



MEDIA STATEMENT:

TO ALL MEDIA HOUSES

FOR IMMEDIATE RELEASE

DATE: 07/03/2022

The National Electronic Media Institute of South Africa (NEMISA) has partnered with the Media Development Diversity Agency (MDDA) and the National Association of Broadcasters (NABSA) to equip and upskill radio personnel from 150 community radio stations, in broadcasting and digital transformation skills.

The training programme called “Future proofing Community Radio”, aims at equipping the radio stations with necessary skills and expertise to meet the demands of a changing industry driven by digital technologies. As a leading institution with state backing, the National Electronic Media Institute of South Africa (NEMISA) is uniquely positioned to contribute to the Broadcasting Digital Migration Policy for community radio stations. The programme intends to also contribute to improved content development of local radio stations that will result in greater retention of listeners as well as growth.

It brings together the community radio sector, together with key stakeholders and industry experts to explore the disruption and potential offered by the changing digital landscape. The five-fold outcomes of the workshop include to (i) to ascertain the community radio sector’s training needs considering technological developments; (ii) profile the work and support to community radio by different entities working in the sector, (iii) equip community radio with an understanding of new developments and possibilities, including policy, (iv) consider how technology can contribute to the sector’s financial sustainability and (v) foster partnerships, networking and shared learning through participatory, interactive and robust engagement over three days.

The workshop will also have a dedicated session to consider the role community radio can play to advance commitments for the analogue switch off (ASO) for television. Critically, it also seeks to inform and guide the MDDA and NEMISA’s training offerings, based on needs and gaps identified by participants and practitioners.

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