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Effects of Settlements: -**

**COMMUNICATION
STRATEGY**



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A Communication Strategy

Phase II of a Strategy to Manage Water Quality Effects of Settlements

Department of Water Affairs and Forestry

South Africa

“Communication and participation are actually two words sharing the same concept. Etymologically the Latin *communio* relates to participation or sharing.”

Alfonso Gumucio Dagron, Development Communication Specialist

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EXECUTIVE SUMMARY

During a period of three years the Dense Settlement Project has supported a number of communities in dense populated areas to improve their waste management systems and to implement sustainable systems for pollution management. The approach in these test cases has been participatory, building on the experience that the people affected can best define the root causes to their problems and that development activities only become sustainable with the participation of the affected communities.

The Department of Water Affairs and Forestry (DWAf) and the Dense Settlement Project find the lessons learned from the test cases useful and have indicated that they should be shared with other communities, local authorities and NGOs/CBOs. Apart from making a wider audience aware of these experiences, the objective with further dissemination of information is to encourage other communities, local authorities and organisations to enter into similar activities to solve problems related to dirty water in the densely populated settlements.

Compared to many other development programmes the Dense Settlement Project has the advantage that it can build its communication activities on the experiences from the many people already involved in the project. In each of the test cases communities, local authorities and regional DWAf staff have defined the major pollution problems in their respective settlements and have made proposals for solutions.

These people will be the backbone in the communication activities proposed in this strategy. They know the problems they are facing and speak the local language(s). They have been empowered during the test case period and they will gain further self-confidence in playing a central role also in the communication activities. Using these people in the ongoing dissemination also creates opportunities to build on their involvement in possible post project activities in new settlements.

This communication strategy is based on three legs:

LEG 1

Peer-to-peer communication between communities. The test case communities will be invited to participate in:-

- ◆ production of videos from each their specific test case
- ◆ interpersonal communication at meetings in their region
- ◆ radio programmes with specific focus on talk shows and call-in programmes

LEG 2

A peer-to-peer approach to allow the technical staff to communicate their experiences in their own 'language'.

- ◆ A video version from a technical point of view will discuss the participatory approach and sustain-able solutions.
- ◆ At workshops organised by their own organisation they will discuss their experiences as well as in articles from the test cases.
- ◆ Introduction of the CD-ROM produced as part of the Dense Settlement Project.

LEG 3

To activate some of South Africa's NGOs written articles in specific targeted media.

- ◆ a pamphlet about the project, the project CD-ROM, and future facilities for economic and technical support will be distributed.
- ◆ Local and national news media will be activated via special activities and press releases

A forth leg relies on a long term strategy which aims at educating adults and children about the strong links between polluted water and the health situation in densely populated settlements. The communication strategy suggests that DWAf in the regions as well as in the head office takes advantage of the yearly Water Week as an opportunity to continuously address the problems caused by polluted water and possibilities for action.

Recognising that social communication is a long-term process, this communication strategy does not aim at convincing all targeted communities of entering in anti-pollution activities in their settlements. As illustrated in figure 1, the strategy intends to build an initial awareness among a number of people using peer to peer communication (meetings, community video, radio, and pamphlets). A smaller number of people will actually change their perception towards community involvement in anti-pollution activities as a consequence of the communication activities. And fewer will have the capacity to start implementing the strategy using facilitating material such as video and interactive CD.

Though not convincing everybody at an initial stage, the awareness raising process is essential. It will give exposure to new ideas and methodologies and it will provide the basis for future changes of perceptions as well as add to the necessary capacity enabling people to act.

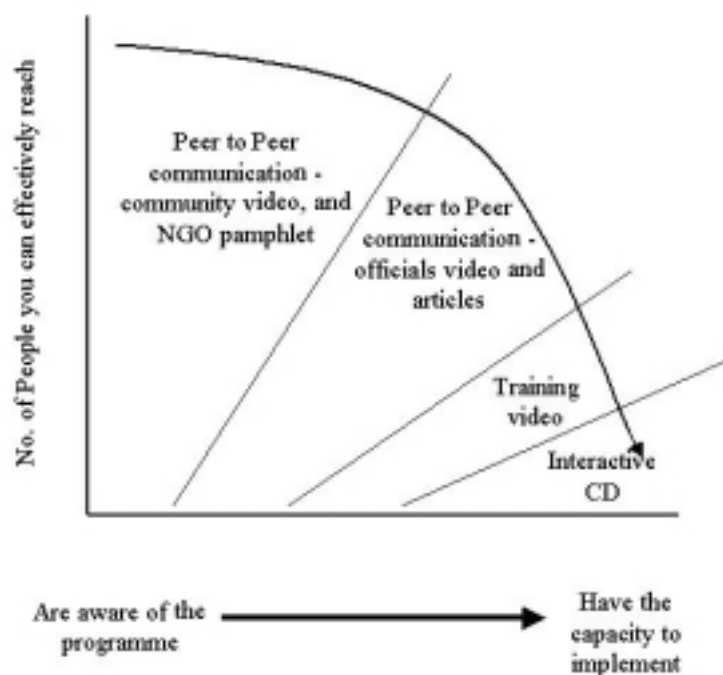


Figure 1. An illustration of how the various awareness and capacity building materials will be used to support the overall communications strategy.

1 INTRODUCTION

1.1 Background

South Africa's Department of Water Affairs and Forestry (DWAF) and the Danish Co-operation for the Environment and Development (DANCED) have been developing a strategy to manage the water quality effects of densely populated settlements since 1997.

The first phase of the project focused on developing a National Strategy while the second phase was focussed on anchoring the strategy in DWAF. This entailed disseminating the strategy, training DWAF staff to implement it, and demonstrating its efficiency in nine test cases – one in each of the nine provinces. In addition to this, further two test cases have received “seed funding” to initiate processes.

Phase 2 of the “Dense Settlements” programme will be completed in April 2002. During this phase the Test Cases have received financial as well as technical support and the experiences have given a comprehensive understanding of the complex issues that underlie pollution in the poorest communities. Most importantly, the test cases have shown a variety of examples on how you can address the problems. The methodology has focused on:

- ◆ the involvement of communities in problem definition as well as problem solving
- ◆ encouraging a close co-operation between local authorities, community representatives and water quality management staff from the regional offices of DWAF
- ◆ addressing the roots of the pollution problems (social, economic, institutional).
- ◆ introducing sustainable solutions.

A Dissemination and Sustainability plan was developed in November 2000 to investigate the possibilities for broader coverage. It concludes that sustainability of the Dense Settlements projects rests with ensuring that:

- ◆ sufficient DWAF regional staff recognise the value of the approaches developed, have the capacity to implement these, and are supported in this by their management structures
- ◆ there is a demand from local government and communities to address the problem
- ◆ CBO and NGO groups (including the Environmental Health Officers) have the capacity and desire to proactively address pollution in their settlements.

The project team has already addressed the first of these issues, and additional activities are still planned to take place.

However, as a consequence of the recommendations in the Dissemination and Sustainability plan, DANCED agreed to finance a month salary for a consultant to work out a communication strategy specifically targeting the last two of these issues.

1.2 Problem statement

The original intention of Phase 2 focussed on training of DWAF staff as well as creating sufficient capacity within DWAF to address pollution problems. The regional staff running the test cases have shown great ability to address the problems, but this has not automatically spread to other DWAF staff not directly involved in the test cases.

Also the communities involved in the test cases have participated in training programmes and have exchanged experiences with other test case communities. But the message did not come across to a wider audience and did not get a wide coverage in the South African society.

The pollution problems in the densely populated settlements originate from a wide range of realities forming a complex interaction of physical, social and institutional factors. Many of these are deeply rooted in South Africa's history and are associated with ongoing wider socio-economic problems. Many stakeholders will feel resistance towards the implementation of new methodologies that target these underlying issues. A lack of confidence in poor communities' ability to engage in sustainable solutions also prevents people from implementing improvements in the settlements. Some community members express alienation towards ecology, which they find is "suitable for trees but not for human beings", and there lies a huge educational task that can only be solved by involving the new generations in educational programmes.

There is consequently a need to develop a communication strategy that specifically targets this resistance, both within DWAF, as well as in communities and in local governments.

While many potential stakeholders from communities and local authorities find the cycle of pollution and poverty too difficult to address, dozens of people in the test cases have demonstrated that it is possible. They have broken not only the cycle of pollution and poverty but also the cycle of pessimism and have proved that it is possible to improve the situation in the settlements and to come up with sustainable solutions. These experiences are essential to the communication strategy that will mainly build on peer-to-peer communication encouraging communities and local authorities to communicate their experiences to likeminded communities, organisations and individuals in their regions.

PLEASE NOTE:

The content and the output of the communication campaign rely to some extent on clarity of a future support system for similar activities. DWAF and DANCED are presently investigating the potential for post funding facilities, and preferably there is greater clarity on this issue before the implementation of the communication strategy.



1.3 Methodology

A Communication Consultant from Carl Bro International developed this communication strategy jointly with the Communication Directorate of the Department of Water Affairs and Forestry (DWAF) in consultation with the Consultant Team Leader.

The strategy was developed during four weeks in October/November 2001 and it is based on:-

- ◆ one visit to the test case in Kayamandi, Stellenbosch
- ◆ three visits to the test case in Kliptown, Soweto including a focus group interview with a youth groups in Kliptown
- ◆ studies of various project documents and information material already issued by the project
- ◆ discussions with the Project Team Leader
- ◆ study of the Analysis of DWAF Local Government Communications Survey (2001)

- ◆ meetings and discussions with many representatives from local communities, local authorities, media and media organisations, NGOs and CBOs¹
- ◆ internet research
- ◆ and last but not least on consultations with the staff at the communication department at the DWAF

During the preparation of this communication strategy there was not enough time for carrying out enough quantitative nor qualitative research for a possible later evaluation of the proposed communication activities. Only the focus group interview with a group of youngsters gives a vague picture of perceptions related to water quality, and this material is far too small for evaluation purposes.

Apart from outlining the communication strategy this report also concentrates on the implementation phase, and it comes up with proposals for media and organisations that might take responsibility for different aspects of the strategy. Still the co-ordination of the activities is left for the DWAF Communication Directorate as well as essential organisational and journalistic tasks. The Project Team also recognises that while implementing the strategy DWAF Communication Directorate will without doubt think of more activities and other media for communication. These other activities should, wherever possible also be supported.

1.4 Structure of report

The communication strategy is divided into four sections:

- ◆ First the background and the introduction to the communication strategy.
- ◆ Secondly a section on the experiences from past and current communication activities within the Dense Settlement Project.
- ◆ Thirdly the communication strategy divided into its three 'legs' targeting 1) Communities, 2) Town Officials, 3) NGOs and CBOs.
- ◆ The fourth section concentrates on an implementation plan.

¹ Many more media as well as current and potential stakeholders could have contributed to this strategy development if time had allowed it, but at least representatives from most groups have contributed.

2 EXISTING AND ONGOING ACTIVITIES

The Dense Settlement Project and the project staff from DWAF have already disseminated information on the project to many potential stakeholders. These activities include:

- 1) Before the test cases were decided upon, staff members met with representatives from many local authorities in each province. Though not all local authorities turned up, many of those with the biggest needs were targeted. At these meetings the project was presented and local authorities were invited to submit proposals for test cases.
- 2) The project has been issuing a Newsletter since November 1998. The Newsletter has come out regularly and it has provided stakeholders with information on the National Strategy for Managing the Water Quality Effects of Settlements and the test cases. Ten issues of the Newsletter have come out until this date and have been posted to 500-700 stakeholders (communities, local authorities, provincial and national governments).
- 3) Apart from the newsletter the project has mainly concentrated on the exchange of information between the test cases involved. At several joint workshops representatives from the test case reference groups have exchanged experiences and ideas.
- 4) Each of the test cases have used different strategies to disseminate information in their own communities. Some of them have organised mass meetings while others have preferred the smaller street gatherings. Some of them have used awareness plays as a means to get the message across to the community. Others have made photo exhibitions and displayed them at community centres and libraries.
- 5) The test case in Durban has produced a video explaining the roots of pollution and the solutions implemented as part of the test case.
- 6) The project has also produced educational material for community use such as "Working towards a clean and healthy community" - an information booklet to support community efforts to minimise water pollution from their settlements. The booklet was issued in 4 languages and distributed to the provinces. A poster, "Finding the root causes of pollution in your settlement", demonstrates how a "Problem tree" can help to define the causes of pollution. The poster was distributed together with the booklet.
- 7) During the last six months, the project has again entered into a period of information dissemination. In order to spread the experiences from the nine test cases each Test Case Steering Committee (TCSC) have been asked to present the results of their work to other communities and Local Authorities from their area in order to encourage these to start their own initiatives. The presentations are taking place at regional workshops where local authorities and representatives from other neighbouring municipalities and communities are invited.
- 8) The workshops have been positively received from many neighbouring municipalities. The local authorities attending the workshops have mainly been from areas with major problems and therefore the most interesting seen from the project's point of view. Of the countries 243 local authorities in South Africa, the project team estimates it has been in direct face to face contact with 70-80 in this way.
- 9) Articles about the project and the test cases have been issued in different magazines such as IMIESA, the official journal of the Institution of Municipal Engineering of Southern Africa, (IMESA), the internal DWAF magazine, Hlathi/Manzi, and the local newspaper in Stellenbosch, Gazette.

- 10) The project is currently producing a CD-ROM with all relevant documents from the process. The CD-ROM will be finished in mid December and will be distributed to regional and local authorities.

3 PARTICIPATORY COMMUNICATION

3.1. Introduction

A participatory methodology has been central to the “Dense Settlement Project”. It encourages all stakeholders – authorities as well as communities – to engage in the development of strategies for managing water quality in their own areas and in the search for sustainable solutions to pollution problems.

This communication strategy is developed in the project's spirit regarding participatory approach and will encourage present stakeholders to take part in communication activities. Especially the community representatives who have directly benefited from the activities, and who have to a large extent been responsible for the positive results are seen as central in the communication with peer communities and others with an interest in urban development.

Participatory communication has many advantages one of them being the value it adds to the people involved. They are the ones who know which messages to communicate to peer communities; they will appear in radio programmes and they will participate in video -productions. This has a tremendous effect on people's self-esteem. Your identity can change from being a deprived person in a township to becoming a proactive individual with experiences and messages of interest to other people.

The participatory approach influences on the message and is decisive for the choice of media and how to use the media.

3.2. Finding the message

| |
|--|
| <p><i>“We have shown that we have the capacity to change our own lives”</i> Focus group interview with youth in Soweto</p> |
|--|

The people from the test cases that have been interviewed during the research phase of this strategy formulation are aware of the positive messages:

- ◆ the health situation has improved remarkably
- ◆ there is an obvious link between health and pollution
- ◆ environment is not narrowed to a matter of trees. It influences on the daily life of people.
- ◆ with the feeling of ownership there is less pollution
- ◆ the important thing is unity. Without a strong organisation you cannot make it.
- ◆ communities can act if they get the opportunity

The above statements are from the community in Kliptown and other communities might add more messages. But important to this communication strategy is to invite the test case people to think of which messages they find central to communicate to likeminded communities, town officials, and NGOs/CBOs.

Title: The project has a ‘popular’ title: *Working towards a clean and healthy community*. For use in public communication a shorter title could be considered such as “Cleaning for Health Project” or “Clean Communities Project”.

3.3. Using the media

Too often communication about development activities is mistakenly conceived as propaganda or, in the best scenario, as information dissemination, but seldom seen as dialogue. However, participatory communication puts emphasis on media that allow the stakeholders involved to come out with the messages they find important and to become central stakeholders – also in the communication process. The most obvious media for participatory communication is *interpersonal communication*

“While the media and in particular mass media such as radio can be very effective for rapid diffusion of development information, often people will not change their attitude and practices in the absence of face-to-face communication”.

Loy van Crowder Head of FAO's department of Communication for Development.

In interpersonal communication the message is directed towards the person/the persons you target and it makes use of a language that the receiver identifies with. This means that the possibility for the message being perceived by the receiver as intended by the sender is relatively good. Interpersonal communication can be complemented and strengthened by using other media such as community theatre, exhibitions, small print media call in programmes on the radio and video productions.

For decades *radio* has been the most appealing tool for participatory communication and development. In South Africa the radio is the communication tool most widely spread throughout the country. The national broadcasting SABC controls some 19 stations including nine single-language stations with daily national listenership ranging from 200.000 to 3.5 million. The multilingual nature of the stations, and the relatively low cost of radio production provide potential for use of all official languages.

There are also more than 50 independent community radio stations on-air and another 50 are waiting to be licensed by the Independent Community Authority of South Africa. Community radios reach well-defined geographic and special interest audiences. Though often fragile the community radio stations make a significant difference for the communities they serve.

During the last decade *video* has been favoured as a communication tool for development and social change. Digital technology is making the media more affordable and easier to handle, and very competitive with professional formats in terms of quality. Experienced producers can use relatively cheap equipment and still ensure broadcast quality.

“What I hear, I forget. What I see, I remember. What I do, I know”.

The words of a farmer - quoted in several FAO publications on the use of video in development work.

The participatory approach is achieved by involving stakeholders in almost the entire production process from the formulation of content and form to the editing on mobile editing equipment. Video has become the ideal tool to facilitate a dialogue between

communities and authorities and a means to exchange knowledge horizontally between communities.

“...the power of media that is not ‘mediated’ by outside forces, but rather conceived and produced by individuals determined to depict their own reality. Self-representation is profoundly linked with self-determination. As individuals and communities become self-determining, they gain a greater capacity to obtain social and economic justice. They develop the strength to demand that their governments be responsive and responsible in their policies and decision-making.”

Sara Stuart from Communication for Change (C4C)

3.4. Using mass media

Participatory communication might also take place in mass media or mainstream media. Videos using a participatory approach can be screened on national television, and people involved in a project might write their own articles or comments for printed mass media. Also a more traditional use of the mass media is recommended to ensure that information reaches the target groups.

Television is usually not seen as an obvious media for participatory communication. The advantage is that it is capable of delivering audio-visual information nationally but it is a very costly medium for advertising campaigns and only messages limited to achieving single objectives can expect to succeed.

In countries with a public service broadcasters like the SABC in South Africa possibilities exist for having social content videos screened on television. Especially if the productions are pre-paid by donors or government institutions.

Small print materials issued as part of the project/programme often provide a useful supplement to direct dialogue-oriented and participatory strategies, but they depend on relatively high levels of literacy.

Many relatively small South African print *weeklies or magazines* reach smaller or defined target groups with specific interests. The city engineers have their own magazines and the civil engineers another. The NGOs have their monthly newsletter and sanitation CBOs/NGOs their quarterly. Almost every literate interest group is reachable by some sort of magazine/newsletter. The magazines often rely on articles from their members and normally articles have to be written with the interests of that specific group in mind.

Print Mass Media only provides access to literate audiences, but in contrast to broadcast media, print media are durable and can be accessed repeatedly over long periods of time.

There are a number of national and local newspapers as well as weeklies in South Africa. Most of the print media use a news format, which requires information to have a specific point of interest. They can be reached through the news value of events, media conferences, and media releases, and it is possible to get their attention at special events created for that specific purpose.

Local newspapers are often easier to reach compared to national media. They often lack journalistic staff and many would appreciate prepared documentation on local activities that they can print without major efforts.

4 THE COMMUNICATION STRATEGY

4.1. Introduction to strategy

The communication strategy consists of two components: A *short-term* strategy to be finalised together with the project in April 2002. The *long-term* strategy consists of proposals that the DWAF Communication Division might want to implement on a regular basis in order to promote the National Strategy and to contribute to the health situation in the settlements on an ongoing basis.

Up to now the Dense Settlement Project has mainly focussed on training DWAF regional water quality staff as well as the communities involved in the test cases (as was outlined in the original project document) and the regional DWAF staff is continuously being targeted by the Water Quality Management Directorate.¹

This communication strategy will carry the experiences across to a wider audience including potential stakeholders that were left out of the former strategies. These groups and individuals might benefit directly from the experiences from the test cases because;

- ◆ they live in dense populated settlements with poor or no facilities
- ◆ they have water pollution as one of their main professional responsibilities
- ◆ they work with environmental health and as such are interested in the links between pollution and health
- ◆ as community leaders (counsellors, women, youth, church etc) they are committed to the development in their communities
- ◆ as NGO professionals they are dealing with development and environmental health

This communication strategy is divided into three 'legs' specifically targeting the following groups:

1. Like-minded communities
2. Town officials
3. CBOs and NGOs

*Local government councillors would be addressed by both the first and second legs.

4.2. Objectives

The objectives of the short-term strategy mainly build on the experiences from the test cases while a long-term strategy has a more educational purpose, teaching people about water quality management, the significance of local responsibility and sustainable solutions.

"The National Strategy and the Options for Post Project Funding will be widely advertised to create an initial demand from local government and communities to have their problems addressed."

The National Strategy, Edition 2 (page 37):

¹ A strategy has been developed to ensure sustainable implementation of the National Strategy by building capacity and awareness amongst DWAF water quality people at regional level (Opportunities for Awareness and Capacity Building, June 2001).

The short-term objectives of the communication strategy are therefore:

- ◆ to make communities, NGOs/CBOs and town officials *aware* of the experiences from the test cases.
- ◆ to change the negative *perceptions* of town officials and communities and
- ◆ to activate members of the three target groups: Optimally local communities will put pressure on local authorities in a demand for a less polluted environment. Town officials will start networking with communities in order to solve the problems. And national and local NGOs/CBOs will develop their proposals for involving communities in local activities.

The long-term objectives are therefore:

- ◆ to continuously inform the public about achievements within water management in settlements and
- ◆ to educate about the negative consequences of polluted water in and from settlements

4.3. Targeting communities

4.3.1 *Background:*

One of the important lessons from communication with local communities is that a message sent out from a national organisations might be interpreted in thousands of different ways depending on the local history, culture, age groups, education, social status etc. etc. Most often the experience is that as more directed to message and the media is towards a specific person as more it is likely that the message will be understood as intended by the sender.

Social communication often targets women as they feel more socially responsible than men, and they might absorb social messages ignored by their male counterpart.

The language is crucial to communication in South Africa and elsewhere. It is bearer of culture and identity and many people will not feel targeted by or identify with messages in languages others than their mother tongue. Though the Dense Settlement Project mainly target urban populations the need for vocal and visual messages is essential. According to a youth organisation Kliptown Soweto Youth (SKY) 95% of the adults only read very simple messages.

4.3.2 *Media:*

Regional/Local meetings:

The test cases have involved groups of people in each of the nine provinces. These people should be invited to communicate good as well as bad experiences. They also speak the local languages, and they know the background of peer communities and individuals in their locality.

The DWAF Communication Directorates in the regions will be asked to convene regional/local meetings during the National Water Week 18-24 March. Also municipal PR

people and environmental organisations could be encouraged to organise local meetings.¹

The purpose of these meetings will be to present the experiences from the local test case to a broader audience¹. If the organisers find it convenient they could invite the following to share their experiences:

- ◆ the Reference Group from test case (they could show their video (see later))
- ◆ local politicians (town councillors and mayor)
- ◆ regional representative from DWAF (might demonstrate the new CD-ROM)
- ◆ where theatre groups have been part of the test case, they could be encouraged to make a follow-up at the meeting.

Local media:

The organisers could take advantage of this opportunity and invite also the local press. They will be encouraged to make interviews with the reference group. "Packages" for the press will be prepared including:

- ◆ information on the local test case
- ◆ video on the local test case
- ◆ whom to contact from the test case
- ◆ information on the national strategy and the project (pamphlet, see annex 1)
- ◆ CD-ROM

Video productions by the test case communities:

- ◆ One video with "highlights" from three test cases.
- ◆ Up to four videos building on local experiences from selected test cases
- ◆ One video targeting town officials (see later)

The objective of these video productions is mainly to encourage other communities to engage in activities to improve the health situation in their settlement by improving their waste management systems.

In line with the participatory approach of the Dense Settlement Project, the video productions should also be participatory. Different video companies have been contacted during this study and the Community Video Education Trust (CVET) in Cape Town has submitted the only proposal with a participatory approach.

Video productions from the test cases should reflect the different experiences and processes. They should include historical photos from the process and video footage where it exists. They should aim at encouraging other communities to engage in similar activities.

¹ In Cape Town an environmental co-ordinating organisation has been set up in order to prepare the World Summit on Sustainable Environment in 2002. The co-ordinator for environmental management Ozi Asmal (Tel: 021 918 7424 Fax: 021 918 7336 E-mail: asmalo@tygerberg.gov.za) will be interested in organising a meeting with local authorities, NGOs and CBOs (Partnership with 120 NGOs in Western Cape) and Environmental Health Officers

¹ Some peer-to-peer communication has already taken place in the nine regional test case workshops.

The Community Video Education Trust (CVET) has been in existence for more than 20 years and has developed its own approach to participatory communication (annex 3) giving disadvantaged groups the possibilities for accessing the tools of communication.

CVET should ensure the final editing of:

- One 20 minute “Highlights” video showing three different examples from three different test cases. (More than three test cases in one video will confuse the viewer). The video will build on interviews with the project manager, town officials, members of reference groups and other members of the communities. People will speak in their respective local languages and it will have English sub-titles.
- Up to four 15-20 minutes videos building on local experiences from test cases. These videos will be more participatory in their approach. They will use the language spoken in the respective areas they will have English sub-titles. (The following test cases would provide good examples and highlights: Kayamandi, Burlington Hall, Kliptown, and Nylstroom).

Distribution of the videos: Apart from screening the videos at public meetings in the provinces, the videos should be distributed locally to

- ◆ local authorities
- ◆ environmental organisations
- ◆ environmental health officers
- ◆ libraries and schools
- ◆ DWAF archives for educational purposes for similar activities
- ◆ To other departments such as Education, Health and Local Government

Nationally the videos should be available through distribution agencies (such as the Film Resource Unit (FRU), Ice Media and Media for Development) and be offered to SABC2, SABC Africa to Africa and e-TV for screening (The national television stations should be encouraged to screen the productions during the Water Week).

Internationally, DANCED could use the videos for information purposes in Southern Africa and elsewhere.

Follow-up on video productions: DWAF, the donor agency or a community might want to make a follow-up on some of the test cases. An idea could be to add a future development to a video production and the digital technology allows for changes and re-editing.

Using radio:

“Radio talk shows provide an interesting opportunity of interaction with the audience if a call-in format is included. Research has shown that interactive radio programmes can assist people to develop a community consciousness, obtain a better understanding of current issues and become more amenable to accepting changes that involve a shift in traditional attitudes”.

Warren Parker, Lynn Dalrymple, Emma Durden, Dep. of Health, South Africa, 2000)

The advantage of radio talk and call-in shows is that they have the capacity to reach large audiences while still allowing for some dialogue. They can include stakeholders from the

test cases and build on their experiences. As such they become participative for both current and potential beneficiaries of the project activities.

The SABC could be approached via their regional services as well as the nine radio stations in indigenous languages. They all have to be approached separately, as there is no central co-ordination.

Each local service station could be encouraged to visit the nearest test case or alternatively to invite representatives from the nearest test case to participate in a call in show or in another programme activity.

The radio stations/local services will need background material such as:

- ◆ a short introducing letter about programme prospects (visit to test case, call-in programme etc)
- ◆ pamphlet about the project and its future including the statistics on health and pollution (annex 1)
- ◆ a short introduction to the nearest test case
- ◆ list of people to contact (reference group)
- ◆ copy of the video

National SABC-radio stations will programme talk shows and call-in shows if paid for it. During the Water Week in March programmes could be transmitted with the participation of project staff from the DWAF as well as representatives from one or more test cases.

The National Community Radio Forum has also made a proposal for engaging 13 community radio stations in the nine provinces in programming activities. The 13 community radio stations will be selected according to the relevance the topic has to their listeners and also to their accessibility to the test cases.

Each of the 13 radio stations could make one one-hour live panel/call-in/talk show. Representatives from the relevant reference groups will be invited for panel discussions and asked to answer questions from the listeners. The stations will be open for further programming on the topic.

The National Community Radio Forum has offered to implement and also evaluate the activity (annex 4).

4.3.3. Conclusion

The peer to peer communication between communities is proposed organised as follows:-

- ◆ at local/regional meetings using peer to peer communication and video productions
- ◆ in radio live panel/call-in/talk shows at SABC as well as at selected community radio stations
- ◆ nationally through distribution and broadcasting of video

4.4. Targeting Town Officials

4.4.1. Background

“Local authorities” are an inconsistent group with high skilled engineers as well as councillors with few years’ educational background. The part of the communication

strategy targeting communities will automatically also target the local councillors from the same communities. However, other councillors perhaps with a more technical background, will receive information through the media proposed in this part of the strategy targeting town officials.

4.4.2 Targeting Councillor

A DWAF Local Government Survey bases on responses from 268 councillors and 171 officials gives no clear picture of how councillors perceive communication. One of the important conclusions is that the picture is not clear because local concerns and circumstances vary considerably from region to region. Nevertheless the following information is useful:

- More than 80% of the respondents (councillors and officials) rated workshops as one of their first choices for getting information. For most of those who rated workshops it was the first choice. People rated reading as their second choice closely followed by one-on-one discussions. This matches findings in the development communications field that people from disadvantaged backgrounds generally prefer interpersonal forms of communication. An additional explanation might be that interpersonal communication often is in the mother tongue of the person while written material often will come out in English.

4.4.3 Targeting Town officials

Town engineers are organised in the Institution of Municipal Engineering of Southern Africa, IMESA. IMESA is a professional body representing approximately 650 individual members who are involved in the field of municipal engineering. IMESA issues a magazine IMIESA that goes out to all local councils in the country. IMESA's members are divided into six regional branches each of them having a number of working groups. As a target group these engineers generally have a long educational background. They are accustomed going to meetings, workshops and seminars. The language of the organisation is English.

IMESA has a close partnership with SAICE – SA Institution of Civil Engineering. SAICE organises about 6.000 Civil Engineers. Every year they organise lectures and workshops on a whole range of different themes. SAICE issues a magazine called JOURNAL.

4.4.4. Media

Video for town officials:

While making the community videos CVET will produce a video especially targeted towards town officials. It will build on the experiences of 3-4 town officials from the test cases as well as on relevant input from the communities. Language: English
Distribution through SALGA, IMESA and relevant government departments.

Meetings with municipal engineers:

The Institution of Municipal Engineering of Southern Africa, IMESA, has expressed an interest in organising regional meetings for their members (City and municipal engineers). IMESA has six branches in South Africa and they regularly organise short (2-4 hours) workshops on specific themes. The initiative should go through the National Head Office

F.G. Bosman (035-753 1639, www.imesa.org.za or imesa@imesa.org.za), who will e-mail the request to the six branches (proposal from Nico van den Berg).

IMESA normally uses council facilities. The meetings could build on the experiences of town officials from the test cases. They could present the video (see above) and give his/her point of view on positive as well as negative experiences. A regional DWAF representative might demonstrate the CD-ROM.

The local branch of IMESA should be encouraged to invite also local members of the South African Institution of Civil Engineering, SAICE (011-805 5947/48, <http://civils.org.za> civilinfo@saice.org.za). Another opportunity would be to propose SAICE to organise its own workshops on the issue. Each SAICE-branch every year organises lectures on different topics.

Print media:

VOICE is the newsletter of South African Local Government Association (SALGA). An article in *VOICE* could present the test cases seen from councillors' point of view.

The *IMIESA magazine* which goes to IMESA's 650 members as well as to all local councils could publish articles written by engineers involved with the test cases. (To be arranged with the IMESA contact in the branch covering the relevant area).

Their counterparts in the South African Institution of Civil Engineering, SAICE, issue their own *JOURNAL* reaching more than 6.000 SAICE members (<http://www.civils.org.za> Tel: 011 805 5947/48). An article could present the CD-ROM.

The magazines could additionally be asked to distribute the pamphlet as an insert.

4.4.5 Conclusion

- ◆ Local councillors should be targeted as members of their communities and through their organisation SALGA via their newsletter.
- ◆ A video about the test cases seen from town officials' point of view might be distributed to councillors as well as officials.
- ◆ Regional meetings for town officials
- ◆ *VOICE*, *IMIESA*, *JOURNAL* and other magazines should be approached for distribution of pamphlets and articles.

4.5 Targeting NGOs/CBOs

4.5.1. Background

NGOs and CBOs in South Africa are a large and inhomogeneous group. Some of them are small and narrow in their objectives and have a limited staff. Others are popular organisations identifying themselves with their rural or urban member basis.

The South African National NGO Coalition (SANGOCO) registers almost 4.000 NGOs. Some of them work specifically with environmental issues and with sanitation. But also other organisations working in other areas of development might be interested in the results of the test cases because of the participatory methodology as well as the involvement of both local authorities and communities

The NGO officials often have a political background and they follow closely the political and social development of the country. They read newspapers, books, and magazines and they use English as their main language of communication.

4.5.2. Media

Many relatively small South African print media reach smaller or defined target groups with specific interests.

NGO matters is the Newsletter produced by SANGOCO. An article in this newsletter could build on interviews with the Project Team as well as government representatives combined with a visit to a test case and interviews with members of the local reference group. NGOmatters might also distribute the pamphlet. (<http://www.sangoco.org.za> Tel: 011 403 7746).

Maru-a-pula (The promise of Rain) is distributed to 4.000 local authorities, NGOs and individuals. It is issued by Mvula Trust – an NGO dealing with sanitation issues – primarily in rural areas. Mara-a-pula would like to publish an article about the Dense Settlement experiences in their March-issue.

Deadline 1st of February. 400 words + good photos Contact Mvula Trust (Kerry) 011 403 3425.

Nokuphila's letter means “a woman who cares about herself and her world” is written in an easily readable conversational style and focuses on subjects of interest to working women. It is a monthly with a print run for each issue of 100.000. It is distributed in packs of 20 to 5.000 black women's clubs and organisations. (Irene Jones or Ilse Mather Tel: 011 789 6378/9). An article could build on interviews with some of the women involved in the test cases as community members, councillors and town officials. Deadline four weeks prior to publication date.

Another important NGO-Forum is the Environmental Justice Network Forum (*EJNF*), which includes environmental organisations from the entire country. EJNF should be asked to distribute the pamphlet to its member organisations, and they should be invited to participate in local meetings. Co-ordinator for EJNF is Mandla Mentoer (Tel: 011 403 0062).

The NGO-officials might also be targeted through weekly and daily newspapers. An example is the weekly *Mail and Guardian* that reaches many of political and organisational “trend-setters” in the country. It often deals with development issues and could probably become interested in writing an article on an example of successful co-operation between communities and local authorities. When the CD-ROM is out and the future of the Dense Settlement Project decided, the Mail and Guardian should be contacted for an article.

Hlathi-Manzi – the internal newsletter of DWAF should publish an article about the CD-ROM, the videos and information on post funding facilities. (An article on the Kliptown Test Case has already been published in this newsletter.)

4.5.3. Conclusion:

The pamphlet advertising videos, CD-ROM and other material should be spread as widely as possible through NGO-media. Also targeted articles will be important to reach these target groups.

4.6. General information

Videos screened at SABC or E-tv might appeal to specific target groups but at the same time it will be considered as general information.

Other ways of reaching broader target groups and highlight the experiences from the test cases could be through 'creating' news worthy events for the mass media. In idea could be to organise an Imbizo or a similar event during the Water Week in March and invite the Water Affairs and Forestry Minister Ronnie Kasrils to participate. The Imbizo could be combined with the showing of the test case video and an introduction to the ideas behind the test case.

The media should be contacted before the event and a media package with:-

- ◆ press release
- ◆ information on the local test case
- ◆ information on the national strategy and the project (pamphlet, see annex 2)
- ◆ CD-ROM
- ◆ whom to contact

Organisations and local governments also have web based newsletters that might be interested in informing about the CD-ROM and the project.

4.7. Long term

4.7.1. "Edutainment"

"We have learned that if you can produce an entertaining soap opera, viewers will remember and identify with characters making important decisions and the consequences of those decisions."

Phyllis Tilson Piotrow, Director of the John Hopkins University Center for Communication Programmes.

Entertainment with social messages is becoming popular in many countries. An example internationally known is the South African Soul City using mass entertainment as a vehicle for delivering public health messages. Soul City has developed a strategy combining entertaining soap operas in television and radio with educational materials and campaigns. It reaches more than 12 million South Africans and many other people in the Southern African region.

Soul City is a South African NGO and through its proven successes it has become popular – not only among South African viewers and listeners but also in the international donor community. At this stage (November 2001), Soul City is preparing programmes until year 2004. Still, Soul City is interested in discussing co-operation for programming for the year 2005.

4.7.2. Environmental Education

In order to change social behaviour in a society you often have to start with the children. Their habits can still be influenced by good arguments and in the schools and kindergartens they are reachable for education as groups (compared to adults who are divided on workplaces and private homes).

The National Environmental Education Programme (NEEP) at the Ministry of Education leaves it to the teachers and learners to decide which issues within the broad 'environment' they wish to touch upon, but at least the teachers and learners should be given the opportunity to choose educational material related to water quality and health in densely populated settlements.

An idea could be to use the videos from the test cases and to make complementary printed educational material providing

- ◆ more information
- ◆ issues for debate concerning the messages of the video compared to the children's own situation
- ◆ proposals for water experiment (e.g. look at tests from polluted water in a microscope)
- ◆ proposals for ways to improve water quality in the children's surroundings (school or home)
- ◆ pedagogical guidance for teachers

The material should be developed in close co-operation with persons with NEEP.

Also the Soul City Education and Training Department might be interested in entering in a partnership on educational material independent from Soul City broadcasting programmes. (Contact Sally Ward 011 643 5852).

4.7.3 *Future Water Weeks*

Communication to change peoples' perceptions and behaviour is an ongoing process, and DWAF could consider including the dense settlements issue in its yearly Water Week.

The regional communication directorates could be encouraged to organise yearly peer-to-peer meetings, and allow for communities to discuss their experiences. Ideally as more and more communities will become active and every year, new cases might be presented.

Another idea could be to make a yearly follow-up on a test case in co-operation with SABC.

- Do the improvements installed during the Danish financed test case period still work? Have the community and/or the local authorities made new initiatives to improve sanitation and water quality? Video footage from previous year(s) compared with the current year will show if there is a positive or a negative development.

A yearly follow-up will also be of interest to the donor organisation though it is obvious that an eventual improvement partly might be due to the continuous attention.

5 CONCLUSIONS

5.1 Recommendations

The three 'legs' of this communication strategy should be implemented before April 2002, and in this short period of time test case people in the provinces will participate in video productions, radio programmes, Water Week activities and meetings. Town officials will be asked to engage their colleagues in similar activities by writing articles in technical magazines and sharing their impressions at regional seminars. NGO officials will learn from the test case experiences through pamphlets and articles in their magazines.

The participatory approach of the communication strategy puts emphasis not only on the result but also on the process, and it allows for many stakeholders to contribute to the activities. These participants will get new experiences and to some of them it will become an enriching process paving the way for self-esteem and new possibilities in life.

As a result of the activities, many people will be informed. Some of them will change their perceptions on how to manage pollution problems in the settlements. And some of them will decide to actively improve the situation.

The problems are huge and deeply rooted in historical facts and are not solved in a three months campaign. There is a need for continuous consciousness-raising at all levels. A task left for everybody who knows that people are able to change their living conditions and to fight pollution if they get the chance.

5.2. Implementation plan

The table on the following page outlines the proposed implementation plan and budget for the communication strategy:

Table 1:- The Implementation Strategy

| Activity | Implementation | Responsible | Costs/ ZAR |
|---|---|--|--|
| Pamphlet - content - lay-out and printing - distribution | Journalist DWAF Com. Journalist | Project Team DWAF Com. DWAF Com. | 40.000 5.000 25.000 10.000 |
| Regional/local meetings in the provinces¹ - meetings - advertising - press releases (journalist) | DWAF Reg. Com. Dir. DWAF Reg. Com. Dir. DWAF Reg. Com. Dir. | DWAF Com. | 99.000 63.000 18.000 18.000 |
| Videos - one video with "highlights" from test cases - 4 local videos from test cases - one video targeting town officials - distribution (broadcasting etc) - distribution from DWAF | CVET CVET CVET CVET DWAF Com | Project Team Manager DWAF Com. | 255.000 Prod.: 200.000 Distrib: 50.000 5.000 |
| Radio SABC - contact to regional services and indigenous language stations - National SABC talk/call-in ² | Journalist DWAF Com | DWAF Com. DWAF Com | 69.000 5.000 64.000 |
| Community Radio - programming on 13 com. radio stations ³ | NCRF | Project Team | 45.000 |
| Articles - VOICE - JOURNAL - NGOmatters - Maru-u-pula - Nokuphilas letter (2 pages) - Hlathi-Manzi | Journalist DWAF Com. | DWAF Com. DWAF Com. | 35.000 10.000 25.000 |
| Technical communication - 6 regional meetings ⁴ - contact to test case town officials for articles to IMIESA ⁵ | IMESA and other org. Project Team M. | Project Team Project Team | 18.000 12.000 6.000 |
| Water Week activities 2002 - Organise Imbizo (or similar) - Press releases and media packages | DWAF Com. DWAF Com. | DWAF Com. DWAF Com. | 10.000 |
| Total budget | | | 566.000 |

¹ One meeting:

| | | |
|-----------------------------|--------|-----------------------|
| Transport | 3.000 | |
| Rent of equipment | 3.000 | |
| Advertising | 2.000 | |
| Journalist (press releases) | 2.000 | |
| Contingencies | 1.000 | |
| Total | 11.000 | times 9 events 99.000 |

² 4 x 30 minutes programmes times R. 16.000³ Budget enclosed in annex 4⁴ Meetings will be organised by IMESA at local municipalities' venues. Budget for contingencies.⁵ Contingencies

Appendix A:- REFERENCES

Books:

- ◆ Gumucio Dagron, Alfonso, Making Waves, 2001, The Rockefeller Foundation, New York
- ◆ Parker, W, et al (2000): Communication beyond AIDS awareness, Department of Health, Pretoria

Web pages:

- ◆ <http://www.comminit.com/Danida/sld-1943.html>
- ◆ http://www.comminit.com/11-342-case_studies/sld-650.html
- ◆ <http://www.jhuccp.org.news/082901.stm>
- ◆ <http://www.fao.org/>
- ◆ <http://www.ncrf.org.za/>
- ◆ <http://sabc.co.za>
- ◆ <http://salga.org.za>
- ◆ <http://www.soulcity.org.za/>

Reports:

- ◆ *Analysis of DWAF Local Government Communications Survey.* DWAF, August 2001.
- ◆ *Dissemination and Sustainability Plan.* Managing the Water quality Effects of Settlements:- Phase 2 of a Strategy to Manage the Water quality Effects of Dense Settlements, DWAF, Pretoria, November 2000.
- ◆ *Opportunities for Awareness and Capacity Building.* Managing the Water quality Effects of Settlements:- Phase 2 of a Strategy to Manage the Water quality Effects of Dense Settlements, DWAF, Pretoria, June 2001.
- ◆ *THE NATIONAL STRATEGY.* Edition 2. Managing the Water quality Effects of Settlements:- Phase 2 of a Strategy to Manage the Water quality Effects of Dense Settlements, DWAF, Pretoria, July 2001.

Appendix B:- PAMPHLET

A pamphlet will provide basic information on the experiences from the test cases, the National Strategy and where to approach assistance. Furthermore it will advertise the CD-ROM, the video and other information/educational material.

It will mainly target local authorities and CBOs/NGOs.

Format A4 printed on both sides and folded.

Content:

- the problems related to polluted water/health statistics
- the experiences from the test cases
- facts about the National Strategy
- about the CD-ROM and where to order it
- videos and other communication material
- where to get technical and financial support
- contact list

Proposed print run: 50.000

To be distributed through

- targeted magazines and newsletters as inserts (NGO and technical magazines)
- DWAF
- Other government departments
- At meetings
- Universities

Appendix C:- THE Community Video Education Trust (CVET)

CVET has been in existence for more than 20 years. It promotes the use of video as a development tool to empower organs of civil society to affect change, explore cultural expression and influence decision-makers. It is a resource base for emerging filmmakers as well as the development sector to access training, technology, local films and hands-on production experience. CVET currently operates in the Western Province offering its programme to black and oppressed communities.

CVET is governed by a trust deed with a 10-person board of trustees each with significant experience in the media, education, heritage and human rights sectors. The Director has 20 years cumulative experience in organisational development, project and training management. A team of 12 contractors comprising of curriculum advisors, trainers, and community workers supports her. Over the years, more than 20 funders have partnered with CVET, 2 funders in particular provided support for more than 10 years. Currently, 2 national funders and 2 local funders support the organisation. CVET receives government aid via the National Film And Video Foundation. Our membership extends to international, regional and national networks.

Outreach Programme

Over the last 3 years, CVET has a successful record of accomplishment in community outreach and screenings of locally produced and socially relevant productions, reaching audiences of over 5000. 40 local film clubs are currently being established in libraries and schools to meet the growing interest in the use of video as a development tool.

Visual literacy training in our foundation course provides film club members with the skills to understand, discuss and critically analyse images. They also learn to create and produce their own images/ messages to mobilise and educate others. Perhaps the most rewarding outcome of the film club project is witnessing young people share their knowledge, experience and concerns with one another but also challenging erroneous beliefs held by peers.

Members of film clubs are encouraged to action in support of social issues. Since last year 5 completed video productions were used to mobilise young people around HIV/AIDS related issues. The videos and discussions were well received by youth groups, high school students, peer educators, nursing sisters and people living with HIV, reaching a total audience of 750 in 4 weeks. 8 mini productions were created by local youth in the CVET foundation course and screened to their peers.

There has been significant interest from the industry in our film club network, seen as an alternative distribution network with more potential to increase and develop audiences than movie theatres and television. Several distributors are prepared to pay for access to the CVET network. Videotape and ticket sales will also be explored.

Skills Development Programme

CVET conducts an entry-level video production training programme to 'bridge the gap' for those seeking entry into the film and video industry. In 5 years CVET has graduated more than 120 new filmmakers who have either set up their own production companies or produced for broadcast (2 have won awards for their work). CVET graduates are sought-

after both locally and internationally, commissioned not only by production companies but several are employed with local broadcasters.

The programme includes business and life skills, participatory model of production, visual literacy, production and distribution skills and the development of socially relevant messages for the community development purposes. Internships or shadow training opportunities are sought.

Production equipment has become significantly cheaper over the years with the move to digital technology. Skills training in video techniques become redundant when graduates have no access to equipment to 'tell their own stories'. Basic items of equipment will be made available to emerging filmmakers and development workers facilitating the production of new messages and providing opportunity to practise new found skills.

To generate income CVET will provide short courses, seminars, handbooks and videos on various production techniques.

Community Productions

CVET, in association with development organisations, has produced more than 100 productions over the last 5 years. 12 productions have been flighted for broadcast. This has given us the opportunity to promote a participatory production model, giving local communities the opportunity to 'tell their own stories'. Productions are reasonably priced, crewed up by experienced professionals, who, where possible mentor trainees as part of the production.

This programme has generated, on average, over R100 000 in income per year and is thus an important area of work for the sustainability of the organisation. CVET will be marketed to the development and government sectors in particular.

Research and Development

Many serious attempts at securing broadcast time for community television have failed due to it being deemed 'not financially viable'. Therefore local, non-broadcast community television centers will be established in malls, libraries or schools. Basic portable projection equipment is required, advertising and programmes already developed [particularly those done by CVET graduates] would be screened at set times.

80% of video production training can take place on a PC, hence the need for a computer access center. A website will have additional learning programmes but more importantly a place for communication and sharing of experiences in a multi-media format.

CVET has a 2500 videotape archive, documenting development and anti-apartheid struggles of the people of Cape Town. Partnerships have been sought for this venture with favourable expressions of interest from potential partners in the heritage and government sectors.

To support outreach and training programmes extensive evaluation and research is required. Priorities include curriculum design and materials development to 'bridge the gap' as quickly as possible; development of packages and materials for screenings and expansion of visual literacy programme into the schools systems, in particular, a teacher training programme.

Priorities and Partners

Main partners in the outreach programme include the Film Resource Unit, Provincial Library, the City library and the Tygerberg Municipality Libraries as well as a number of high schools on the Cape Flats. The themes include:

1. Rights and Responsibilities including: the Constitution And Bill Of Rights in association with The Constitution And Bill Of Rights committee; HIV/AIDS in association with various support organisations; Domestic Violence and Violence against Women in association the Network Of Violence Against Women; Xenophobia in association with the Cape Town Refugee Forum.
2. Democracy and Freedom including: the news, point of view, construction of images, telling our own stories in association with the Institute For Democracy In South Africa & Media Works; Youth at Risk [Prison Youth] in association with NICRO and CRED; Schools life skills programme in association with SADTU.

Our skills development themes include:

1. 'Youth and HIV/AIDS' in association with Media Works and Ziphile
2. 'Women Only' in association with The Network Of Violence Against Women, Footprints – (African Women's Film Festival)
3. 'Video for the Disabled' in association with Disabled People of South Africa.
4. Broken Wings – short film project

Partnership potential exists within the development sector, especially among NGOs wishing to produce promotional and educational video material as part of their education and training packages.

Natalie Mc Askill
Director
(+27 21) 461 1257
cvet@wn.apc.org

Appendix D:- NCRF:

Contact person Chris Armstrong

National Community Radio Forum (NCRF)
4th floor, 1-5 Leyds Street, Braamfontein, Johannesburg
Postal: Suite 109, Private Bag X42, Braamfontein 2017, South Africa
Tel: +27-11- 403 4336; Fax : +27-11 - 403 4314; ncrf@ncrf.org.za, www.ncrf.org.za

The Power of Community Radio in South Africa

The South African community radio stations represented by the National Community Radio Forum (NCRF) are in township, peri-urban and rural areas. Their listeners are members of historically-disadvantaged communities. The total number of community radio listeners in South Africa currently sits at about 3 million.

The average listenership of NCRF stations is about 60,000 people. Some communications planners make the mistake of thinking that this is a small listenership. Indeed, 60,000 sounds small next to the audiences offered by some of the SABC and commercial/private stations. But the community radio listener is different from an SABC listener or a commercial/private radio listener. The community radio listener is someone concerned about getting local information. The community radio listener is typically someone wanting to be involved in the community, and to work for the betterment of that community.

Community radio stations are not “broad”casters; they are “narrow”casters. Unlike SABC or commercial stations, community stations are licenced to transmit their signal to only a narrowly-defined geographical area (e.g. a township, or part of a township, or a collection of 5 or 6 villages). This narrow focus gives community radio its strength. A station’s programme producers and presenters are able to cater their information programming for a group of people they know well, in the languages that the people speak. Community stations are multi-lingual. Most stations broadcast in at least 4 or 5 local languages; some even broadcast in all 11 official South African official languages. Many community radio programmes mix languages moment to moment, depending on which language a guest or caller is most comfortable with.

The programming produced by NCRF-Member stations is produced in collaboration with the communities they serve. The stations are community-owned, with community Annual General Meetings (AGMs) choosing a station’s Board of Trustees, and with the Trustees being prominent and respected members of the community. It’s the community-elected Board that oversees the station’s finances and employs the management. All surplus income goes back into the station’s operations. Community programming committees or “listening clubs” are used to get community input on programming, and community members host programmes themselves.

“Managing Water Quality” Project Awareness Campaign

In this "Managing the Water Quality Effects of Dense Settlements" Project Awareness Campaign on Community Radio, 13 different community radio stations that are in the proximity of the 9 Test Case Projects will participate.

Each station will produce programming about the nearest Test Case.

For the Soweto project, the NCRF recommends the following stations:

- Jozi FM (Dube, Soweto)
- The Voice (Mayfair, central Johannesburg)
- Alex FM (Alexandra)

For the Western Cape project, the following stations are recommended:

- Bush Radio (central Cape Town)
- Radio Zibonele (Khayelitsha)
- Radio Atlantis (Atlantis, north of Cape Town)

For Mpumalanga

- Barberton Community Radio

For the Northern Province:

- Moletjie Community Radio (near Pietersburg)
- Radio Turf (Turfloop, near Pietersburg)

For Northern Cape

- Radio Teemaneng (Kimberley)

Further discussion will be needed for the other 4 provinces.

The programming on the stations will be produced in collaboration with representatives of the nearest Test Case project. At least one project representative will be a guest on the station's live 1-hour panel/call-in/talk-show on the Test Case. The Department can also make a guest available to appear on the show if desired, but the priority for NCRF stations is to get the grassroots people to speak for themselves.

The goals of the station-based programming on 13 stations will be to:

- Promote the success of the 9 Test Cases
- Encourage other communities to contact the Dept. to get information on how to launch their own Test Case projects

Quotation for:

**1-hour Live Panel/Call-in/Talks Shows
on 13 community radio stations in all 9 provinces**

Project Title

"Managing the Water Quality Effects of Dense Settlements"

Goals:

- 1) promoting the success of the 9 Test Cases in this National Dept. of Water Affairs and Forestry Project**
- 2) Getting other communities to launch their own Test Case projects**

Programming: a sponsored 1-hour live slot, plus free additional programming on the same topic

Station Sponsorship/Sustainability Fee: R1200 per programme per station

Each community station will work closely with the Dept. and with the local Test Case community leaders to produce the one-hour programme.

Each station to promote the programme through script promos read on the days leading up to the programme.

****With direction and liaison from the NCRF, stations will add value by producing, free-of-charge, extra programming worth R1200.**

Client Contact:

Gitte Jacobsen: tel: 012-336-8248; cell: 082-858-1046; jakobseng@dwaf.gov.za

NCRF Budget Contacts:

Ellelwanir Raphunga, Programmes Manager: tel: 011-403-4336; 083-345-4315;
ellelwanir@yahoo.co.uk

Mabalane Mfundisi: tel: 011-403-4336; mabalane@ncrf.org.za

| Activity | Units | Cost | Total |
|--|-------|---------|-----------------|
| Production: One hour live panel/call/talk show on 13 stations, including station promos for the show and further programming on topic at R 1.200 per station | 13 | R 1.200 | R. 15.600 |
| Co-ordination and evaluation: NCRF Co-ordination, monitoring of stations, data collection on programming effectiveness, writing of final report | 1 | 10.000 | 10.000 |
| Transport: R750 per programme to allow station producer to visit project and/or project co-ordinators to go to station to participate in programme | 13 | 750 | 9.750 |
| Subtotal | | | 35.350 |
| NCRF adm. @ 10 per cent | 10% | | 5.443 |
| Subtotal | | | 38.885 |
| VAT @ 14 per cent | 14% | | 5.444 |
| GRAND TOTAL | | | R 44.329 |