Mapping Community Radio in Sub-Saharan Africa





Broadcast workshop at the University of Antananarivo, Madagascar. PHOTOGRAPH: FRANZ KRÜGER

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Institute and Wits Journalism, part of the project "Consortium for Human Rights and Media in Africa (Charm)", funded by the Swedish International Development Cooperation Agency (Sida). The project confronts the shrinking space with joint actions, by strengthening coalition building between civil society, media and human rights defenders in sub-Sahara Africa. The project is designed and implemented by a consortium of six regional partners: Fojo Media Institute, Wits Journalism, Civicus, Civil Rights Defenders, Defend Defenders and Hub Afrique.

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Preface	5
Introduction	8
Overview	16
Map of case studies	2
East Africa	22
Community Radio in Selected East African Countries	27
West Africa	33
Community Radio in Selected West African Countries	34
Southern Africa	40
Community Radio in Selected Southern African Countries	44
Recommendations	53
Recommendations for Broader Sub-Saharan Africa	54
Recommendations for Subregions	58
Tables of recommendations	60
Appendices	63
Key informants	64
Media support	65
Trainers and consultants	70
Sources	73
Endnotes	75

Preface

ince the first African community radio station was established in Homa Bay, Kenya, in 1982, they have spread widely across Africa.

According to an estimate in this report, there are around 2000 community radio stations in sub-Saharan Africa, though unevenly distributed. Some countries have large numbers, others have yet to allow these stations to operate.

Millions of people now rely on community radio for their information needs. Often it serves audiences in remote rural areas and urban informal settlements – those who are furthest outside the information mainstream, and who as a result struggle to exercise their rights as citizens. If information is power, community radio stations do a great deal to redress

imbalances of power.

And yet little is known about them. Even basic information is hard to get, and it is often not even certain how many stations are on air. Operations collapse and others start, with hardly anybody outside the immediate environment noticing. Even the licensing authorities sometimes struggle to keep accurate records. More specific detail around programming, income streams, staffing and other issues are even harder to track.

As part of the Consortium to Promote Human Rights, Civic Freedoms and Media Development in Africa (Charm), Wits Journalism and the Fojo Media Institute at Sweden's Linnaeus University decided to pull together some information on community radio in Africa. We are pleased to present the result in the form of this report.

One of our first difficulties was to decide what kinds of stations to include. The standard definition of community radio sees it as non-profit, owned by the community, and dedicated to community service. The African reality, however, is that it is often not clear how closely a particular radio station meets those criteria. Commercial interests, religious groups, the state and others operate what they call community radio, and regulatory frameworks are often unclear. We decided to assume the standard definition, but accept that the reality is complex. There is a fuller discussion of the problems contained in the definition in the introduction.

We had to accept the limitations of the information we were able to find, and present an impressionistic yet high-level account of a sector of considerable complexity. More specific detail will require further empirical research at country level. Though there

are significant variations across the continent, there is also considerable common ground. Many of the challenges of sustainability, quality and stability emerge from the common context of serv-

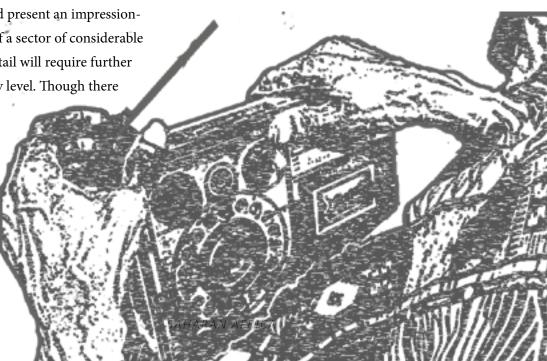
ing isolated, poor and marginalised communities.

As Wits and Fojo, we embarked on this exercise in order to understand the sector better, and particularly to identify different ways in which it is and can be supported. The report includes a list of organisations working with the sector in various ways, and ends with a series of recommendations on possible levers of support.

Our thanks go to the Swedish International Development Cooperation Agency (Sida), which funds Charm, as well as to the author, Jacob Ntshangase, and the team who assisted in producing the report.

Adj Prof Franz Krüger

HoD: Wits Journalism





Community radio journalists and producers, most of them young women, attend a course in 'Local Government Election Reporting' in Johannesburg, South Africa

PHOTOGRAPH: JACOB NTSHANGASE

Introduction

he community radio sector plays an important role in Africa; it aspires to provide a platform for community development in disadvantaged areas. The sector has also attracted significant international donor support over time, and all the subregions of Africa have vibrant community radio stations in one way or another.

However, little has been done to study the landscape across the continent. Part of the reason is that the sector consists of many small players, often in remote places where communication is difficult. What makes the situation even more difficult is that these small

players come and go.

As part of the Consortium for Human Rights and Media in Africa, Wits Journalism has produced this 'Mapping Community Radio in Sub-Saharan Africa' study. It aims not just to present an overview of the sector, but also to present some suggestions for ways in which it can be better supported, so that stations can serve the needs of their audiences in the range of circumstances found in different countries.

Community radio is often trapped in the complex understanding of the notion of 'community'¹. Amid these complexities, it is critical to understand community radio as an institution for community development communications.

In order to understand community radio, it is

important to unpack the notion of community. It is also important to understand traditions that inform communities in the francophone, lusophone and anglophone Africa perspectives in order to understand the different understandings of the term.

It is important to state upfront that none of the socio-political and socio-economical blocks alluded to in the language blocks above, as well as the member states within these blocks, have a homogenous approach to the notion of 'community' in the community radio sector.

Understandings of what is meant by community are complex. The World Association of Community Radio Broadcasters (Amarc International), with membership footprints on five continents, defines 'community' as "a geographical based group of persons and/or a social group or sector of the public who have common or specific interests".

In the context of Amarc's definition, community radio is an institution that seeks to address the community development communications needs of people with shared interests within a geographical area. In the main, this is how community radio is going to be understood in this report, though the definition does not cover the whole field. The variations in the definition of community radio are as important as the Amarc definition in this report. Although the Amarc defini-

tion can be viewed as standard, there are community radio stations that do not fall neatly into this category. There are many stations that are partly commercial, or set up to serve a church or other group. In many contexts, poor regulation has allowed people to exploit the term 'community radio' for commercial and/or political reasons.

Community radio in Africa is commonly known for its local community development service. However, a 2017 gathering of 40 media professionals from across Sub-Saharan Africa identified what is called a "proximity radio station", community radio stations that do a public service. These were identified as being from Uganda and Zambia as stations "which encompass all types of community, local and vernacular radio stations, profit and non-profit, set up to serve particular areas and/or a language group". These can also be viewed as hybrid local radio stations with both community and commercial postures.

In line with the Amarc definition of community radio (alluded to earlier) is the African Charter on Broadcasting's definition that community radio is "broadcasting which is for, by and about the community, whose ownership and management is a representation of the community, which pursues a social development agenda, and which is non-profit".

However, the complexities of communities in

Extensive media policy developments in the past two decades have contributed to the growth of community radio in the region

Sub-Saharan Africa in terms of dynamics within countries and within communities themselves call for careful considerations in the understanding of the notion of 'community' in community radio. Whatever the case may be, community radio allows previously marginalised communities to hear about and reflect on themselves.

The extended communities that have been built by sociopolitical and socio-economic imperatives in terms of the blocks in Sub-Saharan Africa also necessitate a need to look into community radio in the context of the state in subregional blocks, i.e., East, West and Southern Africa.

It is also important to understand Sub-Saharan Africa in terms of its historical, political and economic past, i.e., colonialism and other forms of political control like apartheid in South Africa. The quest for freedom saw a number of policy and regulatory frameworks aimed at undoing the colonial and apartheid past. Part of these frameworks was meant to create

media regulatory environments that were conducive to community radio development.

Among the transitional frameworks were the 1990 African Charter for Popular Participation in Development and Transformation, adopted in Arusha (Tanzania), and the 2001 African Charter on Broadcasting, adopted in Windhoek (Namibia).

These, together with many media policy and regulatory frameworks, facilitated the advent of community radio as part of participatory development communications in Sub-Saharan Africa. The essence was to usher broad-based participation of previously marginalised communities into development communications, which is what community radio is all about.

Much as the policy and regulatory frameworks alluded to above were adopted as transitional frameworks, countries differ in adhering to programmes for liberalisation and democratisation towards the opening of the airwaves for the community radio sector. Until today, there are countries in East, West and

Southern Africa that still lag behind with community radio development.

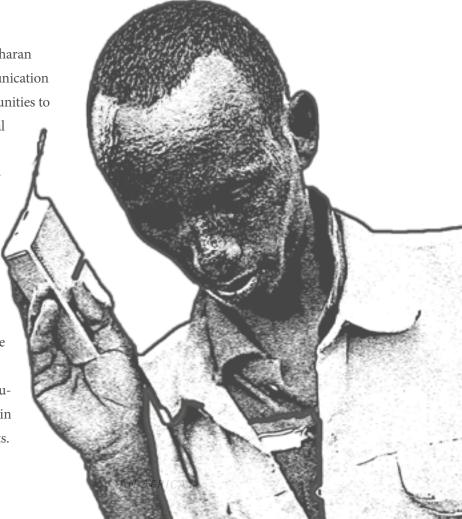
Notwithstanding the differences in the development of community radio in the Sub-Saharan African nation states, there have been extensive media policy developments³ (in the past two decades) that have contributed to the growth of community radio in the region. These progressive media policy developments are as a result of the deregulation of media environments.

The essence of community radio in Sub-Saharan Africa is that it addresses community communication needs⁴. This then creates awareness in communities to use community radio to address sociopolitical and socio-economic needs in their countries. In the quest for socio-economic and sociopolitical development, communities use these community communication platforms to challenge the authorities.

Okon (2014) alludes to "sociopolitical expediencies" and "the hegemony of the state", as well as "broad-based participation" of marginalised groups and "active/non-active involvements of civil society organisations" (including media activists) in driving (community development) reforms in their countries in the context of community radio developments.

It is for these reasons that many nation states have not opened up to the development of community radio. Many Sub-Saharan countries, like Zimbabwe, Swaziland and Democratic Republic of Congo, have resented community radio and frustrated (community radio) initiatives in their countries.

In the midst of legal and regulatory developments, most nation states use the very same legal and reg-



ulatory frameworks to thwart the development of community radio, and this is done by not recognising "the particularity of community radios in their media legislation"⁵, making it difficult for the sector to survive in the uneven competitive environments created by political economy of the media in those countries. Countries like Ghana, Niger, Senegal, Botswana and Somalia are examples where political regimes have used legal and regulatory issues to frustrate community radio.

Wasserman and Benequista (2017) state that despite progressive legal and regulatory frameworks for (community) media development, and issues of media freedom enshrined in their constitutions, some regimes "still retain subclauses that impose excessive restrictions" on diversification of the media. This is despite the fact that community radio has special needs that the legislation and regulatory frameworks should be cognisant of.

There are positive cases of regulations that advance community radio development in Sub-Saharan Africa. For example, Benin, Mali and South Africa have progressive and enabling regulatory mechanisms for community radio development.

The development of community radio in Sub-Saharan Africa also owes its success to the international development agencies. Unesco, DFID, Unicef, UNFPA and USAid are the international agencies that have played a key role in the development of community radio through funding and support with broadcast infrastructure in Sub-Saharan Africa. International development agencies' support for the development of community radio is informed by their desire to use the sector to relay educational messages for life skills and behaviour change⁶.

1.1 Purpose of the study

he study aims to gather information and develop a better understanding of the community radio landscapes in different parts of Sub-Saharan Africa, in order to identify needs, opportunities and potential partners for developing a programme of support for community radio on the continent.

The envisaged programme of support should be based on a productive model that takes into account the range of circumstances in Sub-Saharan Africa, its subregions as well as the selected countries.

This report presents a descriptive analysis of the community radio landscape in 11 francophone, lusophone and anglophone countries from West, East and Southern Africa. The countries are South Africa, Zimbabwe, Ethiopia, Zambia, Mozambique, Kenya,

The methodology was a combination of documents review, desktop research, and virtual interviews ... in 11 countries

Tanzania, Ghana, Nigeria, Senegal and Swaziland.

The descriptions of the landscape in the subregions and selected countries were informed by the following points:

- The history of community radio, and how the sector was established;
- The reach and influence within the subregion and selected countries. This includes how big the sector is in terms of the number of audiences in the selected number of community radio;
- The kinds of community radio station, e.g., campus, religious;
- The regulatory framework and the community radio policy areas;
- The relationship with the state;
- The kinds of support available in the subregion and in the selected countries. This includes organisations and the support they provide. Here the report also attempts to provide details on the effectiveness and impact of the support (where possible);

- The needs and issues that the community radio sector sees in the subregion and selected countries.
 This includes the (capacity-building and training) need to professionalise and sustain the sector;
- The business models that are employed to sustain the sector.

1.2 Methodology

he methodology employed for this report was a combination of documents review, desktop research, and virtual interviews using the data collection/information gathering tool emailed to key informants in each of the 11 countries in the West, East and Southern Africa subregions.

Key informants were selected on the basis of extensive experience in the media industry, community radio in particular, and they include community radio activists, currently and/or previously involved with the community radio sector in their countries and/or

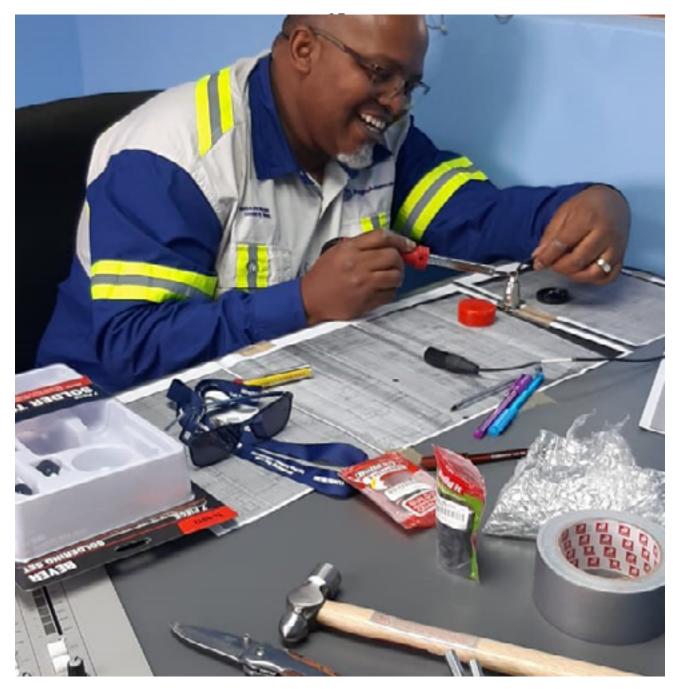
playing various roles in capacity building and training. In gathering information from the informants, there was a deliberate consideration of views that would help the report with the overall state of community radio overview in Sub-Saharan Africa as well as the subregional perspectives in terms of East, West and Southern Africa.

1.3 Limitations

here is no readily available information, especially in terms of agreed-upon data, about community radio in Sub-Saharan Africa. In cases where there is existing literature, information is not current.

Also, the reliance on key informants for current data and information had its own challenges as they (key informants) were not timeously responsive with questionnaires and/or for the interviews. The language barrier in situations where English, as the language for the research, had to engage with French-speaking key informants added to the challenges, and the option was to Google-translate the questionnaires back and forth.





Installing a broadcast console at the Khathu Community Radio Project in the South African province of Northern Cape

Overview

The state of community radio in Sub-Saharan Africa

he advent of community radio in Sub-Saharan Africa heralded an era of far more participatory development communications in the region. This explosion of community radio in the radio broadcasting space over many decades has been due to democratisation and market liberalisation, as well as what is viewed as more affordable (broadcast) technologies⁷.

Much as (affordable) technologies are hailed as one

of the factors contributing to the growth of community radio in the region, there are still technical challenges in that alternative energy sources are not that widespread (especially in predominantly rural communities). The unaffordability of the internet also adds to the challenges.

However, cell phones have revolutionised (community) radio broadcasting in terms of reporting, audience participation and the reception as many people listen on phones that have built-in FM receivers. The use of cell phones, together with web and online networking, as well as presence on the web and

blogging, are positive trends in Sub-Saharan Africa. Myers (2008) sees a "renewed interest at policy level" in terms of how (community) radio is being integrated into "the newer ICTs". This depicts a positive picture in as far as convergence of radio and mobile telephony, as well as internet-based radio and podcasting. Players in the community radio space, including funders and training service providers, must ensure that the sector is not left behind when it comes to convergence of radio and new ICT.

According to a Balancing Act report (2014), there have been enormous developments in terms of use of digital media in Sub-Saharan Africa, i.e., millions of people are using the internet and the media has presence on the internet in terms of distributing content and reaching out to audiences. However, these kinds of developments seem to be more beneficial to urban communities than rural ones. This means there is a media deficit for the audiences in rural areas⁸. Community radio, which is more prevalent in rural communities, still has a challenge in accessing digital media and benefiting these communities.

There is also a challenge around the use of African languages in development communication programmes in Sub-Saharan Africa. The dominance of colonial languages – English, French and Portuguese – needs to be addressed, and community radio can

provide that balance, in terms of using vernacular languages more. The growing trend with most community radio stations in Sub-Saharan Africa is that DJs and/or on-air personalities prefer colonial languages. Efforts should be made to change these mind-sets, leveraging the considerable growth in the number of Africans (community radio audiences) who have access to digital media platforms like smartphones, laptops and computers. The prediction is that the number of people using smartphones with access to the internet and social media will grow tremendously in Sub-Saharan Africa.

One of the challenges faced by the community radio sector in various parts of Sub-Saharan Africa is how regulations stifle its financial growth and sustainability. These include exorbitant licence fees and restrictions in terms of advertising and revenue generation. The sector needs new systems for business development to increase revenue streams.

The community-controlled radio sector added a fourth layer in radio broadcasting categories in the region, which is more local community-oriented than a broader state-controlled public, privately owned commercial and international radio. Myers (2008) alludes to "many overlaps" in terms of the target audience reach across the radio sectors.

In terms of support, community radio in

The lack of a sustainable funding strategy and overreliance on foreign donors are behind the collapse of many community radio networks in Sub-Saharan Africa.

Sub-Saharan Africa has been dealt a major blow by the demise of Amarc Africa. This regional office used to coordinate space and opportunities for the sector to share ideas and come up with collective programmes to advance community radio broadcasting in the subregions and countries. This has also impacted on subregional networks as they have also collapsed or been rendered ineffective.

When gathering information for this report, it proved difficult to reach out to subregional and in-country networks like the Nigeria Community Radio Coalition, Ghana Community Radio Network, East African Community Radio Network, Forcom in Mozambique, and the Ethiopian Community Radio Broadcasters Association.

The community radio sector in Sub-Saharan Africa and its subregions used to have a vibrant network in the early 1990s, especially because of the advocacy and lobbying work by Amarc Africa. This body, as well as the subregional and country networks (East African

Community Radio Network, Kenya Community Media Network (KComnet), National Community Radio Network (NCRF) in South Africa, and Forcom in Mozambique, were critical in coordinating capacity building and training opportunities for the sector.

This was evident in strong community radio station governance and management structures, as the networks would rally donors and gather together community radio stations across Sub-Saharan Africa on a regular basis. The community radio sector benefited substantially from training and other policy development discussions organised by the networks.

Franklin Huizies, the former vice president of Amarc Africa East and Southern Africa and former NCRF CEO, believes that the lack of a sustainable funding strategy and overreliance on foreign donor funding are the reasons behind the collapse of many community radio networks in Sub-Saharan Africa. This not only affects network organisations but the community radio sector broadly.

The case with the East African Community Media Project (EACMP) and KComnet also attests to the problem of reliance on external funders. The lesson from these trends is that a strong network coordinating body is critical, and it must have a self-sustainability plan. Also important is that "the more embedded community radio stations are in strong institutions, and the more networked they are with other stations, the more likely they are to reduce their fragility and improve sustainability"⁹.

Amarc Africa's support for the community radio

sector in Sub-Saharan Africa was more prominent in early to mid-2000. It coordinated Simbani News, a radio-internet convergence for the dissemination of news features by 23 correspondents from around Sub-Saharan Africa from the Johannesburg radio hub. The agency ceased to exist when Amarc Africa could not meet its debt obligations and went into receivership in 2006¹⁰.

As mentioned earlier, international donor agencies play a critical role in supporting the community radio sector in Sub-Saharan Africa, from the initiative stages to helping with capacity building and training for sustainability. Governments, at times jointly with international development agencies in different coun-



tries, also played a role in setting up community radio stations as vehicles of development communications¹¹. This came as a result of the 1993 Freedom for African Radios landmark conference in Bamako, Mali. Since the 1993 Bamako Conference, many African governments, including South Africa and Benin, started embracing community radio and enacted laws and regulations to support the sector.

Another challenge facing community radio in Sub-Saharan Africa has to do with radio spectrum management, which rests with national media regulators. Governments wishing to impede the sector block community radio stations by crowding the FM band to drown out unwanted voices. According to Lumko Mtimde, a former councillor on the Independent Communications Authority of South Africa (Icasa), there should be a Broadcasting Frequency Management Plan that is developed through public participatory processes, and an independent regulatory authority that allocates the assigned spectrum. In this way, no voices would be 'unwanted'.

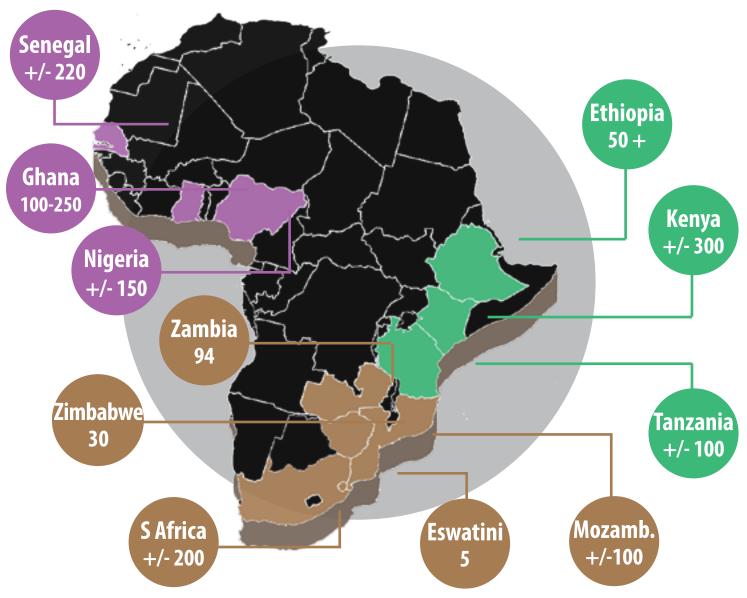
The issue of allocation and management of frequencies is a thorny issue in many Sub-Saharan countries. In Ghana, for instance, the Ghanaian Community Radio Network (GCRN) cries foul about the National Communications Authority's (NCA) al-

location of frequencies – that over years the NCA has favoured commercial interests at the expense of community radio.

The other solution, for the independent body, is to regionalise the frequency allocation to avoid scrambling for the same frequencies and the shrinking spectrum. Former Amarc Africa coordinator Alymana Bathily suggests that broadcast regulations in Sub-Saharan Africa promote the community-owned sector by licensing and allocating to it a set spectrum quota (including the digital spectrum).

Countries included in our regional case studies

Country name and number of radio stations



^{**} In Eswatini and Zimbabwe, community radio initiatives, not stations on air

Subregional perspectives

This part of the report
presents a picture of the state
of community radio in each
subregion of
Sub-Saharan Africa

EAST AFRICA

ccording to Lynne Muthoni
Wanyeki of EcoNews Africa
(and a former executive
member of Amarc Africa),
community radio in East Africa exists in two
categories:

i) Corporate-owned¹² and managed independent community radio stations with community development orientation. The content for this category is produced with some level of community participation.

It is important to understand Wanyeki's point above in the context that "corporately owned" does not simply mean commercial, but a situation where a large corporate sets up a station.

ii) Community radio initiated by development agencies with the intention to incorporate community participation in ownership, management and content development structures.

In both the above categories, what is common is community participation and involvement. The latter is crucial because it is the cornerstone of community radio, given that there is also the view that the East Africa region has a lot of local or privately owned radio stations with community radio orientation¹³. Such stations are known for flouting codes of ethics with impunity because of being owned and controlled by local politicians and investors with government connections. In Uganda for instance, Radio Paidha was licensed as a community radio station and operated fully commercial.

The development/strengthening of community radio in East Africa can be traced to the 1993 East African Community Media Project (EACMP) formed by community-based organisations. This group was motivated by the limited reach of government and privately-owned radio stations to marginalised com-

munities; and the idea for radio stations owned and managed by the community was conceived. EACMP was established with support from the Swedish International Development Cooperation Agency (Sida) "to harness community radio towards reducing poverty¹⁴". The community radio sector brought about empowerment, participation and change, and this was hailed as "the most significant change".

Ownership and control

Before the EACMP initiative for "community owned and managed radio stations" in East Africa, the Homa Bay Community Radio (HBCR) was the first (so-called) community radio set up in 1982 in Kenya.

HBCR was established with Unesco's funding and assigned to the Kenyan government, which was, apparently, not keen to accede the control of independent (community) radio to non-governmental personnel (or community groups)¹⁵. The station did not live for long as then president Daniel arap Moi's government shut it down two years after it was established.

In the main, community radio in East Africa grapples with the notion of community in its community ownership and control principles. The sector is bedevilled by radio stations that are largely commercial and/ or owned by religious organisations masquerading as community radio stations. This is attributed to poor broadcasting policy. Uganda Directorate of Information 2004, in Javuru (2011), alludes to this: "Even though the policy's objectives include promoting diversity, it does not offer the protection that the fragile nature of community radio requires" 16.

Community radio in East Africa finds itself competing with players with better financial muscles, and often with strong political patronage due to their loyalty to government. This makes it difficult for the sector to grow audiences and these players with an unfair advantage use their powers to outshine the sector with latest broadcast technologies, forcing community radio to play second fiddle.

In terms of the politics and the media regulatory environment, issues of murky politics and ethnic dominance still make it difficult for the community radio sector to thrive. The sector finds itself involved in tribal conflicts because of the language used in broadcast, as well as ownership and control. Regulatory frameworks in East Africa are used to control community radio by revoking the licences based on narrow partisan preferences. This also creates inconsistencies in applying the principles of community participation and ownership, leaving many radio stations on community radio in name only.

Notwithstanding the issues mentioned above, the reality is that the line between community and other media in this region appears to be fuzzy. There are private radio players who masquerade as community radio, or one can say that there are some private players who genuinely want to do community broadcasting.

Sustainability

he community radio sector in East Africa relies on donor funding and churches' financial support. This makes it difficult to plan ahead in terms of long-term goals and sustainability.

There is also an issue of exorbitant licence fees that governments impose on community radio stations, and this affects the financial sustainability of the sector. It is for these reasons that some radio stations apply for a community radio broadcasting licence and later go fully commercial (in order to generate sustainable revenue).

Programming

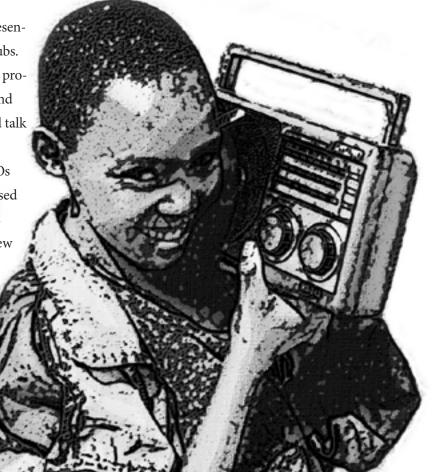
ue to ethnic and tribal leanings in many community radio stations in East Africa, it is easy for their content output to be used to incite tribal hatred and distribute politically and

ethnically divisive messages. Local/community radio was blamed for inciting violence in the East African subregion.

It was for this reason that the Kenyan government banned live and talk programming on community and/or language radio stations during the 2008 post-election violence in Kenya. This could be equated to the government's control of programming outputs of the community radio sector in East Africa.

However, community radio in East Africa also has an empowerment role, in the form of community participation in programme development and presentation based on the strong element of listeners' clubs. A particular focus is gender-sensitive educational programmes, including maternal health, as well as land and resettlement contents packaged in drama and talk radio formats.

There is also a strong involvement of local NGOs to help the community radio sector with issue-based content, including syndicated programming. This presents the sector as keen players in the use of new digital technologies to improve radio programming. The East African Community Media Project coordinates this shared programming and/or networking.





Radio Maria is an international gospel-based radio network. Above is the Tanzania station

Community radio in selected East African countries

This presents an overview of community radio in the countries selected to illustrate the state of community radio in East Africa. The countries are Kenya, Tanzania and Ethiopia.

Kenya

Broadcasting in Kenya is regulated by the Media Council of Kenya (MCK) and the Communications Authority of Kenya. According to www.worldradiomap.com there are 140 private/community radio stations in Kenya. Primary languages for radio broadcast are English and Swahili, with regional services in various regional languages.

Jeridah Andayi, station manager at Radio Citizen, estimates that there are about 300 community radio stations in Kenya, ranging from geographically founded to community of interest radio stations, including campus and faith-based stations. The community radio sector in Kenya also includes government-initiated community radio stations as well as those that are privately owned but with community posture.

Generally, public radio commands bigger audiences in Kenya compared to community radio. However, in some regions, community radio stations enjoy bigger audiences than mainstream media¹⁷. Community radio in Kenya mainly serves as a tool for civic education and the sector carries messages for social and behaviour change.

Community radio in Kenya does not enjoy much freedom because the state clamps down on those that

Table 1: Kenya community radio in summary

No. of stations	Legal status	The regulator	Languages
About 300	Government-initiated and privately owned, including campus and faith-based	Communication Commission of Kenya (CCK) and Media Council of Kenya (MCK)	English and Kiswahili, with Kikuyu and other local languages

are perceived to be carrying inciteful political messages during election times.

Issues of health, finance and investment, as well as civic education, are some of the areas that the community radio sector in Kenya could focus on. The challenge is a lack of pre-packaged content as stations focus more on live broadcast than pre-recorded materials.

The advent of new Information and Communications Technology (ICT) presents community radio in Kenya with opportunities for more interaction with audiences. This ICT situation in Kenya applies in other countries as well. ICT has opened more platforms for community radio audiences to engage with the stations, and opportunities like these have been seized by organisations for farmers and people living with HIV.

Among the challenges that community radio in Kenya faces is a lack of guidelines and policies to

address gender issues, in terms of both imbalances in organisational structures and programming outputs. The sector does not often access training.

Tanzania

anzania is one of the countries in Sub-Saharan Africa that is said to have media laws that encourage self-censorship¹⁸. Broadcasting is regulated by the Media Council of Tanzania (MCT) as well as the Tanzania Communications Regulatory Authority (TCRA).

The primary languages on radio are Kiswahili and English. TCRA was at some stage said to be alienating other local communities by insisting that community radio stations use Kiswahili as the (only) language for the sector¹⁹.

Table 2: Tanzania community radio in summary

No. of stations	Legal status	The regulator	Languages
About 100	Government-owned (through	Media Council of Tanzania (MCT)	Kiswahili
	municipalities), faith-based and	and the Tanzania Communications	
	university-owned.	Regulatory Authority (TCRA)	

According to Baraka Ngofira, a journalist with Morning Star Radio and Hope Channel, there are about 100 community radio stations in Tanzania, ranging from government-owned (through municipalities/local cities) to faith-based and university-owned community of interest stations, as well as local community-owned stations.

Every district in Tanzania is said to have (at least) one community radio station. The community radio sector in Tanzania comes from community media and student press activism in quest for the liberalisation of the airwaves in the early 1990s.

The sector plays an important role in communicating information about food production and/or food security issues (farming and agriculture), as well as education. Other issues that the sector addresses for the Tanzanian community are political and civic education, as well as entertainment.

In terms of programming formats, the sector in Tanzania packages content mainly in documentary and panel discussion/interviews formats. The balance in terms of live broadcast vis-à-vis pre-packaged contents is said to be 50-50.

Baraka believes that the sector has a cordial relationship with the state in Tanzania: "Community radio stations give feedback to/about government, and government responds well to that." However, there is no monetary support in the form of grants from government.

Capacity building and training for the community radio sector in Tanzania come from the Tanzania Community Radio Organisation, Tanzania Media Fund, Media Council of Tanzania and Tanzania Media Women's Organisation.

The Tanzania regulatory authority also provides training to managers and members of the board of

directors. The sector lacks training in areas of business development, sales and marketing. Professionalism is said to also be a serious problem in the sector.

Community radio stations in Tanzania have challenges with broadcast equipment as well as editing facilities like computers. The sector experiences frequent cut-offs in broadcast transmission.

Gender balance in the sector is a serious problem, as leadership and management is mostly men. Women's roles are reduced to reporters. This is an indictment on policy deficiencies in terms of governance and management.

Ethiopia

Broadcasting in Ethiopia is regulated by the Ethiopia Broadcast Authority (EBA), and, to date, it has licensed more than 50 community radio stations broadcasting in 29 local languages.

According to Bayable (2020), community radio

NOTE: this section does not include country key informants' account of the state of community radio in Ethiopia. Several efforts were made (in vain) to get data/information from Ethiopia. Data/information is from the literature.

in Ethiopia "helps the community to identify their common goals, create holistic plans, monitor the progress of their developmental activities, and guide on sustainable development".

The community radio stations are located as follows in the country:

- 13 in South Nation and Nationalities Region
- 11 in Oromia Region
- 9 in Amhara Region
- 5 in Tigray Region
- 4 in Benishangul-Gumuz Region
- 2 in Addis Ababa City Administration
- 2 in Afar Region and
- 1 in Gambella Region.

International Media Support (IMS) breaks down the ownership and control of the 50 community radio stations as follows²⁰:

- 6% were owned by the community association,
- 34% by the community and local administration,
- 24% by universities and their surrounding communities,
- 4% by higher education, and
- 2% by common interest groups.

The statement by Bayable (2020) that "Ethiopia has some community radio stations that are partly administered by the community without the local government interferences" gives the impression that

Table 3: Ethiopian community radio in summary

No. of stations	Legal status	The regulator	Languages
More than 50	Partly controlled by	Ethiopia Broadcast	Amharic, as the main language, with Oromo,
	the state	Authority (EBA)	Tigrinya, Somali and Afaan. (Community
			radio also broadcasts in 29 local languages.)

there is government interference in the running of the sector in Ethiopia. This would mean that the sector is not independent and free from state control.

The community radio directive in Ethiopia states that 60% of programming must focus on local issues and 40% on national and international issues. The IMS 2019 report indicates that this is the opposite, in practical aspects. IMS further observes that there is low broadcast and programme quality in the Ethiopian community radio sector.

Bayable (2020) observes that the Ethiopian community radio sector is a powerful tool for disseminating information to the community on current issues that are crucial to the rural livelihoods, for social change, conflict management and conflict resolution.

Effective capacity building and training are challenges for the community radio sector in Ethiopia.

It is said that a number of community radio broadcasters lack knowledge and skills in managing and running broadcast programmes. Bayable (2020) further identifies challenges in operational knowledge and skills in terms of human and financial resource management, and these challenges could not be addressed by any of the players in the sector, including government and the NGOs.

In terms of programming, the community radio sector in Ethiopia should encourage the open-dialogue and democratic processes to identify problems, give a solution, and mobilise adequate groups for the action of change (Girard, 2000). The sector should be a platform for communities to engage in interactive discussion among themselves.



Journalism students learn radio techniques in a studio at Addis Ababa University in Ethiopia

WEST AFRICA

ommunity radio in West Africa conforms to the Asian and South African models of community radio's social and community development agenda principles.

The ownership approach is different in that in West Africa, community radio stations may be privately owned²¹.

According to Emmanuel Ufuophu-Biri In 'Pattern of Community Radio Ownership, Regulation and Usage for Development in Anglophone West African Countries', in the *Journal of Research and Development* (2017), the community radio sector in West Africa fundamentally exists to address developmental issues of health, agriculture, civic and social responsibilities, among others.

Ownership and control

The situation in West Africa is that a number of communities cannot afford financial and human resource capital to start and sustain a community radio station. It is for this reason that financially capable

individuals, NGOs and religious institutions committed to socio-economic and/or human rights development become alternatives to initiate community radio stations. However, the ownership rests with the community structure (as a legal entity) regardless of who started (and donated) that radio station.

The state may also initiate a community radio station and assign its management to the provincial government administration. It is said that lack of a clear-cut definition of community radio makes the sector vulnerable to arbitrary abuse of the notion of community radio by the state. This is an indictment on the weak regulatory frameworks in West Africa. Kwame Karikari's 'The Development of Community media in English-speaking West Africa' paper, in Unesco (2000), "social and political agenda" is one of the principal attributes that distinguishes community radio from the rest:

"Community media' – read community radio stations – are defined as those that are devoted to the social, political and cultural interests and aspirations of identifiable groups resident in particular geographical areas within a country or within its provinces; and/or sharing common specific social, economic, cultural or political experiences and interests"

Sustainability

ne of the acceptable stipulations (by law) for the community radio sector in West Africa is that the stations must not be commercially driven.

The "social and political agenda" must drive the sector. Problems of funding, running costs, management and human resource capacities are mentioned as among the main challenges facing the sector in West Africa. The legal and policy regimes of the countries also pose a challenge.

Programming

Content on community radio in West Africa has mainly been developed around the following areas:

- Peace-building and development,
- Socio-economic development,
- Literacy and numeracy,
- Urban social questions,
- Culture and development,
- Cultural creativity, and
- Democracy and good governance.

Community Radio in selected West African countries

West African countries selected to illustrate the state of community radio in the subregion are Ghana, Nigeria and Senegal.

Ghana

ccording to www.worldradiomap.com there are over 250 private and community radio stations in Ghana. However, Kumah Drah, a consultant and trainer, puts community radio stations at 81 and campus radio stations at 21 in Ghana, with over 430 commercial radio stations.

The primary languages of broadcast in Ghana are English, Akan and Hausa. Broadcasting in Ghana is

Table 4: Ghana community radio in summary

No. of stations	Legal status	The regulator	Languages
Between 100 and 250 (with	Not-for-profit, owned and operated	National	English, Igbo
privately owned stations	by the community, as well as campus-	Communications	and Yoruba
operating as community radio	owned and privately owned	Authority (NCA)	
stations)			

regulated by the National Communications Authority (NCA).

While broadcasting in Ghana started as early as 1935, the first community radio station was Radio Ada in 1998. The community radio sector in Ghana is mainly categorised as geographical founded stations and campus stations, and the main goal is to promote local languages and culture, as well as sustainable development goals. Drah believes that community radio complements mainstream radio in terms of information-sharing and the promotion of local languages and culture. The good relations between the community radio sector and mainstream radio is evident in Ghana Broadcasting Corporation's syndication of English programmes on community radio stations²².

The Ghana Community Radio Network (GCRN),

an umbrella body for community radio stations, argues that in terms of their definition of community radio as "a radio for the people, by the people and of the people", there are effectively 23 community radio stations in Ghana.

Failure to agree on a definition of community radio between GCRN and NCA could be the reason behind the huge discrepancies in terms of the actual number of community radio stations in Ghana. Also, individuals apparently apply for community radio licences in Ghana and then operate as commercial enterprises because the fee for a community radio licence application is cheaper. So, the NCA uses the number of community radio licenses issued as the number of community radio stations in Ghana.

Drah states that there is no tangible support for community radio in Ghana, especially in terms of regulation that is meant for community radio development. It is also said that there are efforts by the NCA to curtail the power of community radio in terms of audience reach by limiting stations to a five-kilometre radius.

Community radio in Ghana prioritises community development-oriented programming, and this is through 60% live and 40% pre-packaged programming. There is, however, a strong encroachment by commercial radio in rural communities, a space that has been dominated by community radio stations. It is said that the community radio sector has decided to enter into a "shared content" arrangement with

Capacity-building and training, the exchange of news and other content, as well as advocacy for the laws that are going to be pro-community radio development are cited as top of the support needs for community radio in Ghana. Technical support

survive the challenge.

for quality broadcast and technical production are also priorities. Issues of gender, in areas of governance and management, are still a challenge.

Efforts are being made by the community radio sector to take advantage of the advent of ICT in Ghana; and these are in content development and distribution. There is however still a need to develop skills and ensure maximum use of ICT for community radio broadcasting in Ghana.



Nigeria

rather imposing approach, with less consultation and broader citizenry participation, and the broadcast licensing process is riddled with political interference²³. Broadcasting in Nigeria is regulated by the National Broadcasting Commission.

According to www.worldradiomap.com, the Nigerian broadcasting landscape has over 150 private/community radio stations, with English, Hausa, Igbo and Yoruba as the primary languages used. Broadcast licences are concentrated in major cities, and this makes community radio in rural communities marginal. Nigeria is the most populous country in Sub-Saharan Africa, with many diverse religious and political tensions. The media situation there, com-

munity radio included, wittingly or unwittingly plays into these.

The 2019 African Media Barometer found that the community radio sector in Nigeria does not subscribe to the notion of real community ownership and control.

"...community radios are not truly community owned as required by law, but run by individuals through bogus communities. Campus radios, which are considered community radios, are said to be run by university management with little or no participation of the student communities that they serve".

There are about 30 community radio stations that can be categorised as community owned and controlled in Nigeria. This low number of community radio stations in Nigeria seems to tell the narrative that Nigeria warmed up late to the notion of community radio. ²⁴

Joseph Jibueze, a journalist and editor in Nigeria,

Table 5: Nigerian community radio in summary

No. of stations	Legal status	The regulator	Languages
About 150	Privately owned (with bogus communities) and campus-owned	National Broadcasting Commission	English, Hausa, Igbo and Yoruba

believes that the regulatory framework in Nigeria would need to prioritise rural communities for more community radio stations in villages. The laws must make it easy to apply for community radio broadcasting licences and to set up community radio stations that empower communities. "We need more community radio stations that serve the needs of specific communities in Nigeria. We need more campus radio stations, even in polytechnics," Jibueze emphasises.

Community radio in Nigeria needs support to survive. This support must be in the form of funding for operational costs. The sector survives through advertising, and the slice is very thin for community radio stations to compete with more resourced mainstream radio stations.

Jibueze also believes that training interventions for community radio in Nigeria must be practical and continuous to effectively address the challenges of organisational development and business development in terms of strategies for sales and marketing in order to sustain the stations. There is also a need for training in content development as most community radio stations rely more on live broadcast compared to pre-packed contents. Also, more needs to be done to improve the technical broadcast quality of community radio stations in Nigeria.

Senegal

Broadcasting in Senegal is regulated by the National Council of Audiovisual Regulation (CNRA). The legislation recognises the community radio sector as private radio run by civil society, and frequency allocation is said to be informal.

According to www.worldradiomap.com Senegal has 120 private/community radio stations, with French, Wolof and Fula as primary languages on radio. Community radio activists on the ground give different numbers of community radio in Senegal. Talla Dieng, head of community radio in Senegal, places the number of community radio stations at 130, and Alymana Bathily, the former Africa coordinator for Amarc Africa, mentions 220. The sector in Senegal is categorised as geographic, religious/community interest as well as privately owned with community posture.

The community radio sector in Senegal started in the mid-1990s, when civil society in West Africa started advocating for the liberalisation of the airwaves. Currently, community radio stations are all over the country and, according to Bathily, their audience reach is comparable to that of the private commercial and public sectors.

Table 6: Senegal community radio in summary

No. of stations	Legal status	Legal status The regulator	
About 220	Privately-owned and run by civil society	National Council for the Regulation of Audiovisual (CNRA)	French, Wolof and Fula

Capacity-building and training is said to be weak in Senegal. Dieng adds that funding and equipment are a priority need of the community radio sector. The sector is said to be 70% live and 30% pre-packaged content. Challenges around the retention of well-trained staff are attributed to financial challenges in the sector as stations struggle with business. Capacity challenges, as well as poor business development and marketing strategies, contribute to the sustainability challenges in the community radio sector.

The advent of the new ICT comes with opportunities for the community radio sector to explore social media platforms to reinforce its content distribution and engage more with its audiences in Senegal. The new ICT provides opportunities for the sector to facilitate community participation using telephony and social media platforms.

Issue-based community-oriented programming

has been part of the community radio sector in Senegal for some time. In 2015 the Union of Associative and Community Radios (URAC) coordinated 73 community radio stations for innovative climate information programme production, as part of the CGIAR research programme on Climate Change Agriculture and Food Security (CCAFS). It is said "some 2 million farmers" in all the 14 regions of the country were served with weather forecast information that saved them from heavy weather impact on their crops caused by shifting weather patterns.

In 2016/17 the sector partnered with SPRING/ Senegal, with six 6 local radio stations packaging 60-second slots and talk shows to promote nutrition, hygiene and gender best practice. This was part of the community engagement programme for the community radio sector in Senegal. URAC is part of the Cicodev partnership for Covid-19 messaging on local/community radio stations. All the campaigns alluded to above illustrate that the community radio sector in Senegal is in touch with the development communication needs of the community, and it addresses, mainly, civic education and participation, women's empowerment and youth cultural expression. In terms of support, community radio stations qualify for the annual Press Support programme.

Much as there has been innovation in terms of programming²⁵, the contents are said to be generally poor in terms of exploring complex programming formats.

SOUTHERN AFRICA

aking a leaf from the advent of community radio in the African continent, community radio in Southern Africa was mainly ushered in by popular movements in a quest for greater freedom of expression, information and association in the 1990s²⁶.

Increased community participation in decision-making contributed a lot to the development of community radio in most parts of the SADC region.

The success of national participatory development communication programmes in a country like South Africa had a big impact on SADC regional independent media developments. It is for these reasons that most, if not all, community radio initiatives in the region followed the South African classification of community radio in terms of geographical founded community and community of interest.

There is a lack of legislative support for community radio in many SADC countries. Countries like the DRC, Zimbabwe, and the Kingdom of Eswatini have limited legislation whereby the right for community radio is recognised but there is little support, if any, for an enabling environment for the community radio sector to thrive.

Governments in these countries always have a way, politically, to restrict the development of community radio in their countries. South Africa can be cited as a country with a vibrant community radio sector due to the legislation in place for independent licensing of community radio²⁷, as well as a statutory institution for the development and diversity of community radio (the Media Development and Diversity Agency, MDDA).

Ownership and control

uch as there is a shared adherence to geographical founded community radio stations as well as community of interest stations in the categorisation of community radio, there are diverse patterns for community participation, ownership and control.

However, these patterns are all within the principles of community development. The issues of governance and management are cited as areas that still need capacity-building and training for the community radio sector to thrive in the SADC region. This should touch on building strong systems and policies for good governance. Areas of community membership for effective governance and management should also be given attention.

It is also important to highlight regional variations in the ownership patterns of community radio in the SADC region, i.e., there are community radio stations that are wholly owned by communities, those that are owned by faith-based organisations, individuals or private company-owned but driven by community development agenda, as well as those that are initiated (and owned) by the state through local government authorities²⁸.

Sustainability

ustainability is one of the key areas that require sustained capacity-building and training in the SADC region.

In 'Research by, for and about Community Media', Muthoni Wanyeki alludes to the need for research to inform interventions for sustainability in the community radio sector²⁹.

Research to inform sustainability should be interlinked with research for impact assessment as well as audience research, as these areas are interconnected.

Another strategy that can be explored for sustainability in the community radio sector in the SADC region would be to use regulation. A South African model for the MDDA, enacted through an Act of Parliament, could be adopted in the region. This would mean establishing media development and diversity levies for mainstream media to be ploughed back to the community radio sector.

Programming

here is a strong focus on issue-based programming in Southern Africa. What is common with the community radio sector programming and content output in the subregion is that many stations drive social justice issues, like gender-based violence, HIV/AIDS, education and literacy, water and sanitation, etc.

This puts the community radio sector in a better position to enhance local community development. In pushing the social justice agenda, the community radio sector in the SADC region puts the stations in a better position to promote good governance, transparency and accountability.

The challenge is that audience research that is interlinked with research for impact assessment and sustainability does not inform content development for quality programming in the community radio sector in the SADC region. There is generally not enough attention given to content development for quality programming, informed by community participatory models. Audience feedback that comes from audience research is not a common feature to inform content development and programming techniques across the SADC region.

The programming focus of the community radio sector in the subregion is not that strong on localised content, which gives the sector the edge in terms of serving defined communities as opposed to broad programming by the mainstream radio.



A radio drama series on air at Emalahleni FM in Mpumalanga, north-eastern South Africa

PHOTOGRAPH: JACOB NTSHANGASE

Community radio in selected Southern African countries

outhern African countries selected to illustrate the state of community radio in the subregion are Mozambique, Zimbabwe, South Africa, Zambia and Swaziland.

These countries present an interesting picture of community radio in the SADC region, i.e., South Africa with a vibrant, fairly progressive and developed sector in terms of regulations and community involvement; Zimbabwe; and, to a certain extent Eswatini, with a vibrant community activism for community radio but still repressive laws that are not (yet) fully supportive of the development of community radio.

And Mozambique with a mixed bag of government support for the community radio sector by initiating stations and assigning local government structures to administer, as well as organised community-driven radio stations.

Mozambique

Broadcasting in Mozambique is regulated by the National Institute of Communications of Mozambique (INCM). Gabinfo³⁰, a government programme working together with INCM, grants licences in a manner that is not informed by principles of fairness.

There are more than 100 community radio stations in Mozambique, according to the African Media Barometer, Mozambique 2018 report. The primary language of broadcast is Portuguese.

Ernesto Saul, the projects and communications manager and a former Forcom official, states that: "there is no legislation specifically for community radio in Mozambique. The sector is regulated by some Press Law, which is currently under review. There are however laws that are meant for the technical capacity of community radio stations, and this 'technical capacity' is in terms of technical compliance".

What is worth mentioning about community radio in Mozambique is that there is a decree (68/2016 of 30 December) that protects community radio from paying broadcast transmission fees.

The community radio sector in Mozambique has four categories, i.e., 1) those initiated by the Institute

Table 7: Mozambique community radio in summary

No. of stations	Legal status	The regulator	Languages
More than 100	No legislation specifically for community radio –	National Institute of	Portuguese
	four categories: government-initiated/controlled,	Communications of	
	faith-based, CBO-controlled and privately owned.	Mozambique (INCM)	

for Social Communication (ICS)³¹, with funding from Unesco, 2) the faith-based stations under the Catholic Church, 3) those under Community-Based Organisations and 4) privately-owned stations, with community posture. Most community radio stations have about a 75-kilometre radius. According to Saul, the sector accounts for 45%-50% of the overall radio listenership in Mozambique. This is a thumb-suck figure since there is no audience research institution in Mozambique.

The prominent role that community radio plays in Mozambique is social mobilisation for behavioural change. In being a tool for civic and voter education, the sector avoids playing prominently in a political and citizenry participation space (because of possible repression from government).

However, government values community radio stations when it comes to distributing educational

and social mobilisation campaigns.

When it comes to programming, the sector in Mozambique relies more on live broadcast, 80% compared to 20% pre-packaged content. This means more entertainment than talk/engaging content. Pre-packaged content is mainly in radio magazines and radio drama formats.

Capacity-building and training support for community radio in Mozambique focuses more on content development, and less on the technique of producing programmes, i.e., interviewing skills, writing for radio and on-air presentation.

Such interventions are not sustainable, as they are not based on local contexts and/or involve local players. In terms of the support needs of the community radio sector in Mozambique, areas of organisational development, including governance and management, as well as business development for sustain-



ability. There are also capacity challenges in terms of technical expertise for human resource to maintain equipment. However, the sector is not balanced in terms of gender, at governance and management levels, as many stations are male dominated.

On issues of ICT, the sector has opportunities for wider content development, allowing wider audience reach.

The Commonwealth of Learning has funded Forcom training for community radio stations in Mozambique

PHOTOGRAPH: FRANKLIN HUIZIES

Table 8: Zimbabwean community radio in summary

No. of stations	Legal status	The regulator	Languages	
30 community radio	Still no enabling legislation to	Broadcasting Authority of	Mainly English,	
stations/initiatives	define the legal status	Zimbabwe (BAZ)	Shona and Ndebele	

Zimbabwe

imbabwe is one of the SADC countries with vibrant community radio activism that has been pushing for the liberalisation of the airwaves for years.

In December 2020 the Zimbabwean Association of Community Radio Stations (Zacras) celebrated the granting of the first three community radio broadcasting licences in Zimbabwe³². Broadcasting in Zimbabwe is regulated by the Broadcasting Authority of Zimbabwe (BAZ). Primary languages on radio are English, Shona and Ndebele. The third tier in the three-tier broadcasting system in Zimbabwe, community radio, has been delayed by lack of enabling legislation.

John Masuku, executive director at Radio Voice of the People (VOP) and a community radio consultant, states that Zimbabwe has about 30 community radio stations/initiatives. There are also diaspora (community) radio stations, including Channel Zim – a collaborative of independent radio stations, broadcasting from outside Zimbabwe. Masuku categorises the community radio sector in Zimbabwe as geographical founded, campus, religious and privately owned (with community posture) radio stations, and it seeks to address issues of food production, literacy, civic education and ability to make governance choices as well as health, among others.

Effective programming, which includes scheduling and running a radio station, is mentioned as the key support need for the community radio sector in Zimbabwe. Capacity-building and training, which has been provided by Zacras and the Media Institute of Southern Africa (Misa) Zimbabwe over the years, must strengthen this area³³. Masuku cites digitisation as one of the key technical challenges facing the

sector in Zimbabwe.

When it comes to sustainability of community radio in Zimbabwe, government poses a threat in its legislation, which does not allow advertising. The advent of ICT presents opportunities for community radio stations in Zimbabwe to explore social media platforms to enable communities to engage with one another through radio.

Kingdom of Eswatini

ommunity radio is not yet licensed in
Eswatini. This is despite a concerted effort by
media activists to push for the opening of the
airwaves.

There are five geographic community radio initiatives, with Lubombo Community Radio the most prominent one, that are still waiting for an enabling legal framework to allow them to operate.

According to Ambrose Zwane, national coordinator of Lubombo Community Radio Initiative,
University of Eswatini Community Radio has been granted a five-year renewable broadcasting licence³⁴. The country network for the community radio sector, together with international forums, is mobilising resources and lobbying for community radio broadcasting in the kingdom. In addition to the geographic-founded and campus community radio stations,
Masuku indicates that there are also privately owned radio stations that present themselves as community radio.

There are efforts to support the community radio sector with capacity-building and training, networking and content development in Eswatini. However, these efforts are not having any impact due to a lack of funding.

Masuku cites readiness for broadcast and funding, with broadcast and office equipment as top of

Table 9: Eswatini community radio in summary

No. of stations	Legal status	The regulator	Languages
Five community radio	Currently no practical legal	Eswatini	IsiSwati and English
initiatives (including	framework governing community	Communications	
campus radio)	radio stations	Commission (Esccom)	

the support needs of the community radio sector. He says challenges around the broadcast radius and limited advertising are going to negatively affect the sustainability of the sector.

Zambia

ambia has seen a tremendous growth in the community radio sector over the last 10 years. According to Meck Phiri, project coordinator with the BBC's international development charity, BBC Media Action, in almost all districts and in all the 10 provinces there are two to three community radio stations in the provincial capitals.

Broadcasting in Zambia is regulated by the Independent Broadcasting Authority (IBA). Currently there are 94 community radio stations in Zambia,

and most started as a result of community activism for the liberalisation of the airwaves and the need for communities to be informed about issues pertinent to their wellbeing. These community radio stations range from geographic founded, to campus, faith-based, political and privately owned community (with community posture) stations.

According to Lingela, in 'Community Broadcasting in SADC – Overview', "...individual (or private) companies own stations but are community based and driven by community development. These are referred to as 'hybrid' stations... privately owned and therefore commercial".³⁵

Of the 18.734 million population in Zambia (2021 Worldometer, United Nations data), the community radio sector has an estimated 5.6 million share in terms of listenership. The sector helps in fostering

Table 10: Zambian community radio in summary

No. of stations	Legal status	The regulator	Languages
94, ranging from privately owned	Privately-owned (for-	Independent	English, Bemba,
(with community development	profit) and/or non-	Broadcasting Authority	Nyanja, Lozi, Tonga,
posture), to faith-based, campus-	profit	(IBA)	Kaonde, Lunda and
based.			Luvale

community development through good governance content, as well as broadcasting messages for the people to make informed political decisions at the polls.

When it comes to programming, the community radio sector in Zambia prioritises health, education and gender, among other social issues. Programming formats are mainly drama, vox pops and panel discussion. Phiri says stations have not explored these formats enough in terms of packaging more engaging content, and the balance in terms of percentage of live broadcast and pre-packaged content is 80/20. Issues of gender balance in terms of content outputs, as well as management of stations, is still a challenge in the Zambian community radio sector.

According to Phiri, capacity-building and training support for the community radio sector in Zambia must be tailor-made to address specific needs of stations instead of a 'one-size-fits-all' approach. He cites radio editorial knowledge and skills, business development and technical support as key support needs for the community radio sector in Zambia. Lack of business development skills and effective sales/marketing strategies contribute to the sustainability challenges in the sector. However, there is support from BBC Media Action, Misa and other organisations.

South Africa

Broadcasting in South Africa is regulated by the Independent Communications Authority of South Africa (Icasa). South Africa has over 200 community radio stations (186 currently on air), and the primary languages of broadcast (on community radio) are all of the country's 11 official languages, plus isiMpondo, isiPhuthi, isiHlubi, and isiBhaca³⁶ (including sePulane, and other languages that form part of Northern Sotho).

The sector ranges from geographic-founded stations to campus stations and religious/faith-based community radio stations.

Of all the countries in the SADC region, South Africa is probably ahead of the rest in terms of vibrant community media supported by regulation that creates a conducive environment for the sector to freely play its local community development communications role. An Act of Parliament (Act 14 of 2002) established the Media Development and Diversity Agency (MDDA), which has, to date, contributed immensely to the sustainability of community radio in the country. The mandate of the MDDA is "to create an enabling environment for media development and diversity which reflects the needs and aspirations

Table 11: South African community radio in summary

No. of stations	Legal status	The regulator	Languages
Around 200	Not-for-profit,	Independent	11 official languages (English, isiZulu, isiXhosa,
on-air (270	owned and	Communications	TshiVenda, sePedi, seSotho, isiNdebele, isiSwati,
community	operated by the	Authority of	Afrikaans, seTwana and xiTsonga), as well as Nama,
radio licences	community	South Africa	isiMpondo, isiPhuthi, isiHlubi, isiBhaca, Arabic,
issued)		(Icasa)	Urdu, isiXesibe and German

of all South Africans". Almost all the communities in South Africa, urban and rural, affluent and poor, have a community radio station that serves their interests.

Through the MDDA, the South African community radio sector has a particular relationship with the state in that "the state has played an important role (in the sector's development)"³⁷. Krüger³⁸ outlines four dynamics that shape the SA community radio sector, namely:

- Community radio in SA makes a strong claim to include marginalised voices, even though the reality is often mixed;
- The sector receives strong state support and involvement;
- Stations offer opportunities for advancement to

- young people in poor areas and contribute to local economies; and
- They also offer access to influence, resources and prestige that can lead to power struggles among local elites.

The community radio sector in South Africa has contributed to the development of community radio in other parts of the SADC region. According to Thabang Pusoyabone, general secretary of the National Community Radio Forum (NCRF), the NCRF has worked with Unesco to support community radio in Namibia, Lesotho, and other parts of the region.

Programming output of the community radio sector in South Africa is more of live broadcasts than pre-packaged materials. Content is packaged in various programming formats, and these include magazine, radio drama and panel discussion. However, these formats are not fully explored across the community radio sector as live music dominates the airwaves, and there is generally a lack of appetite for in-depth research and complex formats development.

Pusoyabone believes that there should be more financial resources invested in capacity-building and training programmes to benefit the sector more:

"Community radio stations do not afford the training fees for universities and other training service providers. There are very few organisations that provide grant funding for training and capacity building in the sector."

Wits Radio Academy, which offers an Advanced Radio Certificate programme that is very popular with the community radio sector in South Africa and the broader SADC region, always receives four times the bursary applications that it can entertain. Training is among the top support needs for the sector in South Africa.

Sustainability is one of the main challenges facing the community radio sector in South Africa. Costs for signal distribution, an ever-shrinking advertising slice and a lack of sound business development systems contribute to sustainability challenges in the sector.

Recommendations

his section firstly presents
recommendations for the broader
Sub-Saharan Africa region. Using
the community radio support
needs situation in East, West and Southern
Africa identified from the selected countries,
these recommendations present a picture of
the support needs of the region.

Secondly, the recommendations of each subregion are outlined, using the support needs of selected countries. The view is that the situations in the selected countries are a reflection of the situation in each subregion.

Included in the recommendations for both broader Sub-Saharan Africa and the subregions

are suggested countries and institutions where the interventions for support needs could be situated. These suggestions are based on the accessibility of the countries and institutions, as well as the resources and infrastructure availability to enable the support interventions.

It is also noted that there are a number of countries across the continent where clearer policy frameworks for community radio still do not exist.

A continental programme for the exchange of experiences and best practice; improved research; building key support mechanisms at country or subregional level; activism for legalisation where community radio is not yet allowed; and coordination between donor agencies are recommended.

South Africa, which has the kind of progressive

policy and regulatory frameworks needed for community radio development, is better placed to coordinate and host such a programme for the continent.

Recommendations for broader Sub-Saharan Africa

Networking

Efforts should be made to revive Amarc Africa for the overall coordination and advocacy as well as to lobby support for the community radio sector in the region.

A proper and effective business model for sustainability of Amarc Africa as a regional community radio network should be researched and developed with short, medium and long-

term goals.

There are processes already underway to revive Amarc Africa (driven by Amarc International and facilitated by Franklin Huizies, the former Amarc Africa vice president for East and Southern Africa), and the best approach would be to build on those processes.

The revival of Amarc Africa would

effectively revive or build subregional networks in East, West and Southern Africa as well as the country networks.

Networking, through Amarc Africa and/or similar organisations, would help the sector share the best practices for effective governance and management, as well as other operational matters and joint advocacy/lobbying for enabling legislative environments for community radio development in the region.

Content sharing

This is linked to the 'networking' point above. The community radio sector in Sub-Saharan Africa used to share local news content via a news distribution project called Simbani News. Correspondence from Sub-Saharan countries would converge in a Johannesburg radio hub, package news features and distribute across the African continent and the world.

Reviving a Simbani News-like content-sharing platform would put into practice convergence and syndication of news (and other content) for the community radio sector in Sub-Saharan Africa. The annual Africa Day in May could be used for this.

Sustainability

The community radio sector across Sub-Saharan Africa is faced with sustainability challenges.

Research into a community radio business model for Sub-Saharan Africa, with clear approaches to supporting sustainability39, should be conducted. The model should find ways to:

- Foster an enabling environment,
- Harness viable funding modalities, and
- Capitalise on management and operations to expand reach.

Key to this research should be tapping into local economies for the business model that community radio stations can build their individual sustainability plans on while increasing their revenue stream.

A lack of sustainability affects the sector in the most critical way. The main contributing factor could be over-reliance on donor funding. There are notable trends even within the subregions where media development support shifts from one country to the other.

The case can be made with how international donor funding for Southern Africa shifted from supporting community media development in South Africa as they viewed the country's media as already developed. Community radio development funding from

international funding agencies is now focused on countries like Zimbabwe, the Kingdom of Eswatini, and other countries that still experience regulatory challenges in terms of community radio development. This shift in support means South Africa would have to use her progressive experiences with community radio development to benefit countries that are still struggling in Southern Africa.

Community radio research

continent.

his mapping study has shown that there is generally poor knowledge of the community radio sector across the continent. More in-depth research and information-gathering on the state of community radio on the continent would add immense value to the knowledge about the sector. This should be done by a large, well-coordinated team of researchers in each subregion of the

Community radio audience research

The radio broadcast audience measurement methods produce questionable figures for community radio stations. This is due to controversial methodologies that the sector perceives to be pro-mainstream radio.

A scientific model that specifically informs community radio audience measurements, even in remote communities, must be developed. This should



be informed by the community radio realities in Sub-Saharan Africa, and radio audience measurement institutions must adapt for respective subregions and countries.

Issues of community radio ownership and control should also be part of the focus point for this workshop.

Policy and regulatory regimes research

There should be research on regulatory regimes, and a campaign for proper frameworks created in countries where they do not exist. West Africa is particularly not explicit in as far as community radio is concerned, making the sector vulnerable to arbitrary abuse in the subregion.

In order to have a shared commitment to the basic principles of community radio, and as part of the policy and regulatory regimes research, the following workshop should take place:

The principles of community radio workshop

ey community radio stakeholders in government, the sector itself, as well as support organisations should converge and come up with a shared vision for the community radio sector in West Africa.

The framework/s must be developed for all in the subregion to follow for the development of the sector.



Recommendations for all the subregions

n addition to the above regional recommendations, which need a central and easily accessible location (like Johannesburg in South Africa), the following capacity-building and training recommendations apply across the continent's subregions. The circumstances in each subregion should inform the implementation.

Coordinated capacity-building and training

A structured programme for capacity-building and training should be developed, and Kenya/Tanzania could provide a central space for the interventions in East Africa.

Both these countries have the infrastructure to support the programme. South Africa could provide the same infrastructure and support for the Southern African countries. Karikari, in Unesco (2000), captures the need for a structured capacity-building and training programme succinctly when he says:

"Training programmes need to be planned to embrace training a cadre of trainers to handle personnel at the basic levels; specific issue-based training; seminars on policy, legal and other issues pertaining to new ideas, new trends, and questions of general concern."

The programme should address the following:

Radio management

- Running the station, and all its resources.
- Developing internal systems.
- Stakeholder engagement.
- Conflict management.
- Organisational development.
- Business development
- Radio sales and marketing.
- Increasing revenue streams.
- Commercial advertising.
- Local news and current affairs
- Interviewing skills.
- Packaging content in various news programming formats.
- Quality programming

- Overall radio programming and production.
- Techniques for packaging the show, including interviewing skills.
- Issue-based programming.
- Integrating audience research.
- Social media for radio
- Exploring popular platforms for community engagements.

West Africa also needs a multi-focused capacitybuilding and training programme to strengthen the sector. An easily accessible country, with the necessary infrastructure, must be identified to host the interventions in this regard.

The programme should address the following:

Review of training interventions

There have been a number of training programmes in West Africa. However, the interventions are still said to be weak. A review must focus on the design and delivery of training (methodology), as well as the materials used. After the review, the following must happen:

Training of trainers

- Planning for training.
- Training, coaching and mentoring.
- Training delivery and assessment.

There are particular social justice issues challenges in many communities in Southern Africa but there has been a fair attempt by the community radio sector to address them. Some countries are doing better than others, and it would be good for the sector in the subregion to come together to share best practices in this regard.

Wits Radio Academy's experience with the Citizen Justice Network (CJN) project is well placed to share experiences in using community radio for social justice issues. South Africa could be used as a host nation because of its accessibility in the subregion, and the availability of resources and infrastructure. CJN would share expertise with the rest of the continent, and the programme would be structured as follows:

Social justice issues in the community radio sector

- Shared approaches.
- Working with various stakeholders.

Table 12: Subregional recommendations

	Recomi	Recommended interventions										
Subregion	Radio management	Business development	Local News	Quality programming	Social media for radio	Training of trainers	Social justice issues	Content sharing	Sustainability	Networking	CR audience research	Princi- ples of CR
East Africa	✓	✓	✓	✓				✓	✓	✓		
West Africa	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Southern Africa	√	√	✓	✓	✓		√	✓	√			

Table 13: Country-specific recommendations

	Recomme	nded interve	ntions: C	Capacity bu	uilding and Training programmes				
Country	Radio management	Business development & sustainability	Local news	Quality programming	Social media for radio	Training of trainers	Social justice issues	Review of training interventions	
Ethiopia	✓	✓	✓	✓	\checkmark	√	✓	✓	
Eswatini	✓	✓	✓	✓	\checkmark		✓		
Ghana	\checkmark	✓	✓	\checkmark	\checkmark	✓	✓		
Kenya	\checkmark	✓	✓	\checkmark	\checkmark	✓	✓	✓	
Mozambique	\checkmark	✓	✓	\checkmark	\checkmark		✓		
Nigeria	\checkmark	✓	✓	\checkmark	\checkmark	✓	✓	✓	
Senegal	\checkmark	\checkmark	✓	√	\checkmark	✓	✓	✓	
South Africa	\checkmark	✓	✓	✓	\checkmark				
Tanzania	\checkmark	√	✓	\checkmark	\checkmark	✓	✓	✓	
Zambia	\checkmark	✓	✓	\checkmark	\checkmark		✓		
Zimbabwe	✓	√	✓	✓	√		✓		

Table 14: Number of community radio stations per Sub-Saharan Africa subregion

Subregion	Number
East Africa	335
West Africa	983
Southern Africa	649

Note: The figures above are estimates based on the numbers given by the key informants per country and the available literature. They also include community radio initiatives and/or licensed stations not yet on air. The numbers given by the key informants and the available literature often differ. Many countries across the continent do not have easily

available data about community radio. The collapse of Amarc Africa and lack of organised networking structures in the subregions have also made it difficult to get numbers that are at least close to reality.

The subregions table does not include Central Africa.



The Kasempa community radio in north-eastern Zambia talks to women in a local market about their everyday issues

Appendices

Appendix 1: Key informants

Subregion	Perspectives			
	Country	Informants & Organisation		
	Kenya	Jeridah Andayi, Radio Citizen (Royal Media Services)		
		Guyo Wariyo, former producer, BBC Media Action		
East Africa	Ethiopia	Association Community Radio Broadcasters		
	Tanzania	Baraka Ngofira, Morning Star (Christian Community Radio)		
	Ghana	Kumah Drah, trainer/consultant (former Amarc Africa)		
	Nigeria	Joseph Jibueze, The Nation newspaper		
West Africa		Alymana Bathily, former Amarc Africa		
	Senegal	Talla Dieng, director Penc Mi FM Fissel Mbadane, president of the Union of Associative and Community Radios (URAC), Senegal		
	Zimbabwe	John Masuku, Voice of the People (VoP)		
	Kingdom of Eswatini	Ambrose Zwane, Lubombo Community Radio Initiative		
		Thabang Pusoyabone, National Community Radio Forum (NCRF)		
Southern Africa	South Africa	Lumko Mtimde, former MDDA CEO and special advisor for the Minister in the Presidency		
		Franklin Huizies, former NCRF CEO and former Amarc Africa vice president (East and Southern Africa)		
	Zambia	Meck Phiri, trainer and BBC Media Action		
	Mozambique	Ernesto Saul, Misa Mozambique (formerly with Forcom, the national association of community radio stations)		

Appendix 2: A selection of organisations and networks dedicated to media support in Sub-Saharan Africa

Most of the organisations and networks are from the Pathways to Media Reform in Sub-Saharan Africa, CIMA 2017

NAME	COUNTRY/ REGION	DESCRIPTION	Website	Contact
Action Namibia Coalition	Namibia	Campaigns to strengthen the legal framework for access to information in Namibia, though is also active more broadly on issues of free expression and policy reform.	action-namibia.org	Phone: +264 (0)61 230 560 Email: info@action-namibia. org
African Freedom of Expression Exchange	Pan-African	Works through a network of partners to carry out research and conduct policy advocacy across Africa on freedom of expression.	www.africafex.org	Phone: +233 (0)30 255 5327 Email: info@africafex.org
Africa Freedom of Information Centre (AFIC)	Pan-African	A pan-African NGO and resource centre that promotes the right of access to information by conducting comparative research, coordinating regional advocacy, facilitating information-sharing and building capacity.	africafoicentre.org	Phone: +246 414 533554 Email: info@africafoicentre.org
African Centre for Media Excellence	Uganda	Works through training, research, awards and grants to make the media a more effective platform for the provision of information on public affairs, a tool for monitoring official power, and a forum for vibrant public debate.	acme-ug.org	Phone: +256 393 202351 Email: info@acme-ug.org
BBC Media Action	Pan-African	A BBC international charity that believes in media and communication for good. BBC Media Action also supports independent radio in Zambia, South Sudan, Sierra Leone, Ethiopia, etc.	www.bbc.co.uk/ mediaac- tion	Phone: +44 (0) 207 481 9797 Email: media.action@bbc.co.uk

Centre for Media Studies and Peacebuilding	Liberia	Works to enhance the capacity of both media organisations and human rights groups with the goal of sustaining peace.	cemespliberia.org	Phone: +231 8856 14357
Committee to Protect Journalists	Pan African	An independent, non-profit organisation that promotes press freedom worldwide by defending the rights of journalists to report the news safely and without fear of reprisal.	cpj.org	Phone: +1 (212) 465 1004 Email: info@cpj.org
Chapter Four	Uganda	An independent not-for-profit non-partisan organisation that has dedicated itself to the protection of civil liberties and the promotion of human rights for all in Uganda.	chapter four uganda. or g	Phone: +256 (790) 916 614 Email: info@chapterfourugan- da.com
Children's Radio Foundation	Pan African	Trains youth across Africa as radio reporters, giving them the tools and skills to make their voices heard. They take part in important conversations and gain leadership experience to last a lifetime.	childrensradiofoundation. org	Phone: +27 (0)21 465 6965 Email: info@childrensradio- foundation.org
Citizen Justice Network (CJN)	South Africa	An award-winning media innovation focused on building local journalism capacity for paralegals to develop stories on social justice issues in under-reported areas. CJN provides technology, editorial guidance to paralegals and connects them with local community radio stations so they can broadcast their stories in African languages.	citizenjusticenetwork.org	Phone: +27 (0)11 717 4693/4761 Email:jacob.ntshan- gase@wits.ac.za
Collaboration on International ICT Policy in East and Southern Africa	Uganda	A Uganda-based organisation involved in research and analysis of ICT in the region with the aim of advocating for better ICT policy, internet freedom and access to information.	cipesa.org	Telephone: +256 414 289 502 Mobile: +256 790 860 084 Email: Media: media@cipesa. org General: webmaster@ cipesa.org Projects: programmes@ cipesa.org

Deutsche Welle Akademie	Southern Africa	Works in Southern Africa to foster informed communities that engage in constructive dialogue. As the media and information landscape is changing dramatically, DW Akademie's focus has turned to empowering users, media professionals and civil society to shape the digital information environment.	www.dw.com/en/dw-akad- emie/africa/s-12135	Phone: Dani Leese (Head of department Africa) +49 228 429 2951/3537 Email: dw-akademie@dw.com
Eastern African Decriminalisation of Expression Campaign	Kenya	This campaign brings together media organisations, the East Africa Law Society and media trade unions to campaign against criminal defamation, sedition, insult laws, and the publication of false news.	www.doxafrica.org	Email: info@doxafrica.org
Federation of African Journalists	Pan-African	Supports working journalists by defending press freedom and the safety of journalists and upholding ethical journalism for the promotion of democracy and development.	www.ifj.org/where/africa/ federation-of-african-jour- nalists-faj.html	Phone: +221 33 867 9587 Email: ifjafrique@ifjafrique.org
Fojo Media Insti- tute (Fojo)	Pan African	Aims to strengthen and develop journalism and media present in several Sub-Saharan African countries. Fojo's activities are based on three catchwords: free, independent and professional.	fojo.se/en	Phone: +46 480 44 64 00 Email: fojoinfo@lnu.se
Freedom of Expression Institute	South Africa	Engages in litigation, research and education to promote and protect the right to freedom of expression, access to information and media freedom.	lfex.org	Phone: +27 (0)11 482 1913
Media Devel- opment and Diversity Agency (MDDA)		Supports media development and diversity by offering grant funding to the community and small commercial media sectors.	www.mdda.org.za	Phone: +27 (0)11 643 1100 Email: info@mdda.org.za
Wits Radio Academy		A centre of training, research and public engagement in the field of radio. Based at the University of Witwatersrand, the academy aims to make a special contribution to the development of radio in South Africa and beyond, with a particular focus on community radio.	wits.journalism.co.za/ wits-radio-academy	Phone: +27 (0)11 717 4083 Email: journinfo@wits.ac.za radio@journalism.co.za
Human Rights Network for Jour- nalists, Uganda	Uganda	This organisation works towards enhancing the promotion, protection, and respect of human rights for journalists through advocacy and defence of journalists.	www.hrnjuganda.org	Email: info@hrnjuganda. org
Institute for the Advancement of Journalism (IAJ)	Pan-African	Based in Johannesburg, South Africa, the IAJ provides mid-career journalism and communications training across Africa.	www.iaj.org.za	Phone: +27 (0)11 482 4990 Email: info@iaj.org.za

International Media Support	Pan- African	Aims to create safer media environments with sound laws for journalists in countries where press freedom and other human rights are under threat, by focusing on good journalism, press freedom, safety for journalists and the global agenda.	www.mediasupport.org	Phone: +45 8832 7000 Email: info@mediasupport.org
Media Monitoring Africa (MMA)	Pan African	Established in Johannesburg in 1993, MMA's vision is to create responsible, quality media that enables an engaged and informed citizenry in Africa and the world. The organisation acts as a watchdog, taking on a role to promote ethical and fair journalism that supports human rights.	mediamonitoring africa.org	Phone: +27 (0)11 788 1278 Email: williamb@mma. org.za
Midia Lab	Mozam bique	A non-government organisation focused on capacity-building and training for the media sector, Midia works with professional and community-based reporters, media managers, journalism trainers and civil society organisations to improve the quality of information made available to citizens.	www.midialab.org	Phone: +258 84 723 1244 Email: maputo@medialab.org
L'Association pour le Dévelop- pement Intégré et la Solidarité Interactive	Cameroon	Works to strengthen access to information, freedom of expression and the press, and open data in Cameroon.	adisica meroun.org	Phone: +237 243 526 139 Email: adisi@adisicameroun. org
Malian Forum of Media and CSOs	Mali	A forum for organisations to discuss and jointly pursue the goals of media reform, freedom of expression, media regulation and media literacy.		
Media Alliance of Zimbabwe (MAZ)	Zimbabwe	A coalition of media support organisations united in defence of free expression and media freedom. MAZ's core activities include advocacy, research, public awareness-raising and capacity-building.	mazw.org.zw	Phone: +263 242 784 547 Email: info@mazw.org

Zimbabwe Association of Community Radio Stations (Zacras)		An umbrella body of community radio stations in Zimbabwe, it promotes access to information, freedom of expression and community participation through community radio platforms.	zacraszim.org	Phone: +263 242 701978/9 Email: zacras@zacraszim.org
Right to Know	South Africa	A South African non-profit advocacy organisation established in 2010 to reduce state secrecy in the drafting of laws, increase access to information, and protect freedom of expression, especially on the internet.	www.r2k.org.za	General - Media: Busi Mtabane +27 (0) 833297844 +27 (0) 214471000 Email: media@r2k.org.za Other: Janine Julisen +27 (0) 214471000 Email: admin@r2k.org.za
South African National Editors' Forum (Sanef)	South Africa	A non-profit organisation whose members are editors, senior journalists and journalism trainers from all areas of the South African media. Sanef promotes excellence in journalism through fighting for media freedom, writing policy submissions, research, education and training programmes.	sanef.org.za	Phone: +2710 001 8971 +2779 029 7656 +2783 582 1734 Email: sanef@sanef.org.za
Media Council of Kenya (MCK)	Kenya	Established by an Act of Parliament, the MCK is a co-regulatory body comprising representatives from the government and the media industry.	hwww.mediacouncil.org.ke	Phone: +254 727 735252 +254 702 558233 +254 702 558234 +254 702 558453 Email: info@mediacouncil.or.ke

Appendix 3: List of consultants providing community radio training and mentoring in Sub-Saharan Africa

Consultant	Subregion and expertise	Language/s
Alymana Bathily	West Africa Institutional brand development, Communication for development, media and community media. Media project development, implementation, Sharing of knowledge, Capacity development, assessment and evaluation.	French and English
Franklin Huizies	Southern Africa	English
Dr R Monji	East and Southern Africa	English and Kiswahili
Ernesto Saul	Southern Africa (based in Mozambique) Media and journalism training Radio production training Radio programmes M & E Media projects management Media leadership and management Fact-checking training	Portuguese

John Masuku	Southern Africa Media management training Strategic communications Content development Social media Fundraising and report writing	English
Koffi Kouakou	West and Southern Africa	French and English



The analogue studio of Radio Dom Bosco, a Catholic radio station outside Antananarivo in Madagascar

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- 3 Okon, PE (2014) 'Changes in Media Policy in Sub-Saharan Africa – the Role of Community Radio' -- thesis
- 4 Same as 2
- 5 Myers, M (2009) 'The Growing Pains of Community Radio in Africa' -- 'Legal and Regulatory Issues'
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- 8 The Balancing Act 2014 report states that rural communities "have far fewer sources of information and the number of people or sources whose opinion they might trust is far smaller than in more populous areas".
- 9 Weak networks lead to poor coordination of community radio stations, and they (stations) become vulnerable.
- 10 Simbani News was the replication of radio-internet

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- 25 Ahade, Y in 'The Development of Community

- Media in French-speaking West Africa, published in Unesco (2000), mentions Senegal as one of the West African countries that successfully experimented technology in rural broadcasting.
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- 27 African Media Development Initiative, BBC World Service Trust (2006)
- 28 Muletambo, BL, 'Community Broadcasting in SADC An Overview'. Gender Links' Gender & Media Diversity Journal.
- 29 Promoting Community Media in Africa, Unesco (2000).
- 30 Gabinfo provides a mechanism by government to control media tariffs, and monitors what is published and broadcast in Mozambique.
- 31 ICS is a public institution that is endowed with legal personality and administrative autonomy, whose main object is communication about development focusing on rural communities.
- 32 According zacraszim.org, the licensed stations are Mbembesi Development Trust, Ntepe-Manama Community Radio Trust and Nyangani community Radio Trust
- 33 Misa Zimbabwe (<u>www.zimbabwe.misa.org</u>) ran a preparatory programme, Community Radio Initia-

- tives to help the newly licensed stations to be ready for broadcast.
- 34 According to dailymaverick.co.za, the licence granted to this campus radio is subject to a stringent condition that the station "broadcast only on campus, and not to surrounding communities".
- 35 Gender and Media Diversity Journal (2015).
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Broadcast training session at the Eswatini Community
Multimedia Network in the Kingdom of Eswatini
PHOTOGRAPH: FRANKLIN HUIZIES

Mapping Community Radio in Sub-Saharan Africa

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