa	17 Muswell Rd South, Block A, Wedgefield Office Park, Bryanston, 2021, Gauteng, South Africa	(t): +27 11 706 3060 (f): +27 11 463 6043	allan.tennant@grey.co.za	http://grey.com/ southafrica
Hamiltons Advertising	5th Floor, Biella Building, 21A Durbanville Avenue, Bella Rosa Village, Rosendal, 7530	(t): +27 21 914 1732 (f): +27 21 914 1598	reception@hamiltons- advertising.co.za	http://hamiltons- advertising.co.za/
Havas Worldwide Johannesburg	33 Ballyclare Dr, Johannesburg, 2021	(t): +27 11 549 3600	info@havas.co.za	http://za.havas.com/
Ireland Davenport	198 Oxford Rd, Johannesburg, 2169	(t): +27 11 243 1300	info@ireland-davenport. co.za	http://www.ireland- davenport.com/
J. Walter Thompson South Africa	2929 William Nicol Drive, Bryanston Office Park, Building 2, 1st Floor, Bryanston Johannesburg South Africa	(t): +27 11 806 8000	newbusiness@jwt.co.za	https://www.jwt.com/ southafrica
Joe Public South Africa	Joe Public United Building, Nicol Main Office Park, 2 Bruton Road, Bryanston	(t): +27 10 591 7770 (f): +27 11 467 0773	CF	http://joepublic.co.za/
King James Group	Roodebloem Manor, 22 Lawley Road, Woodstock, 7925, Cape Town, South Africa	(t): +27 21 469 1500 (f): +27 21 447 7082	enquiries@kingjames. co.za	https://www.kingjames. co.za
M&C Saatchi Abel	9 8th Street, Houghton, Gauteng, 2198	(t): +27 11 268 6388/ (f): +27 11 268 6381	jerry.mpufane@ mcsaatchiabel.co.za / jacques.burger@ mcsaatchiabel.co.za	http://www. mcsaatchiabel.co.za/
Metropolitan Republic	7 Wessel Rd, Johannesburg, 2191	(t): +27 11 231 3300	info@ metropolitanrepublic.com	http://www. metropolitanrepublic. com/

Ad Agency	Physical Address	Phone (t) Fax (f)	Email	Website
Mortimer Harvey	MH House, Capricorn Road, off Wroxham Road, Paulshof Ext. 40, Johannesburg, 2056	(t): +27 11 996 2833 (f): +27 11 996 2839	info@mortimerharvey. com	http://www. mortimerharvey.com/
Mullen & Lowe	Block 2, Strathavon, Pinmill Office Park, 164 Katherine Street, Sandton, Johannesburg, 2196, South Africa	(t): +27 11 780 6100 (f): +27 21 487 8902	N/A	http://southafrica. mullenlowe.com/
Native - VML	Innesfree View, No-2 Katherine St & Harris Road, Sandton, Johannesburg, 2196	(t): +27 11 555 3800	N/A	https://www.vml.com/ native-vml/
Net#work BBDO	8 Eastwood Avenue, Dunkeld, Johannesburg	(t): +27 11 912 0000	CF	http://www. networkbbdo.co.za/
ninety9cents 99c	Christiaan Barnard and Louis Gradner, 9th Floor, Atlantic Centre, Cape Town, 8001	(t): +27 21 460 5299	info@99c.co.za	http://www.99c. co.za/#header
Ogilvy & Mather South Africa	The Brand Building, 15 Sloane Str. Bryanston 2152 Johannesburg/ Private Bag X33 Bryanston 2021	(t): +27 11 709 6600	joburg@ogilvy.co.za	http://www.ogilvy. co.za/
OwenKessel Leo Burnett	First Floor Silver Stream Business Park, 10 Muswell Road South, Johannesburg	(t): +27 11 705 0200	vaughan.owen@oklb. co.za	http://www.oklb.co.za/
Promise Brand Specialists	Block C, 1st Floor, Hobart Square, 10 Hobart Road, Bryanston	(t) +27 11 463 2413	hello@promisegroup. co.za	http://www. promisebrand.co.za/
Quirk Johannesburg Pty (Ltd)	21 Woodlands Dr, Sandton, 2080	(t): +27 11 804 6608	CF	http://www.quirk.biz
Saatchi & Saatchi Brandsrock	The Foundry, Ebenezer Road, Greenpoint, Cape Town, 8005, South Africa	(t): +27 21 413 7500 (f): +27 21 425 7550	contact@saatchi.co.za	http://www. saatchibrandsrock. co.za/
TBWA\Hunt\Lascaris Johannesburg	3 Sandown Valley Cres, Johannesburg, 2196	(t): +27 11 322 3100	Karabo.Denalane@tbwa. co.za	http://www.tbwa-africa. com/
The Creative Council	5 Corlett Drive, Melrose, Johannesburg, South Africa	(t): +27 10 492 9900	info@creativecounsel. co.za	http://www. creativecounsel.co.za/
The Hardy Boys	Umhlanga Rocks, P.O. Box 712 Durban 4320 South Africa	(t): +27 31 5339200	alan.bell@hardyboys. co.za	https://www.jwt.com/ thehardyboys
The Jupiter Drawing Room Johannesburg	Jupiter House, River Park, 42 Homestead Road, Rivonia 2128, Johannesburg, South Africa	(t): +27 11 233 8800	CF	http://thejupiter drawingroom.com
Volcano South Africa	Volcano Advertising (Pty) Ltd. 17 Muswell Road South Block A. Wedgefield Phase 2, Bryanston, Gauteng	(t): +27 11 706 3060 (f): +27 11 463 6043	peter@volcano.co.za	http://www.volcano. co.za/
Y&R - Johannesburg (Young and Rubicam Group)	The Crescent, Georgian Crescent East, Bryanston/ Johannesburg, Gauteng 2194 South Africa	(t): +27 11 797 6300 (f) +27 11 797 6400	info@za.yr.com	http://www. wpp.com/wpp/ companies/y-r/office/y- r-johannesburg/

CF * Contact Form is on agency website

N/A* the required information was not available on agency website

These advertising agencies were taken from http://www.marklives.com/ ranking-south-african-ad-agencies-by-revenue/

Zambia

Ad Agency	Physical Address	Phone (t) / Fax (f)	Email	Website
6images Advertising	85 Cedar Road, Woodlands, Lusaka Zambia, Lusaka	(t): +260 964861288	CF	https://www.facebook. com/6images/?hc_ ref=PAGES_ TIMELINE&fref=nf
Black Dot	10117 Akashambatwa Road, Olympia Park, Extension, Lusaka 10101, Zambia	(t): +260 211 292351 / 294255 / 845645 / 847700	info@blackdot.co.zm	https://www. blackdot.co.zm/
DigiAd - Digital Outdoor Billboards	Mpulungu road, olympia house 45 Lusaka, 10101 Lusaka	+260 96 7770011	sales@digiad-zm.com	http://www.digiad-zm. com/
Dyce Creative	Villa No. 13, Millennium Village Bird Cage Walk, Long Acres Lusaka, Zambia, 10101 Lusaka	(t): +260 96 9287855	hello@dycecreative. com	http://www. dycecreative.com/
eXplosion1	Kitwe/Chingola & Solwezi. Main Branch 106 Bwafwano House, Kwacha Street, Town Centre, Chingola	(t): +260 969 113064	CF	http://www. explosion1.com/
Findlist.co.zm Directory	17 Mushakashela Road, 10101 Lusaka	(t): +260 97 8007766	N/A	http://www.findlist. co.zm/
House of Mojo	House of Mojo, 9 Njoka Road, Olympia, Lusaka	(t): +260 211 841032 0964 329 256	CF	www.mojo.co.zm/
I Wall Image	687 Mumbwa Road, 10101 Lusaka	(t): +260 95 5786555	CF	http://iwallimage.com/
InfluenShow	18 Kasonkomona Road, Woodlands Extension, 10101 Lusaka	(t): +260 978 868201 +260 974 090001	N/A	www.influenshow. com/
Magic Advertising & Promotions Ltd	16 Chipovu Road, Rhodes Park, P.O Box 50658, Lusaka	(t): +260 211 250975 / 251853	magic@microlink.zm	http://www.magic- advertising.com/
Selahpix	258/100 Off Twin Palm Dr, 10101 Lusaka	+260 97 4795748	info@selahpix.com	http://www.selahpix. com/
Sky Smart - Zambia	Office 157, 1st Floor, Carousel Shopping Center, 10101 Lusaka	(t): +260 97 1803369	info@skysmartzm.com	http://www. skysmartzm.com/
The Jupiter Drawing Room - Lusaka	2 Chilekwa Mwamba Road, Longacres, Lusaka	(t): +260 21 1258932	CF	www. thejupiterdrawing room.co.za/
The Web Genie Ltd	3314 Kapumpe Road, 10101 Lusaka	(t): +260 96 1191096	CF	http://www. webgeniezambia.com/
Torque Marketing Limited	Plot 2374, Blue House, 1st Floor, Great East Road, Arcades, Lusaka, Zambia	(t): +260 962 057527	hello@torque.co.zm	https://www.torque. co.zm/
Ultraviolet Communications	Arcades, Great East Road, Lusaka	(t): +260 95 4024559	info@ultravioletzm. co.za	http://ultravioletzm. co.za/

CF* Contact form is on the website

N/A* the required information was not available on agency website

These advertising agencies were accessed from http://www.zambiayp.com/category/ Advertising_agencies and https://www.facebook.com/search/110200595669341/ places-in/164886566892249/places/intersect/

Malawi

Ad Agency	Physical Address	Phone (t) / Fax (f)	Email	Website
Cenco Advertising	Hannover Street, opposite Ryalls Hotel, Malawi P.O.Box: 411, Blantyre, Malawi	(t): +265 (0)1821752 / + 265 (0)999029315 / + 265 (0)888827026	cenco@africa-online. net	http://www.bizmalawi. com/business/cenco- advertising
Corporate Promotions	Opposite City Centre, BP Filling Station, Malawi P.O.Box: 30489, Malawi	(t): +265 (0)1770200 / +265 (0)1770211 / (f): +265 (0)1770818	corporatepro@ globemw.net	http://www.bizmalawi. com/business/ corporate-promotions
HD Plus Creations	Blantyre Hub along Chilembwe Road, next to Cooperate Graphics, Malawi	+265 (0)212266976 / +265 (0)884434168 / +265 (0)999474394	info@hdpluscreations. com	http://www. hdpluscreations.com
Hisco House	Hisco House, Kristwick, Along Chipembere Highway, Malawi P.O.Box: 473 Blantyre, Malawi	(t): +265 (0)1871720 / +265 (0)1871820 / +265 (0)888971222 / +265 (0)999971222	info@hiscohouse.com	http://www.hiscohouse. com/
Innovision	N/A	(t): ++265 880 87 71 11	info@innovisionmw. com	http://www. innovisionmw.com/
Smart Link	Along Shire Road, Plot no.47/2/36, Malawi P.O.Box: 241, Blantyre, Malawi	(t): + 265 999276782	smartlink.mw@gmail. com	http://www.bizmalawi. com/business/smart- link

CF* Contact form is on the website

N/A* the required information was not available on agency website

These advertising agencies were sourced from http://www.bizmalawi.com/category/ business-category/media-and-publicity/advertising

Namibia

Ad Agency	Address	Phone (t) / Fax (f)	Email	Website
A'd Dynamics	38 Old Power Station, Armstrong street, 9000 Windhoek	(t): +264 61 252 133	info@ada.com.na	http://www.ada.com. na/
Adforce Namibia	142 jan Jonker Road, Ausspannplatz	(t): +264 61 237 300 / (f): +264 61 245 027	info@adforce.com.na	http://www.adforce. com.na/
Davinci Advertising	3720 Schweitzer Street, Windhoek West, 9000 Windhoek	(t): +264 81 612 9363	N/A	http://www. davincinamibia.com/
Footprints Advertising	Ongwediva, Windhoek, Swakopmund, 9025 Klein Windhoek	(t): +264 81 405 0029	N/A	N/A
Gaffer Media	5, Von Bodenhausen Street, Pionierspark, 99540 Windhoek	(t): +264 81 679 6291	gaffermedia@cgnaz. org	http://www. gaffermedia.com/
Harnoster Studios	erf 2505, Karlien Street, 9000 Windhoek	(t): +264 81 603 303	CF	http://www. harnosterstudios.co.nf/
Kalkfeld Communications	17 Hahnemann Street, Windhoek West, 9000 Windhoek	(t): +264 85 231 5311	N/A	http://www. kalkfeldinvs.com/
MeDesigning Marketing	Maerua Mall, 9000 Windhoek	(t): +264 81 149 2511	medesigning@me.com	https://www. medesigning.net/

Ad Agency	Address	Phone (t) / Fax (f)	Email	Website
Mezger Media Marketing	Fidel Castro Street 42, Windhoek, Namibia, P.O. Box 1149, Windhoek, Namibia Windhoek	(t): +264 81 706 1797	mezger.joachim@ gmail.com	https://www.facebook. com/mezmedia/
Nena Design	43 Feld Street Ausspannplatz, Windhoek	(t): +264 06 402 102/3	N/A	http://www.omalaeti. com/nena-designs/
Ogilvy & Mather Namibia	c/o General Murtala Muhammed Ave & Valley Rd, Eros, Windhoek, Namibia, 9000 Windhoek	(t): +264 61 247 371	info@ogilvy.com.na	http://www.ogilvy. com.na/
Soma Social Marketing	Zenobia Street, Windhoek	(t): +264 81 621 0524	sales.somamarketing@ gmail.com	http://somadigital. weebly.com/
Space Dimensions	Shop No.3. Trift Towers, Trift Street, 9000 Windhoek	(t): +264 61 402 757	admin@ spacedimensions. com.na	http://www. spacedimensions. com.na/
TBWA\Paragon	40 Eros Road, 9000 Windhoek	(t): +264 61 387 146	info@paragonnamibia. com	http://www.tbwa.com. na/
The Winning Group	103 John Meinert street, Windhoek West, 2000 Windhoek	(t): +264304341	N/A	http://www. winwinnamibia.com/
TinCup Digital Marketing Agency	General Murtala Muhammed Ave, Windhoek	(t): +264 61 309 591	info@tincup.com.na	http://tincup.com.na/
Triple Nine Advertising	Gladiola Street, 0000 Khomasdal	N/A	N/A	http://999advertising. com/
Weathermen & Co	7 Hugo Hahn Street, Windhoek	(t): +264 61 429601	CF	www.weathermen.co/
Young Designers Advertising Namibia	Lexior Building, c/o Joule St & Parsons Road, Southern Industrial, 9000 Windhoek	(t): +264 61 244 458/305 417 / (f): +264 61 242 669	CF	www.yda.com.na/g/

CF* Contact form is on the website

N/A* the required information was not available on agency website

The advertising agencies below were sourced from https://www.facebook.com/ search/110760338952883/places-in/164886566892249/places/intersect/

Advertising Company Profiles

South Africa Ogilvy & Mather

In 1948, David Ogilvy founded the agency that would become Ogilvy & Mather. Starting with no clients and a staff of two, he built his company into one of the eight largest advertising networks in the world, with more than 500 offices and 20,000 staff across 169 cities. Ogilvy & Mather South Africa's origins lie with a small hot shop in Cape Town, founded by Bob Rightford, Brian Searle-Tripp and Roger Makin in 1976. After merging with Ogilvy in 1984, Ogilvy & Mather RS-TM dominated the local creative scene during the first decade and over the next twenty years was recognized as a brand-focused agency that acted with integrity.

During the 1990s, Ogilvy & Mather South Africa soared creatively under the leadership of Robyn Putter (1950-2010), who eventually went on to become the global creative head of WPP.

Today, Ogilvy & Mather is the leader in the industry, focused on building and transforming brands. Employing more than 900 staff across three offices, O&M remains true to David's vision: the company still sees itself as one that does more than ads and has proven that by maintaining its humility and an almost divine discontent at its past successes; it can do more than stay relevant. For more than 50 years, O&M South Africa has created iconic advertising for clients such as KFC, VW, SAB, BP, DSTV and Kraft, and wit continues to live by its founders credo of "We sell, or else".

Broad-Based Black Economic Empowerment (BEE)

Back in the 1990s, the former and late CEO of Ogilvy & Mather South Africa, Robyn Putter, pioneered the company's Black Economic Empowerment initiative to ensure that it responded to the need for genuine transformation in South Africa. The company was one of the first advertising agencies in South Africa to acquire an A Empowerdex rating, and prides itself on producing work, hiring talent and working with shareholders and suppliers in a way that is truly representative of the people of this country.

Today, the company reflects the energy and diversity of South Africa.

Corporate Social Responsibility (CSI/CSR)

O&M SA has always been guided by the credo 'do the right thing'. The company has always played a meaningful role in the communities that surround them, as well as through using ideas and innovation to communicate the causes of others. O&M SA contributes financially and in-kind to many worthwhile social initiatives. These include The Topsy Foundation, KFC Add Hope, Greenpeace Africa, Read Educational Trust and The National Sea Rescue Institute.

In 2012, as they have since inception, the company answered the call by former President Nelson Mandela to give 67 minutes of time to those in need. O&M staff, suppliers and clients joined forces with the South African Department of Education in their endeavour to fix up the infrastructure in deserving schools.

In 2014, Ogilvy & Mather South Africa also launched its new SPEECH[™] framework to govern reporting on various ethical and sustainable initiatives across the agency group.

The information above was accessed from http://www.ogilvy.co.za/about/ on 15 February 2017.

The Jupiter Drawing Room and Partners

The Jupiter Drawing Room was founded in Johannesburg in 1989 by Graham Warsop. The agency name came from a grand room in a bordello in a Guy de Maupassant short story. The Cape Town office opened its doors in 1994.

From those early days as a small, yet creative, boutique agency brand, it has grown into one of South Africa's largest advertising groups and is recognised, both locally and globally, for its creative abilities.

In 2009, a 'dream deal' was completed with communications giant WPP which acquired a 49% stake in The Jupiter Drawing Room. In 2012 The Jupiter Drawing Room opened its first agency outside of South Africa, in Zimbabwe. A new brand-holding company, The Jupiter Drawing Room & Partners (Zimbabwe), was created under which two agencies fall: The Jupiter Drawing Room (Harare) and Jericho, a dynamic young agency enjoying meteoric growth in the Zimbabwean market.

In 2013 further offices were opened in Zambia and Malawi, and in 2014 The Jupiter Drawing Room & Partners (Mauritius) was formed. The Jupiter Drawing Room (South Africa) is the country's current joint Agency of the Decade (Source: FinWeek's AdReview). Heritage

The company started life as a small group of entrepreneurs who launched a business from scratch, wanting to create a global creative reputation. It did not specifically focus on making money, but in 2009, 20 years after its launch, it was a successful enterprise valued at over US\$56m.

Information accessed from http://thejupiterdrawingroom.com/our-story/ on [15 February 2017]

Zambia

Magic Advertising & Promotions Ltd:

MAPL offers a wide range of products and services to cater for all advertising, marketing and promotional needs. Its key to success is learning and studying the needs of its markets and ensuring impeccable service and quality delivery, it says in its promotional material.

As one of the leading suppliers and printers, it says it is the only company in Zambia that offers a composite structure setup (all works are done on its premises without any outsourcing, making it convenient and cost effective for clients). It offers customers and business partners a complete and cutting edge solution for their complete branding and advertising needs, including design, printing, fabrication and final layouts of advertising.

Vision

Magic Advertising & Promotions Ltd. aspires to be Africa's finest advertising agency. It says it strives to manage all of its clients' marketing needs through its complete advertising and promotional products and services. It seeks to always offer exceptional service, to be innovative and to provide the best team of creative designers and technical staff to cater for all of its clients' needs.

Mission

The purpose of Magic Advertising & Promotions Ltd. is to offer its customers and business partners a complete and cutting edge solution for branding and advertising needs. Through its in-house design, production and delivery of superior quality goods, it collaborates closely

with clients -- from inception to final delivery – to ensure that customers receive excellent products and value for their money.

This information was accessed from http://www.magic-advertising.com/about/ on [15 February 2017]

Black Dot

Black Dot says of itself: "After more than 25 years in the advertising industry, we'd like to assume that you already know about us. But if we built our business on assumptions, we wouldn't be where we are today. So allow us to introduce ourselves.

We are an award winning Creative Advertising Agency that is constantly evolving. Originally established as D&C Saatchi & Saatchi, we rebranded as Black Dot Media when we became the official Zambian representative agency of Saatchi & Saatchi, Publicis Worldwide and Leo Burnett. This was possible through our affiliation with Publicis Africa Group – one of the largest communications and fastest growing creative networks in the world. At Black Dot Media we only have one mission: to create unforgettable and impactful work that remains etched on the minds of audiences for years to come."

This information was accessed from https://www.blackdot.co.zm/ on [15 February 2017]

Malawi

HD Plus Creations

This company says it has a team of experts in online advertising and content who are ready to help create a customized digital strategy for business. It says it learns about the client and his/her goals to develop a customized and unique digital strategy. This involves providing marketing services to clients through videos and graphics. This is made possible through diverse channels which include radio, print advertising and television. By using HD Plus Creations to cover various events, companies will be able to save time, it says. After talking with potential clients, it says it found that many small- to medium-enterprises feel they do not have the capacity to market video content effectively. Therefore, the company developed its video placement package which helps place videos on web outlets such as YouTube or directly on the clients' websites. It says it adjusts a client's content for better social media advertising, and monitors and adjusts targeting options for continuous improvement.

Online / Digital advertising

HD Plus Creations has seen the way in which digital marketing has developed since 2010 and this has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well by using Internet platforms; businesses can create competitive advantage through various means of digital platforms that are incorporated into marketing plans and everyday life. HD Plus's creations use social media as its main tool to create a channel of information.

Social Media Marketing

This is the procedure wherein strategies are made and executed to draw in traffic for a website or to gain attention of buyers over the web using different social media platforms such as Facebook, Twitter, Instagram etc.

Video-YouTube advertising

This type of advertising in terms of digital/online means are advertisements that play on online videos (e.g. YouTube videos). This type of marketing has seen an increase in popularity over time. HD Plus Creations says it will create a YouTube account for a client and post video and share the links to many platforms on social media

Mouth to Mouth Advertising

Since not all the customers are more familiar with social networks, HD Plus Creations has introduced a mouth to mouth advertising which includes road shows. This kind of advertising will do the following:

- 1. Create excitement and increase brand awareness levels among customers and media.
- 2. Grow the shelf volumes of the brand during and after the activations.
- 3. Create and strengthen the engagement between the brand and customers. *This information was accessed from http://hdpluscreations.com/advertising/*

on [15 February 2017]

Namibia

TinCup

TinCup was established in order to facilitate the delivery of integrated digital and marketing services to clients in Namibia, clients who until now had to be content with existing above-the-line strategies dictating the direction of integrated campaigns. With decades of combined experience in the Namibian digital, marketing and advertising landscape, the firm offers clients a holistic view of their brands in real life, from the first point of contact through to campaign conceptualisation, development, integration and alignment with current strategies.

With brand strategists, creatives, developers, thinkers, visual masterminds and digital experts, it uses all mediums of communication to give voice to a brand, sometimes screaming, sometimes becoming an integral part of an online community, sometimes static; each idea is crafted to maximise interaction with consumers and clients, socially aware, with multiple touch points.

This information was accessed from http://tincup.com.na/ on [15 February 2017]

Chapter 6

Conclusions and recommendations

The research on community media and advertising which was conducted in four selected countries in the Southern African Development Community (SADC) region revealed that community media across these countries struggle to receive funding to support their day-to-day activities.

Community media is essentially media made by the community for the community, regardless of the possible radical or oppositional nature of its content. Therefore community media is community-owned and controlled, giving access to voices in the community and encouraging diversity, creativity, and participation.

Community media support media pluralism, diversity of content, and the representation of a society's different groups and interests. In addition, they also encourage open dialogue and transparency of administration at local level and offer a voice to the voiceless and marginalised. They are established on the premise of deepening public access, sharing experiences and information (Medrado, 2007).

Fairbairn (2009) has stated that today community media are becoming a valued and recognized part of the media landscape. International aid agencies, concerned about meeting the Millennium Development Goals, are showing ever greater interest in community media's ability to inform and empower. More and more governments are acknowledging the contribution of community media to local government, to basic and adult education, to health and economic development and are creating enabling policy and legal frameworks for community media. In the new era of recognition and legitimacy, community media are themselves increasingly seen as small enterprises with a responsibility to survive and sustain high quality community services.

However, as indicated above, community media struggle to sustain themselves financially despite playing a key role in the social, economic and political lives of the communities they serve. Sustainability, according to Fairbairn (2009), in simple terms, means to keep going over a period of time, as community media keep doing for long periods of time, providing valued services.

Community Media and Advertising

Findings

Advertising agencies were not willing to give out their advertising rates and who uses their services, citing reasons such as not willing to give competitors access to such information. Most community media houses, on the other hand, also declined to share their advertising information (rates and customers), citing reasons such as 'bad experiences in the past'. A case in point is the Station Manager of Alfred Nzo FM community radio station in South Africa, Nthatisi Molefe, who said "I am unable to share with you the list of our clients due to the bad experience the station had in the past after disclosing such information."

Nelly Linekela from Ohangwena Community radio station in Namibia stated that they faced many challenges with regards to advertising as most people or organizations preferred commercial media which had a wider audience and reach. Radio Icengelo in Zambia indicated that it was not its policy to give out information to the researcher as they did not have a relationship and partnership with the researcher.

In sum, the challenge of community media, particularly faced by community radio, was that of a continuing struggle with a weak financial base which compromises their capacity to hire and retain qualified staff, and manage and maintain equipment. These factors inhibit their ability to produce high quality programming, thereby weakening their potential to attract sponsored programmes which can in turn contribute to strengthening their financial base.

It was also evident that there were limited skills within community media to analyse how they could attain economies of scale in their operations. One of the major findings of this study was that there existed an unfavourable advertising environment for community media versus commercial media in the countries that were studied. The advertising environment is highly unfavourable to community radio stations, thus weakening their ability to generate revenue. In some instances, community radio stations fail to break even because opportunities for income are very limited. While it is appreciated that community radio stations exist to serve the community, appreciation of the fact that it takes resources to do so needs to be taken into consideration by local governments and national governments.

Limitations

Community media broadcasting houses seemed very suspicious and were wary of releasing any information to the researcher before the researcher could prove that he was indeed working on the research project. In addition, most of the community media houses did not respond to emails or phone calls. This hindered the research as some information could not be gathered or verified. The Media Instituted of Southern Africa (MISA) was used as a reference point for the research. However, in some instances they were not aware of the community media situation in their respective countries. In Malawi, Kelton Masango, the Deputy Director of Broadcasting at Malawi's Communications Regulatory Authority (MACRA), stated via email that there were no community print media in the country. And in Zambia, Thomas Zulu the Program Officer for Good Governance at MISA-Zambia, also via email indicated that there were no community print media in the country.

The researcher was therefore forced to lean heavily on community radio as they were the most easily accessible and had a quick turnaround to responding to queries. In South Africa alone, according to Mavindidze and Gondwe (2014), the Independent Communications Authority of South Africa (ICASA) has over the past 18 years licensed more than 200 community radio. The National Community Radio Forum is the largest representative organization in this segment with over 120 community radio stations in its membership. Collectively, community radio stations reach an estimated audience of 8.9 million people mostly in rural areas of South Africa. Thus, community radio is by far the greatest community media which is accessible to large numbers of people which also caters for the illiterate.

This researcher could not travel to Namibia, Malawi, and Zambia due to limited time and the inability to create solid relationships with media organizations in those particular countries. In addition, some of the community media houses the researcher managed to get in contact with via telephone or email indicated that they wanted a letter from UNESCO with the letterhead which verified the researcher's bonafides. Some community media houses simply stated that they did not give out their information to an individual they did not have a relationship with. Another challenge in carrying out this research was the language barrier especially in relation to Malawi. The community radio station managers the researcher spoke to on the phone preferred that they write to me via email than converse on the phone as we could not understand each other clearly.

The advertising agencies listed in the directory indicated that they did nor cater for community media and instead directed the researcher to their websites which listed whom they catered for. Others agencies said in reply to queries sent via email that they did not share the particular data the researcher wanted due to intellectual property concerns.

One of the biggest challenges to this research is that it is the first of its kind and this meant that there was no directory to consult regarding this research. Media organizations like the Media Institute of Southern Africa have also not compiled community media lists or any advertising rates statistics that could have assisted in the research.

Recommendations

The suggested recommendations are not exhaustive and may be improved on. Firstly, the sustainability of community media socially rests on its ability to be accepted in the community it serves. Therefore, the community media should involve the community in the development, management and programming in the case of radio based on the understanding of community needs, priorities and concerns.

Community media are both local and public development entities, and should therefore not operate in isolation and independent of other social and civic organisations. Strong partnerships and links with civil society will catalyse the sharing of valuable information and enhance relevant and quality output.

Community media need to develop aggressive marketing and advertising strategies which are compatible with current trends and market demands. These strategies could be

arrived at by market-research based planning and programming, regular reviews of marketing strategies and moving away from heavily relying on advertising as the only source of advertising.

Community media also need to develop effective skills training and staff retention strategies such as staff development courses, on the-job training, staff bonding and motivational incentives so as to make sure that volunteers do not leave after being adequately trained. These recommendations are drawn from the telephone conversations the researcher had with community media practitioners and also from some of the emails exchanges with the researcher.

Other Efforts to Enable Self-Sustaining Community Media

Fairbairn (2009) edited the Community Media Sustainability Guide and it lists some factors that are the internal and external factors necessary for community media to achieve financial sustainability. Briefly they are as follows:

Internal factors - inside the organization

- A clear and focused community service mission and creative marketing of the mission;
- Stable and accountable leadership and governance;
- Effective management, financial management and planning;
- Internal training systems to ensure that human resources and capacity are constantly renewed;
- Appropriate technology equipment that is durable, replaceable, affordable;
- Internal audience research capacity.

External factors - the community media environment

- An enabling legal and regulatory framework that will protect, guide and encourage creation of community media;
- A sustainable source of public funding;
- A national forum to advocate for community media; to co-ordinate support provision; to market community media, and to set standards;
- A community-oriented content provider or a content sharing network to provide content that community media may not themselves have resources to create.

In 2015, community media stakeholders, representing governments, regulators, practitioners, NGOs and experts from all regions of the world met in Paris, France. The purpose of the meeting was to come up with ways community broadcasting could be self-sustaining. Recommendations were made on the legal, financial and administrative measures to achieve a free, independent and pluralistic media environment, with due consideration for relevant international human rights treaties and obligations.

The recommendations were targeted particularly at community broadcasting, and were based on an understanding that:

- a. airwaves are a public resource and that community broadcasting is an important use of this resource, particularly in the light of progress towards the range of Sustainable Development Goals, including the target on public access to information and fundamental freedoms;
- b. Community media as a whole rely on an environment in which a free and vibrant civil society sector can flourish, including groups which promote and support community media.

The recommendations made to community broadcasters and their associations were as follows:

- 1. Promote the development of local, national, regional and international community broadcast networks and exchanges, including to share ideas, knowledge, expertise, best practices and content;
- 2. Focus on diversifying funding sources;
- 3. Protect the autonomy and independence of community media from government, political parties, the corporate sector, faith-based institutions, or self-serving interests;
- Support the ability of community broadcasting to focus on its core objectives of enabling voice and access to information for the community, as opposed to pursuing the interests of NGOs or powerful community actors, or a narrowly-defined development agenda;
- 5. Collaborate with other actors to promote media and information literacy, to combat hatred and xenophobia, to contribute to a culture of tolerance, and to raise awareness about the importance and role of community media in their target communities;
- 6. Encourage complementarities and partnerships between community media and other stakeholders, including independent public service broadcasters, with a particular focus on training, technology sharing and archival digitisation, cataloguing, storage and monetising;
- 7. Take full advantage of information and communications technologies, as well as associated platforms such as social media and cellular telephony, to enhance operational efficiencies and service to the community;
- 8. Encourage strong links with the community being served, including in terms of involvement in community media operations, in volunteerism as well as in the creation, ownership and diffusion of content.
- 9. Promote measures to ensure internal diversity and representativeness vis-à- vis the community being served, including women, young people, persons with disabilities and marginalised groups, in relationship to participation, decision-making and the production of content;
- 10. Support the development of programming focusing on a range of relevant sectors and local issues of public concern, such as women empowerment, indigenous peoples, promoting a culture of respect for human rights, livelihoods, health, culture, education, the youth and business;
- 11. Promote transparency and accountability in the operation of community media, including in relation to funding, in particular vis-à-vis the community being served;
- 12. Support the professional development and internal management systems of community media;
- 13. Promote good practice and self-regulatory measures including content and use of audits (both qualitative and quantitative), ethical codes and sector-led performance assessment, where relevant, based on specific targets;
- 14. Consider measures to assess sustainability gaps in the community media sector and/or within the media landscape as a whole, for example using UNESCO's Media Development Indicators and UNESCO's Media Viability Indicators;
- 15. Participate in policy formulation for the community broadcast sector;
- 16. Actively use the recommendations arising from this Seminar to advocate in support of community broadcasting in other fora, local, national and international, (Paris, 2015).

It is hoped that the recommendations of this researcher, plus those of Fairbairn (2009) and those reached at the International Seminar on Community Media Sustainability: Strengthening Policies and Funding in Paris (2015) can help community media organizations to find appropriate and localised ways and means to try to sustain themselves in the long run.

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