



The People's Media Consortium (PMC)

MEMBERS' MEMORANDUM OF AGREEMENT

Preamble:

The partners that are signatories to this memorandum of agreement are all non-profit organisations (NPO's) that are committed to eradicating poverty and inequality in all its forms. Together we recognise that the World and Africa are experiencing severe crises – socio-economically, politically and with the real threat of the destruction of life on earth. These multiple crises impact most severely on poor and working-class people. We foresee worsening conditions for the majority, especially black working-class women.

The PMC member organisations recognise that only strong organisation and resistance by poor and working-class people themselves offers any hope of improving their situation. Mass media, that is democratically owned, independent and controlled for the public good is an important requirement for the betterment of people's lives. It is for this reason that the organisations have come together, acknowledging their common interests on the understanding that together we can do and achieve more, through joint media and related organisational efforts. The partner organisations therefore agree to form, develop and promote the aims and objectives of the PMC together as best they can within their voluntary capacity and means. (*List of organisations in Appendix 1.*)

Aim/Overall Objective:

- To contribute to the promotion and protection of human, democratic and labour rights by strengthening the media and organising capacity of poor communities and unemployed/vulnerable workers in Southern Africa to take up their own interests through democratic mass media interventions.

Specific objectives

To collectively:

- 1) Develop democratic community based alternative mass media platforms and gain access to mainstream media platforms and audiences such as country public broadcasters and community radio and TV channels.
- 2) Contribute towards raising awareness and build strong democratic organizations within local communities in which women and young people play a central role based on principles of unity, independence, democracy and non-discrimination and ensure greater impact for the NGO, NPO and trade union partners' developmental work.

In the process of doing so, transform the targeted community radio and TV stations to be democratically owned resources of their communities and serve their interests.

Fundamentally the PMC seeks to address the crisis of poverty and inequality with all its horrific manifestations (housing and living conditions, income and livelihoods, health, environmental conditions and justice, community and domestic violence and state repression), through assisting in empowering those worst affected with democratic alternative mass media development, education and training and local organization building support, by strengthening and expanding current WWMP mass media platforms and develop new ones collectively.

Our main current strategic objective is to develop an Internet based (Over the Top TV or OTT) 24-hour social justice TV news channel in partnership with CTV.

Through training, mentoring and support, WWMP will play a role in developing a big group of mobile journalists as community TV reporters drawn from PMC members and their grassroots constituencies.

The channel will broadcast and be received via people's smartphones or similar devices. For the latter, and to ensure mass audiences we are relying on the regulator, ICASA, to develop policy in support of the zero-rating of non-profit/PBO websites that will allow free access to the social justice OTT channel – "**Channel Free**".

Success with this project will be a huge breakthrough for the working class and movement building. Consequently, we agree and commit ourselves to participating fully and doing the following:

- 1) Ensuring that at least two of our staff members are trained and equipped in mobile journalism and will play a role in co-ordinating and producing content for Channel Free, including the training and development of grassroots community mobile journalists in communities, unions and/or workplaces that we serve.
- 2) Contribute to the sustainability of the PMC and Channel Free through a monthly levy based on 1% of our organization's annual income. Members will include a specific line item for this in future project funding applications from March 2026.
- 3) The modalities for administering and using these funds will be decided from time to time by PMC general meetings.
- 4) Promote the PMC, Channel Free and each member's audio-visual content within the communities, constituencies and countries that we serve to grow audiences and grassroots democratic participation maximally.
- 5) Attend and participate fully in PMC meetings, activities and events.

Functioning of the PMC:

- 1) The member organisations will meet at least three times per annum to evaluate, plan, assess and co-ordinate progress.
- 2) WWMP will administer and co-ordinate the PMC, including leading fundraising for PMC projects and will be accountable for these.
- 3) Decisions that affect everyone's interests will be made by consensus and/or two-thirds approval whilst not necessarily being binding on all.
- 4) All members will contribute and share in the spirit of mutual interest and benefit.

Adopted at the PMC Meeting held on _____ 2026.

Appendix 1. Member Organisations:

South Africa unless otherwise indicated otherwise

- Africa Unite
- Alternativa (Mozambique)
- Alternative Information and Development Centre (AIDC)
- Associação de Apoio e Assistência Jurídica às Comunidades (AAAJC) - Mozambique
- Benchmarks Foundation
- Black Sash
- Centre for Alternative Research and Studies (CARES) - Mauritius
- Environmental Monitoring Group (EMG)
- General Industries Workers Union of South Africa (GIWUSA)
- groundWork
- Institute for Young Women's Development (Zimbabwe)
- Mining Affected Communities United in Action (MACUA)
- Right to Know Campaign (R2K)
- South African Faith Communities Environmental Institute (SAFCEI)
- South African Federation of Trade Unions (SAFTU)
- Swaziland Unemployed People's Movement (SUPMO)
- Swaziland United Democratic (SUDF)
- Trust for Community Outreach and Education (TCOE)
- Workers' World Media Productions (WWMP)
- Yetu Infotech