FUTURE-PROOFING COMMUNITY RADIO

WORKBOOK

2022

NAME: _____

ORGANISATION: _____

NEMISA NPC
National Electronic Media Institute of South Africa

mdda
MEDIA DEVELOPMENT & DIVERSITY AGENCY

NAB
National Association of Broadcasters

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WITH GRATITUDE TO:

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Nadia Bulbulia

DEDICATION:

To all members of the Community Radio Sector who contribute tirelessly in the development of a robust and vibrant broadcasting industry. We salute and honour those who have lost their lives due to the COVID-19 pandemic.

WHY THIS WORKBOOK?

This guide has been developed to assist community radio practitioners navigate the new digital world. It draws on, and updates information, from the *Future-Proofing Community Radio Guide* produced by the National Association of Broadcasters (NAB) in 2018.

You can access the Guide here:

https://www.nab.org.za/uploads/files/NAB_Future_Proofing_Guide_for_Community_Radio.pdf

In 2022, the National Electronic Media Institute of South Africa (NEMISA) partnered with the Media Development and Diversity Agency (MDDA) and the NAB, to host workshops to tool-up the community radio sector.

This workbook is designed for the delegates attending the workshops **as a resource to accompany the programme** and further assist community stations to:

- ❑ Understand the policy and legislation governing the use of digital technologies and media
- ❑ Improve your use of social media platforms
- ❑ Develop strategies to future-proof your station
- ❑ Share experiences and strengthen capacity

Aims of the Workshop:

- ❑ Profiling the work of different entities working in the broadcasting ecosystem
- ❑ Understanding of new developments and possibilities (including policy & technology)
- ❑ Exploring the digital landscape and its impact on community radio
- ❑ Fostering partnerships, networking and shared learning
- ❑ Identifying training gaps and needs (for consideration by NEMISA and MDDA)

The success of this workshop depends on your positive and engaging participation!

Thank you for investing your time and energy in co-creating options for a future-proofed Community Radio sector.

MY NOTES

Opportunities:

Disruptions:

TASK

What does this mean for my station?

_____

_____

_____

_____

_____

_____

What does this mean for my community?

_____

_____

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_____

_____

SESSION TWO: DIGITAL SKILLS TRAINING

TASK

What training is needed at my station?

_____

_____

_____

_____

_____

What type of training?

_____

_____

_____

_____

_____

Who needs training?

_____

MY NOTES

SESSION THREE: EVOLVING POLICY AND LEGISLATION CHANGES – IMPLICATIONS FOR COMMUNITY RADIO

What are the current rules and regulations? Can you list these?

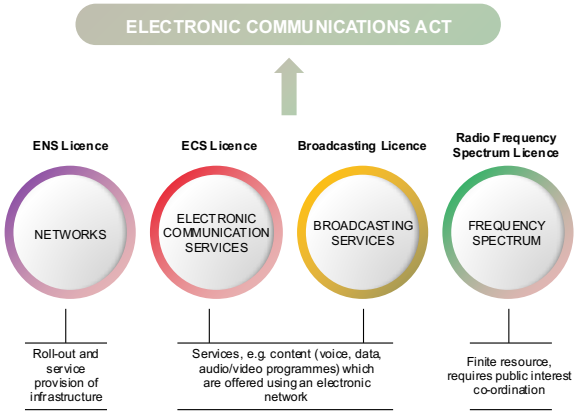
_____

_____

_____

_____

Existing Regulatory System in SA



- Broadcasting services are the only content services that require a licence in order to operate. Videe on-demand (VOD) service provided over the open Internet currently do not require a licence
- Broadcasters subject to more than 40 separate sets of regulations.
- In contrast other audiovisual services, including VOD and streaming platforms, do not require a licence and are not subject to any regulation

3.1 **Draft White Paper Audio And Audio-visual Content Services Policy Framework: A New Vision For South Africa- AAVCS**

(seeks to review the Existing Regulatory System to address both linear and non-linear services and online streaming platforms- it also refers to broadcasting as a sub-set of the larger AAVCS market)

TASK

Are ICASA licensees competing with Online Radio - any examples?

_____

_____

How is your station affected by Online platforms?

_____

_____

_____

RELEVANT POLICY & LEGISLATION

As the use of new technologies have proliferated, policy and legislation needs to be revised to keep up with the unprecedented changes occurring both in society and communications.

These changes have not merely brought more content and content providers, **it is overthrowing the current broadcasting distribution ecosystem and changing the way audiences consume audio and audio-visual content.**

The legal framework for broadcasting regulation is now out of tune with rapid technological developments, such as:

- ❑ business models and traditional ways of distributing goods and services through digitization, the Internet of Things (IoT), cloud computing and storage, artificial intelligence (AI), robotics and advances in nanotech and bio-tech.

- ❑ new policy and legislation needs to ensure that technological disruptions and changes will not reinforce current disparities in access to information communication technology and services, and widen the digital divide.

Policy and regulations have focused primarily on one type of content service, namely broadcasting services and included related definitions on "broadcasting service" and "broadcasting services radio frequency bands" – this is set to change.

What is the key legislation for community broadcasting?

What are recent regulatory changes?

TASK

What do I need to do at my station to align to the new legislation?

What policies: _____

_____

Staff capacity-building: _____

_____

What new words did you learn?

_____

SESSION FOUR: DIGITAL RADIO

4.1 Different forms of digitisation

_____

_____

4.2 Changes in transmission

DAB+ and DRM

_____

_____

4.3 Digital studios

TASK

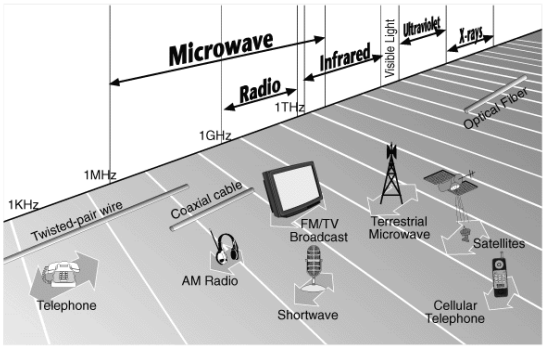
A review of my studio:

4.4 Understanding internet connectivity

The Electro-magnetic spectrum

_____

_____



Definitions of Broadband

_____

_____

SESSION FIVE: FUNDING AND FINANCIAL SUSTAINABILITY

TASK

How compliant is your station?

- ❑ SARS
- ❑ MDDA
- ❑ Annual Audit
- ❑ Annual AGM

What other income streams could be explored?

_____

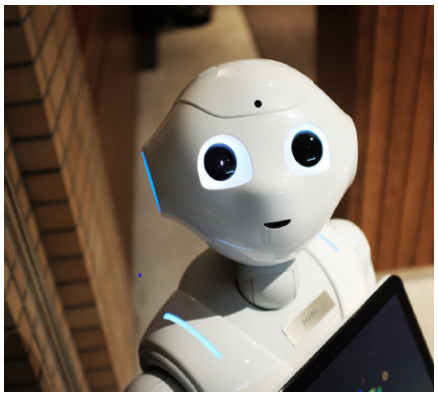
_____

MY NOTES

See Resource: Kruger, F and Monji (2013): The Healthy Community Radio Station

http://journalism.co.wp-content/uploads/2018/10/healthy_radio_station_final_for_print.pdf

SESSION SIX: THE IMPLICATIONS OF THE FOURTH INDUSTRIAL REVOLUTION FOR COMMUNITY RADIO



TASK

6.1 What is the 4th IR?

_____

_____

_____

_____

6.2 Persistent challenges:

_____

_____

6.3 Opportunities and disruptors:

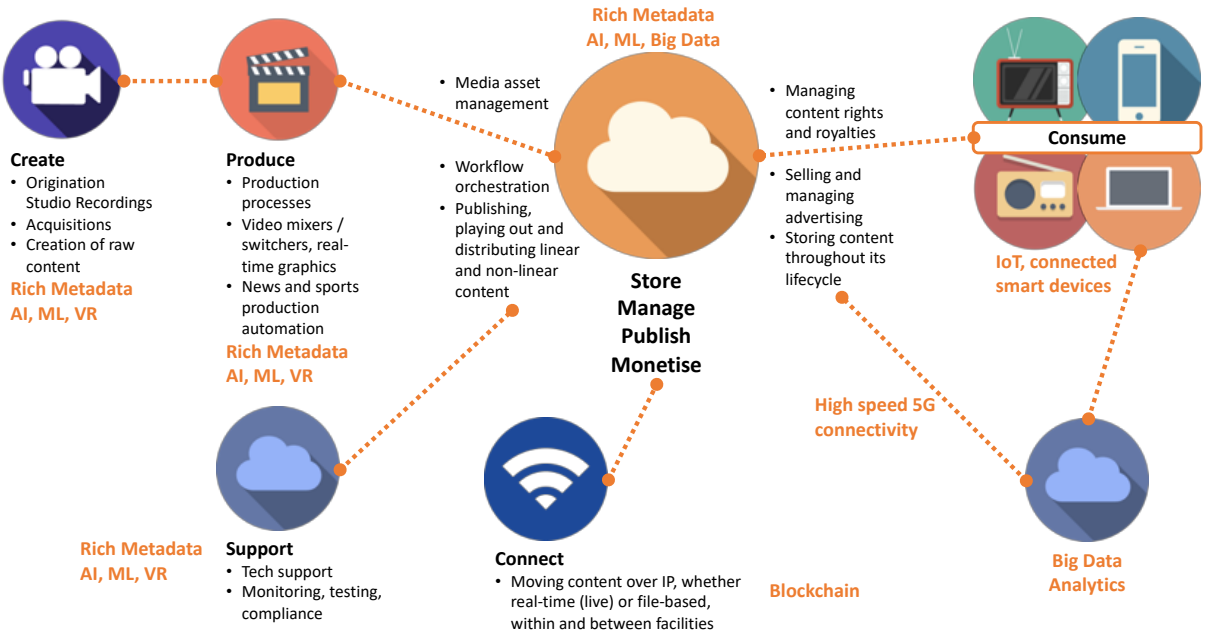
_____

_____

_____

6.4 Digital Readiness?

Unpacking Broadcasting 4.0



MY NOTES

SESSION SEVEN: NEW TECHNICAL SYSTEMS

ARTICLE ABOUT FABRIK

*…build sustainable community radio by using **Fabrik**, a set of cloud-enabled digital tools that empower media entities to live-stream shows, grow and engage with audiences around the world, and benefit financially by monetising their audiences.....By shifting to a cloud-based tool, radio stations get access to archival and backup that is compliant with ICASA regulations and BCCSA. This tool helps to significantly cut down on time and resources required to manually back up radio content to on-site servers or even tape.*

What did you learn?

_____

_____

_____

What questions do you have?

_____

_____

_____

Audit of your station's technical capacity:

ITEM	CHECKLIST

MY NOTES

SESSION EIGHT: NEW TOOLS FOR MARKETING, MONETIZING, AND MARKETING

MY NOTES

TASK

What could you implement at your station?

_____

_____

_____

_____

_____

What support would you need?

_____

_____

_____

_____

What additional services can you offer? (collaborate with specific community-based brands/advertisers/NGOs?)

_____

_____

_____

_____

SESSION NINE: COMBATING DIGITAL THREATS

Privacy: _____

Surveillance: _____

Disinformation: _____

Trolls: _____

Bots: _____

Protection of Personal Information Act (Act no 4 of 2013)

Administered by the Information Regulator of South Africa – www.inforegulator.org.za

- ✓ The POPI Act was signed into law in 2013 and came into effect on 21 July 2021, companies were given 12 months in which to comply.

Personal information refers to information about an identifiable living person or a company.

The Constitution guarantees the right to privacy (as provided for in S14 of Constitution). There are rules on how personal information can be processed to **guard against the abuse of personal information** and to ensure that **rights and remedies** are provided for.

POPI Act Information:

Special Personal Information:

POPIA prohibits the processing of special personal information such as;

- ❑ religious or philosophical beliefs,
- ❑ race or ethnic origin,
- ❑ trade union membership,
- ❑ political persuasion,
- ❑ health or sexual life or biometric information of a data subject.

Exemptions:

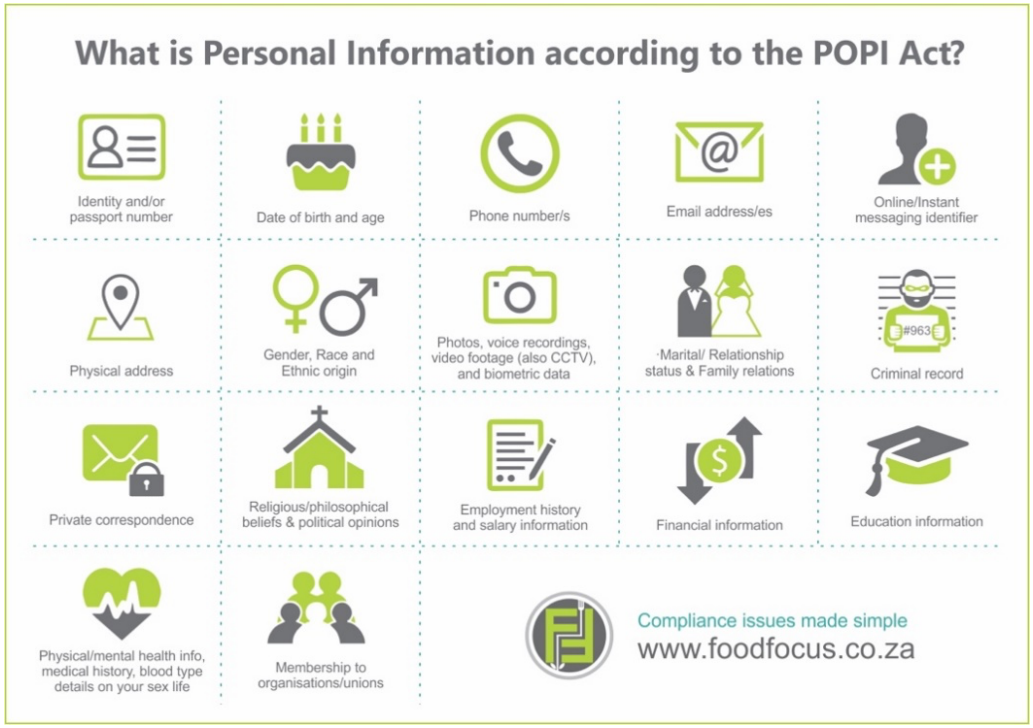
The Information Regulator may exempt processing of personal information if satisfied that it is in the public interest and involves a clear benefit to the data subject or third party and outweighs any interference to privacy.

Processing Limitation

- ❑ Only required information must be collected and processed;
- ❑ Obtain information and consent directly from a data subject

Public interest includes:

- ❑ interests of national security
- ❑ Prevention, detection and prosecution of offences
- ❑ Important economic and financial interests of a public body
- ❑ Fostering compliance with legal provisions
- ❑ Historical, statistical or research activities
- ❑ The special important of the interest in freedom of expression



READ MORE:

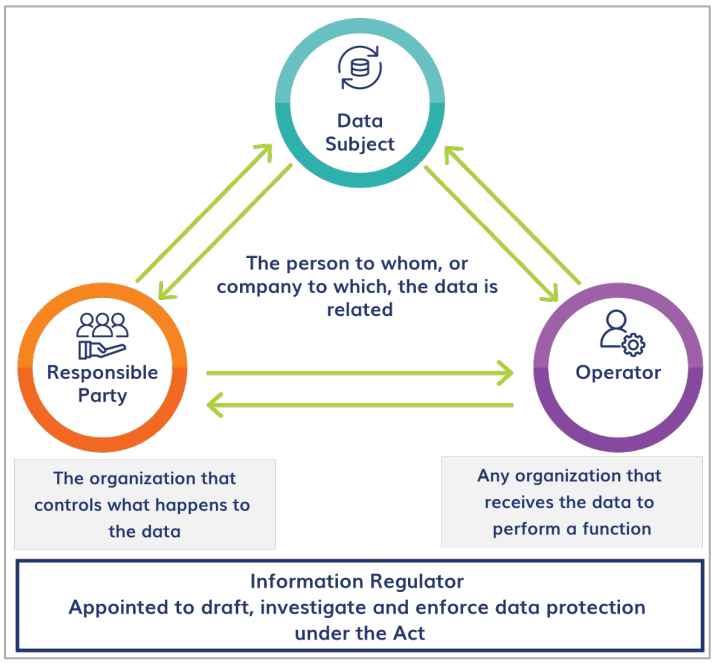
https://www.irontree.co.za/why-its-crucial-to-know-the-8-principles-of-popia/ and https://popia.co.za/

Cybercrimes section:
https://www.ellipsis.co.za/cybercrimes-act-19-of-2020/ and https://www.golegal.co.za/newly-enacted-cybercrimes-act/

POPIA Cheat sheet:
https://www.cut.ac.za/announcements/112

POPIA Operators:
https://www.striata.com/posts/categories-of-data-subjects-and-operators/

What is personal information:
https://www.foodfocus.co.za/home/Industry-Topics/Risk-and-Governance/How-does-the-POPI-act-impact-your-food-business



MY NOTES

What would your station's POPIA Compliance checklist look like?

_____

_____

_____

Who are your data subjects?

_____

_____

SESSION TEN: DIGITAL TV MIGRATION & READINESS

10.1 Digital TV Migration

The Minister of Communications and Digital Technologies (DCDT) has announced that South Africa will finish its migration to digital terrestrial television and switch off its analogue TV signals on 31 March 2022.

The Government of South Africa is supporting poor households to migrate from analogue to digital. Poor households must register for government assistance to receive decoder-like set-top boxes that translate digital TV signals for older TVs.

TASK

How could my station support this process?

_____

_____

_____

_____

What content ideas / programming ideas?

_____

_____

_____

_____

10.2 Mapping Digital Readiness

MY NOTES

TASK

What are the key challenges facing your community and your radio station?

_____

_____

_____

_____

MORE INFORMATION:

https://www.dcdt.gov.za/dtt-all-you-need-to-know/file/194-idtv-models.html

https://www.stbregistration.gov.za/

https://www.gov.za/sites/default/files/bdm-fact-sheet.pdf

SESSION ELEVEN: PODCASTING

TASK

What is the production cycle of podcasting?

_____

_____

_____

What is the difference between “catch up radio podcasting” and long form story telling?

_____

_____

_____

What tools are available for podcasting?

_____

_____

_____

Will podcasting provide an additional revenue stream?

_____

_____

_____

_____

SESSION TWELVE: COMPELLING CONTENT

This is Human Rights Month (21 March is Human Rights Day)

What content/programming could my station develop to amplify human rights and our Constitution?

_____

_____

_____

_____

_____

_____

MY NOTES:

SESSION THIRTEEN: GETTING CREATIVE WITH YOUR MOBILE PHONE

TASK

What could I implement at my station?

_____

_____

_____

What do I need to implement this?

People_____

_____

Skills_____

_____

_____

Resources_____

_____

CONCLUDING NOTES

KEY TAKEOUTS:

NEXT STEPS:

PEOPLE/ORGANISATIONS THAT I NEED TO REACH OUT TO:

COLLABORATION OPPORTUNITIES:

SA Websites to visit: NEMISA, MDDA, ICASA, GCIS, Information Regulator, NAB, RadioAlways, BRC SA.