

# LABOUR COMMUNITY RADIO PROJECT

## AN AUDIENCE RESEARCH EVALUATION OF LOCAL COMMUNITY RADIO STATIONS AND THE WEEKLY LABOUR SHOW

APRIL 2008



COMMUNITY AGENCY FOR SOCIAL ENQUIRY

This report was compiled and produced for **Workers World Media Productions**

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# ABBREVIATIONS

AMARC	The World Association of Community Broadcasters
FXI	Freedom of Expression Institute
ICASA	Independent Communication Authority of South Africa
LCRP	Labour Community Radio Project
LMC	Labour Media Consortium
NCRF	National Community Radio Forum
SABA	South African Broadcasting Authority
SABC	South African Broadcasting Commission
WWMP	Workers World Media Productions

# 1. EXECUTIVE SUMMARY

## 1.1. INTRODUCTION AND BACKGROUND TO THE STUDY

Community radio has a significant role to play in engaging with communities and providing a platform to discuss issues that are pertinent to the communities that the station serves. This is provided that the station programming remains relevant and that engagement with the community that it serves is continuous. Therefore, community radio stations should:

- Ensure that the subject and substance of programmes are **relevant** and speak to the local community
- Ensure that the content is presented clearly and logically, in layman's terms so that it is **understood** by listeners.
- Broadcast in a local **language** or several local languages.
- Broadcast current affairs programmes during a **time** that is accessible to all those that would find the show important and relevant.
- Encourage **participation** and feedback using various engagement strategies such as call-in shows, emails and surveys.
- Ensure that **presenters** are clear and knowledgeable and able to communicate effectively with their audience. In addition, presenters should have a thorough understanding of the characteristics of the local community

In response to the need for radio productions that focus particularly on labour-related issues, Workers World Media Productions (WWMP) was initiated in 1997.<sup>1</sup> This came about as a result of the success of the pilot project run through Bush Radio, a community station situated in the Western Cape. Following this, WWMP initiated a flagship project, the Labour Community Radio Project (LCRP) in 2002. The project consisted of the production and broadcast of a weekly one-hour labour show broadcast live on thirty eight community radio stations serving the poor and working class in South Africa. Located in urban, peri-urban and rural communities in all nine provinces, the shows were produced and broadcast in the language choice of the local community radio station and hosted by presenters from the community and the labour movement who had been trained in collaboration with experienced freelance radio trainers.

The vision and mission of the LCRP was to "*be the recognised and desired production house for quality media serving the working class.*"<sup>2</sup> The show viewed labour in a broad sense and included projects dealing with issues ranging from housing, education, healthcare and work to political and economic matters. In addition, all working class South Africans were viewed as *workers* whether unemployed or leading a self-sustainable livelihood outside of formal employment. In this sense the LCRP was aimed at all disadvantaged South Africans with 'labour' as its core organisational constituency and guiding perspective.<sup>3</sup>

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<sup>1</sup> <http://www.wwmp.org.za/frames.htm>

<sup>2</sup> <http://lcrp.blogspot.com/>

<sup>3</sup> <http://lcrp.blogspot.com/>

In view of this participatory media or communication role that the LCRP was to play in the local community, the specific aims for the labour sector were:

- An informed and active membership and constituencies that understand the history of the trade union movement and the rights of the workers;
- Gaining increased publicity in the broader society and attaining more reception for own worldviews;
- Workers and their leaders gaining media skills and knowing how to maximise exposure to the media;
- Overall strengthening of the labour movement.

While specific aims for the community radio sector included:

- Increased and educated listenership and that is sensitive to labour issues;
- To develop an organised link and reflection of an important section of the community;
- Increased income for the sector and sustainability;
- Quality and relevant programming for its community and listeners.
- Technology and skills transfer to the local communities.

Since the inception of the project, independent parties were commissioned to evaluate the project in 2003 and 2004. This was partly to ensure credibility with donors, but more importantly to have the critical assessment and opinions of professional outsiders based on the views of participants that included project partners, stakeholders and listeners. However, both pieces of research were lacking in the audience research component and in some ways the project could have been moving without meaningful direction from the most important “participants”, namely existing and targeted listeners.

Since its inception, WWMP has tried to ensure that the organisation and projects such as the LCRP has had formal representation in its ongoing strategic planning and decision-making. This representation was mainly from WWMP’s key stakeholders, organisations representing labour and trade unions and their federations. In addition to its governance arrangements, WWMP also set up the Labour Media Consortium (LMC), which included representation from the National Community Radio Forum (NCRF)<sup>4</sup>, originally to direct and implement the LCRP, but the LMC has since increased the scope of its interventions by focusing on the production of independent labour media and promoting labour in established media sectors such as the public broadcaster, the SABC and commercial newspapers.

As the goal of the LCRP is social change, there was a need for greater attention to measuring this impact. In 2007, the Community Agency for Social Enquiry (C A S E) was commissioned to carry out an independent evaluation of the local radio stations and specifically the weekly labour segment, assessing the views of the audience of the community radio stations, in collaboration with community radio stations in different areas of South Africa.

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<sup>4</sup> The NCRF is a national, membership-driven association of community radio stations and support service organisations that standardising and promoting growth and capacity building within the community radio sector.



The aim of this study was, therefore, to assess the extent to which community radio stations and the weekly labour shows are listened to and whether they are relevant and meaningful to the listeners.

## **1.2. METHODOLOGY**

The study required the use of three data collection techniques. Literature, pertaining to the topic, was reviewed to put the study into context and inform the methodology and instruments used for the project. A household survey was administered in September 2007 to 1125 respondents in areas surrounding a list of community radio stations. Finally, focus groups were held with listeners from the same radio stations. The sample of radio stations was chosen from a total list of over forty radio stations that participate in the LCRP.

The survey aimed to access statistical information on demographic information of the listeners and their media and radio preferences, while the focus groups were conducted to explain the information collected in the survey, in more depth.

## **1.3. RESULTS**

Of the 1125 survey respondents, 58% were female, aged mainly between eighteen and thirty-five years old. It seems that the community radio stations had very low listenership with people older than forty-five. Similarly, the weekly labour show was not effective reaching community members that were just entering the labour market in particular communities or for those groups that were of retirement age. The main language spoken by the respondents was isiXhosa, followed by isiZulu and Sesotho. Just over half of the respondents had some secondary education, while 15% held a tertiary diploma. Very few respondents had a tertiary or postgraduate degree; although half of the respondents at Imbokodo Radio indicated have a tertiary degree.

Focus group participants were generally from communities with low employment levels and high poverty and most felt that their communities were not ideal areas to live in due to crime and a lack of development. Education levels differed according to proximity to tertiary institutions. Lethlabile, for example, had access to educational institutions but suffered from "brain drain." Other areas had low levels of education and finances were limited for residents to pursue further education. In terms of labour, the main issue for most communities was the lack of employment and in inability of most residents to secure permanent jobs. In addition, exploitation by employers was a concern for some that were employed.

Most respondents preferred the radio as a media form, followed by 29% who enjoyed television the most. About one-third of the survey respondents listen to the radio between 06:00 and 10:00 in the morning, followed by about one-quarter of respondents who listen to the radio between 14:00 and 18:00 in the afternoon or 18:00 and 22:00 in the evening. The focus group participants listened to the radio mainly in the evening and night as they were busy during the day. The level of listenership was very poor during the day (between 10:00 and 14:00), which could be due to the fact that most people are

at work. Nevertheless, shows during this time should strive to attract the attention of stay-at-home-parents.

Talk shows were considered the most popular programmes on radio followed by news coverage. Current affair shows were popular with 44% of the listeners at Takalani Community Radio and 27% of the listeners at Unitra Community Radio. Of those respondents that indicated "other" when asked about their favourite programmes, most mentioned that they listened to sports shows and cultural or religious programmes.

Most survey respondents and focus group participants listen to their local community station, mainly to community news shows on the station. Music and entertainment shows were favoured by 76% of the respondents at Imbokodo Community Radio, while labour shows were favoured by 64% and 35% of listeners from Takalani Community Radio and Unitra Community Radio, respectively. Interestingly, both these stations are situated in the Eastern Cape and could have heightened labour concerns as opposed to other areas in the country. Those respondents that mentioned listening to their local community radio station for "other" reasons, mentioned sports shows, announcements or advertisements and cultural or religious shows as preferred programmes.

Focus group participants agreed that shows on their local community stations were of a good quality and relevant to the communities that they served, but did provide additional suggestions on issues that could be dealt with on the station such as youth concerns and financial planning.

The majority of both groups of respondents indicated that they listen to the weekly labour show on their local radio station and agreed the show was relevant to the local communities. This result was contradictory to previous findings, where only 12% of all survey respondents indicated that they listen to labour shows. This could mean that listeners have listened to the weekly labour show at least once, but not all the time. Survey respondents, however, stated that they listen to the weekly labour show frequently. The few survey respondents who do not listen to the labour show cited "irrelevance" as the main reason.

The majority of focus group participants felt that the labour show and the radio as a medium for communication was effective in addressing labour issues and that the language in which the shows were presented were appropriate. Participants did, however, stress the need for training of presenters and the need for a lengthier show to ensure that topics were covered accurately and thoroughly. In addition, participants felt that the format of the labour show could be more participatory as opposed to prescriptive and that advertising would make more people aware of the show and the broadcasting times.

## **1.4. FINDINGS FROM THE AUDIENCE RESEARCH**

### **1.4.1. Demographic Information**

- Of the 1125 survey respondents, 58% were female aged between eighteen and thirty-five years old.

- There were very listeners older than forty-five years old and few listeners between eighteen and twenty-five in some communities.
- The main languages spoken by respondents of the survey were isiZulu, isiXhosa and Sesotho.
- Just over half the respondents (57%) had some secondary qualification, while only 15% had a tertiary diploma and 10% had a tertiary degree. Imbokodo Radio had many respondents with a tertiary degree.
- Very few respondents had any post-graduate qualifications
- Focus group participants were mainly from communities with low levels of employment
- Education levels differed according to proximity to institutions of higher education.
- Those communities that had low levels of post-matric education cited a lack of finances as a reason for this.
- Those communities that did have residents attending centres of higher education complained of brain drain and losing skills to cities and larger towns.
- The main issues related to labour for these communities was unemployment, casual or contract employment (i.e. lack of permanent employment), exploitation and favouritism.

#### **1.4.2. Media Preferences**

- Most survey respondents indicated that radio was their preferred form of media.
- Just under one-third of respondents listen to the radio between 6:00 and 10:00 in the morning or 14:00 and 18:00 in the afternoon.
- About one-quarter of respondents listen to the radio between 18:00 and 22:00 in the evening.
- Talk shows were considered the most popular programme on the radio followed by the news.
- Current affair shows were popular with 44% of the listeners at Takalani Community Radio and 27% of the listeners at Unitra Community Radio.
- Some respondents indicated other features that they favoured, including sports shows and announcements.
- Focus group participants also favoured the radio as a form of media and listened to the radio mainly in the evening and night as they were busy during the day.
- The main reasons cited for this preference included the accessibility to radios and the fact that a low level of concentration was required when listening to the radio. In this way, listeners could engage in other activities simultaneously.

#### **1.4.3. Community Radio**

- 95% of all survey respondents indicate that they listen to their local community radio station.
- Music and entertainment shows were favoured by 76% of the respondents at Imbokodo Community Radio.
- Labour shows were favoured by 64% and 35% of listeners from Takalani Community Radio and Unitra Community Radio, respectively.

- Those respondents that mentioned listening to their local community radio station for “other” reasons, mentioned sports shows, announcements or advertisements and cultural or religious shows as preferred programmes.
- Other stations that were favoured by survey participants were Radio Motsweding, Lesedi FM, Umhlobo Wenene, Metro FM and Thobela FM.
- Most focus groups participants listened to their local community radio show and found that the shows on the stations were of good quality and relevant to the local community.
- Additional issues that could be dealt with on the station, as suggested by focus groups participants included financial planning and issues affecting youth.

#### **1.4.4. The Labour Show**

- About two –thirds of all survey respondents indicated that they listened to the weekly labour show on the local community radio station.
- The majority of respondents listened to the labour show frequently and found the show interesting and relevant.
- Those respondents that did not listen to the show cited irrelevance, lack of time and lack of awareness of the show as reasons for not listening.
- Focus groups participants also listened to the labour show, finding it both relevant and effective in addressing labour issues.
- The language in which the show was hosted was considered appropriate.
- Focus group participants did feel that the show was too short, however, and should cater for more interaction with listeners.
- In addition, it was felt that presenters were in need of training in professionalism and radio etiquette.

#### **1.5. RECOMMENDATIONS**

- An effort should be made to engage more with the elderly listeners as listenership is low for people older than age 45. It is unclear what the reason for this age discrepancy is, but it might be due to the fact that older persons have little or no interest in employment issues. The show could therefore deal with issues such as grants, pensions and services for the elderly in an effort to engage people within this age group.
- It is important that the weekly labour show advocate education, especially tertiary education and possibly find ways of engaging with communities to find solutions to the issue of a lack of finances for education. It should be stressed that education is often the main or sole means to employment. This need stems from the fact that many focus groups participants mentioned a lack of access to education and not many survey participants had qualifications above secondary school.
- Ideas for content should be drawn from current affairs as well as from the communities. This could be done through call-in shows or dedicated telephone lines for suggestions.
- Respondents also suggested that positions for employment be advertised on radio.

- Some respondents indicated that there was a lack of youth or women's shows on local radio stations. These shows should be encouraged, especially considering the relationship between labour and gender and labour and youth.
- Many respondents felt that the segment on HIV and AIDS should be increased, and should especially target the youth.
- The timing of the weekly labour shows should be re-evaluated as many respondents indicated that they were busy, at work or at church during the broadcast of the show. This despite the fact that shows are broadcast in the evening at a time listened to most by audiences. It is inevitable that some interested listeners might miss the so repeats of the show would be useful in reaching more people.
- The majority of respondents agreed that the length of labour show should be increased to ensure that presenters do justice to the topic of the week.
- A lengthier programme would allow more time for engagement with the community e.g. "Call-in Shows". Previous evaluations have shown that a lack of access to telephone and the high cost of telephone calls makes it difficult for listeners to call in to the station. Engagement could therefore be done via post as well.
- Guests and representatives from the business sector and government could be invited to address particular issues and explain matters that presenters could not.
- Because the show was pre-recorded, listeners felt that this limited the scope of the programme and did not allow for engagement. In addition, issues discussed were not always current or specific to the area. This view was surprising in light of the fact that only about 30% of the show's content was pre-recorded. It is therefore suggested that presenters clearly highlight the parts of the show that are pre-recorded and those parts that are live so that audiences know when the pre-recorded portion has ended.
- Case studies could be used to illustrate issues that would otherwise be difficult to explain.
- Presenters should undergo formal training by the National Department of Labour to increase their knowledge on the issues they discuss.
- Presenters should be trained in presenting "etiquette" to ensure that their language is more proper and understandable and that their demeanour is appropriate to radio.
- It is important to note that training of presenters was meant to happen every two years. The Department of Labour, however, has not funded the training of late and also suffers from a lack of capacity to conduct the training. For this reason, WWMP and other labour specialist organisations endeavoured to conduct training with presenters. The cost of training is a major inhibiting factor to ensuring that presenters are properly skilled to present the labour show.
- Presenters should also be encouraged to thoroughly research the topic of each week so that they are more equipped to explain it and to answer questions.
- More advertising is needed to promote the weekly labour show and make listeners aware of the times of broadcast.
- Feedback mechanisms should be put in place for communities to comment on different aspects of the running of the station.

## 2. INTRODUCTION

### 2.1. BACKGROUND TO WORKER'S WORLD MEDIA PRODUCTIONS

In response to the need for radio productions that focused on labour-related issues, Workers world Media Productions (WWMP) was initiated in 1997.<sup>5</sup> Initiated from the success of the pilot project run through Bush Radio, a community station situated in the Western Cape. Following this, WWMP initiated a flagship project, the labour community radio project (LCRP) in 2002.

The project consisted of the production and broadcast of weekly one-hour labour shows, broadcast live on thirty eight community radio stations located in urban, peri-urban and rural communities in all nine provinces of South Africa. The labour shows consisted of a pre-recorded feature on the topic for the week (eight minutes), a live discussion on the topic with studio guests, a five-minute pre-recorded news bulletin on local and international labour news and a three minute pre-recorded insert on HIV/AIDS. All pre-recorded materials were produced by WWMP in the five languages most widely spoken in South Africa (Afrikaans, English, isiXhosa, isiZulu and Sesotho) and made up less than 30% percent of the shows content. More than 70% of the content of the show was therefore live and local, consisting of interviews with studio guests and call-ins from listeners around the topic for the week. These topics focused on socio-economic and political issues that were directly relevant to the lives of the target audience, black working class people. The labour radio shows were intended to be participatory, informative and educational.

The shows were produced and broadcast in the language choice of the local community radio station and hosted by presenters from the community and the labour movement who had been trained in collaboration with experienced freelance radio trainers. This ensured that presenters on the show had the knowledge and experience to locate the discussion within the context of the labour movement and local community interests. The host from the community was normally nominated by the radio station and sought to bring valuable community radio experience and insight into local conditions and needs.

The weekly labour show has covered a variety of topics (see table 1) relating to labour, unemployment, health and other current issues.

Since its inception, WWMP has tried to ensure that the organisation and projects such as the LCRP has had formal representation in its ongoing strategic planning and decision-making. This representation was mainly from WWMP's key stakeholders, organisations representing labour and trade unions and their federations. In addition to its governance arrangements, WWMP also set up the Labour Media Consortium (LMC), which included representation from the National Community Radio Forum (NCRF),<sup>6</sup> originally to direct and implement the LCRP, but the LMC has since increased the scope of its interventions

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<sup>5</sup> <http://www.wwmp.org.za/frames.htm>

<sup>6</sup> The NCRF is a national, membership-driven association of community radio stations and support service organisations that standardising and promoting growth and capacity building within the community radio sector.

by focusing on the production of independent labour media and promoting labour in established media sectors such as the public broadcaster, the SABC and commercial newspapers.

Wages
Wage negotiations / bargaining
Casual labour
Violence against women and foreign workers
Xenophobia
Privatisation
The relevance of trade unions
The relationship between trade unions and political parties
Financial management
A trade union response to HIV and AIDS
The economic position of marginalised workers (especially in the domestic and agricultural sector)

**Table 1: Topics Covered on the Weekly Labour Show, Aired on Local Community Radio Stations**

In 2005, the project stakeholders and the approximately seventy labour show hosts of the LCRP collectively set the *democratisation of the labour shows* as their key objective. This involved engaging with the public to ensure a broader representation of the local community in the content, production and public interface of the shows. This was to eventually ensure the fullest possible ownership of the shows by the local audience themselves. In this way WWMP's role in future, if of any significance, will be in the form of requested support by the interest groups in those communities themselves.

Overall, the broad aims of the LCRP are:

- To regularly broadcast informative and educational programmes that are relevant to workers on community radio stations through designated labour slots;
- To develop the capacity of the labour movement and the community radio sector to participate in and sustain such slots;
- To regularly produce quality audio material for radio on issues relevant to workers in languages that they most use and understand;
- To assist in the building of locally organised capacity for producing and directing the labour shows on a democratic and participatory basis in the interest of the communities' and the labour movement's development.
- To develop a lasting partnership between the labour movements, the community radio sector and service organisations for the above aims.
- To ensure a permanent self-sustainable project that ensures access of all South Africans to regular radio broadcasts on labour issues and issues relevant to workers and their communities.

## **2.2. BACKGROUND TO THE STUDY**

Since the inception of the project, independent parties were commissioned to evaluate the project. This was partly to ensure credibility with donors, but more importantly to have the critical assessment and opinions of professional outsiders based on the views of participants that included project partners, stakeholders and listeners. The Freedom of Expression Institute (FXI) was commissioned to assess the project for the year 2003. The report presented by FXI highlighted some weaknesses in the way the project was operating and WWMP had the opportunity to address these in 2004.

Similarly, the 2004 experience of the project was evaluated by an independent consultancy, Baobab Development Services, to highlight weaknesses and provide recommendations for 2005. However, both pieces of research were lacking in the audience research component and in some ways the project could have been continuing without meaningful direction from the most important "participants", namely existing and targeted listeners.

As the goal of the LCRP is social change, there was a need for greater accuracy in measuring impact. This was important for two reasons:

- a) If WWMP **is not** effectively reaching and impacting its target audience, what can be done to achieve this, and
- b) If WWMP **is** effectively reaching and impacting its target audience, what needs to be done to move to the next stage in the process of empowering community audiences and the labour movement as a whole

## **2.3. AIM AND OBJECTIVES OF THE RESEARCH**

In light of this need for an independent and comprehensive evaluation, the Community Agency for Social Enquiry (C A S E) was commissioned by Worker's World Media Productions to undertake an evaluation of their labour segment on local community radio stations. The aim of the study was therefore to assess the extent to which community radio stations and the weekly labour shows are regularly listened to and whether they are relevant and meaningful to the listeners.

The overall objectives of the study were to:

- Identify the LCRP's audience
- Develop a demographic profile of the labour community radio audience in order to increase understanding and enhance future service delivery
- Identify the unmet needs of the audience
- Empower partners, especially in the form of the Labour-Community Radio Forums through training and active participation in the research process
- Develop and provide a research and audience participation model that can be used at regular intervals in the future.



## 3. A BACKGROUND TO COMMUNITY RADIO

*“There are an estimated 10 million radio sets in South Africa, with listeners many times that number, broadcasting a range of programming from ultra-hip urban music to local news and information in the deep rural areas.”<sup>7</sup>* For this reason, and many others, Community Radio plays a crucial role in framing South Africa’s broadcasting landscape and particularly, allowing listeners’ access to information that would otherwise be inaccessible.

### 3.1. A SOUTH AFRICAN CONTEXT

Prior to 1994, broadcasting was controlled by the South Africa Broadcasting Authority (SABA), a state-run entity. Content, speech, language and all other aspects of broadcasting was controlled by SABA. In short, SABA operated a vehicle for the apartheid state. For this reason, many communities in South Africa, especially those in rural areas, were marginalised based on language, content of broadcasting and content of the programmes.

#### A CASE IN POINT

In South Africa, a little way outside Johannesburg, you will know of the township of Soweto, a massive sprawl of houses, shacks and urban slum dwellings. In the dark days of apartheid, Soweto was one of the flash points of community resistance that resonated around the world. It was and still is, home to some of the poorest people in South Africa. Before the end of apartheid the people of Soweto had no means of taking voice other than taking to the streets. The South African Broadcasting Corporation was the monopoly broadcaster. It operated as an instrument of the apartheid state. As you well know, that all changed just over ten years ago. Today the SABC is a reformed institution. But SABC is also no longer a monopoly broadcaster. Today the people of Soweto have their own radio station. In converted flats above Soweto’s main shopping centre are the studios and offices of Jozi FM, one of over 100 community radio stations in South Africa.<sup>8</sup>

In 1993 came the deregulation of broadcasting in the country and the conversion of the national broadcasting authority from a state broadcaster to a public broadcaster, called the South African Broadcasting Commission (SABC). With this reformation came numerous changes in radio broadcasting nationally and internationally. Nationally, eleven public radio stations began satellite transmission, making them accessible to listeners in all parts of the country. In 1997, Ukhozi FM and Metro FM became the first South African radio stations to be aired on the internet to United States-based listeners.<sup>9</sup>

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<sup>7</sup> <http://www.southafrica.info/about/media/community-radio.htm>

<sup>8</sup> Buckley, S. (2004). *Community Broadcasting: Empowering Grassroots Communities*. Address at Africast, Abuja

<sup>9</sup> <http://www.sabc.co.za/portal/site/sabc/menuitem.7ddb6388f2d6e524bc5194f0064daeb9/>

Importantly, in 1998 broadcasters from the former "independent" homelands, such as Transkei Radio, were integrated into the SABC.

As a result of these changes, diverse groups from all over the country were assessed and granted licenses to run community radio stations. Currently, estimates place the number of community radio stations at over 100, broadcasting in the eleven official languages of South Africa as well as additional languages such as Hindi, German and Portuguese.<sup>10</sup>

### **3.2. THE ROLE OF COMMUNITY RADIO IN SOCIETY**

Community radio can be used to the benefit of the community and the state. Provided it is guided by participatory practices, it can serve to provide a platform of speech and empowerment to disadvantaged and marginalised communities as well as a vehicle for the state to access the masses. Ultimately, the role of community radio would be to increase communication, participation and engagement with communities so that communities have access to information and input into solutions to the problems that affect them. As Buckley explains "[Radio] builds on growing recognition that core development goals such as the reduction of poverty can be more effectively achieved by empowering and giving voice to poor people themselves"<sup>11</sup>

One may be inclined to ask why radio is the preferred medium for broadcasting to the masses and allowing them a voice. The main reason for this is the accessibility of this form of media. It is less expensive to own than a television or the internet and does not involve a daily outlay of money as is required for newspapers. In addition, many households in the country do not have access to basic services such as electricity and are therefore unable to operate a television or personal computer. Most South Africans do have access to a radio. For this reason, radio broadcasting is an effective method of reaching a large number of people timeously.

Community radio has the added advantage of not being censored by national broadcasting authorities or the state and can therefore broadcast programmes that affect the local community and allows greater freedom of expression. As quoted by Tor Alumuku in his book *Community Radio for Development*, by Buckley,<sup>12</sup> "freedom of expression is significant because human life depends on communication, and to be fully human, people must communicate." Finally, radio is effective in reaching people as it does not discriminate against gender, literacy, education or any other socio-economic factor.

Given the wide reach that radio has in a country with historically marginalised and alienated groups of people, and the need to generate awareness on issues that directly affect these groups of people, radio is a highly effective method of reaching people to disseminate information on issues such as labour, employment and health, particularly

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<sup>10</sup> <http://www.southafrica.info/about/media/community-radio.htm>

<sup>11</sup> Buckley, S. (2004). *Community Broadcasting: Empowering Grassroots Communities*. Address at Africast, Abuja

<sup>12</sup> Buckley, S. (2004). *Community Broadcasting: Empowering Grassroots Communities*. Address at Africast, Abuja

HIV and AIDS. But as lessons from the past demonstrate that for these pertinent issues to be successfully addressed, an approach that engages with communities, as opposed to a top-down authoritarian approach is recommended for effectiveness, relevance and sustainability of a community radio station.

### 3.3. PARTICIPATORY MEDIA – “FOR THE PEOPLE BY THE PEOPLE”

*“Participation is the engine of democracy and community radio is a tool for participation”<sup>13</sup>*

Community radio, to remain effective and achieve its role as community broadcaster, needs to exist as and remain a participatory body, allowing for regular engagement with the local community. Failing this, the station could run the risk of being prescriptive and irrelevant and could become an instrument of the state, propagating information (rephrase – ‘just’ providing information is not a bad thing; but propaganda or prescriptive programming may be) rather than engaging with listeners and communities. A mutual relationship is required, where the station is a means for participation to the community and the community informs the purpose and content of the station’s programmes, ensuring its relevance and popularity. After all, the existence of participatory media is an indication of a participatory democracy, which in turn is an indication of a healthy state.

Therefore, community radio stations should:

- Ensure that the subject and substance of programmes are **relevant** and speak to the local community
- Ensure that the content is presented clearly and logically, in laymen terms so that it is **understood** by listeners.
- Broadcast in a local **language** or several local languages.
- Broadcast current affairs programmes during a **time** that is accessible to all those that would find the show important and relevant.
- Encourage **participation** and feedback using various engagement strategies such as call-in shows and emails and surveys.
- Ensure that **presenters** are clear and knowledgeable and able to communicate effectively with their audience. In addition, presenters should have a thorough understanding of the characteristics of the local community

### 3.4. LABOUR COMMUNITY RADIO PROJECT

As mentioned previously, Workers world Media Productions (WWMP) was initiated in 1997,<sup>14</sup> from the success of the pilot project run through Bush Radio, a community station situated in the Western Cape. The project consisted of the setting up and production of weekly one-hour labour shows broadcast live on thirty eight community

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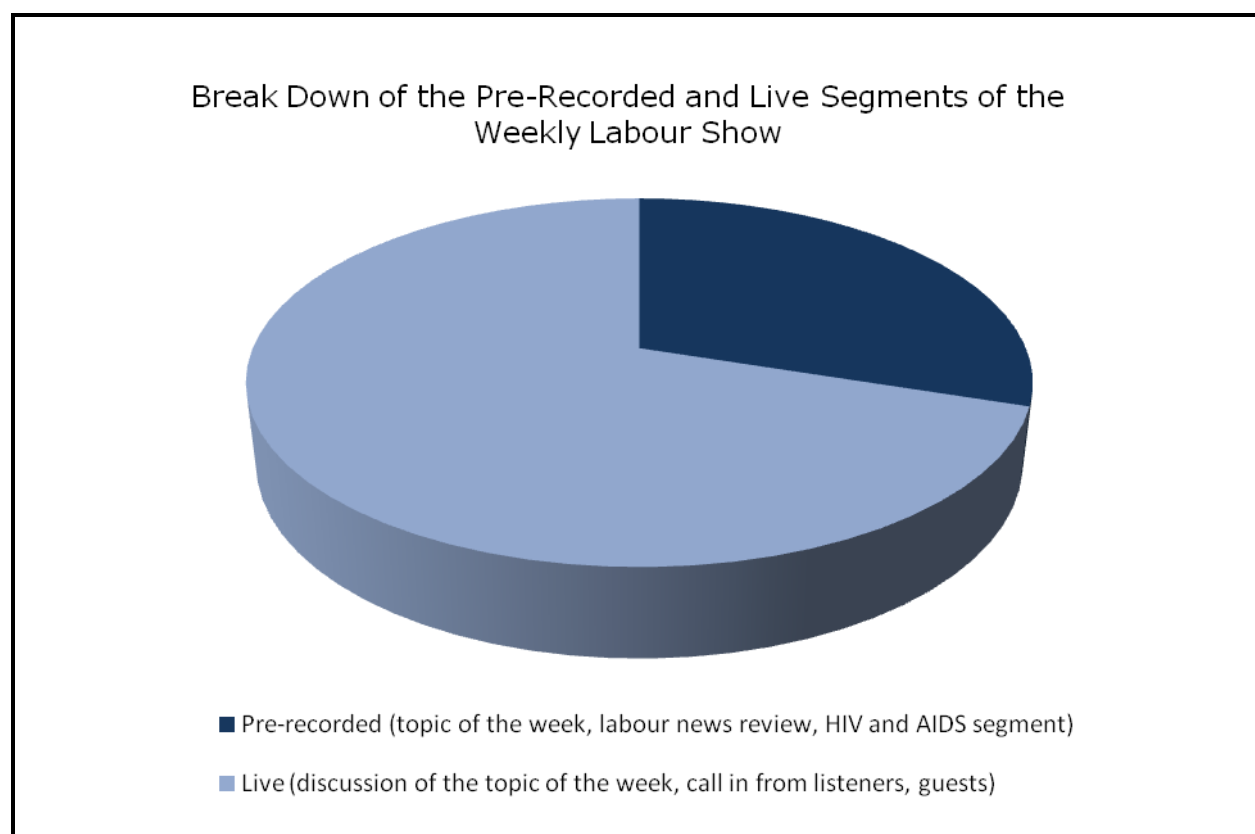
<sup>13</sup> AMARC (2007). *Community Radio Social Impact Assessment: Removing Barriers Increasing Effectiveness*. AMARC Global Evaluation

<sup>14</sup> <http://www.wwmp.org.za/frames.htm>

radio stations located in urban, peri-urban and rural communities in all nine provinces of South Africa.

The vision and mission of the LCRP was to “*be the recognised and desired production house for quality media serving the working class.*”<sup>15</sup> The show viewed labour in a broad sense and included projects dealing with issues ranging from housing, education, healthcare and work to political and economic matters. In addition, all South African were viewed as *workers* whether unemployed or leading a self-sustainable livelihood outside of formal employment. In this sense the LCRP was aimed at all disadvantaged South Africans with *labour* as its core organisational constituency and guiding perspective.<sup>16</sup>

All pre-recorded materials were produced by WWMP in the five languages most widely spoken in South Africa (Afrikaans, English, isiXhosa, isiZulu and Sesotho) and made up less than 30% percent of the shows content. The more than 70% content of the shows was therefore live and local, consisting of interviews with studio guests and calls from listeners around the topic for the week (see figure 1).



**Figure 1: Break Down of the Pre-Recorded and Live Segments of the Weekly Labour Show**

The shows were produced and broadcast in the language choice of the local community radio station. The radio shows were hosted by presenters from the community and the labour movement who had been trained in collaboration with experienced freelance radio

<sup>15</sup> <http://lcrp.blogspot.com/>

<sup>16</sup> <http://lcrp.blogspot.com/>

trainers. This aimed to ensure that presenters on the show had the knowledge and experience to locate the discussion within the context of the labour movement and local community interests. The host from the community was normally nominated by the radio station and brought valuable community radio experience and insight into local conditions and needs.

For the LCRP in 2005 the project stakeholders and the approximately seventy labour show hosts collectively set as its key objective the *democratisation of the labour shows*, to involve broader representation of the local community in the content, production and public interface of the shows to eventually ensure the fullest possible ownership of the shows by the local audience themselves. In this way WWMP's role in future, if of any significance, will be in the form of requested support by the interest groups in those communities themselves.

In view of this participatory media or communication role that the LCRP was to play in the local community, the specific aims for the labour sector were:

- An informed and active membership and constituencies that understand the history of the trade union movement and the rights of the workers;
- Gaining increased publicity in the broader society and attaining more reception for own worldviews;
- Workers and their leaders gaining media skills and knowing how to maximise exposure to the media;
- Overall strengthening of the labour movement.

While specific aims for the community radio sector included:

- Increased and educated listenership and that is sensitive to labour issues;
- To develop an organised link and reflection of an important section of the community;
- Increased income for the sector and sustainability;
- Quality and relevant programming for its community and listeners.
- Technology and skills transfer to the local communities.

Given the social and political context of the environment and audience to which the WWMP broadcasts, it has understandably met some challenges in ensuring all aims and objectives of the LCRP are met. These challenges have had an effect particularly on sustainability of the show, relevance, access to resources to ensure sufficient community participation and to develop the capacity of the labour movement in South Africa.

These issues include the lack of cost and capacity to train and retain presenters, the lack of resources to properly engage with listeners and the changing context of labour in South Africa.

## 4. APPROACH TO THE STUDY

The aim of this study was to assess the extent of listenership and relevance of the labour community radio show.

More specifically, the study considered the following themes with regard to media:

1. Demographic profile of listeners of the labour show;
2. Community characteristics;
3. General media preferences;
4. Opinions on the local radio station;
5. Opinions on the labour community radio show.

### 4.1. METHODOLOGY

The Terms of Reference for this study specified that a household survey should be undertaken, combined with focus groups with the audience of the labour show. The study therefore consisted of the following quantitative and qualitative components:

1. A review of existing literature to provide a background and understanding of community radio;
2. A survey of households in areas which the specified local radio stations cover in terms of broadcast;
3. Focus groups with listeners of the local community radio station and the labour community radio show.

The study was conducted in 15 specific sites (see table 1). The survey was conducted in areas over which the specified community radio stations broadcast and the focus groups were conducted with listeners of these community radio stations. The sample of radio stations was chosen from a total list of over forty radio stations that participate in the LCRP.

#### 4.1.1. Review of Existing Literature

The review of existing literature relevant to the topic ran concurrently with the preparation for implementation of the survey. The aim of the review was to provide a context to the study and to explain the need for such a study. The review covered reports, speeches and books relating to the role of community radio in communities and the use of community radio broadcasts in generating awareness in community on issues that affect them, such as labour and HIV/AIDS.

#### 4.1.2. Household Survey

Initially it was planned that this component would consist of a household survey of approximately 1500 respondents (100 questionnaires per radio station) (see table 1). Fieldworkers from the radio stations that were being used in the project were trained to administer the questionnaires. This was done in an attempt to capacitate the radio

station employees on basic research methods. Data collection began in September 2007. As the data collection progressed, however, stations encountered various problems including time constraints and a lack of resources. In addition, some radio personnel who were originally trained to conduct the fieldwork left the station and the task of administering the questionnaires was left to untrained station employees. Worker's World Media greatly assisted the stations that were having difficulty in completing the survey.

Ultimately, surveys from twelve radio stations were received and included in the dataset for analysis, while three (Univen Community Radio, Radio Mafisa and Greater Middleburg Community Radio) were excluded from the survey due to an insufficient number of questionnaires being completed within the required time. .

#### **a) Sampling Strategy for Survey**

To be able to target both non-listeners and listeners of the local community radio stations, sampling was conducted within a specified area, limited by the geographical extent of the radio station's broadcast. Households were selected randomly, according to the following steps:

- Using maps provided of the area in question, the boundaries of the area were identified and the number of stands counted;
- The number of stands in the area was then divided by the number of interviews required in the area to ascertain an interval. The interval was then used to select houses;
- A public place like a school or a church was chosen as a starting point. From that starting point, the interval was used to count the houses and select the those households that would be included in the sample;
- Visits were then made to each of chosen households. Fieldworkers were asked to make appointments to conduct the interviews at a time most convenient to the chosen respondent;
- In cases where there was more than one household per stand, one household was randomly selected for inclusion in the sample;
- If after three visits, the interview was not completed for various reasons (empty household, refusal, could not make contact), the entire stand was substituted;

#### **b) Selection of Respondents**

The survey targeted listeners and non-listeners of the local radio station within a specified area. This was done in an attempt to obtain the views of both groups of people and possibly ascertain why some did not listen to their local community radio station. The following screening criteria were used to select adult respondents:

- Only households containing adults aged 18 years and older were considered.

- If there was only member of the family above 18 years this adult was automatically interviewed.
- If there was more than one adult in the household, all potential respondents were listed on a household grid and the respondent to be interviewed was randomly selected using a random number grid.

This process was carried out over approximately 7 months, between September 2007 and May 2008. The data was cleaned and analysed using a statistical package called Stata.

#### **4.1.3. Focus Groups**

The final component of the data collection for this study was a series of focus groups that were held in all nine provinces in South Africa. The aim of the focus groups was to obtain more detailed and distinct information that could be used to explain some of the survey findings.

Originally, survey fieldworkers were supposed to have collected names and contact details of potential participants for the focus groups, to make the recruitment process easier, given the difficulty in recruiting participants with such specific characteristics. This process was unsuccessful, however, as not all fieldworkers collected these lists and those that did, did not collect enough names or sufficient contact details. The process was therefore heavily delayed and recruitment was then done physically, with recruiters visiting the study areas and asking residents if they would be willing to participate in the focus group. This process ran over four months, between December 2007 and March 2008. The focus groups were then translated into English and transcribed for analysis.

A total of 15 focus groups were conducted in the language of the participants (see table 2 below).

#### **4.2. TRAINING**

Training for fieldworkers and focus group moderators was held in September 2007 over two days. The purpose of this training session was to ensure that fieldworkers had an understanding of the role of Worker's World Media Productions and their Labour Community Radio Project (LCRP) in its entirety. The following was therefore covered in the training sessions:

- A brief understanding of the LCRP
- The purpose and a background to the study
- The questionnaire as well as the intent of each individual question in the questionnaire.
- Administration of the questionnaire
- Selection of households and respondents and substitutions methods for when it is absolutely necessary to replace an individual or household.
- Ethical considerations when interviewing people and their right to refuse to participate



<b>STATION</b>	<b>AREA</b>	<b>PROVINCE</b>	<b>NO OF QUESTIONNAIRES RECIEVED</b>
Radio Teemaneng	Kimberly	Northern Cape	81
Radio Atlantis	Atlantis	Western Cape	98
Radio Zibonele	Khayelitsha		98
Valley FM	Worcester		100
Imbokodo Community Radio	Isipingo	KwaZulu-Natal	87
Maputaland Community Radio	Jozini		93
Takalani Community Radio	Aliwal North	Eastern Cape	96
Unitra Community Radio	Umtata		99
Mafisa Community Radio	Rustenburg	North West	0
Lethlabile Community Radio	Lethlabile		94
Bushbuckridge Community Radio	Bushbuckridge	Mpumalanga	100
Greater Middleburg Community Radio	Middleburg		0
Qwa Qwa Community Radio	Qwa Qwa	Free State	99
Univen Community Radio	Thohovandou	Limpopo	0
Thetha FM	Orange Farm	Gauteng	80
<b>TOTAL</b>			<b>1125</b>

**Table 2: Radio Stations Participating in the Study**

## 5. RESULTS

### 5.1. INTRODUCTION

The results of the survey were analysed using the statistical package, Stata, while the focus groups were coded according to themes similar to those used in the survey questionnaire. The results are presented using tables and narrative explanations. The tables illustrate results from the survey and some are cross tabulated with the list of radio stations used in the survey, to highlight different in the findings.

### 5.2. DEMOGRAPHICS AND COMMUNITY PROFILES

Station Name	Gender		
	Female	Male	N
Radio Atlantis	56%	44%	96
Valley FM	67%	33%	98
Radio Zibonele	54%	46%	97
Radio Teemaneng	59%	41%	80
Maputaland CR	65%	35%	93
Takalani CR	43%	57%	94
Unitra CR	57%	43%	98
Lethlabile CR	54%	46%	94
Bushbuck Ridge CR	59%	41%	100
Qwa Qwa CR	66%	34%	99
Imbokodo CR	61%	39%	87
Thetha FM	59%	41%	80
Total	58%	42%	1116

**Table 3: Gender of Respondents, by Radio Station**

Just over half of the respondents to the survey were female. This could be due to the fact that interviews were administered during the day, when more women than men are at home. The only exception to this trend occurred in the area of Takalani Community Radio, where 57% of the respondents were male.

Station Name	Age						N
	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	> 65	
Radio Atlantis	28%	29%	29%	13%	2%	0%	98
Valley FM	15%	32%	35%	13%	4%	0%	97
Radio Zibonele	9%	36%	36%	14%	3%	1%	91
Radio Teemaneng	68%	26%	3%	0%	2%	2%	65
Maputaland CR	36%	31%	26%	4%	2%	0%	89
Takalani CR	11%	36%	29%	18%	5%	1%	94
Unitra CR	23%	45%	21%	6%	4%	0%	99
Lethlabile CR	9%	39%	32%	9%	10%	1%	90
Bushbuck Ridge CR	39%	24%	17%	9%	5%	6%	100
Qwa Qwa CR	29%	40%	18%	8%	4%	0%	99
Imbokodo CR	97%	3%	0%	0%	0%	0%	87
Thetha FM	27%	35%	20%	13%	5%	0%	79
Total	31%	32%	23%	9%	4%	1%	1,088

**Table 4: Age of Respondents, by Radio Station**

The majority of respondents were aged between eighteen and thirty-five years, while just under one-quarter were aged between thirty-six and forty-five years. Very few respondents were older than forty-five years and only 1% of respondents were older than 65 years old. Most station samples followed a similar trend, although Valley FM, Radio Zibonele, Takalani Community Radio and Lethlabile Community Radio had fewer respondents in the eighteen to twenty-five years age group. In contrast, the majority of respondents from Imbokodo Community Radio fell into this age group, while none of the respondents were aged between thirty-six and forty-five years.

Language	Percent
isiXhosa	29%
isiZulu	18%
Sesotho	17%
Afrikaans	16%
Xitsonga	7%
Setswana	7%
Sepedi	3%
English	2%
siSwati	2%
Tshivenda	0%
isiNdebele	0%
N	1114

**Table 5: Languages Spoken by Respondents**

isiXhosa was the primary language spoken the majority of respondents (29%) of the survey. This was followed by isiZulu, Sesotho and Afrikaans. Only 2% of the respondents were English first-language speakers.

Station Name	Level of Education							N
	None	Primary School	Secondary School	Tertiary Diploma	Tertiary Degree	Post-graduate Degree	Other	
Radio Atlantis	1%	28%	53%	15%	0%	1%	1%	86
Valley FM	1%	15%	72%	9%	3%	0%	0%	100
Radio Zibonele	0%	7%	40%	26%	12%	14%	0%	97
Radio Teemaneng	0%	3%	66%	16%	3%	8%	4%	74
Maputaland CR	6%	26%	57%	9%	1%	0%	1%	93
Takalani CR	3%	7%	68%	11%	11%	0%	0%	94
Unitra CR	0%	10%	64%	14%	11%	1%	0%	99
Lethlabile CR	2%	27%	62%	8%	1%	0%	0%	91
Bushbuck Ridge CR	2%	15%	61%	12%	9%	0%	0%	98
Qwa Qwa CR	3%	11%	70%	13%	3%	0%	0%	99
Imbokodo CR	0%	0%	6%	37%	57%	0%	0%	87
Thetha FM	0%	10%	65%	14%	10%	1%	0%	79
Total	2%	13%	57%	15%	10%	2%	0%	1,097

**Table 6: Level of Education of Respondents, by Radio Station**

The majority of respondents (57%) had a secondary qualification, while 15% had a tertiary diploma. Very few respondents had a tertiary degree or postgraduate degree. While just under three-quarter of the Valley FM respondents had secondary school qualifications, only 9% had a tertiary diploma and none of the respondents had a tertiary degree. Similarly, Radio Teemaneg and Qwa Qwa Community Radio had an above average number of respondents with a secondary qualification but a limited number of respondents with tertiary qualifications. Imbokodo Community Radio had a lower than average number of secondary school graduates, but over one-third of the respondents had a tertiary diploma and over half of the respondents had a tertiary degree, well above the average.

### 5.2.1. Perceptions of the Communities in which the Focus Groups were Held

Generally the communities in which the focus group participants reside are poor with a low standard of living. As described by some participants from Tsianda, *"In Tsianda we live along the main road but the standard of living [is] still very low. The youth tend to drop out of school; it's only a few who went through. The unemployment rate is too high in that area; the only people who are working are those who work in the nearby farms so the standard is very low"*. Some communities have a mix of rich and poor people but the standard of living has not improved for most. As explained by a participant,

*"Standard of living hasn't improved in the manner that black people cannot stand up for themselves; there is a lot of unemployment".* Another concern which seemed to continuously arise was the issue of crime.

However, some of the participants said the standard of living in their communities was fairly high. For instance, one of the participants from Lethlabile FM focus group measured the standard of living in their community in terms of what they have in the community: *"To start with I can say the municipal services are good for people in Lethlabile and everything is closer. We have clinics, we have shops that are closer, SCORE, ATMs are closer. Everything is closer to you, understand, and then it's life, you are challenged because of the way people live. You see a young person and you hear that she or he is a doctor, she or he is this, this. You also become challenged and you want to get to that life."*

### **5.2.2. Perceptions of whether the community a Good Place to Live**

The respondents who indicated that their communities were not good to live in attributed this view to the high level of crime, drugs, teenage pregnancies, underdevelopment and poverty. For instance one participant from the Univen Community Radio focus group mentioned that, *"There is a problem of drugs in the community, and as a community we need to deal with that. You'll find a nine year old child smoking cigarette or pregnant; there is no future".* Most respondents agreed with this view citing the lack of development as a concern. A respondent from Orange Farm said, *"I moved to Orange Farm in 1998 and things are getting worse instead of improving. You know sometimes in life one needs a challenge because of unemployment and that makes the rate of crime to increase drastically."*

### **5.2.3. The General Level of Education in the Community**

Education levels differed in different communities. Most communities had poor access to education and a lack of finances to pursue further education. For instance, some of the participants from Univen Community Radio said the following about the education level in their community: *"In Ha-Mutsha, the standard of education is still very low, because of financial problems. After completing matric the youth stay at home, because they don't have money, resources to further their education. It is a concern to us. If these people can get the funds to further their studies, they'll be able to help their siblings as well. Poverty is still a problem in that area."* In addition a participant from another community mentioned, *"What I've noticed in Dzimauli, most children after finishing grade 12 they stay at home. I think it's better to start your own business, just a small business to keep you going, in that way you'll be able to continue with your studies. Our government encourages people to do things for themselves."* In agreement, another participant emphasised this point: *"In our community only ten percent of people who went to school have continued with studying. As a result the level of development is very slow".*

Generally the level of education in the communities in the focus groups took place was poor. The majority of people who have a grade 12 qualification in many communities do not have finances to further their studies. Learners are therefore not motivated to go to school as they know they will not be able to further their studies. In some communities the government has been blamed for not providing people with equal opportunities to further their studies.

Access to a high level of education was an exception rather than the rule. The education level in Lethlabile was fairly high because of the access residents had to Technikons and Universities. But their problem was one of brain drain. The education level in Umtata was also rated as high. One participant from Unitra explained, *"The people of Umtata like education a lot, you can see from the competition even from the families here. Everybody here wants their children to be educated to the highest levels."* Another participant said, *"The level of education is very high; that of the people in high positions in the country come from Umtata, even in Parliament"*.

#### **5.2.4. Particular Issues Relating to Employment or Labour**

Most issues related to labour were reoccurring in different focus groups. The issue of favouritism, when it comes to appointing people especially in the government, was frequently mentioned. Participants argued that in order to be employed by the government you need to know someone in the higher position and if you do not know anyone, you might never find a job. One female respondent explained, *"The people in higher positions at work places do not consider you if you do not belong to certain political organisations, especially with our local municipality"*. Another participant said, *"Our municipality is one political organisation institution and those people who belong to that party must work there"*.

Another employment issue raised frequently was the high level of unemployment. It was felt that because of the lack of employment people often turned to providing sexual favours for monetary compensation. Because sexual favours are mainly performed by women, women felt more vulnerable. One female respondent from the focus group in Lethlabile said, *"A person will tell you that, like you come with that money and he tells you that you are a woman, he does not want money. When you analyze this matter you realize that he wants to sleep with you and you don't have proof that he will hire you after you have slept with him, you see that's another thing."* Another participant from Umtata commented on the issue of bribery: *"Bribery is an issue in our community of Umtata; people get jobs when they do something for the employers or the people who are in the positions of employing people. We are invited for job interviews but we know that it is just to blind people because at the end of the day, outsiders are employed. It is better to go back to the old apartheid regime because white people did not do these things to us. We as black people have apartheid amongst each other."*

Another employment issue raised was that of exploitation. One of the participants from the Unitra focus group said, *"Some of the people who are employed are being exploited at the work places and they fail to report that to the unions because they are scared they may lose the jobs they have whilst there are less job opportunities in the area."*

Generally people who participated in these focus groups raised the issue of difficulties associated with finding permanent employment. As one participant indicated, “Most of the jobs that people from this community are casual jobs for many of them. It is difficult to get a permanent job and nepotism is a big problem also. If a family member of someone is working in a company organisation / institution they make it a point that family members work there also.”

### 5.3. MEDIA PREFERENCES

Station Name	Media					N
	Television	Radio	Newspapers	Internet	Other	
Radio Atlantis	29%	30%	27%	7%	7%	314
Valley FM	44%	49%	6%	1%	0%	110
Radio Zibonele	37%	44%	16%	3%	0%	216
Radio Teemaneng	20%	72%	8%	0%	0%	89
Maputaland CR	21%	65%	14%	0%	0%	139
Takalani CR	15%	84%	1%	0%	0%	95
Unitra CR	32%	51%	17%	0%	0%	170
Lethlabile CR	20%	77%	2%	1%	0%	113
Bushbuck Ridge CR	37%	44%	17%	1%	0%	223
Qwa Qwa CR	15%	80%	4%	1%	0%	119
Imbokodo CR	29%	53%	15%	2%	0%	156
Thetha FM	26%	45%	18%	11%	0%	159
Total	29%	53%	15%	3%	1%	1903

**Table 7: Which Media Do You Use / Enjoy Most for News and Information, by Radio Station**

Radio was the preferred form of media for the majority of the survey respondents (53%), followed by television and newspapers. It is important to note that respondents were supposed to indicate one preference but more than one preference was recorded for most questionnaires. Some stations, such as Valley FM, Radio Zibonele and Bushbuck Ridge Community Radio, showed a more equal preference between radio and television. In contrast, respondents from Radio Teemaneng, Lethlabile Community Radio and Qwa Qwa Community Radio, showed a stronger than average preference for the radio as a media form and less of a liking for newspapers. Very few respondents indicated a preference for the internet, but those that did were mainly from Atlantis and Orange Farm (Thetha FM). Only respondents from Atlantis indicated a liking for an “other” form of media, specifically magazines.

The majority of the participants from the focus groups used radio more often than any other media. Participants prefer the radio for various reasons, including that television requires more concentration and with the commencement of load shedding, respondents could not use the television. For instance one participant stated that, “I prefer radio,

*because I'm able to do whatever I want to whilst listening to the radio unlike TV, because I have to leave whatever I'm doing and concentrate on TV".* The majority of participants in Unitra used the radio more than other medium. Here, the radio was preferred because of power failures. Another reason for preferring radio to television was that the area in which communities live was rural and the radio was accessible to the majority of the residents, since many people are not literate and they cannot afford to buy newspapers and buying a television is expensive. About seven people in the focus group from Theta FM indicated that they use the radio more often because they do not always have money to buy newspapers. The radio was the preferred medium in Greater Middleburg as well.

There were a few focus group participants who indicated that they used various types of media, but at different times. Participants from Takalani mentioned that they use different types of media sources, but a preference was shown for television. Participants from others focus groups indicated that they used all types of media, television, newspapers, and the radio. It was argued in some focus groups that the type of media used depended on age. Of those respondents that did not preferred the television to radio cited the visual enjoyment that was gained from television, as a reason.

<b>Radio Station</b>	<b>Preference 1</b>	<b>Preference 2</b>	<b>Preference 3</b>
Radio Atlantis	8%	2%	1%
Mugnanana Lonene	4%	3%	1%
Bushbuck Ridge CR	4%	1%	0%
Imbokodo CR	4%	1%	2%
Lethlabile CR	5%	4%	2%
Ukhozi FM	5%	8%	4%
Mapautaland CR	5%	4%	2%
Qwa Qwa CR	8%	1%	0%
Takalani CR	6%	4%	2%
Radio Motsweding	4%	5%	7%
Radio Teemaneng	2%	2%	7%
Unitra CR	7%	2%	0%
Valley FM	6%	3%	0%
Radio Zibonele	7%	2%	2%
Theta FM	3%	2%	1%
Lesedi FM	5%	17%	10%
Umhlobo Wenene FM	6%	11%	6%
Metro FM	-	4%	8%
Thobela FM	-	3%	8%
Other	13%	22%	34%
Total	1115	777	313

**Table 8: Radio Stations Listened to by Survey Respondents**



When asked which radio station they listen to most often, most respondents listed their local community radio station. Additional preferred radio stations were also mentioned. These included Mungana Lonene, Ukhozi FM, Radio Motswedding, Lesedi FM, Umhlobo and Wenene FM. Most of these stations are local community radio stations, broadcasting over a limited geographical area. Although not mentioned as a first preference, Metro FM and Thobela FM were listed as a second and third preference for approximately 4% and 8% of respondents respectively.

Overall, Atlantis FM, Radio Zibonele and Qwa Qwa Community Radio seemed to be most popular with local listeners, while Umhlobo Wenene FM and Lesedi FM were the most popular radio stations of those not involved in the study.

Station Name	Time					N
	6:00 to 10:00	10:00 to 14:00	14:00 to 18:00	18:00 to 22:00	22:00 to 00:00	
Radio Atlantis	26%	18%	42%	10%	4%	192
Valley FM	27%	24%	24%	18%	7%	125
Radio Zibonele	19%	13%	29%	34%	5%	217
Radio Teemaneng	34%	6%	43%	13%	4%	77
Maputaland CR	26%	11%	30%	21%	11%	145
Takalani CR	55%	4%	24%	16%	1%	95
Unitra CR	38%	8%	18%	33%	2%	230
Lethlabile CR	16%	31%	12%	41%	0%	91
Bushbuck Ridge CR	25%	17%	28%	23%	7%	266
Qwa Qwa CR	50%	14%	27%	8%	2%	113
Imbokodo CR	13%	6%	58%	16%	7%	109
Thetha FM	32%	15%	14%	31%	8%	171
Total	29%	14%	28%	23%	5%	1831

**Table 9: When Do You Listen to the Radio the Most?**

About one-third of respondents listen to the radio between 06:00 and 10:00 in the morning, followed by about one-quarter of respondents who listen to the radio between 14:00 and 18:00 in the afternoon or 18:00 and 22:00 in the evening. Respondents from Radio Atlantis, Radio Zibonele, Radio Teemaneng, Maputaland CR, Bushbuck Ridge CR and Imbokodo CR listen to the radio mainly between 14:00 and 18:00. About half of the respondents from Takalani Community Radio and Qwa Qwa Community Radio prefer listening to the radio between 6:00 and 10:00 as opposed to 10:00 to 14:00 and 18:00 to 22:00 respectively. Valley FM and Lethlabile Community Radio had an above average number of listeners between 10:00 and 14:00, while Maputaland Community Radio also had many listeners between 22:00 and 00:00.

The majority of participants in the focus groups said that they listen to radio in the evening and night because during the day they are at work and most respondents listen to the radio at home. Participants from the Takalani FM indicated that they listen to the radio in the morning, because their favourite programme, the breakfast show, plays at that time.

Station Name	Programmes					N
	News	Current Affairs	Talk Shows	Music Shows	Other	
Radio Atlantis	39%	4%	44%	4%	9%	152
Valley FM	40%	5%	55%	0%	1%	86
Radio Zibonele	52%	7%	37%	3%	1%	175
Radio Teemaneng	29%	3%	68%	0%	0%	31
Maputaland CR	50%	0%	48%	2%	0%	62
Takalani CR	8%	44%	32%	15%	0%	59
Unitra CR	29%	27%	29%	15%	0%	298
Lethlabile CR	41%	0%	56%	0%	3%	39
Bushbuck Ridge CR	44%	1%	47%	0%	8%	153
Qwa Qwa CR	40%	10%	45%	4%	2%	101
Imbokodo CR	39%	0%	61%	0%	0%	70
Thetha FM	52%	0%	43%	0%	5%	84
Total	39%	11%	42%	5%	3%	1310

**Table 10: Programmes listened to on the radio**

Just under half (42%) of all respondents of the survey listen to the radio for the talk show programmes, followed by 39% who listen to the radio for the news coverage. Fewer respondents listen to current affairs shows or music shows on the radio. Talk shows were even more popular with Radio Teemaneng and Imbokodo Community Radio listeners, with 68% and 61% respectively, of listeners preferring talk shows, while an above average number of listeners from Takalani Community Radio and Unitra Community Radio preferred Current Affairs programmes. Very few listeners from Takalani Community Radio listened to the station for the news coverage, but 15% of respondents in both Takalani Community Radio and Unitra Community Radio enjoyed music programmes.

Other Shows	Percent
Sport	19%
Announcements / Advertisements	8%
All of the Above	31%
Cultural / Religious Shows	17%
Other	25%
N	36

**Table 11: Other Shows Listened to on the Radio**

Of the 3% of respondents that indicated that they listen to “other” shows on the radio, the majority indicated that they listen to all of the above programmes, while 19% preferred sports programmes. Cultural and religious shows were also popular followed by announcements and advertisements, mainly funeral announcements.

#### 5.4. LOCAL COMMUNITY RADIO STATIONS

Station Name	Do You Regularly Listen to Your Local Community Radio Station		
	Yes	No	N
Radio Atlantis	100%	0%	88
Valley FM	98%	2%	99
Radio Zibonele	100%	0%	92
Radio Teemaneng	85%	15%	74
Maputaland CR	100%	0%	91
Takalani CR	99%	1%	88
Unitra CR	100%	0%	95
Lethlabile CR	99%	1%	86
Bushbuck Ridge CR	98%	2%	99
Qwa Qwa CR	89%	11%	99
Imbokodo CR	91%	9%	80
Thetha FM	80%	20%	79
Total	95%	5%	1,070

**Table 12: Proportion of Respondents who listen to their Local Community Radio Station?**

When asked if respondents listen to their local community radio station, the majority (95%) of respondents indicated that they did. Radio Atlantis, Radio Zibonele, Maputaland Community Radio and Unitra Community Radio had 100% listenership, while Thetha FM and Radio Teemaneng had much lower listenership rates of 80% and 85% respectively.

When asked for the reason that respondents listened to their local community radio station, over half of the respondents (55%) indicated that they listened to the community news, 12% to the labour shows and 8% to music and entertainment shows (see table below). Youth shows and talk shows were the reason 6% of respondents listened to their local community radio station.

Differences in these preference patterns were noted with some stations. About two-third of respondents at Takalani Community Radio and one-third of respondents at Unitra Community Radio listened to their local community radio station for the labour shows, while three-quarter of respondents at Imbokodo Community Radio and one-quarter of listeners at Thetha FM, listened to their local community radio station for the music and

entertainment shows. Talk shows were popular with 27% of Unitra Community Radio listeners.

Why Do You Listen to Your Local Community Radio Station										
Station Name	Music	Useful Info	Youth Shows	Women's Shows	Health Shows	Labour Shows	Community News	Talk Shows	Other	N
Radio Atlantis					8%	13%	64%	1%	14%	78
Valley FM					3%		95%		3%	73
Radio Zibonele					3%	11%	81%	5%		62
Radio Teemaneng							100%			7
Maputaland CR							100%			53
Takalani CR						64%	36%			28
Unitra CR					4%	35%	33%	27%		203
Lethlabile CR							98%		2%	44
Bushbuck Ridge CR						1%	76%		23%	82
Qwa Qwa CR						8%	86%	3%	3%	66
Imbokodo CR	76%	16%	28%	5%			12%			152
Thetha FM	27%	16%	14%	17%			36%		1%	122
Total	8%	5%	6%	3%	2%	12%	55%	6%	4%	970

**Table 13: Why Do You Listen to Your Local Community Radio Station?**

Other Reasons	Percent
Not Specified	8%
Sport	27%
Announcements / Advertisements	22%
Cultural / Religious Shows	11%
Other	32%
N	37

**Table 14: "Other" Reasons for Listening to Your Local Community Radio Station**

Of those respondents that indicated "other" in the above question, sport programmes were mentioned most followed by announcements and advertisements (mostly funeral announcements). Cultural or religious programmes were specified by 11% of respondents.

The majority of participants from the focus groups listened to their local community radio stations quite often. For instance, the majority of people in Atlantis mentioned that they listen to radio Atlantis the whole day. This point was emphasised by one participant who said, "Even my clock radio at home is Radio Atlantis. I can show you my phone, it is Radio Atlantis". Participants from Qwa-qwa Community Radio said that they listen to Qwa-Qwa Community Radio station all the time. One participant said "I think everybody is listening to Qwa-Qwa radio 24 hours and it has its dynamism, whereby presenters can

*be shifted around*". From Greater Middleburg community radio station, about four participants said that they listen to their local radio station often.

Most of the participants from focus groups listened to their local community radio stations around the same times. For example, two of the participants from one focus group listen to Univen Community radio station around the same time for similar reasons. One said, *"I listen to the station from 5 in the morning until 6 when I prepare myself to go to work"* and the other explained, *"I listen to it from 5 in the morning when it starts until 20 past 6 when I go to work. I also listen to it when I come back."* The main reason given for listening to the local community radio station around the times specified was that during those times favourite programmes were being aired.

Some participants listen to their local community radio station at different times, because different topics are covered at different times and were dependent on individual preferences. But the previous paragraph says they listen at the same time – fine to have more than one point of view, but refer back to the other on in some way e.g. A few... or however... As one of the participants from Unitra community radio station focus group said *"There are different topics that cover youth, women, and men, disabled from Unitra Community Radio, all these shows happen at different times so really it depends on people's interesting programmes as to what time they listen to the Unitra Community Radio. We are happy with the coverage."*

#### **5.4.1. Perceptions of Programmes and Shows on the Local Radio Station**

A number of people who participated in the focus groups indicated that local community radio stations broadcast shows which are relevant to the community. The following comments from various stations illustrate this point. Radio Atlantis participants thought that the programmes were relevant since they informed respondents about what was going on in Atlantis. An overall picture of what was happening in the community was provided by the radio station, so generally people were well informed by listening to it. Greater Middleburg community radio participants also thought that the shows were relevant. For instance one of the participants said that *"They talk about relevant issues, like education."* Another participant added that *"Some of the topics empowered me, motivate as I can relate to them and they have changed my perception. Like (the) loveLife show, it empowers me like Doctor Khumalo's spirituality. I gained something there."* Participants from Lethlabile Community Radio generally agreed with this sentiment.

The overall quality of the local community radio stations as perceived by the participants was fairly poor. In Atlantis, quality was a concern. As explained by one participant, *"I've got absolutely no problem with the content of the programmes, but there is a big problem when it comes to quality. Because you can't just take someone and put them on the show. That person needs training and I think they can play a huge role in providing training for the presenters."* In terms of quality, participants from Greater Middleburg indicated that the lack of staff undermined the quality of the work and that stations resorted to *"just playing music most of the time."* But participants from Unitra

community radio station had positive comments about the quality of the shows. One participant said, *"The quality of the shows is good and people listen with confidence."*

Participants from focus groups thought that the shows were too short. Participants from the Greater Middleburg community radio station were not happy with the length of the show as they said that it ended too early and they end up going back to the streets. One of the participants noted that, *"The closing time is too early, especially for people who drink liquor. I think 9 o'clock is too early"*. Participants from Unitra emphasised the fact that the show was too short and this discouraged people from listening. *"Topics that are discussed on the talk shows are very interesting in so much that we would like the times of the talk show to be increased at least to an hour. You do not get bored when you are listening to the Unitra community Radio."*

#### **5.4.2. Issues to be dealt with by Local Radio Stations**

Participants from focus groups raised a range of issues which they felt should be dealt with in radio programmes. Suggestions from Greater Middleburg included teenage pregnancies, HIV, alcohol abuse, drug abuse, crime, education and unemployment. Participants felt that a variety of issues should be covered in Univen as long as they were relevant to the community. As one participant said, *"I think any issues that are covered should be relevant to that particular community. If they cater for Vhembe community they should not tell us about issues happening in Gauteng. Politically, yes, but with other issues, no. There is no point for them updating us about KwaZulu-Natal issues when we don't know that place."*

The following were suggestions made by participants:

*"I would suggest that they deal with economic programmes to show the working class how to use money effectively and sparingly. We see lots of people that are working complaining about money problems and most of the time it is due to fact that they do not use their salaries/wages in the right way. Shows where there could be financial advisors maybe can help that group of people."* Reference radio station/area

*"I think the radio station is missing a show for the young children say ages of 4-7 years, so that children of those can have something to be proud of on our local community radio. It is good to spread your message through that age of children."* Reference radio station/area

*"I would suggest that UCR engage in local cultures and also religion because I see that our young generation is getting lost to western cultures."* Reference radio station/area

*"The station can more involved in community events and be live on such events especially during the youth month, if there is any youth event talking place, the UCR can be present live on such events."* Reference radio station/area

Another suggested issue that needed to be dealt with was the length of the show. One participant said *"I feel the time for greetings' show is too much and should be reduced and maybe use that time to accommodate things like religious shows."*

### 5.4.3. Getting a Message Across Using Radio as a Medium

One of the participants suggested that the following in order to make the local radio station better *"I would suggest talk shows on topics unlike advert and open it for discussion for everyone to participate"* – so short, incorporate into another section.

## 5.5. LABOUR COMMUNITY RADIO SHOW

Station Name	Do You Listen to the Weekly Labour Show			
	Not Specified	Yes	No	N
Radio Atlantis	0%	77%	23%	98
Valley FM	0%	73%	27%	100
Radio Zibonele	1%	76%	23%	98
Radio Teemaneng	0%	30%	70%	81
Maputaland CR	0%	52%	48%	93
Takalani CR	0%	66%	34%	96
Unitra CR	2%	94%	4%	99
Lethlabile CR	0%	97%	3%	94
Bushbuck Ridge CR	2%	59%	39%	100
Qwa Qwa CR	3%	35%	62%	99
Imbokodo CR	2%	49%	48%	87
Thetha FM	3%	51%	46%	80
Total	1%	64%	35%	1,125

**Table 15: Do You Listen To the Labour Radio Show?**

When asked if respondents listened to the labour radio show on their local community radio station, just under two-thirds of respondents indicated that they did. These figures were equal or higher in most other stations, save Radio Teemaneng and Qwa Qwa Community Radio, where about one-third of respondents listen to the weekly labour show on their local community station.

Reason that You Don't Listen to the Weekly Labour Show	Percent
Not Specified	49%
Irrelevant / Boring	21%
Busy with Other Activities / Not Home From Work	18%
Not Aware of Show / Show Not Being Aired Currently	12%
N	406

**Table 16: Reason that Some Respondents do not listen to the Weekly Labour Show**

Those that did not listen to the weekly labour radio show were asked why they did not listen. While many of the respondents did not specify their reasons for not listening to the show, 21% of those who did indicated that the programmes were irrelevant or boring and 18% were busy with other activities or at work during the time the show was being aired. Some respondents mentioned that they had never heard about the show or, to their knowledge, the show was not currently being aired.

Radio Station	How Often Do You Listen to the Weekly Labour Show				Total
	Not Specified	Frequently	Occasionally	Hardly Ever	
Radio Atlantis	0%	52%	37%	11%	75
Valley FM	0%	59%	36%	5%	73
Radio Zibonele	3%	45%	42%	11%	74
Radio Teemaneng	4%	25%	67%	4%	24
Maputaland CR	2%	38%	58%	2%	48
Takalani CR	0%	92%	8%	0%	63
Unitra CR	1%	98%	1%	0%	93
Lethlabile CR	0%	90%	10%	0%	91
Bushbuck Ridge CR	0%	20%	54%	25%	59
Qwa Qwa CR	0%	66%	34%	0%	35
Imbokodo CR	0%	58%	33%	9%	43
Thetha FM	0%	59%	27%	15%	41
Total	1%	63%	30%	7%	719

**Table 17: How Frequently Do You Listen to the Labour Show?**

Respondents were then asked how often they listened to the labour show on their local community radio station. Just under two-third of respondents listened to the show frequently, while about one-third listened to the show occasionally. Very few respondents listened to the labour show infrequently. Listenership was more occasional than frequent for audiences of Radio Zibonele, Radio Teemaneng, Maputaland Community Radio and Bushbuck Ridge Community Radio. In addition, about one-quarter of the respondents rarely listened to the weekly labour show on Bushbuck Ridge Community Radio. The weekly labour show was particularly popular with audiences of Takalani Community Radio, Unitra Community Radio and Lethlabile Community Radio.



What Do You Think of the Topics Discussed on the Labour Show					
Radio Station	Not Specified	Relevant / Interesting	Bit Interesting	Irrelevant / Boring	N
Radio Atlantis	1%	73%	23%	3%	75
Valley FM	0%	86%	14%	0%	73
Radio Zibonele	0%	78%	19%	3%	74
Radio Teemaneng	0%	46%	46%	8%	24
Maputaland CR	0%	69%	31%	0%	48
Takalani CR	0%	98%	2%	0%	63
Unitra CR	0%	100%	0%	0%	93
Lethlabile CR	0%	96%	4%	0%	91
Bushbuck Ridge CR	0%	27%	59%	14%	59
Qwa Qwa CR	3%	86%	11%	0%	35
Imbokodo CR	0%	63%	28%	9%	43
Thetha FM	0%	59%	41%	0%	41
Total	0%	78%	19%	3%	719

**Table 18: What Do Think of the Topics Discussed on the Labour Show?**

Those respondents who listened to the labour radio show were then asked what they thought of the topics discussed on the show. Over three-quarters of respondents felt that the show was relevant and interesting, while fewer than 20% felt that the show was 'only a bit interesting' or 'okay'. A minority felt that the show was irrelevant or boring. In contrast to the average results, just under half of the respondents at Radio Teemaneng and Thetha FM found the show only a bit interesting and more than half of the respondents at Bushbuck Ridge felt similarly. In addition, 14% of respondents of Bushbuck Ridge Community Radio found the weekly labour show irrelevant or boring.

Most respondents of the focus groups agreed that the labour-show was helpful and effective for various reasons. One aspect of the show that was particularly useful was the awareness that the show raised amongst listeners on issues of unemployment and workers rights. Most respondents felt that the show assisted in making people aware of their rights and labour issues and empowered people who were otherwise marginalised. Below are some quotes that illustrate this.

*"The labour show is a good thing because it makes people aware of labour issues that they were not aware of."* Listener Atlantis

*"The information is important because it is free. Some people are not prepared to buy the newspaper. Like if you have a rand to buy bread, you won't buy the newspaper. There is free information on Radio Bushbuck Ridge."* Listener, Bushbuck Ridge

*"I like listening to the show because "I'm employed and I need to know more, because sometimes you'll find that you are making mistakes of which you are not aware of."* Listener, Univen

*"What I like about this programme, is that they tell you about the things that you should know before you start working for that company that you are employed at."* Listener, Univen

Likewise, people who did not feel empowered learned more about their rights and causes of action:

*"I know my rights through listening to the labour show from the radio, even the employers are always worried when they listen to the show because they know that we are also listening as the employees. We have been victimised a lot in the past for not knowing our rights on labour issues. If a person has been fired at work they know what to do now"* Listener, Unitra

*"The show helped my neighbours very much because most of them are domestic workers, they have taken action. They didn't know that they have rights as workers and they always thought that they were inferior, but everyone has rights."* Listener, Greater Middleburg

Respondents agreed that the show assisted the marginalised groups of people such as the youth and domestic workers and helped to provide information for retrenched workers and other workers that were victims of unfair labour practices.

Despite the usefulness and effectiveness of the programme, many respondents had suggestions on how the show could be improved. The most common suggestion was the inclusion of guests and representatives on the show to clarify issues in certain sectors and to answer questions posed by the listeners. Related to this suggestion was the proposal that listeners be allowed to call in to the show with their comments and questions as not all stations permitted this. This was suggested to improve engagement with the community and get listeners more involved in the show.

*"You know the unions, and what I think they should do is bring in the workers, so when they speak about topics then the workers can say how they feel about it and what should be done in certain cases."* Listener, Atlantis

*"They should have invited SETA representatives as we have so many teenagers who don't know which direction to take in terms of getting learner-ships."* Listener, Thetha FM

*"I think they need to bring in experts and give the hosts information or workshop. They should know what kind of questions they should expect or trigger from experts. There are so many labour challenges."* Bushbuck Ridge listener

There was also a suggestion that case studies could be used to illustrate issues.

In terms of content, most respondents agreed that despite being fairly accurate, more could be done address the issue specific the community that the station served. A few respondents suggested that the presenters undertake more research to assess the needs of the community and one respondent suggested that presenters go out into communities to assess their needs in terms of labour and unemployment. As one listener from Eastern Cape points out, (Takalani Radio) *I think that they are covering everything but some research is needed to ensure that community issues are being covered.*"

*"The presenter can invite people to come with their issues, research work can be done if the presenter himself cannot do it and forward the information to Media World and also work on the ground level you know, on issues based on the communities."* Listener Atlantis

Part of the problem with making the show more specific was the fact that the show was pre-recorded and some respondents felt that this limited the scope of the show and made the show more generally instead of speaking to the local community.

Two respondents also mentioned that the issue of disabled people and their experiences in the workplace were never addressed and this was a short-coming of the programme.

Finally, some respondents suggested that show be used to advertise positions of employment in the surrounding area, so that listeners with no access to newspapers and other sources of information would be able to learn of available positions that might suit them.

### **5.5.1. Where did you hear about the show?**

Most respondents from all stations indicated that they heard about the labour show on their local community radio station, mostly by chance (i.e. while listening to the station). One respondent in the Eastern Cape (Takalani Radio Station) indicated that he heard of the labour show from a friend, while all respondents of the Valley FM focus group mentioned that the station continuously advertised for the labour show during the course of the day, mainly after other feature shows on the station.

Most respondents maintained that advertising for the labour-show would have been useful in ensuring that the day and time of the show was properly communicated to listeners. In addition, features and topics that upcoming shows would have been conveyed to listeners and increased interest in the show. All respondents agreed that marketing of the show would increase interest and listener-ship.

### **5.5.2. Hosts / Presenters**

Most respondents felt that the presenters were clear in their presentation but not all agreed that the presenters were knowledgeable. Most respondents indicated that presenters should engage in more research to ensure that they understand the topic and

are able to answer questions if necessary. Some respondent suggested that presenters be trained so that they are competent in this respect;

*"The presenters are fine but I would like the labour department to train them so that they are able to answer all questions related to labour issues."* Listener, Takalani

*"They should set a standard in terms of professionalism and they should do more research."* Listener, Greater Middleburg

*"Presenters or producers should workshop ideas and issues on the ground to assess what should be discussed and what should not."* Listener, Univen Radio

*"Presenters must make sure that they are presenting issue that affect the community and people should be allowed to phone in and express concerns."* Listener, Radio Zibonele

One respondent from Orange Farm (Thetha FM) was more critical of the presenters;

*"The presenters are not at all knowledgeable. They don't have a clue about what they are talking about. It has to do with the person, research is very important and the presenters don't interact with people and they don't read and share ideas and they don't give themselves a chance to be informed about things to understand the audience."* Listener, Thetha FM

One listener from Atlantis also indicated that presenters needed to be more professional:

*"You don't necessarily have to have training to be able to speak on the radio, the only thing you need to be able to do is speak properly, proper English and proper Afrikaans, that is the quality that needs to come across because I have listened to radio Atlantis from the time it started for me it was fun, but after a while you just hear the slang going on, especially when it come to the talk shows."* Listener, Atlantis

### **5.5.3. Radio as a Medium for Covering Labour Issues**

All respondents agreed that the radio was an effective medium to addressing labour issues as it was accessible to all citizens at all times, even those that could not afford to access other forms of media.

As one respondent explains;

*I think that the radio is an effective way to discuss labour issues because "the employees in the work place are fairly treated now by the employers because they know their rights. If the information is only in a newspaper I think that is not enough because people cannot understand contents in the same way, while the radio speaks about it in a language that we all understand."*

#### **5.5.4. Length of the Show**

Respondents of the focus groups felt that the length of the show did not allow for engagement with listeners or guests. For this reasons most respondents felt that the length of the show should have been increased to at least one-hour. This would allow for listeners to call into the radio station and provide comments or ask questions. It would also allow for guests to be invited to the show and address issues in-depth.

For example, some listeners explain;

*"If I'm sharing the information about what is privatisation and what is abuse in the workplace I think that 2 hours is sufficient because after you have explained to the listeners, some of them are able to phone in and ask and even go to relevant offices where they are going to get assistance. We have a programme where we will assist listeners in getting jobs and information for people to get opportunities so those kinds of programmes need a lot of time."* Listener, Qwa Qwa Radio

*"I think that the time should be increased because you can see the need for such information in society."* Listener Takalani Radio

Other suggestions were that repeats of the show be aired so that listeners that have missed the show are able to listen to the repeats and that segments within the show be increased in time (discussed later).

#### **5.5.5. Format of the Show**

Whilst many respondents felt that the format of the programme was satisfactory, respondents felt that the time allocated to each segment was too short. For this reason, the topic of the week could not be effectively discussed and that the HIV segment was skimmed over. Listeners explain;

The format is good but there no time to discuss the topic of the week. *"It is effective but there is not much time to broaden the subject they are talking about."* Listener, Atlantis

*"When they talk about the day's topic, it is just for five minutes. How do people get in? So they need to expand on the time."* Listener, Atlantis

They should increase the time spent on HIV and AIDS, especially for the youth.

*"HIV / AIDS should be 15 minutes as it is affecting even the public works people everywhere, so that even the business people can get ideas on how to address these issues."* Listener, Greater Middleburg

Other format changes were suggested, including using different methods to explain issues, such as role-playing or drama. In addition, two respondents suggested follow-up programme to illustrate outcomes and challenges in the labour sector.

*"To add to the show, there should be a combination of mechanisms based on the importance of the programme. I would say we must have short dramas and we could always have people acting on issues concerning labour."* Listener, Bushbuck Ridge

#### **5.5.6. Language**

Most respondents felt that the language in which the shows were broadcast were satisfactory as it included most listeners including the elderly who did not understand English. Some respondents disagreed indicating that all shows should be in English but these were the minority.

## 6. CONCLUSION AND RECOMMENDATIONS

### 6.1. CONCLUSION

Given the extent to which the broadcast of radio can reach communities, radio can be an effective tool for disseminating information, generating awareness, encouraging understanding, increasing participation and overall, empowering individuals and communities. Community radio therefore has a significant role to play in communities, provided it remains relevant and engagement with the community that it serves, it continuous. A sample of 15 radio stations was chosen from a total list of over forty radio stations that participate in the LCRP.

The aim of this study was to assess the extent to which community radio stations and the weekly labour shows were listened to and whether they are relevant and meaningful to the listeners.

Of the 1125 survey respondents, 58% were female, aged mainly between eighteen and thirty-five years old. It seems that the community radio stations had very low listenership with people older than forty-five. Similarly, the weekly labour show was not effective reaching community members that were just entering the labour market or for those groups that were of retirement age. The main language spoken by the respondents was isiXhosa, followed by isiZulu and Sesotho. Just over half of the respondents had some secondary education, while 15% held a tertiary diploma. Very few respondents had a tertiary or postgraduate degree; although half of the respondents at Imbokodo Radio indicated have a tertiary degree.

Focus group participants were generally from communities with low employment levels and high poverty and most felt that their communities were not ideal areas to live in due to crime and a lack of development. Education levels differed according to proximity to tertiary institutions. Lethlabile, for example, had access to educational institutions but suffered from a "brain drain." Other areas had low levels of education and finances were limited for residents to pursue further education. In terms of labour, the main issue for most communities was the lack of employment and in inability of most residents to secure permanent jobs. In addition, exploitation by employers was a concern for some that were employed.

Most respondents preferred the radio as a media form, followed by 29% who enjoyed television the most. About one-third of the survey respondents listen to the radio between 06:00 and 10:00 in the morning, followed by about one-quarter of respondents who listen to the radio between 14:00 and 18:00 in the afternoon or 18:00 and 22:00 in the evening. The focus group participants listened to the radio mainly in the evening and night as they were busy during the day. The level of listenership was very poor during the day (between 10:00 and 14:00), which could be due to the fact that most people are

at work. Nevertheless, shows during this time should strive to attract the attention of stay-at-home-parents.

Talk shows were considered the most popular programmes on radio followed by news coverage. Current affair shows were popular with 44% of the listeners at Takalani Community Radio and 27% of the listeners at Unitra Community Radio. Of those respondents that indicated "other" when asked about their favourite programmes, most mentioned that they listened to sports shows and cultural or religious programmes.

Most survey respondents and focus group participants listen to their local community station, mainly to community news shows on the station. Music and entertainment shows were favoured by 76% of the respondents at Imbokodo Community Radio, while labour shows were favoured by 64% and 35% of listeners from Takalani Community Radio and Unitra Community Radio, respectively. Interestingly, both these stations are situated in the Eastern Cape and could have heightened labour concerns as opposed to other areas in the country. Those respondents that mentioned listening to their local community radio station for "other" reasons, mentioned sports shows, announcements or advertisements and cultural or religious shows as preferred programmes.

Focus group participants agreed that shows on their local community stations were of a good quality and relevant to the communities that they served, but did provide additional suggestions on issues that could be dealt with on the station such as youth concerns and financial planning.

The majority of both groups of respondents indicated that they listen to the weekly labour show on their local radio station and agreed the show was relevant to the local communities. This result was contradictory to previous findings, where only 12% of all survey respondents indicated that they listen to labour shows. This could mean that listeners have listened to the weekly labour show at least once, but not all the time. Survey respondents, however, stated that they listen to the weekly labour show frequently. The few survey respondents who do not listen to the labour show cited "irrelevance" as the main reason.

The majority of focus group participants felt that the labour show and the radio as a medium for communication was effective in addressing labour issues and that the language in which the shows were presented were appropriate. Participants did, however, stress the need for training of presenters and the need for a lengthier show to ensure that topics were covered accurately and thoroughly. In addition, participants felt that the format of the labour show could be more participatory as opposed to prescriptive and that advertising would make more people aware of the show and the broadcasting times.



## **6.2. RECOMMENDATIONS**

### **6.2.1. Content**

- Given that the majority of listeners of local community stations fall within the ages of eighteen and forty-five, there seems to be a lack of programming appropriate for older persons. It is unclear what the reason for this age discrepancy is, but it might be due to the fact that older persons have little or no interest in employment issues. The show could therefore deal with issues such as grants, pensions and services for the elderly in an effort to engage people within this age group.
- The communities surrounding the community radio stations used in this study had poor levels of education. Whilst many had attained a secondary qualification, very few had engaged in further tertiary or postgraduate studies. It is therefore important to the weekly labour show to advocate education, especially tertiary education and possibly find ways of engaging with communities to find solutions to the issues of finances. It should be stressed that education is often the main or sole means to employment.
- Ideas for content should be drawn from current affairs as well as from the communities. This could be done through call-in shows or dedicated telephone lines for suggestions.
- Respondents also suggested that positions for employment be advertised on radio. This could be done by offering employers and businesses an opportunity to advertise their jobs on the station for a small fee. These jobs should be within the surrounding community.

### **6.2.2. Advocacy**

- Some respondents indicated that there was a lack of youth or women's shows on local radio stations. These shows should be encouraged, especially looking at the links or relationships between labour and gender and labour and youth.
- Many respondents felt that the segment on HIV and AIDS should be increased, and should especially target the youth.

### **6.2.3. Format**

- The timing of the weekly labour shows should be re-evaluated as many respondents indicated that they were busy, at work or at church during the broadcast of the show. This despite the fact that shows are broadcast in the evening at a time listened to most by audiences. It is inevitable that some interested listeners might miss the show repeats of the show would be useful in reaching more people.
- The majority of respondents agreed that the length of labour show should be increased to ensure that presenters do justice to the topic of the week.
- In addition, a lengthier programme would allow more time for engagement with the community and listeners felt that "Call-in Shows" would be an effective way of engaging with the community and addressing specific concerns. Previous evaluations have show that a lack of access to telephones and the high cost of

telephone calls make it difficult for listeners to call in to the station. Engagement could therefore be done via post as well.

- Guests and representatives from the business sector and government could be invited to address particular issues and explain matters that presenters could not.
- Because the show was pre-recorded, listeners felt that this limited the scope of the programme and did not allow for engagement. In addition, issues discussed were not always current or specific to the area. This view was surprising in light of the fact that only about 30% of the show's content was pre-recorded. It is therefore suggested that presenters clearly highlight the parts of the show that are pre-recorded and those parts that are live so that audiences know when the pre-recorded portion has ended.
- Case studies could be used to illustrate issues that would otherwise be difficult to explain.

#### **6.2.4. Presenters**

- It was suggested that presenters undergo formal training by the National Department of Labour to increase their knowledge on the issues they discuss and promote their ability to handle specific labour issues.
- It was also suggested that presenters should be trained in presenting "etiquette" to ensure that their language is more proper and understandable and that their demeanour is appropriate to radio.
- Presenters should also be encouraged to thoroughly research the topic of each week so that they are more equipped to explain it and to answer questions.
- Previous evaluations have show that a lack of access to telephone and the high cost of telephone calls make it difficult for listeners to call in to the station. Engagement could therefore be done via post as well.

#### **6.2.5. General**

- More advertising is needed to promote the weekly labour show and make listeners aware of the times of broadcast.
- Feedback mechanisms should be put in place for communities to comment on different aspects of the running of the station.

### **6.3. Overall Comments**

With regards to the aim and objectives set out by the LCRP, WWMP can be commended on meeting many of these, despite challenges and obstacles. The show was found to be relevant and important by most respondents of this study and the format and language in which the show was presented was also favoured by communities. In addition, the aim of empowering communities and promoting participatory media and communication is on course for being achieved with the continual engagement of communities and training of local community members to be presenters on the show.

Concerning the recommendations, WWMP will find that some of these will be easier to implement than others. For example WWMP will find it relatively easy to promote

education, draw relevant topics from current affairs, ensure presenters research their topics thoroughly and advertise positions of employment on the show – provided that assistance and support from funders is provided.

Other recommendations might be more difficult to implement and may be seen as challenges to the sustainability of the programme. These issues include the lack of cost and capacity to train presenters, the lack of resources to properly engage with listeners and the changing context of labour in South Africa. These issues will require further engagement with relevant stakeholders and communities.

## APPENDIX 1: QUESTIONNAIRE

### WORKERS WORLD MEDIA PRODUCTIONS: LABOUR COMMUNITY RADIO PROJECT – 2007

<b>Questionnaire No.</b>		<b>Province</b>	
<b>Interviewer Code</b>		<b>EA code</b>	
<b>Capturer Code</b>		<b>Area</b>	

Particulars of Visits	Date	Time Started	Time Ended	Result
First visit				
Second visit				
Third visit				

Substitution Status		Reason for Substitution	
Originally selected household	99	1	
No. of substitutions		2	
		3	
		4	

**FIELDWORK CONTROL (FOR OFFICE USE ONLY)**

Check back	Yes	Date	Name	Remarks
Personal				
Telephonic				
Office (visual)				
Signature:			Date:	
Captured				

Hello, my name is \_\_\_\_\_ and I am from C A S E, an applied social research NGO based in Johannesburg. We are conducting a survey on Local Community Radio Stations, to find out whether people know about them and what they think about them. You have been randomly selected to participate in this nationwide survey. The information gathered here will remain strictly confidential as none of your personal details, including your name, will appear on the questionnaire. The interview will take about 5 minutes and your participation is completely voluntary. If you have any other questions, contact Yuri Ramkissoon C A S E on (011) 646 5922. Are you willing to take part in this survey?

## SELECTION GRID

No	Initials/ First Name	Age (in years)	Gender		Selected
			Female	Male	
1			1	2	1
2			1	2	2
3			1	2	3
4			1	2	4
5			1	2	5
6			1	2	6
7			1	2	7
8			1	2	8
9			1	2	9
10			1	2	10

## BACKGROUND INFORMATION

**1 Sex of respondent** [CODE BY OBSERVATION]

Female	1	Male	2
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**2 Age of the respondent** [RECORD YEARS AT LAST BIRTHDAY]

	years old
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**3 First language of respondent**

isiXhosa	1	Tshivenda	7	specify
English	2	Setswana	8	
Afrikaans	3	isiNdebele	9	
isiZulu	4	siSwati	10	
Sesotho	5	Sepedi	11	
Xitsonga	6	Other (specify)	12	

**4 Highest level of education** [SINGLE RESPONSE]

None	1	Tertiary diploma	4
Primary school	2	Tertiary degree	5
Secondary school	3	Postgraduate degree	6
Other (specify):	7	specify	

**5 Which media do you use / enjoy most to get news and information**

Television	1	Radio	2
Newspapers	3	Internet	4
Other (specify):	5	specify	

**6 Which radio station do you listen to most often?** [List in order preference and listening time]

1	
2	
3	

**7 When do you listen to radio the most?**

06:00 – 10:00	1	10:00 – 14:00	2
14:00 – 18:00	3	18:00 – 22:00	4
22:00 – 00:00	5		

**8 Why do you listen to radio (i.e. which programmes are most relevant / enjoyable to you)?** [READ OUT]

News	1	Current Affairs	2
Talk Shows	3	Music Shows	4
Other (specify):	5	specify	

**9 Do you regularly listen to you LOCAL COMMUNITY RADIO STATION?**

Yes	1	No	2
Specify name:	specify <name>		

**10 Why do you listen to <name>?** [READ OUT] [MULTI RESPONSE]

Music and entertainment	1	Useful information	2
Youth shows	3	Women’s shows	4
Health shows	5	Workers / labour shows	6
Community news	7	Talk shows	8
Other (specify)	9	specify	

**11 Do you listen to the weekly labour show broadcast on <name> radio station?**

Yes	1	
No	2	End the interview
Reason (if no):		

**12 How frequently do you listen to the labour radio show/s?** [READ OUT]

Frequently(everyweek) / Fortnightly (I make a regular date to listen)	1
Occasionally (whenever I am near the radio / on that station at that time)	2
Hardly ever (just heard it once or twice)	3

**13 What do you think of the topics discussed on the labour show?** [READ OUT]

Very relevant / interesting	1
A bit interesting / okay	2
Not relevant / boring	3

# APPENDIX 2: FOCUS GROUP GUIDE

## WORKER'S WORLD MEDIA PRODUCTIONS LABOUR COMMUNITY RADIO PROJECT

### FOCUS GROUP GUIDE

#### INTRODUCTION

**Start off by introducing yourself and checking that everyone is comfortable with the language you are going to use. Then ask all the participants to briefly introduce themselves.**

My name is .... I work for a research organisation called C A S E (Community Agency for Social Enquiry). We are exploring the views of residents in this community on the local radio station <name> and particularly the labour show that is broadcast on the station.

Today's discussion will focus primarily on your perceptions of the media, your views on the station and labour shows and what can be done to improve the service or quality of the programmes held by the station.

The discussion will cover a few, main topics. You should feel free to raise other issues that you think of and to expand on the questions that are put forward. The opinions that you express will be treated as confidential, so please express your views freely. When the report on the findings from the focus groups is written, no names of respondents are included.

There are no right or wrong answers. Your opinion is important to us so please feel free to speak openly. Please also respect other people's opinions as we may not all agree. This discussion will take approximately 1 ½ hours. Are there any questions?

#### **SECTION 1: ICE BREAKER**

**In this section we would like to put the participants at ease and also get a feel for their community settings and conditions.**

- 1.1. Could we begin by you introducing yourself, and telling me a bit about yourself, you age? I will start.  
PROBE: Hobbies, leisure activities, interests
- 1.2. Tell me a bit about this community? Could you tell me what it is like living in this area?  
PROBE: standard of living, issues in the community, community relationships

- 1.3. Is this a good place to live in? Why?  
PROBE: what do you / don't you like about the area, what can be changed
- 1.4. Tell me about the general level of education in this community.  
PROBE: Is there access to education? Average level of education
- 1.5. Does this community have any particular issues relating to employment or labour?  
PROBE: Unemployment, casual labour, exploitation

### **SECTION 2: GENERAL MEDIA**

**In this section, we would like to assess the general media preferences of the participants. We would like to ascertain their media patterns in terms of preferred media and times and choices in terms of favourite shows etc.**

- 2.1. Which type of media do you use most often? Why?  
PROBE: type of media (radio, newspapers, television), why that particular medium,
- 2.2. If not the radio, why not?
- 2.3. We want to talk mainly about radio. Tell me more about when and where you listen to the radio?  
PROBE: Why those times of day, is it because of work?  
PROBE: Is it only at home? In the car? At work
- 2.4. What sort of programmes do you listen to on the radio?
- 2.5. Which types of shows do you enjoy most on radio?  
PROBE: Talk shows, entertainment features, music, competitions, comedy, shows on particular issues
- 2.6. What other radio stations / shows do you listen to?  
PROBE: why, what is interesting or good about these shows, do others also listen to it

### **SECTION 3: LOCAL STATIONS**

**In this section we focus specifically on the local radio station and likes and dislikes in this respect.**

- 3.1. How often do you listen to you local community radio station?  
PROBE: All the time, sometimes when it's on
- 3.2. In terms of your local station, at what times do you listen to the radio?  
PROBE: Why those times of day
- 3.3. How do you feel about local stations broadcasting in a local language? Why



- 3.4. What do you think of the shows on the local station?  
PROBE: relevance, length, quality
- 3.5. What sort of issues do you think local radio stations should deal with?
- 3.6. If someone is trying to get some information across to the community using the radio, what advice would you give them to make it more interesting or to encourage people to listen?  
PROBE: mother tongue, ad vs. talk show

#### **SECTION 4: LABOUR SHOW**

**In this section we focus further on the labour show in particular. Please probe the participants as much as possible to ascertain their opinions in terms of the labour show – their likes, dislikes and the changes that they would like to see.**

- 4.1. Do you listen to the weekly labour show on <name>?
- 4.2. How did you hear about the weekly labour show?  
PROBE: Word of mouth, advertising, radio, other
- 4.3. Do you make an effort to listen to the show or do you listen just when it's on?  
PROBE: Why not all the time / why all the time.
- 4.4. Why do you / don't you listen to the show?
- 4.5. What do you think of the show?
- 4.6. Do you think the radio is an effective medium for discussing labour issues?
- 4.7. Are the presenters or hosts knowledgeable and clear?
- 4.8. Have the labour issues discussed on the show assisted you or someone you know in any way? How?
- 4.9. What additional features would you like to see on this particular show?  
PROBE: special features, guests, professionals, government representatives, specific labour issues, specific fields – e.g. mining, casual labour
- 4.10. What do you feel about the length of the labour show?
- 4.11. Is there anything missing from the show in terms of content?  
PROBE: other issues that are important but omitted, calls from listeners
- 4.12. Is there anything missing in terms of the way it is presented?  
PROBE: is there a need for examples / case studies

- 4.13. The labour show is presented in three segments; an 8-minute slot on the topic of the week, a 5-minute labour news review and a 3-minute HIV and AIDS insert. What do you think about this format?
- 4.14. What do you think about the length of each segment?
- 4.15. What do feel about the medium (language) in which the show is presented?
- 4.16. What else can be done to improve the show?  
PROBE: In terms of knowledge dissemination
- 4.17. What other shows do you listen to on this station?  
PROBE: What do you like about these shows?

### **TRAINING**

1. Background to the study: Worker's World Media Productions has funded numerous local radio stations around the country – for example Bushbuck Ridge Community Radio. In addition, there is a 16 minute labour show hosted once a week on each station. This guide aims to assess respondent's media preferences, their opinion of the local community radio station and then in particular the labour show.
2. Important to highlight that there are no right or wrong answers and all opinions are valuable. Confidentiality will be ensured.
3. We do not want yes / no answers. Probe for reasons and motivations.
4. Don't spend too much time on section one as it is just an ice breaker.

### APPENDIX 3: LISTENERSHIP RATES - LOCAL COMMUNITY RADIO STATIONS

NO	STATION	LOCATION	LISTENERSHIP
<b>NORTHERN CAPE</b>			
1	Radio Teemaneng	Kimberly	104 000
2	Radio Riverside	Upington	74 000
<b>WESTERN CAPE</b>			
3	Radio Zibonele	Khayelitsha	231 000
4	Radio 786	Gatesville	211 000
5	Atlantis FM	Atlantis	29 000
6	Valley FM	Worcester	48 000
7	Radio KC	Paarl	93 000
8	Eden FM	George	140 000
<b>KWA-ZULU NATAL</b>			
9	Maputaland	Jozini	90 000
10	Indonsakusa / Icora	Eshowe	142 000
11	Imbokodo	Isipingo	93 000
12	Newcastle	Newcastle	94 000
<b>LIMPOPO</b>			
13	Greater Lebowakgomo	Lebowakgomo	
14	Moletsi	Polokwane	22 000
15	Univen	Thohoyandou	130 000
16	Zebediela	Zebediela Estate	
17	Mokopane	Mokopane	17 000
18	Mohodi	Mohodi	54 000
19	Botlokwa	Dwars River	30 000
<b>NORTH WEST</b>			
20	Moretele	Themba	21 000
21	Mafisa	Rustenberg	139 000
22	Vaaltar	Tuang	95 000
23	Lethlabile	Lethlabile	56 000
<b>EASTERN CAPE</b>			
24	Vukani	Cala	97 000
25	Takalani	Aliwal North	19 000
26	Khanya	Butterworth	98 000
27	Unitra	Umtata	294 000
28	Graaff-Reinet	Graaf-Reinet	10 000
29	Nkqubela Community Station	Zwide	188 000

30	Radio Unique	Bredasdorp	7 000
<b>MPUMALANGA</b>			
31	Bushbuckridge	Bushbuck Ridge	140 000
32	Moutse	Elandshoorn	156 000
33	Barberton	Barberton	70 000
34	Greater Middelburg	Greater Middleburg	2 000
35	Kangala	Ekgangala	79 000
<b>FREE STATE</b>			
36	Qwa-Qwa	Qwa Qwa	132 000
37	Naledi	Senekal	23 000
38	Mosupatsela	Botshabelo	167 000
<b>GAUTENG</b>			
39	TUT	Soshanguve	41 000
40	Thetha FM	Orange Farm	200 000
<b>TOTAL</b> (without information on two stations)			<b>3 636 000</b>