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The roles and the future of community radio stations in meeting developmental needs

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2002
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THE ROLES AND THE FUTURE OF COMMUNITY RADIO STATIONS IN MEETING DEVELOPMENTAL NEEDS.

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A research report submitted to the Graduate School of Humanities and Social Sciences, University of the Witwatersrand, Johannesburg, in partial fulfilment of the requirement for the degree in Masters of Journalism.

June 2001

ABSTRACT

This research report examines the roles and the future of community radio in meeting developmental needs. Community radio is a new sector of broadcasting in South Africa.

No prior research has been conducted in this area. The nature of the research was exploratory as the opinions and views of stakeholders in the broadcasting industry were obtained by means of in-depth interviews.

The roles and involvement of different stakeholders including the government, Non-governmental organisation in the sustainance of community radio were discussed which may impede the development of this sector.

ACKNOWLEDGEMENTS

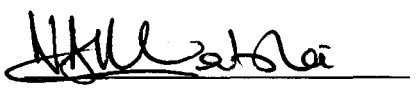
I would like to thank the following people for their assistance in conducting this research report.. In particular my supervisor, "The Propheta" Professor David Coplan for the enthusiasm and support with which he tackled and handled the topic, his motivation and assistance in the preparation of this research report was invaluable. He was especially influential in laying down some of the intellectual framework for the study. Many busy people gave their time to be interviewed for this research and I am grateful for their attention. Mr Thembi Ndlovu in the Department of Communication for his time and patience, Lara Kanto at the NAB, Mfundisi Mabalane at the NCRF, Mr Koster at Icasa

Special thanks to Univen fm staff and community and Jozi fm staff who gave valuable time to provide me with essential information. My apologies, in advance, to others in the community radio movement who no doubt deserve a mention-but lack of time, money and mental energy and my share of prejudice, make me aware that what follows is much more the first word on the matter than the last.

Finally to complete the communication cycle, this goes to my mother Esther Mukondeleli Matsila and the triplets Madembe, Mukovhe and Wanga who brought joy to the family earlier this year, and the rest of the family members. To all the sweet special friends who have been supportive and understanding when I had no time to hang around with them. Above all thanks to the Almighty God for his wisdom and knowledge.

DECLARATION

I declare that this research report is my own, unaided work. It is submitted in partial fulfillment of the requirements for the degree of Master of Journalism in the University of th Witwatersrand, Johannesburg.It has not been submitted before for any degree or examination in any other university.



Matsila Ndanduleni Aubrey

June 2001

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CHAPTER ONE

INTRODUCTION

The South African broadcasting system existed for decades as one of the most politicised broadcasting systems in the world. This politicisation of the broadcasting system was institutionalized, and manifested itself at variety of levels including policy determination, service provision, employment and content production. Furthermore broadcasting was used to entrench an oppressive political system that kept a large section of the population out of the public life of the country. The democraticisation of the country led to some dramatic changes in broadcasting in the country through the establishment of the Independent Broadcasting Authority (IBA) and now Icasa. The IBA Act of 1994 establishes a three tier system for the broadcasting industry: the Public, Private and Community sectors. The latter is a new sector, which is arguably the brainchild of the new democracy. It is this sector of broadcasting that I find challenging and stimulating particularly with regards to the challenge that it faces in meeting the developmental needs of rural-based communities. One should mention at the outset that community broadcasting is defined in the White Paper (1998/04) as broadcasting for the community, by the community, through the community. From this definition one can read that this form of broadcasting is centred in and involves the community in all respects including programming, content, ownership and management. For effective participation and contribution of the community, training is essential for all volunteers.

The title for my research will therefore be ***'The future and the roles of Community radio-A comparison between a rural based and urban based community radio".*** According to the Act priority will be given to historically disadvantaged communities and the active involvement of the women will be encouraged. It is this very community that is predominantly located in the rural areas that lacks the infrastructure and means of establishing a radio station that this paper is aimed at examining. Aspects such as the funding of the station, content and audiences will be covered as well.

AIM AND RATIONALE

The aim of my essay is to explore the future of community radio stations through a critical examination of the roles, equity in terms of employment and problems they confront, with particular emphasis on their attempt to meet the demands of rural areas. To achieve this aim I will make use of Univen fm as my case study and compare it with Jozi fm in urban metropolitan area of Johannesburg. Community radio [1]is a newcomer in South African society and is aimed at informing the historically marginalised communities in a participatory form. The statutory definition of the community sector of broadcasting and the IBA`s licensing practices have raised a number of issues about the roles of this sector of broadcasting and its policy objectives. All community broadcasters are non-profit entities, as prescribed by the IBA Act, and are designed to rely on advertising revenue on a limited scale, grants, donations, and sponsorship and membership fees.

In an attempt to achieve the abovementioned objective, this research will compare two radio stations. The paper will compare a radio station that is located in the least developed province such as the Northern province in Venda with one located in the most developed province Gauteng such as Jozi fm. The comparison will also examine the financial status of the two stations. An analysis of the demographics of employment and unemployment among urban and rural listeners with effects to the stations programming and broadcasting times will be the backbone of the research.

The financial factor or lack of finance is indispensable in these sector of broadacasting and is the fundamental cause of most of the problems that community radio faces amongst others. Given our country`s history it might be difficult if not impossible to have people working as volunteers without any incentive. It is my opinion that for the few who can volunteer their loyalty and efficiency still remain to be tested.

It is of paramount importance to interrogate and define what a "community" is at the outset. The concept "community" is multivalent. How "community" is defined is important in considering how a notion of community radio may relate to the question of democritisation and development. The term community is complex and has a variety of connotations. British cultural theorist Raymond Williams has maintained that the term community has a range of senses: it may imply common people as distinguished from those of rank, it may furthermore imply a state or organised society, and lastly it may

imply the quality of holding something in common: interests, community of goods, the sense of common identity and characteristics (William's 1976:76).

On the other hand Rampele in *South Africa Keywords* claims that the term community is used to denote an aggregation of people who have something in common such as lineage structure, or who are distinquished by similarities of economic activity or class position (1988:28). From the above definition one may conclude that the term "community" is clearly a complex one and often a highly contested one. However communities do exist and people believe in a community, desire community and act as if they do even if they don't. According to the White paper the current IBA Act includes two types of community licences. These licenses are defined as a community of interest and one, which is geographically founded. One should point out that this definition is open-ended and needs to be revisited. While the element of commonality is fundamental in all respect the geographic definition is all inclusive of the interests. The interests identified within the community must be catered for in one license for a given geographic area of local concentration. All community broadcasting licenses should be geographically founded in that they should serve the specific community within a determined geographic area. For example religious radio stations falls within the community of interests yet exist within a particular geographic area.

A Community broadcasting service as defined in the Act is one which "is fully controlled by a non-profit entity and carried on for non-profitable purposes, it serves a particular community and encourages members of the community served by it or persons associated

with or promoting the interests of such community to participate in selection and provision of programs to be broadcast in the course of such broadcasting services and may be funded by donation, grants, sponsorship or even advertising or membership fees, or by any combination of any of this" (IBA Position paper 1997:1). From the above, the three key aspects of the definition link the notion of non-profit and ownership and control to community services and participation. This reinforces a sense that community radio is radio for the community by the community and is differentiated from private or commercial in two ways. First the non-profit requirement precludes surplus going to shareholders or individuals but to what extent. Secondly, the requirement of community participation advocates that members of the community participate in and become involved in the running of the station and in particular the selection and provision of programming. No commercial station has this level of community involvement and the usual commercial radio conception of community is only of a service to the community.

However for community radio, unlike commercial radio, the services are geared to allow community broadcasters access to the broadest range of sources of finance, including, in particular, access to advertising. While community radio is allowed to advertise it is however limited to the few commercial services that falls within their area of reach. A station located in a rural area will have little or no adverts at all whilst the one in urban city centers will benefit most. It is this gap between the rich and the poor that needs to be addressed. This is the reason of Development Fund which is a government initiative aimed at restoring the imbalances between the rural and urban. How do stations in rural areas sustain themselves and how many will volunteer to work in an environment without

incentives, and no salary? This provision is of utmost importance with regard to the question of the viability and sustainability of community radio.

The inequality that exists between urban and rural radio broadcasting needs is of fundamental importance hence need to be redressed, as the least developed provinces have the least number of stations. South Africa's majority population relies usually on radio to meet their vast broadcasting needs. The urban-rural divide needs to be explored in a range of ways as mentioned elsewhere and includes amongst others the aspects of culture, employment and language. Development in rural areas will remain stagnant unless the government entrenches a code to control and eradicate this unequal deployment of broadcasting as maintained in the Green paper.

CHAPTER TWO

LITERATURE REVIEW

The following are the list of literature relevant to the subject under review

Alexander in The Economics of Radio,

The above mentioned author raises and covers a lot of work on the economics of the radio though not necessarily community radio. He maintains that radio has a unique characteristic of communicating sound via electromagnetic spectrum and has continued to prove valuable to audiences, broadcasters, and advertisers. Radio according to Alexander has withstood the many challenges presented over the years by the vagaries of the national economy, newer technologies, changing pattern of the media consumption, development in popular culture, and confused regulatory oversight. Radio stations are today positioned as the quintessential local advertising medium when compared to their competitors. Cost for local production and transmission are low as compared with local broadcast television. From his arguments one may infer that community radio can also play a role in stimulating economic development. Apart from programming aimed directly at providing potential entrepreneurs with information and contacts required to start up a small enterprise, community can also meet related needs. The arguments raised by the author makes one to think and believe that national broadcasters and even provincially based broadcasters do not attract smaller community-based businesses who require more affordable and narrowly targeted advertising.

Alexander furthermore alludes that as local medium, the radio industry is probably in the best position and will be the best-positioned medium for at least the next five years (1998:1860). The obstacle involved in sustaining Community broadcasting is primarily financial. In general absence of coordinated funding, policies raised questions about the survival of radio stations- this is one area that I will delve into at great length in my research.

The White Paper and the Green Paper are amongst other readings that form the backbone of my research. The Green paper preceeds the White paper in the it was a draft that covered number of issues while the White is the final document adopted by the Constitution. The most important procedures and conditions in terms of statutes that one should meet to qualify for community broadcasting license and regulatory issues are tabled in the document. The most striking aspects from the White paper worth exploring in the White paper is the Community Development Trust which "inject some modest capital... to assist particularly the unserved, needy communities". The documents furthermore alluded that the government will help community sector to interact more effectively with other development agencies. While the government sees the community radio having such a fundamental role to play in society as effective vehicle of educating, informing on such issues as health care and development how much of support are they giving to this sector of broadcasting?

Crookes, P in Local Radio and Regional Development in Europe" Media Monographs

The above mentioned reading is relevant to my research in that it is about the development of community radio in Europe and Scandinavia countries in particular. This sector of broadcasting is called local radio in Europe and our model of community radio is similar to that of The Nederlands. One may mention that the development of local radio in Nederlands will however differ to ours in that we are a developing country with number of obstacles that we may face different from those suffered by developed nations.

Duncan, J in " Media and democracy in South Africa" HSRC and Keene-Young, B, E in "Broadcasting and development in a multicultural society: community broadcasting policy in a post-apartheid South Africa.

The above reading is about the media in the post apartheid South Africa and the aspect of democracy very relevant to development is discussed. The challenges of the media as a whole are discussed and this will enable me to come with a theory that may be implemented to have sustainable community radio by way of countering the challenges highlighted by the author.

Financial Mail and Mail and Guardian newspaper.

The above mentioned newspapers usually covers issues surrounding the pros and cons of community radio station like the conflicts within the stations and problems that are associated with community stations. It is this kind of information out of which one may infer the future of community radio with its well researched comprensive reports.

CHAPTER THREE

THEORETICAL FRAMEWORK AND METHODOLOGY

In an attempt to achieve the aim of this paper one will be required to collect the relevant materials and analyse them critically. Gathering data through a questionnaire has also been carried out with both stations.

Community radio has much to offer the twin and complementary process of democratization and development in South Africa. This sector of broadcasting can be said to place the means of radio communication in the hands of people at the local level. This in itself is a fundamentally democratic act because it enables people to own and control the means of communication directly, in the conception of democracy within a city-state. In most areas in South Africa the formerly disadvantaged communities are the beneficiaries of development programs as they operate their own radio. This can provide a direct form of feedback on all aspects of the development programs and can facilitate communities participation in the process of planning, decision making and implementation, in communicating, challenging and influencing decision-making and programs that affect people`s lives.

The higher level of illiteracy in disadvantaged communities makes radio the premier medium and it has the potential to graft itself onto the pattern of oral culture and history in a dynamic way (Community Radio Sector 1995:7). I believe that when illiterate people express themselves on air, it also directly enhances their freedom of expression, making it

a tangible human right and not just a clause in the Constitution. This increases in an immediate way their participation in the broader community and by extension society, and makes their citizenship real.

How "community" is defined is important in considering how a notion of community radio may relate to the question of democratization and development. The term community is complex and has a variety of connotations. British cultural theorist Raymond Williams has maintained that the term community has a range of senses: it may imply common people as distinguished from those of rank, it may furthermore imply a state or organised society, and lastly it may imply the quality of holding something in common: interests, community of goods, the sense of common identity and characteristics (William 1976:76).

Until recently (1999), the IBA has been granting one-year temporary license to radio stations that meet certain conditions. These licenses were renewable and most of them were urban –centered. The challenge that they faced was that to give greater access to the needy areas in order to provide equal opportunity to the public at large. However the condition on the White paper for a one-year applications are not different to those of four-year applications as similar regulatory measures applies.

Amongst others important factors or conditions that the IBA sets for a community license applicant are that "it should provide a distinct broadcasting services dealing specifically with community issues which are not normally dealt with by other broadcasting services covering the area in question..." and that it reflects supporting from the community. On

these two important conditions, Univen did exceptionally well given its advantageous geographic location.

On its application Univen fm proved that it would provide distinct and unprecedented services that would benefit the community in terms of number of areas. It showed that it would broadcast in four languages used in the areas, i.e. English, Venda, Tsonga and Pedi which no other station offers in one frequency in the area.

CHAPTER FOUR

ROLE OF NGO`s IN THE DEVELOPMENT OF COMMUNITY RADIO SECTOR.

Non-governmental organisations (NGOs) in South Africa have been both praised and criticised by analysts who either have approved or questioned their role. While some analysts say these organisations will always have a vital role to play in the development process being implemented in many African countries, others prefer to point out the failures of NGOs. Despite these differences it is my opinion that NGOs are going to be around for a while and their influences in some African countries is likely to grow. After 1994, the NGOs found themselves paralysed as a result of funding cutbacks and without direction as the exodus of their leadership into state posts left them weakened. But the gloom brought on by the closure of various NGOs and downscaling of the operations has been replaced by optimizing fuelled in part by government initiatives aimed at fostering a better relationship with NGOs.

The Executive Director of the South African –based Foundation of Global Dialogue Garth Le Pere, says NGOs are widely recognised as development catalysts in the achievement of social goals. He maintains that NGOs know how to promote locally inspired development agendas that rely on grass-roots participation. NGOs also have experience in dealing with donors and international financial institutions. Le Pere furthermore points out that NGOs organise themselves as a vibrant sector of civil society and over time they develop a working relationship with local authorities and other levels of government. Non –governmental organisation in the field provide on –the- spot financial and technical aid in the developing countries. NGO`s constitute the third major channel, after bilateral and multilateral aid agencies, through which development is provided to the Third World countries. The important roles performed by these agencies

in the development process are often insufficiently known by donor government and intergovernmental organisations (IGO`s) and misunderstood by some Third World government.

For the purpose of this paper, international non-governmental organisations are private, voluntary agencies which fund, implement or actively support development assistance programs in the Third World. They are mainly agencies in industrialised countries which provide financial support, material aid, technical assistance and expertise to and through Third World (TW) or indigenous NGO`s. In general, NGOs focus on the poorest segment of society which, in many instances, do not benefit from governmental services. These communities are often located in remote area. One may points out that overall objective of NGO interaction is to enable these disadvantaged groups to share fully in the benefits of development. To this end one may point out that beneficiary participation in identifying and developing programs to meet their own basic needs is very important . Such participation ensures that these programs are compatible with local conditions, culture and possibilities.

Although an NGO project may be focussed on a specific activity or on providing a service, the emphasis is as much on strengthening indigenous capabilities as on concrete results. Through local structures therefore these poor communities can raise their consciousness, become motivated, articulate their needs and priorities, and mobilise themselves for social actions. Once in place it is usually anticipated that, an effective local organisations could take new initiatives without outside support, thus having a potential impact a long-term development. One may also argue that what much measure the success or failure of NGO assistance on national aspects of particular projects it is my view that it is rather the extent to which the beneficiaries have moved from dependency to self-reliance.

4.1

CAPABILITIES AND ROLES

Non-governmental organizations have had longer experience than bilateral or multilateral aid agencies in providing development assistance. Given this experience they tend to have accurate knowledge and understanding of local needs and capabilities. With and through their local counterparts as will be proved in subsequent pages they are usually able to locate individuals within communities who have the requisite skills to undertake projects. By official development assistance standards, the size of NGO project is small compared to bilateral or multilateral projects. The small size of NGO according to Kozloski (1982:13) is directly related to their purpose which undertake pilot projects in order to experiment, innovate or act as catalysts. Due to their small size compared to bilateral or multilateral aid agencies NGOs tend to be more flexible than these official programs. Consequently they are able to respond or identify needs more quickly by starting projects.

NGOs are widely recognized as developmental catalysts in the achievement of social goals and in the fostering of a participatory ethos. The role of NGOs as agents in global development was manifested at the Earth Summit held in Rio de Janeiro in 1992. Development is a conscious attempt to reconstruct society, or at least to give deliberate direction to the processes of social change, in most instances, organised social power represented by political forces and governments are likely to be the principal development agents and power the major developments factor. Rio provided a manifesto about how governments and their communities could interact as stewards for promoting and assisting the process of sustainable development One may point out that South African NGOs knows what it means to promote locally inspired development agendas which are internally democratic and accountable, they understand the importance of grassroots participation and they have seen first hand the social damage caused by ideological and sectoral interests.

According to Louis (The Star 1998/5/6) NGOs offer an invaluable range of alternative mechanism and solutions and in many cases they are closer to the people they serve than

politicians. He furthermore maintains that NGO`s cannot first be a partner of government. They have to be a watchdog too, and keep alive alternative voices.

4.2

NGOs shortfalls and Criticism

Accusations of mismanagement or corruption, however, are firmly dismissed by those who support the role of NGOs in the continent. They say NGOs vary in size and they differ in objectives and internal structure. Some NGO`s are funded by the private sector, or governments, or both. The head of the South African Institute of Race Relations, John Kane-Berman, says in South Africa, for example, to suggest that fraud is widespread among NGOs is to cast a slur on a very large segment of the community. He says that such a suggestion would also mean that all companies, governments, as well as individuals who contribute millions of dollars in donations to NGOs are massively gullible, along with the auditors who vet their accounts. Kane-Berman makes it clear that fraud is part of the larger problem of crime in society and is surely not confined to NGOs.

A number of experts on NGOs are more concerned with the problems facing the organizations in Africa than with accusations of mismanagement or poor delivery. They say the major problems faced by NGOs relate to questions of long-term funding, survival and adaptability. They say in Zimbabwe, for example, NGOs are reeling under the mounting burden of community and organisational impoverishment. Local communities in Zimbabwe need more of the services provided by NGOs but the organisations are facing erratic funding and rising costs.

In Zimbabwe, too, NGOs face opposition from government officials who believe that the organizations are hostile to structural adjustment programmes that have allegedly led to a marked deterioration of living conditions. A South African expert on NGOs and the Executive Director of the South African Centre for Development , Ann Bernstein, says the existence of NGOs provides citizens with protective mechanisms and mediating institutions in relations to the state. One may infer that NGOs as maintained by other

scholars provide a buffer between individuals, the powerful state, as well as other large institutions that tend to dominate public life.

According to Bernstein NGOs are the mechanisms whereby a society can tackle difficult and seemingly insoluble social problems without placing the whole system at risk. It is my opinion that this is only possible if NGOs can reach into neglected or ill-understood communities in the larger mosaic of a complex society as well as articulate the needs of groups of individuals within society as a whole. NGOs can therefore be seen to encourage diversity and as a result, they function as so-called "school of democracy" since they promote greater flexibility and pluralism in the political arena. It a known secret that state cannot keep up with the demands of rapid urbanisation and its enormous social and physical needs. NGOs can play an important part in this vacuum, helping to harness community and individual energies. Moreover, large government departments seldom have resources, flexibility, detailed knowledge or even imagination to reach the diversified, highly specific, individual and community needs of the poor. In this case NGOs can play a unique and innovative role, experimenting with new ways of getting things done.

The above mentioned is also endorsed by South Africa's Public Works Minister, Jeff Radebe who maintains that non-governmental bodies are in some cases more effective than the state in getting development projects off the ground. He says NGOs can sometimes play a much more constructive role than the government itself as community-based public work programmes are more speedily implemented when NGOs are involved. Community radio sector is one sector that requires the active participation of the community. NGOs place limitations on themselves based in their participation of their role and capabilities, and are sometimes restricted in what they can do or how they can operate by host country governments. NGOs in general value their specific role and objectives. For this reason many but not all do wish to work with a host country government, feeling that there would be a curtailment of freedom. Their natural choice is to identify with and work directly with underprivileged groups at the community level.

At the side of the host country, governments are sometimes suspicious of NGOs, their motives are at times perceived as submissive. Although some Third World government welcome NGOs and accord them a large measure of independence to undertake programs with local communities, other than merely "tolerate" their pressure. Another limitation is due to the fact that often the field of activity of a particular NGO is narrowly defined. Concerned with a particular sector or groups, the NGO may not have an overview of the general socio-economic situation in a particular country. This may lead to choosing inappropriate or counterproductive priorities. It is the author's view that the implementation capabilities of NGOs may at times leave something to be desired. There are multitude reasons for this, it may be due to a lack of financing for operational costs or to inadequate support for the projects, for examples delays in staff recruitment, failure to supply needed expertise, inadequate monitoring of performance, and poor or even lack of evaluation. Many NGO projects emphasize design while paying insufficient attention to implementation.

4.3

National Community Radio Strategy and National Community Radio Forum (NCRF).

The Strategy emanates from a consultative process involving all stakeholders and radio stations operating in the community sector to address problems that beset these sector of broadcasting and was endorsed in the White Paper on Broadcasting (May 1998). The National Community Radio Strategy accounts for the expansion of broadcasting to the needy areas, and ensures that there is maintenance and sustenance of this sector of broadcasting. This body is informed by workshops that deliberate on all problems affecting the community radio sector makes recommendations that would inform government broadcasting policy and legislation, broadcasting regulation and the creation of necessary mechanism for addressing these problems on a long term.

From this, it goes without saying that the Strategy has a fundamental role to play in the development of community radio as it has common objectives with the National Community Radio Forum (NCRF) in that they amongst other differences act as conduit between the community and the government.

The National Community Radio Forum was launched o the 3rd to 5th December 1993, in Orlando, Soweto. Its main aim was to lobby for the diversification of the airwaves and effecting a dynamic broadcasting environment in South Africa. The NCRF objectives include amongst others to promote the ideals, principles and role of community radio, as an integral part of the broadcasting environment of a democratic country. NCRF furthermore aims to promote democracy, development and empowerment of communities through community radio. It furthermore aims to facilitate the funding, training and sharing of resources needed by community radio stations.

Funding for the NCRF comes from the Open Society Foundation, the Frederich Stiftung Foundation, the Australian Government, the Independent Media Diversity Trust , EMW,CAF, AMARC, Royal Danish Embassy as well as membership fees. UNESCO has also donated transmitters to some of our stations. It is also affiliated to the World Association of Community Radio Broadcasters (AMARC). According to Mabalane, the Chief Executive Officer of NRCF, the main purpose of the body is advocacy and lobbying for community radio and assisting them to be sustainable and facilitate training. While the White Paper lists a number of elements that form the core of the Strategy some of these elements are functionally part of the Icasa responsibility. The setting aside of frequencies specifically for the maintenance and expansion of community broadcasting is part of Icasa. The Strategy also develops resource strategy that includes training, human resource development and financing.

The first phase of license distribution that issued more than one hundred one-year licenses was a real test not only for Icasa but the Strategy as well. A profile of these radio stations reflected the skewed imbalances that characterize South African society in terms of

urban-rural divide, gender, and the rich-poor dichotomy. During the first round of license distributions eighteen radio stations serve the broad black communities that have been historically disadvantaged, twenty-one radio stations serve religious communities while at least thirteen serve tertiary educational institutions and eight radio stations that serve the Afrikaans communities.

The most striking anomalies are the fact that out of the total hundred radio stations or so, 69 use English as the only or predominant language of broadcasting. This synopsis signals the anomalies prevalent in South African society in as far as access to communications infrastructure is concerned as many poor and rural communities don`t have access to this new communication phenomena, namely community radio. The role that radio can play in a community`s development and up-liftment on matters of nation building, education, health and welfare need not be exaggerated.

This acknowledgement, provides the rationale and need for expanding the community radio sector to as many communities throughout the country. The NCRF raise funds from other NGOs to help in the development and training of community radios. The Danish government channel money through Kgasho Fund so does the Australian government, which the NCRF uses to execute its duty.

4.4

National Association of Broadcasting.

Another organisation that deals with the development of community radio is the National Association of Broadcasting (NAB) which however exclude some of the disadvantaged community radio stations with its annual joining fee of R1000. As a results most of the disadvantaged predominantly black community radio stations therefore are excluded as it serves most of the urban-suburban community which are predominantly whites.

Lara Kantor the chief executive officer of the NAB agrees with Mabalane on the fact that the sector faces a lot of challenges and if not attended to very few stations will succeed.

While most of the stations faces financial and management skills, the minority stations affiliated to the NAB are better of. These stations are located at urban centers and serve the "have' community that have resources. The stations in this vicinity are able to generate revenue through advertising. The NAB instead has an alternative approach to address the financial difficulty of radio. Kantor commends that stations which relies on donation should move towards business initiative as business gives discount on their services in exchange of airtime. It is my opinion that Kantor's contention still boils down to the argument highlighted elsewhere in this paper that the station to benefit will be those located at business oriented areas, thus urban-suburban radio. These still leave out stations located at poor remote area from financial sustainability.

4.5

ABC-Ulwazi Educational Radio

This is another NGO, which came into being as the results of the merging of two organisations. Ulwazi has historical been the epitome of educational radio training in South Africa that has trained and produced well known producers particularly in the radio industry. ABC-Ulwazi now provide training to community radio stations in the radio production, presenting, writing etc usually free of charge. In most if not all instances the organisations invite representatives at least a maximum of two from disadvantaged radio stations for workshops. The transport and accomodation are paid for by the organisation. These NGOs like many other in South Africa receive their finances from international governments and other private donors. However radio training is also offered to individuals in this organisation at for a prescribed fee. ABC-Ulwazi as a results works closely with the NCRF as they cater for the same market i.e. the needy disadvantaged community.

CHAPTER FIVE.

THE ROLE OF THE GOVERNMENT IN THE DEVELOPMENT OF COMMUNITY RADIO.

The government has a fundamental role to play in the success of community radio in the country. While the government priority may be on the formulation of policy, the policy directives should be in line with a public process. Commitment and aggressive approach is required to see community radio theoretical success swinging to realistic goals. The government and the regulatory body Icasa, has learnt a lesson from the first phase of one –year license distribution. As mentioned elsewhere there were number of discrepancies in the first phase like the inequality of the license distribution, lack of training etc that calls for sober attention from government.

Four year licenses have been granted in six provinces with the remaining three in process. This is a positive indication and creates a good foundation on the success of these sectors of broadcasting. The Department of Communication (DoC) is engaged with different stakeholders arranging projects aimed at developing, empowering and encouraging diversity and sustainability of community radio. These projects will be discussed in detail subsequently as well as their impact. One may point out at the onset that the success of the projects will require clear defined roles and responsibility of all parties involved including local communities, Icasa, private companies, NGOs and other donor foundations. Donor governments have come to recognise that NGO activities complement their own efforts in the field of development assistance. They admire the proven ability of NGOs to reach the poorest sectors of society and developing countries where bilateral aid has been less successful. It is my contention that it has increased cooperation between donors, the government and NGOs. Amongst NGOs that the government liases with is the Independent Media Development Trust (IMDT), Kgasho Fund, Open Society and The Nederlands government.

According to Kolowski (1982:14) there is increased cooperation between the NGO and intergovernmental organisation in recent years, this according to him has largely been due to changes in the latters perception of what constitute development. The Department of Communication through its Broadcasting Unit has established an implementing strategy of its many projects. These three projects are broadcasting based and are designed to address broadcasting needs of children, women and people with disabilities through program production and skill transfer. According to the DoC, Head of Policy Thembikile Ndlovu, for the Department the need to provide infrastructure support to poor communities appeared as the most appropriate empowerment move to take if the communication needs of these communities are to be met.

Phase 1 of the Community Radio Project involves the provision of radio broadcast equipment in all the provinces with four –years license distribution. In the Free State four stations received equipment, two in the Northern Cape, three in the Northern Province, two in Mpumalanga and another two in the North West. These stations were identified as needy not only by the Department but all stakeholders like the NCRF were involved. The department intends to provide communities without access to formal building structures such as community centers with steel shipping containers to provide office and studio accommodation. These shipping containers are acquired through donations, from private as well as public utility companies.

The Department also intends to co-locate Community Telecentre Projects. The Community Telecentre Project is geared to establish community telecentres to disadvantaged areas throughout the country. In this Project, community access is provided to telecommunications infrastructure and network in the form of telephones, fax, computer, and Internet connection, photocopy and related facilities.

It goes without saying that these projects are meant to allow for a smooth process in the imminent convergence of telecommunications, computing and broadcasting technologies. The co-location of community radio stations with telecentres would facilitate the process

of integrating remote and disadvantaged areas into what is commonly referred to as the "information highway". The Department views this approach as a cornerstone of the Reconstruction and Development Program, in which information and communication network and infrastructure are essential pillars of economic growth and job creation. The Department`s pledge in this project is matched by the Royal Danish Embassy, which has undertaken to fund the operational costs of the selected community radio stations in the first phase. As highlighted elsewhere, the efficacy of the projects will require a structured partnership of various parties that included the private sector, other donor foundations, local authorities, state agencies and parastatals. Local communities will thus become the axis around which this partnership revolves, in the quest to empower historically disadvantage communities to actively participate in the newly inaugurated democratic process and the country`s growing economy.

The above project however didn`t unfold without problems. According to the NRCF there was no sufficient training provided in the use of facility to community radio. While it could have been opportune for the department to install the facility through a tender, little was done to educate the recipients on the use of facility.

It could have saved the department to train technician than having to repair facility or have redundant equipment that are not in use in a community where information could make a huge differences in the lives of people. To exacerbate the problem, the facilities were incorrectly installed according to the NCRF.

Project 11, this was planned last year and designed to meet the broadcasting needs of the disabled, children, women and people living with HIV/AIDS.

Children in Broadcasting.

This was a pilot project that started in 1999 involving four rural community radio stations. The purpose was to support and promote marginalised languages through program production, expose preschool children to broadcasting by involving them in the

production of these programmes, create awareness to preschool children through programming about issues affecting them such as abuse and to promote human resource development for producers in these community radio stations by involving them in the production of programmes with the assistance of SABC program producers. Unlike in the first project with no training, these producers received hands-on training through a workshop that was conducted for three days by independent trainers. In the new financial year 2000/01 the DoC proposed that this project would be nationalised to involve all community radio stations. The Department is therefore providing financial support for the production of these programmes.

People with disabilities

The project is designed to meet the broadcasting needs of the disabled in two ways. Firstly, to involve them in the production of radio programmes that are about them. Secondly, to expose them to training in the broadcasting field. Once trained, they can in turn be involved in the training of other individuals. Furthermore this will build a human resource and expertise for broadcasting service that will be established in the future.

The project will be national and will involve at least four stations per province. Each of the station will send two disabled individuals in their community for training. About R5.4 million has been set aside for program production. It is a well known fact that the disabled are part of the community and most of them are more comfortable while treated like any other person without disability. To give them a special treat could be an empowerment but has the potential of discomforting them as that isolate them from their own community.

Women in broadcasting.

This national project will focus on community radio programming designed to address issues affecting women. The program will be based on empowerment and development strategies for rural and peri-urban women and other issues affecting rural and peri-urban women. About R4.5 million has been set aside for this project.

HIV/AIDS

The project will focus on programming content designed to educate grass roots communities on informative, preventative and therapeutic issues on HIV/AIDS as well as government departments on HIV/AIDS. About R3 million has been set aside for this project.

The government has also established a Provincial Production Committee (PPC), responsible for co-ordination and program in each province. One may point out that this Committee can only be effective if incorporates members of the relevant or immediate community to be served as an outsider might bring more trouble than solution. It is the community interests that should be served not the society hence members of the PPC should have representative from intended-served community or it may be the wastes of resources by the department.

Project 111, It is a training and educational project wherein the department take students for formal training. The department through the National Electronic Media Institute of South Africa (NEMISA) provides training to students from all the nine provinces. The first group of students has just recently graduated. The departments offer students high-tech education on courses that are media-oriented. Students are offered scholarships for the fees and accommodations. The department has this year offered one graduate from disadvantage community radio a free scholarship to study at NEMISA. These graduates will be trained in various areas of radio from technical to management of radio, with the aim of ploughing back to their community radio.

CHAPTER SIX

Democratization and Development:

Unlike the United States (US) where local radio (another name for Community radio), from the very start, has been part of the American communication landscape, it had to impose itself in Europe, sometimes forcefully, on unwilling government and existing broadcasting systems. Local radio struggled to emerge in European phenomenon (Crookes1983:18). In terms of media lists local media in Europe has to find a viable niche in the context of the classical European public service broadcasting monopolies.

Community broadcasting in Scandinavian countries and Western Europe demonstrates several lessons relevant to broadcasting in South Africa (Keene-Young 1994:34). While the stages of industrial development and specific circumstances which give rise to community broadcasting in these countries are different to those in South Africa, they were also motivated by political, cultural and social concerns of local communities. South Africa is so far the only country with community radio in the Southern region of Africa. However attention will be given to Western Europe countries with specific references to Scandinavia and the Nederlands.

The manner in which community broadcasting has been regulated in these countries through legislation and strict conditions regarding community services bears relevance to the legal position of community broadcasting in South Africa. As maintained in the White paper community radio has a pivotal role to play in the development of society. It is the channel through which important messages are communicated, intended to change the life style of its recipients. It is clear that development efforts such as the Reconstruction

and Development Program (RDP) and the newly introduced Transitional Local Authorities will remain absolutely dependent upon sharing information with the people that such efforts are supposed to include. As in most cases the existing nationally based radio media are perceived as biased towards particular political beliefs and or lacking in coverage of local issues (Ngobeni 19991:7).

Local print media is limited to local newspapers which lack penetration across all communities whereas television although unaffordable to some, is also seen as largely focusing on national events and issues. It focuses on urban areas or semi-rural areas (Faure et al 1996:107). It furthermore helps in the creation and enhancement of the new identity of a people. It creates a sense of belonging as well as a sense of participation in the achievement of the new state. Instead of being the objects of development, development theory (practiced by community-based sector) stresses that people be participatory in and determinants of their own development sector (Faure et al1996;108).

In this context the media's role in development is no longer perceived as the dissemination of development information from national broadcaster to a passive public. Instead development and empowerment are achieved by a decentralisation of media to a local level in which people can receive, as well as participate in creating their own media messages. "Community radio serves the people, it encourages expression and participation and it also values culture" (Jankonski 1992:2). Its main purpose is to give a voice to those without voices, to marginalised groups and communities far from urban

centre, where the population is too small to attract commercial or large-scale radio. Community radio is dedicated to advancement.

It must become a counterbalance to the concentration of media power in the hands of few and the homogenisation of cultural content. Unlike national broadcasters and private stations they are run, managed and owned by the community. The evolution of Community broadcasting in South Africa, while largely being seen as a tool for the implementation of national development plan at a local level, was also determined by dissatisfaction with the post-apartheid national values being expressed by the public broadcaster.

The dominance of right-wing Afrikaans submission to the IBA`S public inquiry on community broadcasting, was according to Faure "rooted in a rejection of the SABC`s attempts to create a national identity in which all languages and cultural groups would be treated equally" (1996:183). One may therefore support the above argument as there is strong emphasis on the equality of languages.

Throughout the world, community radio stations are recognised as the training grounds for broadcasting in the mainstream public services and commercial services. In South Africa one can say that there is dire need for training, but few facilities to carry it out particularly in the needy areas where this sector of broadcasting is of paramount importance. Community broadcasting can carry both formal and informal technical training.

The SABC is currently undergoing substantial restructuring not only in the news and sports department but also from the top management hierarchy down to cleaning companies. As a result, a great deal of emphasis is placed on the provision of training and sourcing of programming originating from provincial regions. According to Mphale the stations will in future form a network of material for the SABC (1988:23). It has already started as the SABC has been in the past few years training members from various community stations on news reporting (journalism).

There is also speculations that such training services will be an ongoing process as a breeding ground for the SABC. From the people who received this free training there is a likelihood that the SABC might employ or call back some of them when such need arises. One may point that such services will however boost community radio to a large extent. This paper learnt that in the 1999 national election spree, SABC`s Channel Africa worked closely with community radio stations around the country, feeding these stations with latest Independent Electoral Commission (IEC)`s press conference releases and additional tapes with interviews conducted with the top IEC officials.

The above highlighted issues vividly foreground that Community radio brings much wider training opportunities than just technical training for broadcasting and material for mainstream electronic media. It is an open secret that community radio has produced "big names' in commercial radio stations like Metro and Y-fm. Most of these people

particularly the young ones are products of various community radio stations like the defunct Voice of Soweto and Jozi fm.

It is my opinion that the isolation for such a long time has meant that the majority of the population does not know what the possibilities are for more community broadcasting. Hence a range of training is required to enable them to make decisions. The development of community radio programming will need to be innovative, diverse and experimental, drawing on a wide variety of local resource, inputs and expertise, putting people in touch with other. We however have some organisations that provide good free training and services to community radio in terms of production and programming skills such as ABC-Ulwazi as mentioned elsewhere. This non-government organisations invites members of community radio for training. However this only benefits stations from and around Johannesburg, as there is no provision of transport and accommodation for those who might be travelling from other regions and provinces other than Johannesburg.

One may also point out that setting up a Community Radio is not without problems. Given the complex nature of social and economic dynamic at the community level, the different stages of development of each community, within different cultures, problems are bound to arise.

The most common ones include among others the difficulty in finding ways to encourage, ensure and sustain participation. For community member to actively participate they need to be convinced that this is for their own benefit. Community Radio

can not stop communities from demanding good service and interfering in the station`s affairs, as they are owners of the station. A practical example will Radio Islam that was closed on the ground that it denied women the rights to participate at all levels including presenting.

As mentioned elsewhere maintaining volunteer involvement is a problem. Most stations depend on volunteers. These volunteers are people without jobs. Whilst this has its positive side it also has its negative effects. The positive is the acquired skills that also increases their chances to get a job elsewhere based on skills gained at the station. The difficult side is that volunteers often need money for food, transport and travelling etc. A station, even one that is doing well financially, can not afford paying a living wage to every volunteer or activist.

Another problem or challenge faced by community radio is that of balancing skills development with the risk of distancing those without skills, who need and demand to participate. Training does help as indicated but also has its own challenge. For example, who does the station choose to benefit from training, and how do you ensure that those chosen do not leave the station for greener pastures once trained. One may mention that many Community station experience problem with staff turn over. In some cases a few people are being trained and the hold to their position for too long, thereby excluding turnover and wider community participation.

Radio has the unique characteristics of communicating sound via the electromagnetic spectrum and has continued to prove valuable to the audiences, broadcasters, and

advertisers. Radio according to Alexander has withstood the many challenges presented over the years by the vagaries of the national economy, newer technologies, changing patterns of the media consumption, developments in popular culture, and confused regulatory oversight (1988:185). Radio stations today are positioned as the quintessential local advertising medium when compared to its competitors.

Costs for radio spot production and transmission are low when compared with local broadcast television. Community radio can also play a role in stimulating economic development. Apart from programming aimed directly at providing potential entrepreneurs with information and contacts required to start up a small enterprise, community radio can meet related needs.I believe that national broadcasters and even provincially based broadcasters do not attract smaller community-based businesses who require more affordable and narrowly targeted advertising. Community radio can conveniently serve the requirement of the advertising and marketing efforts of smaller business in a cost-efficient manner, reaching only the target audience within their vicinity and services. As a local medium, the radio industry is probably in the best position and will be the best positioned medium for at least the five years" according to Alexander (1998:186). One may furthermore maintain that radio `s portability and flexibility still gives it in an advantage over television and national radio in another area as community radio stations are able to attract mobile consumers within a particular area and quickly adapt to cultural trends. However advertising in this sector is strictly confined as it is a non-profit services. It will nevertheless be to the advantage of the station to be located in

urban areas where there are small businesses, which still leaves the remote needy areas at a disadvantage.

The obstacle involved in sustaining Community broadcasting is primarily financial. In general absence of coordinated funding, policies raised questions about the survival of Western Europe (Patridge1990:54). Certain countries such as Switzerland and Germany opted for commercial local broadcasting from the onset. Others such as in the Scandinavia and Netherlands strive to maintain the public community service model (Savage 1997:12). However, most of them were ultimately forced into accepting advertising in order to survive financially. As mentioned elsewhere in this_paper South Africa`s model is closely linked to the Netherlands. But on the financial latitude, this sector of broadcasting can advertise on a limited scale as it is confined to serve a particular geographic area.

The potential advertisers are from the surrounding areas within reach of the station. Some stations like the defunct Voice of Soweto have fallen into a trap of being seen as a commercial station with too many advertisements.

Failure to have an affective monitoring body such as the IBA has lead Voice of Soweto into becoming another commercial station. With so mush in the IBA`S hands, it is unlikely that it will effectively monitor community broadcasting.

Representatives of NGOs and advertising agencies and funding bodies see community sector as difficult to deal with as it has problem also of human resource and capacity reasons. There is what one may call "reality gap" between structure that seeks to maximize their effectiveness through community media and on the ground reality. From the perspective of activists at the heart of community media organisation, criticism of the sector is applied far too lavishly by people who fall into the reality gap. The situation has to become faire to be fair. The legacy of the past must be taken into account. One can argue that another body aimed at regulating broadcasting should be entrenched.

The IBA can effectively regulate commercial radio, Public and television broadcasts. In an attempt to address this financial problem, the White paper policy highlights that the government has established a fund, the Community Development Trust , for rural needy areas (1997:95). The Trust is theoretically in existence but functionally inactive. However such funds will be independently administered to avoid possible monopolisation.

These funds should be provided on a merit basis for the maintenance and establishment of community broadcasting in unserved and needy areas, where communities are in need of development.

There are number of stations which could have benefited from this fund. As the result the unequal gap between the developed and least developed provinces grow wider by the day. For example, in the Northern province which is one of the least developed region, a

station like Kingdom Life was granted a one- year temporary license by the IBA but fail to go on air due to lack of resources until the license expired. Another station in the very province, Seshego Community Radio was closed during May 1999 due to lack of funds to run the station. It is my opinion that the National Strategy and the NCRF should rather establish a committee that will liaise with the least developed province to facilitate the financial difficulties evident in these regions, or alternatively the Icasa should administer such funds as they witness the problems of these stations daily.

The problems experienced by community stations are multiple and need the involvement of the government to address them. Inequality or distribution of licenses should be redressed, as many stations are concentrated in the developed provinces like Gauteng and Mpumalanga and few in the less developed provinces like the Northern Province. The less developed provinces are the most needy area that lack infrastructure to entrench community radio.

This is evident in the Northern province where the existing stations have funding from big organisations or institution like Universities. For example, Radio Turf has financial support from the University of the North and the same applies with the Univen fm which has financial backup from the University of Venda. These stations are campus stations that however serve not only the university community but the surrounding towns and villages.

This rural-urban divide has led to the establishment of the National Community Radio Strategy as mentioned elsewhere, which is primarily aimed as extending broadcasting to needy areas. The elements of the strategy include the setting aside of frequencies specifically for the maintenance and expansion of needy areas, where stations in these areas pay less than the normal rates for signal distributions services. One may argue that little has been achieved by this Strategy in terms of redressing the imbalances between the rural and urban area. These arguments will therefore underpin the suggestion that I raised elsewhere in this paper as pointed that there is a need for another facilitative body, as the Icasa is unable to efficiently provide adequate administrative and developmental oriented services that can address the asymmetrical relation and distribution of licenses.

According to the White paper (1997:17) the IBA is a statutory body responsible for licensing and regulating broadcasters. The IBA regulates and issues licenses for all three tiers of broadcasting in the country. As a regulatory should the IBA be charged with developing a sector it licenses? It therefore goes without saying that it is incapacitated, given its limited resources and human resources. It is therefore paramount that the government follows the model of Western European countries including Britain, the regulating body is independent from the licensing and monitoring body.

While the above discussion has covered the role and future of community radio the problems that this tier of broadcasting confronts also had been raised. I will critically assess this debate with a practical example of rural vs urban: Univen fm and Jozi fm. I will however confine my assessment and evaluation to the licensing, community

participation, employment and financial aspect of the station. The conditions of granting the license in relation to the White paper (IBA), its type and duration will be explored. On the financial aspects I will examine the "non-profitability", advertising, donations etc and human resources. Most of the information to follow is based on research I conducted at Univen and Jozi fm with its management and members of the relevant communities.

CHAPTER SEVEN

CASE STUDY:

Background.

The Northern province is one of the least developed provinces with poor infrastructure and service delivery. In terms of electronic media, there are only three SABC radio stations based in Pietersburg viz. Phalaphala fm, Thobela fm and Munghani lo Nene fm which broadcast in Venda, Pedi and Tsonga respectively. The current on-air community radio stations are Radio Turf and Univen fm amongst others. The latter will be the focus for my discussion. Univen fm is located in the far Northern Province at the University of Venda. The station falls within the 'community of interest' licensing distinction. It broadcast to university students and the communities around Thohoyandou, which is predominantly peri-rural. On the 30th July the station, in principle, granted a license by the IBA subject to it providing the Authority with a business plan within three months from the commencement of its license. The condition was met. The station however had several problems before it started broadcasting, which I will not discuss as they fall outside the scope of the paper. While the community catered for is 97 percent Venda, the stations broadcast most of its programs in English (70%) while TshiVenda only receive 26 percent and Tsonga and Northern Sotho share the other 4 percent. On the other hand Jozi fm is an urban centered station located in the country's economic powerhouse province i.e. Gauteng. Jozi fm is located at the heart of Soweto and caters for a multilingual community. The stations broadcast in English, South Sotho, Zulu, Tswana, Northern Sotho, Tsonga, Venda and Street Lingo (Tsotsi-taal) Not only does the station

broadcast around Soweto but some other place in the outskirts of Soweto like Florida, Lenasia etc. The targeted race groups are Blacks (80 percent), Coloreds (15 percent), Indians (5%). The stations was previously known as Soweto community radio and became Jozi fm after merging with Buwa fm. Soweto community and Buwa has shared frequency in the past. Jozi fm cater for people of age between 24 and 49 and crossover to 24-18, with LSM between 6 and 8 and crossover 6-4.

IBA and its licensing policy:

Until recently (1999), the IBA has been granting one-year temporary license to radio stations that meet certain conditions. These licences were renewable and most of them were urban –centred. The challenge that they faced was that to give greater access to the needy areas in order to provide equal opportunity to the public at large. However the condition on the White paper for a one-year applications are not different to those of four-year applications as similar regulatory measures applies.

Amongst others important factors or conditions that the IBA sets for a community license applicant are that -" It should provide a distinct broadcasting services dealing specifically with community issues which are not normally dealt with by other broadcasting services covering the area in question..." and that it reflects support from the community. On these two important conditions, Univen did exceptionally well given its advantageous geographic location.

On its application Univen fm proved that it would provide distinct and unprecedented services that would benefit the community in terms of number of areas. It showed that it would broadcast in four languages used in the areas, i.e. English, Venda, Tsonga and Pedi which no other station offers in one frequency in the area. The fact that they proved that they have support from the communities, stakeholders and local government where convincing with thousands of signatories and supporting letter from various stakeholders like Civics, schools etc. This was achieved by hard work in the form of a "roadshow" where they moved from village to village mobilising support from different communities. By so doing Univen also met another condition on the White paper (1997:26), that it... "must truly represent all the people in the community in ownership, control and decision making". Jozi fm has been on renewable one year licenses for no less that five years. This is due to the fact that they like Univen fm honor the Act and comply in meeting the requirements set by Act.

It is my opinion that the ownership aspects of Univen truly reflects the community represented as it has only three university staff members out of its 26 staff members. The station license has so far been renewed twice with the last lap of their temporary license having expired on the 4th September 1999. The factors that led to the station effectiveness are its involvement and participation through and with the community not only on management level but also with regards to programming. The station conducts "roadshows" periodically, distributing forms that the community fills. These forms attempt to assess what the community would like to hear from the radio. Jozi fm launches stations membership clubs at various townships, which not encourage participation, but

makes the community part of the stations ownership. During the "launch" the community is encouraged to contribute with ideas or donations to the station effectiveness. Entertainment and give-aways help them pull astronomical crowds which raise a great awareness about them. Jozi fm compete with commercial radio stations for the markets and that influence their programming as well.

Univen fm on the other side has a Community Liason Forum; the body that facilitates such processes and i.e. represented by staff members and various Civic leaders from different areas. This committee is under the Regional Director of the Department of Education Mr Mathivha. As a result the station is able to provide programs "that highlight grass-roots community issues, including developmental issues, health care, basic information and general education, environmental affairs, local interests matters and the reflection of local culture" (White paper 1997:27) .

Programming Format

As mentioned elsewhere community radio uses phone-ins more widely than national networks and often point to it as an example of the community talking to itself. As may be seen in the Appendix section, many phone-ins gives advice services which do meet needs of the community. Phone-ins can be said to be the most economical form of broadcasting and allows public expression of normally private concerns, but callers are controlled by both mechanical and social means. The intimacy of the phone-ins is part of its appeal in dealing with emotional and sexual problems which as well can be said to be

an essential part of entertainment for many listeners. One may infer that phone-ins foster a sense of personal interaction with the caller and make the program entertaining for the audience.Community radio has the specific role of providing educational and informational programmes to a resource-poor community

News and Actuality programs.

Access to information is central to democracy. For citizen to participate in the determination of their own future they require timely, accurate and reliable information reflecting a diversity of opinion. Section 2{c} of the IBA Act obliges the Authority to "ensure that broadcasting services develop and protect a national and regional identity, culture and character.." . Broadcasting services are required to provide for regular news services, actuality programs on matters of public interest, programs on political issues of public interest. Community radio will be required to broadcast news and other information programs, especially about events at a local level. The following results were obtained with regard to the ways the two stations report news. There were common features in terms of presentations. Both stations have female news anchors. The differences were centered on the content of the bulletin. Jozi fm had twenty five percent of the bulletin on local events and which are often the lead story in their daily hourly five minutes bulletin broadcast in English. Univen on the other hand have five minutes local news bulletin in Tshivenda and Tsonga every weekday, while the rest of the hourly five minutes bulletins are national and international news.

Music

Both stations share a similar style of music in their programs. They predominantly play kwaito and R&B in the programs. They also play traditional African music, Univen fm has a program "Vhaimbi na Vhasiki" which promotes Venda tradition on Tuesdays (21H00-00H00) while Jozi fm has a similar program "Izigi" which plays traditional music spiced with dedication on Saturday (09H00-13H00). Both stations have special musical programs like "Jazz Shows " and "Gospel shows". Their musical format is no different from many public service and commercial stations.

Magazines and Community-oriented programs

Appendix 1 shows different programmes offered on daily basis from Monday to Thursday and amongst them there is "Community Development" that is aired between 20:00 and 22:00 every evening. This is one program aimed at empowering the community with knowledge that relates and embrace themes to develop the community. This includes interviews with people who have made it in the market and information on "how to start your own business" etc.

There are also programmes aimed at developing the youth "Youth Today" focuses such activities that the youth are actively engaged upon such as drugs, alcoholism and sex the pros and cons are discussed with youth involved. Consumer Guidance which feature monetary affairs and advise consumers on how to save water and electricity which also encourages the communities to get involved. The station relies on Network Radio Services for some of its news contrary to Jozi that relies entirely on its community who

corresponds telephonically with updates of events from their immediate communities and relies on other sources like newspaper etc.

The programming is representative of the entire communities as they not only include youth and adults but children's programs which are also aired on Saturday in the morning. Given this format of programming one may accept the dedication and commitment of the station in developing the community and fulfilling the mandate as laid in the White paper of broadcasting. Jozi fm as well has community-oriented programs. They carry out talkshows about community, politics and health matters. Issues around Electricity, Water and Telephones or communications, crime are addressed on daily basis with representative from relevant organisations in "Current Affairs" and "So We Talk" every Monday-Friday (see attached Appendix).

FINANCES

While the Act compels community stations to be transparent even on their finances both stations were reluctant to disclose their financial details amid all the allegations of corruption. The 'White Paper on Broadcasting Policy" (1998), states that the responsibility for the funding of the stations rests with the community broadcasters themselves. Government will act as a catalyst and will inject modest amounts of capital by way of an independently administered Community Development Trust. While most stations have buckled under the financial strain of maintaining their services with limited resources there are those who ere resilient and stand the test of time under the circumstances.

Gitman (1994) points out that like any corporate resources, capital is limited and whether it is debt or equity, it is not free; it is the cost of doing business. He goes on to state that if a business cannot increase its profitability, and earn a good return on shareholder equity, then the project should not be tackled. According to the white paper (1927:27) "community broadcasters will be expected to draw their revenues from advertising; sponsorship, grants, community contribution and donation".

Community broadcasters will furthermore have access to local advertising and no restrictions will apply with respect to this with surplus generated ploughed back to the station. The station will access the government assistance training program to develop their broadcasting trainers. Univen fm is according to Mr Lukoto dependent on the University for its financial support.

The university provides 85 percent of the station`s financial expenditure. Due to lack of infrastructure and marketing skills there is very little or nothing at all from advertising. It is in this area that the station confronts a lot of problems as they struggle to buy music and provide "reasonable incentives'' for its staff members. Contrary to Univen fm, Jozi fm is dependent on advertising for its sustainability. Given its geographic setting, Jozi has viable market to itself through which it can generate revenue through advertising. While on the side Univen fm relies entirely on funds from the University.

Management and Employment

According to the IBA position paper (1997:11), the Authority will require any community broadcasting service to have at least two permanent managerial positions. One of these should be the station manager who will be responsible for the general operations of the stations. Univen fm has a proposed Board of seventeen (17) people that manage to meet. This board constitutes most of the University members. Univen has about 26 staff members most of whom are volunteers ie who are not paid. There are however few who receive some incentives, ideal say transport money. Jozi fm has more than what the Act recommends, the station has a full-time technician, full time receptionists and managerial team that is permanent including program and station manager. Jozi has a total of thirty staff members who receive incentives at the end of the months with only two volunteers.

The scenario above qualify Univen fm as station that can act as a model particularly on the aspect of involving the community in the running and owning of the station. However there are other aspects which are the negative spin-offs. The fact that it depends almost entirely on university funding questions its future ability to fund and sustain itself. It is my observation that the station is located in Thohoyandou (formerly the capital city of Venda) where there is a large number of potential of advertisers from the nearby shopping complex. From this point one may point out that lack of skills or training that appears to be evident within the advertising section of the station is a serious handicap. It can cost the station a fortune if not addressed. As lack of self-reliance might jeopardize the future operation of the station. The migration of announcers from the station to other stations like SABC and other community radio stations in developed provinces could be

associated with the station failure to provide reasonable incentives. According to Kutty of IBA (Interviewed) community stations "may pay the staff members to avoid and discourage them from being poached by other stations as the salary should in proportion with the station `s income.''

FOUR YEAR LICENCE

As highlighted elsewhere Univen last temporary license expired on the 4th September 1999, however a four-year license application has been granted already with the hearing conducted on the 30 to 31 of June. The four year license granted to the station can be attributed to the station commitment in developing the community it serves. With a four year license in hand effective management and consistency from staff is required as this gives a positive leeway in recruiting advertisers even on a contractual basis. One may therefore extrapolate from this discussion that Community radio can bring a difference and fill the "missing link or gap" that was left by commercial radio. It is therefore my recommendation that community radio should be encouraged in rural areas and training should be offered to the volunteers with subsidy from the government.

The government should realize that the effective means of educating and developing least developed area that is rural is through the use of community radio. The success of Community can therefore be borne at the commitment of the government financially supporting this sector of broadcasting to get off the ground. Not only does it facilitate developmental issues but also in principle is another way of job creation, as there has to be some full time staff members that will oversee the smooth running of the station. Jozi

fm awaits the four-year license hearing in Gauteng with other applicants. Icasa is still to attend to Gauteng four year license applicants.

AUDIENCE

When asked what motivated respondents to listen and what they like about the community radio station, they gave broad reasons regardless of their geographic areas. Many statements were presented to respondents for consideration as possible reason for listening but of these only two emerge as having special significance. These are

"I like listening (to Jozi fm /Univen fm) because I enjoy their entertainment..' and the other goes like

" I like listening (to Univen/Jozi fm) because it gives information about what is happening in the community"

In regard to the other statements there is incredible internal consistency for both stations, which suggests that each statement to some extent have a fairly strong element of attraction as a potential reason for listening.....

. Participants in the two groups were selected and were divided into similar groups by sex, age and educational level. The groups were organised in Soweto for Jozi fm and Thohoyandou for Univen fm. By "information" they meant any material which might be broadly described as factual in nature, be it news, analysis, educational or instructional material, information on topics of interest, sport, career opportunities etc. On the other hand, "entertainment" encompassed music, drama, humor, poetry, literature and cultural affairs etc. Some of the comments made by the respondents suggested that although

seeking entertainment may have stronger underlying motivation, there was greater social prestige in being seen to be the radio to satisfy information needs.

Respondents` perception about community radio were interesting because they were characterized by a certain ambivalence. On the one hand community radio was perceived as "poor brother" of commercial radio and being one sided as far as news and information was concerned. This view was however shared by a minority. On the other hand there was another rather more positive view of radio as a medium. It was seen as providing more choice and flexibility and proving valuable source of local news relevance to their lives and able to provide practical advice for their problems. A number of respondents particularly Univen fm listeners mentioned that there were more satisfied with the coverage of national and local sports on radio than any other station in the area. Many users particularly students and women appreciated the fact that listening could take place simultaneously with a number of other routine activities. In this general sense community radio was talked of as a companion to everyday chores and this learnt it the quality of a "benign presence" in the home in a way which made it unique from other forms of the media.

One may point out that two stations share many characteristics. Each sees itself as a clear alternative to both commercial and public broadcasters from which they differ in both culture and politics. Most respondents agree that generally funding is a problem in both stations. More than 66% of Univen fm listeners agree that the stations do not have the necessary funds of their own to operate effectively and that the station do not have a

strong financial management. In terms of programming, there was consensus. Since it is a community radio station, the community should definitely have an input on what is to be broadcast on the station. The programs should meet a predetermined "local content" quota, while also supplying a service to the target community.

Many respondents interviewed were under the impression that a community radio station should be used as the training area for new presenters and production staff for the industry. Sixty four percent of the respondents questioned disagreed with the perception that the movement of staff from community radio stations to commercial stations would inhibit development of community radio stations. They also disagreed that there is fierce competition between community stations for staff. However, there was forty seven percent consensus that there is fierce competition between community stations and other forms radio for listeners while encouraging fifty three percent of the respondents did not perceive commercial radio stations to be any sort of a threat to the community radio stations.

CHAPTER EIGHT

CONCLUSION

Radio still remains the most effective medium for reaching the greatest number of people at a low cost. In South Africa there is still high degree of illiteracy and the cost of buying newspapers exclude a major part of the population from the print media as TV reaches part of the citizenry. It is doubtful whether the SABC can fulfill the function of popularizing an issue like social responsibility. It has been proved that community radio can function as a non-monolithic, regional public broadcaster sensitive to local language, educational, development, cultural and community needs, engaging with all the elements of civil society, local governance, women`s groups and environmental groups. And it can respond to community feedback flexibly and quickly. This paper has proved that community radio with commitments from the governments through different projects can become a watchdog over civil liberties and strengthens local governance.

Human rights radio programmes on the rights of children, the rights of women and similar themes draw a vigorous reaction from communities through phone-in and write-ins. Community radio provides an opportunity for a community to engage in a dialogue with itself, to voice its concerns and to strive for social justice for all. Community radio has the specific role of providing educational and informational programmes to a resource-poor community. The role of community radio may not be exaggerated in this

text, not only does this sector of broadcasting give a voice to the historically marginalised community but promote diversity in the radio industry in South Africa.

The availability of four-year licenses introduces stability to the formerly tentative advertisers. Advertisers may now enter into contract with community radio on a long-term basis, as the licenses are as well renewable. This will as well allay the financial difficulty that community radio experience and deter exodus of staff members to commercial station. Given the commitment from the government with different projects particularly for needy stations as proved with Univen, it holds water to say the future of community radio is bright, however the emphasis should not be on delivery but on training.

<u>The major obstacles identified in the sustainability of community radio:</u>

-Lack of funds

-Lack of experience and skills

-High cost of broadcasting material

-Lack of advertising support

-IBA is incapacitated

RECOMMENDATIONS

After having interviewed and analysed stakeholders in the industry, one comes to realise the talent overshadowed and underrated but groomed in the community radio. Based on the research, after making my findings the following recommendations were made:

-Courses on managing a community radio station as many people empower themselves and confuse community with commercial radio.

-Advertising agencies need to be informed and educated as to the markets that can be reached via community radio.

-A new body to govern community radio should entrenched as the IBA now Icasa "hands" are full.

-Government should engage community radio and clearly define its role

-NCRF and other stakeholders should work closely with the government in creating a model of all community radio.

It is the author`s view that this study will add value to the community radio broadcasting sector and contribute towards a deeper understanding of the issues that the sector is facing. Community radio can play a fundamental developmental role in South Africa.

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APPENDIX

APPENDIX-UNIVEN FM

FINAL PROGRAMME

UNIVEN COMMUNITY RADIO
99.8MHz

MONDAY

TIME	PROGRAMME	PRESENTER
05H00-09H00	AM RIDE	THOMANI ENGLISH
09H00-12H00	MORNING COVERSATIONS	PAULA*** ENGLISH/VENDA
12H00-15H00	LUNCH HOUR ZONE	K-SMOOTH ENGLISH
15H00-18H00	PM RIDE	JONES ENGLISH
18H00-19H00	SPORTS	BIG T ENGLISH/VENDA
19H00-20H00	CURRENT MATTERS	VHUDZI ENGLISH/VENDA
20H00-21H00	THE AFRICAN RENNAISANCE	JOHN ENGLISH/VENDA
22H00-00H00	LATE NITE SOUNDS	BEVERLY ENGLISH

TUESDAY

TIME	PROGRAMME	PRESENTER
05H00-09H00	AM RIDE	THOMANI ENGLISH
09H00-12H00	MORNING CONVERSATIONS	PAULA ENGLISH/VENDA
12H00-15H00	LUNCH HOUR ZONE	K-SMOOTH ENGLISH
15H00-18H00	PM RIDE	JONES ENGLISH
18H00-19H00	SPORTS TALK	BIG T ENGLISH/VENDA
19H00-20H00	CURRENT MATTERS	VHUDZI ENGLISH/VENDA
20H00-21H00	AFRICAN WOMEN	SUSAN ENGLISH/VENDA
21H00-00H00	VHAIMBI NA VHASIKI	MATHODE VENDA

WEDNESDAY

TIME	PROGRAMME	PRESENTER
05H00-09H00	AM RIDE	THOMANI ENGLISH
09H00-12H00	MORNING CONVERSATIONS	PAULA*** ENGLISH/VENDA
12H00-15H00	LUNCH HOUR ZONE	K. SMOOTH*** ENGLISH
15H00-18H00	PM RIDE	JONES ENGLISH
18H00-19H00	SPORTS	BIG T ENGLISH/VENDA
19H00-20H00	CURRENT MATTERS	VHUDZI ENGLISH/VENDA
20H00-21H00	CONSUMER MATTERS	ROFHIWA VENDA
21h00-22H00	RI LILA NAVHO	LUFUNO VENDA
22H00-00H00	LATE NITE SOUNDS	BEVERLY ENGLISH

THURSDAY

TIME	PROGRAMME	PRESENTER
05H00-09H00	AM RIDE	THOMANI ENGLISH
09H00-12H00	MORNING CONVERSATIONS	PAULA*** ENGLISH/VENDA
12H00-13H00	WOMEN'S RELIGIOUS PROGRAMME	ROFHIWA VENDA
13H00-15H00	LUNCH HOUR ZONE	K-SMOOTH*** ENGLISH
15H00-18H00	PM RIDE	JONES ENGLISH
18H00-19H00	SPORTS	BIG T ENGLISH/VENDA
19H00-20H00	CURRENT AFFAIRS	VHUDZI ENGLISH/VENDA
20H00-21H00	COMMUNITY DEVELOPMENT	LUFUNO VENDA
21H00-00H00	AFRICAN RYTHMS	FLAVA ENGLISH/VENDA

FRIDAY

TIME	PROGRAMME	PRESENTER
05H00-09H00	AM RIDE	THOMANI ENGLISH
09H00-12H00	MORNING CONVERSATIONS	PAULA *** ENGLISH/VENDA
12H00-15H00	LUNCH HOUR ZONE	K-SMOOTH ENGLISH
15H00-18H00	PM RIDE	JONES ENGLISH
18H00-19H00	SPORTS	BIG T ENGLISH/VENDA
19H00-22H00	NATIONAL TOP 30	PAT ENGLISH
22H00-00H00	WEEKEND SPECIAL	FLAVA ENGLISH/VENDA

SATURDAY

TIME	PROGRAMME	PRESENTER
05H00-09H00	AM RIDE	PAT ENGLISH
09H00-11H00	TOMMOROW'S NATION (YOUTH)	AS USUAL ENGLISH/VENDA
11H00-13H00	REGGAE SHOW	GIZZAR MAN ENGLISH/VENDA
13H00-15H00	SPORTS	BIG T ENGLISH/VENDA
15H00-17H00	PM RIDE	KHATHU ENGLISH
17H00-20H00	LISTENERS' CHOICE	JONES ENGLISH
20H00-00H00	SATURDAY GROOVE	FLAVA ENGLISH/VENDA

SUNDAY

TIME	PROGRAMME	PRESENTER
05H00-08H00	SUNDAY RISE	JOHNY ENGLISH/VENDA
08H00-10H00	GOSPEL SOUNDS	ESSAU ENGLISH/VENDA
10H00-12H00	TOP 30 SLOW JAMS	THE SMOKIN' ONE**** ENGLISH
12H00-14H00	JAZZ, BLUES AND FUSION	THOMANI**** ENGLISH/VENDA
14H00-17H00	RELIGIOUS TALK	JOHNY ENGLISH/VENDA
17H00-19H00	SPORTS BRIEFS	BIG T ENGLISH/VENDA
19H00-22H00	THE ROMANTIC PARADE	K-SMOOTH ENGLISH
22H00-00H00	COUNTRY SOUNDS	THATO ENGLISH

NOTE

- *** REPRESENTS TEMPORARY UNTIL FINALLY DECIDED OTHERWISE BY MANAGEMENT.
- **** TEMPORARY UNTIL REPLACEMENT IS FOUND.
- AM RIDE STILL CONTAINS SPORTS, WEATHER, CURRENT MATTERS AND ALL OTHER SPECIAL FEATURES.

APPENDIX-JOZI FM

Time Slot	Presenter	Content
05H30 -09H00 BREAKFAST UNUSUAL	BAMBO JOHNSON	Traffic reports,Current affairs,sports ,"lively music ,less kwaito.newspaper review,should be content driven
09H00- 12H00 Morning CHIT-CHAT SHOW	NANA MOILOA	Feature the church for the first hour,play uplifting music,e.f Kirk Franklin,basic music show spiced up with info.
12H00-3h00 LUNCH HOUR	VARIOUS DJ'S	House and Kwaito music mixes.
13H00-15H00 MIDDAY RADIO	RICH TWALA	Dedications, interviews, celebrity gossip cloumn and also play R&B, Mid-Tempo and local music.
15H00-19H00 TAXI DRIVE TIME	MOTLATSI LEGODI	Traffic Update, sports, R&B and kwaito music. Interviews
19H00-20H00 CURRENT AFFAIRS	TENNYSON LEGETHE	Current Affairs :news updates,current issues,interviews,no music
20H00-22H00 SO WE TALK	MR X AND OUPA MOEKETSI	TALKSHOW:Any controversial topic, mostly things that people can relate too.
22H00-01H00 LATENIGHT ENTERTAINMENT	MCDONALD SEBOLAI	Musical program spiced up with dedications and latest music info.
01H00-05H30 JOZI'S MORNING CONNEXION	TSHEPO MACHWISA	Musical program, where mixed variety music is played.
19H00-23H00 LOCAL TOP 20	BRIAN MOFOKENG	Local top 20 hit list and spiced up with info.

23H00-02H00 PARTY TIME-PARTY LINE	MCDONALD SEBOLAI	Musical program with dedications included and info as well.
02H00-06H00 WEEKEND MOOD	COLLIN HANS	Musical program with dedications
06H00-09H00 SATURDAY BREAKFAST SHOW	DUDU GAMA	Movie review, information on celebrities, dedications and mixed up with laid-back and nineties music.
09H00-13H00 IZIGI	ZULUBOY	Traditional musical program spiced up with dedications and interviews.
13H00-17H00 LAID BACK SOUNDS	ANDREW TSHAKA	Laid-back musical program (Disco & Funky)
17H00-21H00 SATURDAY'S MIDAS TOUCH	TSHEPO MACHWISA	Internatinal top 40-music countdown spiced up with entertainment guide.
21H00-01H00 WEEKEND JAM	BRIAN MOFOKENG	Musical program and dedications.
01H00-05H00 THE REBOUND SHOW	COLLIN HANS	Musical program and dedications.
05H00-09H00 UKHOLO LWAMI	TONY MAVUSO	Gospel show spiced up with interviews and gospel musicians.
09H00-13H00 SUNDAY JAZZ SESSION	RICH TWALA	Fusion, Contemporary and Afro jazz music program.
13H00-17H00 SUNDAY CLASSIC	DUDU GAMA	Laid-back music show (R&B) , announcements and info.
17H00-21H00 JOZI'S HEART AND SOUL	ANDREW TSHAKA	Matters of the heart with soul music, featuring artist of the week. (70'S & 80's)
21H00-01H00 SUNDAY EVENING SOUNDS	PINKY MOKOENA	Laid-back R&B musical program with information.