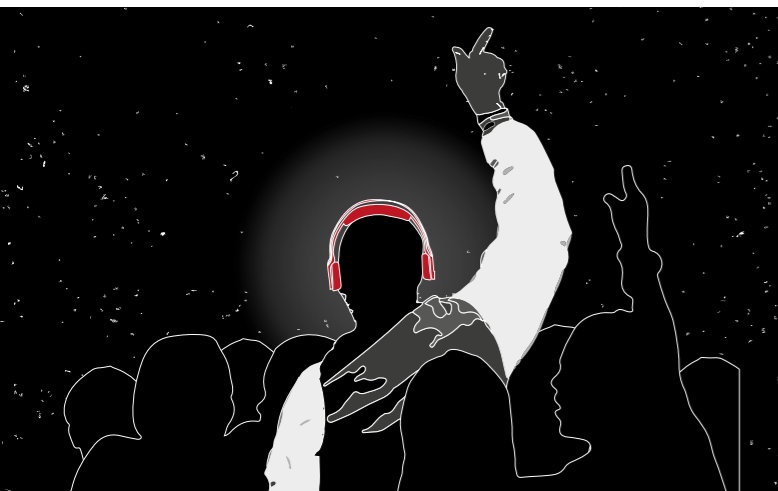




Sign the petition for better funding for community media: or visit r2k.org.za/LOVE



TOGETHER WE HAVE A STRONGER VOICE!



Find us online:

✉ admin@r2k.org.za ☎ 021 447 1000
 🌐 r2k.org.za 📱 @r2kcampaign

9 Ways to LOVE Your Community Media

Community media organisations are vital to the community's right to know. Community media must be strong, independent and well-funded – **but they need your support!**

1 Get involved

1 Get involved

The Electronic Communications Act says community broadcasters must involve the community on the ownership and control of their stations. Each station is meant to have a public Annual General Meeting, elect a Board, present a financial report, and offer opportunities for people to produce programmes. Go to the AGM, have your say, and consider standing for election to the Board.

2 Get informed
 You have a right to get copies of your station's licence agreement, constitution and financial reports. The licence agreement, issued by Icasa, will tell you what the station's mandate is and what type of shows they have agreed to produce. The constitution will tell you more about the station's objectives and how they elect their Boards.

3 Become a news source

Support your community journalists by becoming a source of information. Get to know your station's journalists, have their phone numbers. Keep them informed and invite them to your community events.

4 Get feedback

Call in to your community media station or use the SMS lines to make sure they're hearing from the community. Let them know when they are doing well and how they can improve.

5 Get support

Build alliances to increase your influence, within your community or with national organisations that work to strengthen community media.

See r2k.org.za/communitymediasupport.



6 Produce a show

Stations must have regular meetings where community members can comment on the programmes and propose new shows. Consider hosting a regular show on a topic close to your heart. Every week you should be ready to research a topic, invite guests, and run the show.

7 Be patient

Most people at community stations are doing the best job they can under very difficult conditions. Your requests may not get the response you want immediately. Be patient and try to understand the problem from the station's perspective. But don't give up!

8 Keep stations accountable

Your station has an Icasa license agreement about the content and languages they must broadcast, and ensuring community participation. News must be balanced and accurate. If your station is not complying, you can complain to Icasa's complaints body.

Call 011566 3000, email info@icasa.org.za or see r2k.org.za/icasa-complaint.

9 Supporting the call for funding

If we want community media stations that serve the people, there needs to be better public funding. We call for an **annual grant** to help provide a basic quality service to community media stations, including quality journalism, daily running costs, support and training, and equipment upgrades!

Support this call!
r2k.org.za/LOVE



Join the Campaign

Contact:

Lazola Kati (lazola@r2k.org.za or 011 339 1533) or
 Thami Nkosi (thami@r2k.org.za or 011 339 1533)

Why community media needs better funding!

Investing in democracy, building people's voices

South Africa has over 200 community radio stations and five community TV stations. For those who live outside major cities, community media is the only alternative to the SABC and is often the only source of media that can focus on local issues that affect members of that community.

By law, community media organisations should be non-profit, democratically controlled by their communities and most have a mandate to serve the information needs of the poor and working class.

There are also hundreds of small independent and community newspapers that – like the broadcasters – could give a voice to the voiceless, and hold local elites to account.

But most small and community media have struggled to deliver on their democratising potential: instead they face a daily struggle to survive. They are largely dependent on advertising and must please their advertisers to maintain this trickle of income.

Government is the largest advertiser, meaning that many community media organisations will find it hard to take positions that are independent or critical

of government. They survive on crumbs and struggle to employ skilled and independent journalists, or hold discussions on the burning issues of the day.

Too many community media projects are forced to play it safe by focusing on entertainment, doing 'public relations' for government or big businesses, and staying away from issues likely to upset local leaders.

If we want a vibrant democracy we must invest properly in community media assets like radio stations that give more power to the people, and that are democratically owned by the communities they serve.

- **Government advertising:** Currently, the state spends less than 10% of its advertising budget on the community media sector. This can be increased to 30%.
- **Introducing community media support grant:** We call for an annual grant to community media stations, to help them provide a basic quality service, including: training and support for journalists, running costs and equipment upgrades!



Support this call!
r2k.org.za/LOVE

LOVE YOUR

COMMUNITY

✓ RADIOTO



OUR MEDIA
OUR VOICE

Facebook, Twitter, Instagram icons and @r2kcommunity



RIGHT 2 KNOW

QR code and text: SIGN THE PETITION: r2k.org.za/LOVE