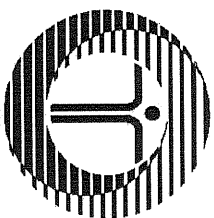


HSRC RESEARCH OUTPUTS

3538



HSRC
Human Sciences Research Council

The People's Voice: The Development and Current State of the SA small media sector

By Adrian Hadland (M Litt, Oxon),

Deputy Executive Director

Social Cohesion and Integration

Human Sciences Research Council (HSRC) of South Africa

SACOMM Media Conference, UPE, 2004`

Objectives

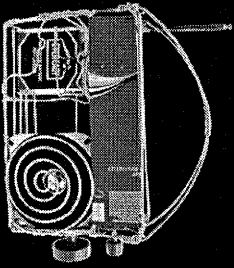
The Media Research Project of the HSRC

- ❖ supports and promotes excellence in the South African media
- ❖ deepens knowledge about the media in scholarly circles and in the public discourse
- ❖ interrogates issues around transformation of the SA media, such as racism, globalisation and structure of the sector
- ❖ promotes democratic consolidation by assisting with media diversity, media integrity and media independence

HUMAN SCIENCES
RESEARCH COUNCIL
Social sciences that makes a difference

THE PEOPLES VOICE

The development and current state of the South African small media sector



The Media Development and Diversity Agency (MDDA) was established to direct funding and support to the small media sector in the interests of deepening South Africa's young democracy. The principal objective of this study is to assist the MDDA in its important and complex work.

This study provides an overview of relevant legislation and policy in South Africa, pre- and post-1994, as well as a review of international research that reveals global trends in small media development. It then sketches the distribution of the sector in South Africa, revealing the topography of service providers and key stakeholders. The report identifies the interests that are common to small independent and community media groupings and examines ways in which the sustainability of these organisations can be promoted.

Providing a range of pertinent data, analysis and information, this study will be invaluable for anyone wishing to engage effectively with the small media sector. Partially funded by a parliamentary grant, the study was initially a collaboration between the Human Sciences Research Council's Social Cohesion and Integration Research Programme and Medaworks. The MDDA became a full partner in the research early in 2003.

ISBN 0-7-966-2059-1



9 780796 920591

www.hsrc.ac.za

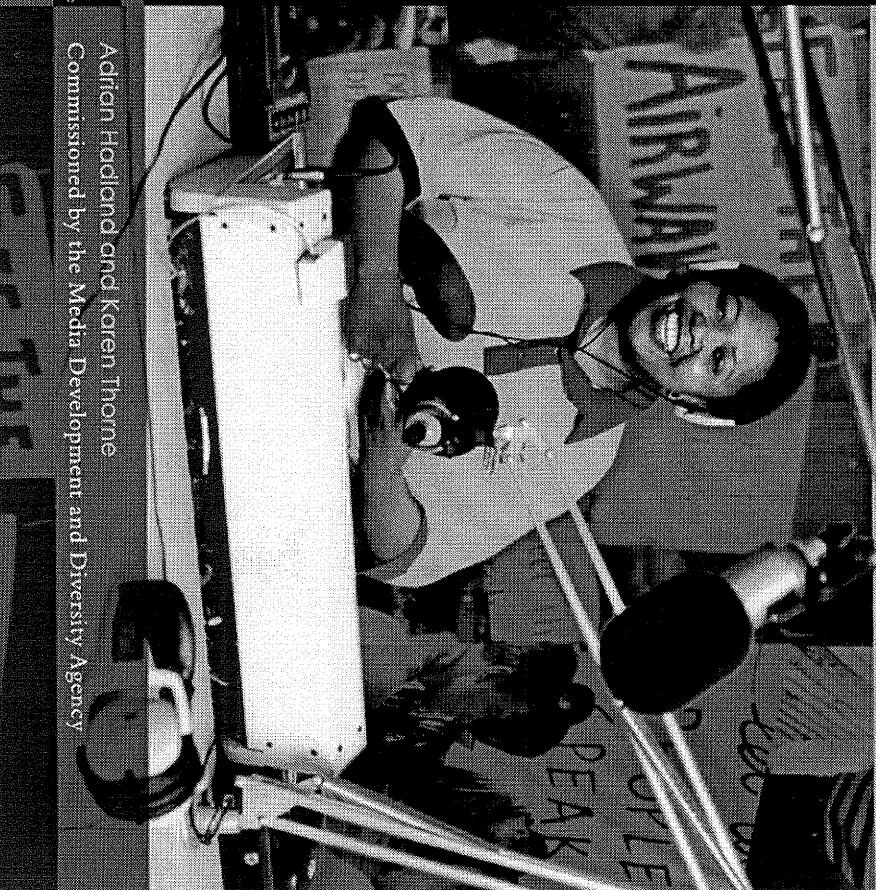


The People's Voice

Adrian Halland and Karen Thorne

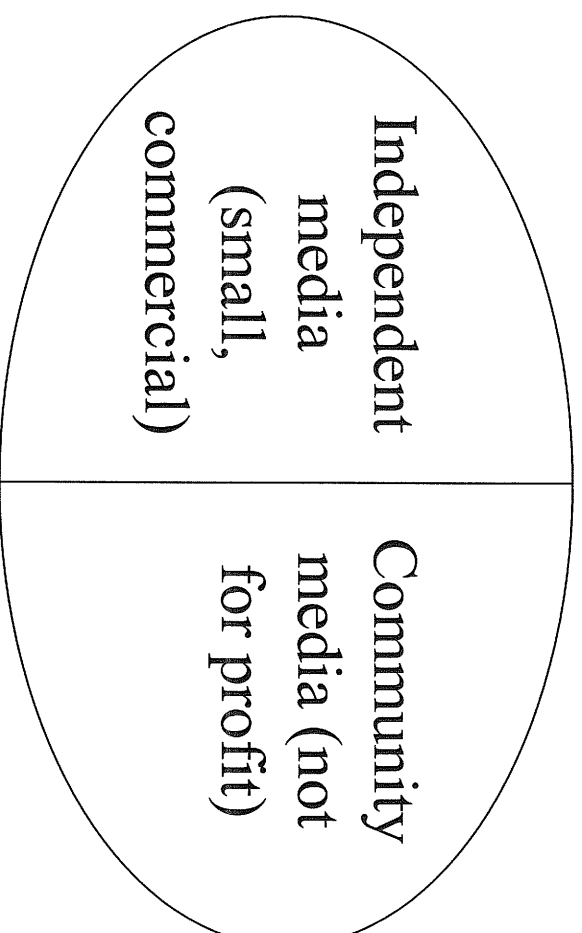
THE PEOPLES VOICE

The development and current state of the South African small media sector



Adrian Halland and Karen Thorne
Commissioned by the Media Development and Diversity Agency

Small Media



Topography of small media sector

In terms of operational status, the 246 organisations can be categorised as:

Not currently in operation, but hope to resume their work:	22
"Emerging" (existed for less than 18 months)	50
Fully-functioning	174

The fully functioning organisations can be broken down as follows:

Print	83
Radio	81
Audio-visual/multimedia	10
Total	174

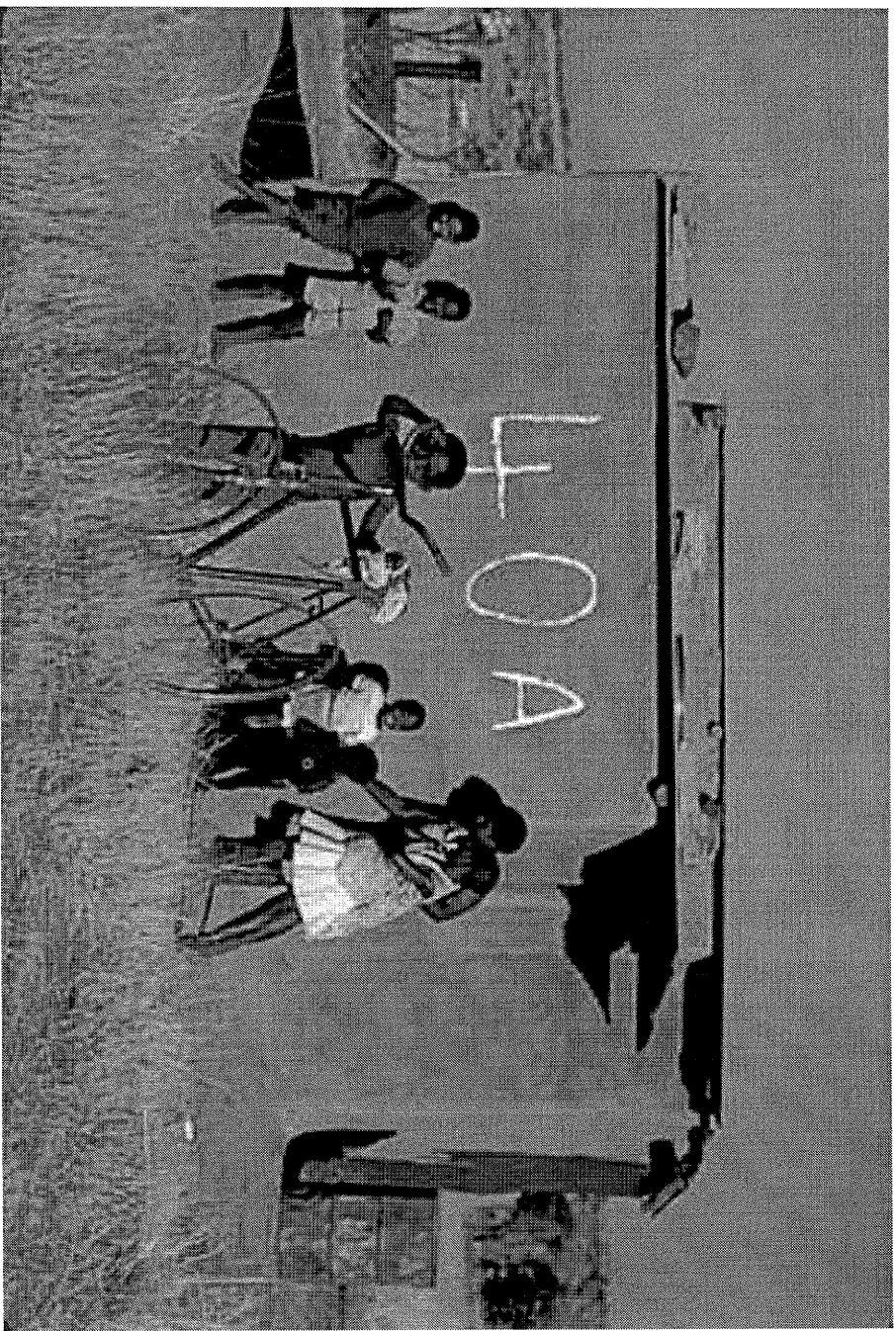
Total annual expenditure of this sector: R115-million

The fully functioning organisations can be broken down as follows:

Print	83
Radio	81
Audio-visual/multimedia	10
Service providers	28

Opportunities and challenges

Economic conditions



Opportunities and challenges

Economic conditions

Participatory democracy and sustainable development

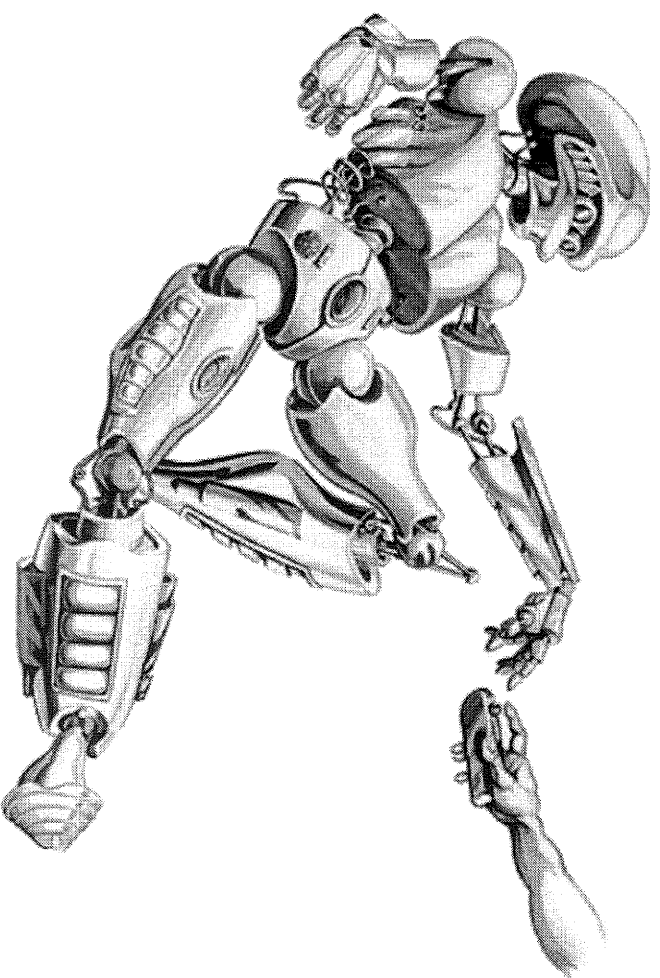


Opportunities and challenges

Economic conditions

Participatory democracy and sustainable development

Technology and convergence



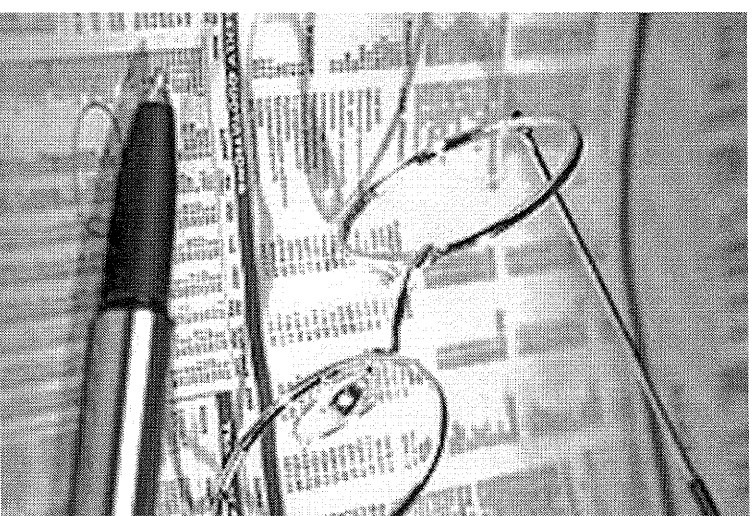
Opportunities and challenges

Economic conditions

Participatory democracy and sustainable development

Technology and convergence

Policy, legislation and implementation



Opportunities and challenges

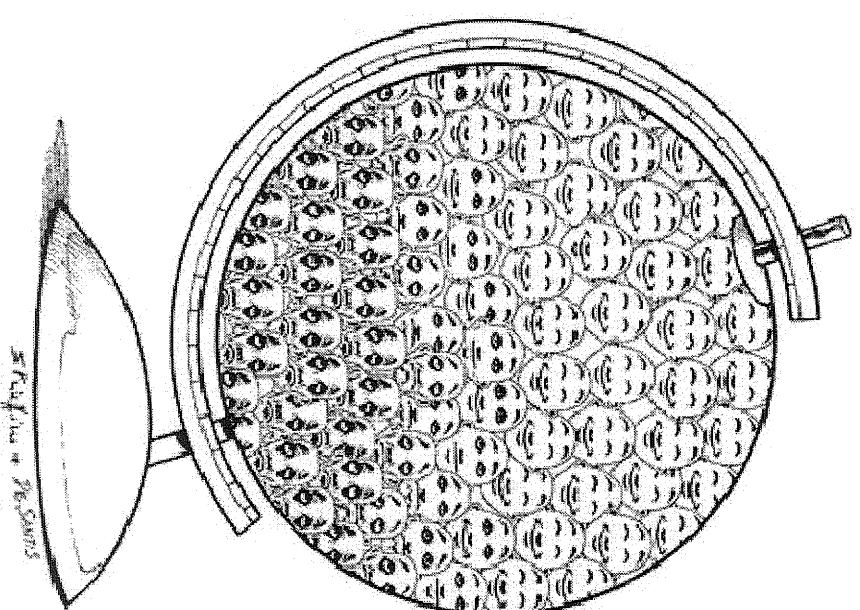
Economic conditions

Participatory democracy and sustainable development

Technology and convergence

Policy, legislation and implementation

Globalisation



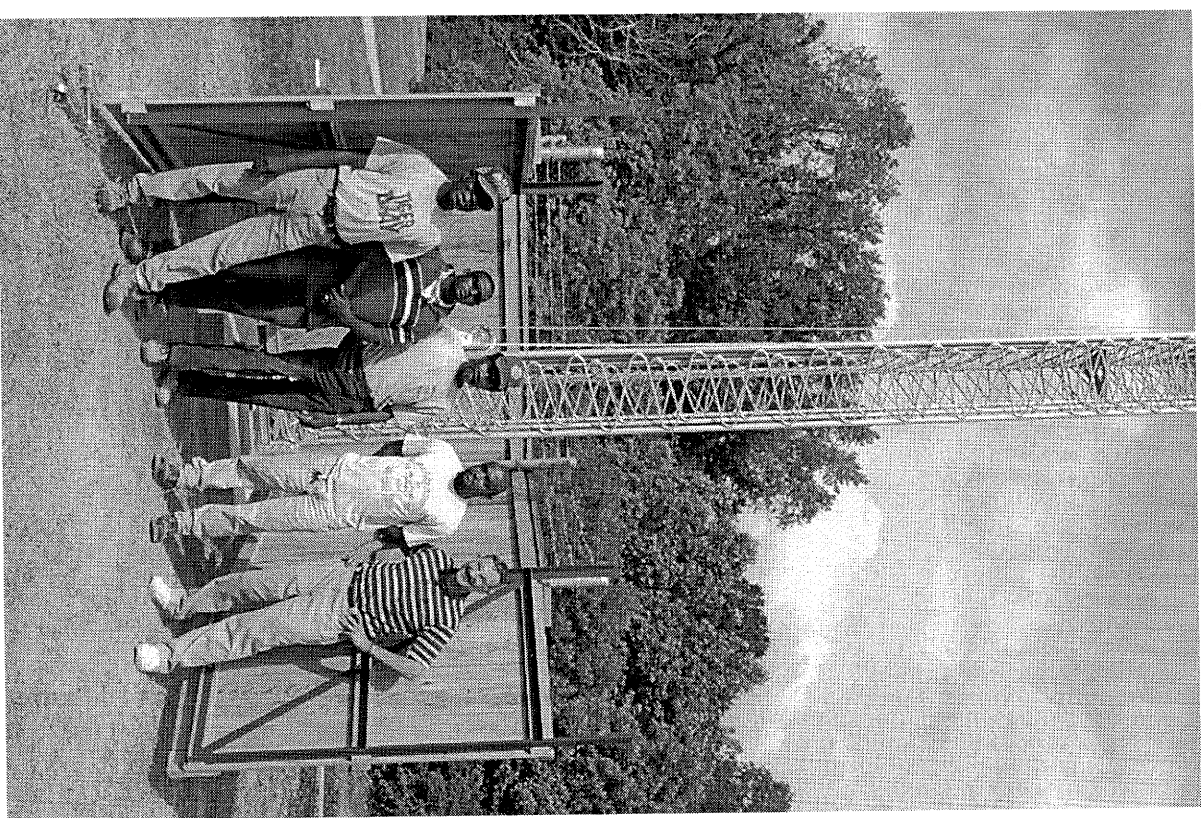
Small media and the global experience

50 years of experience

2bn radio receivers,

20 000 radio stations

Variation per country



Lessons from the global experience (1)

Local platforms

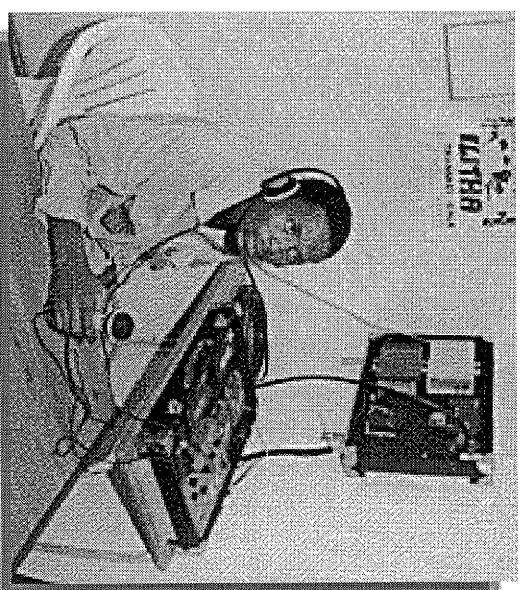
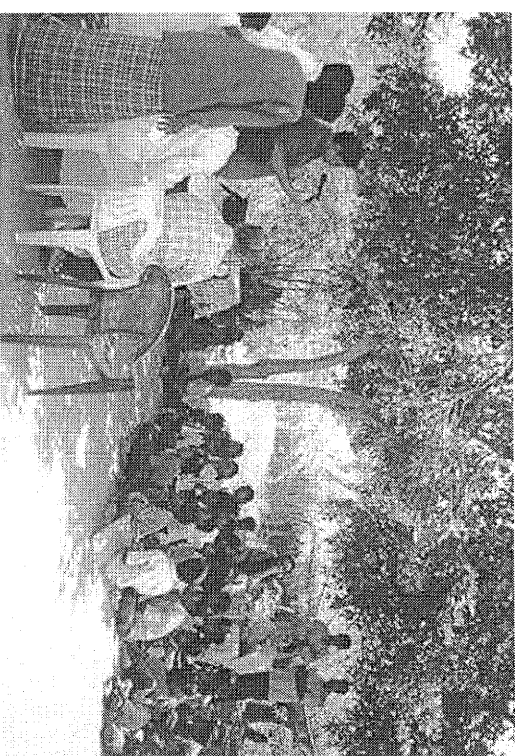
Community participation

Dependence

Community radio: 5 000 – 20 000

Accessing available materials

Sustainability



Lessons from the global experience (2)

Nepad



Lessons from the global experience (2)

Nepad

GATT and WTO

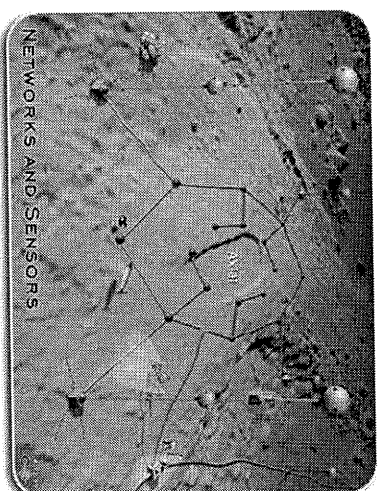


Lessons from the global experience (2)

Nepad

GATT and WTO

National networks



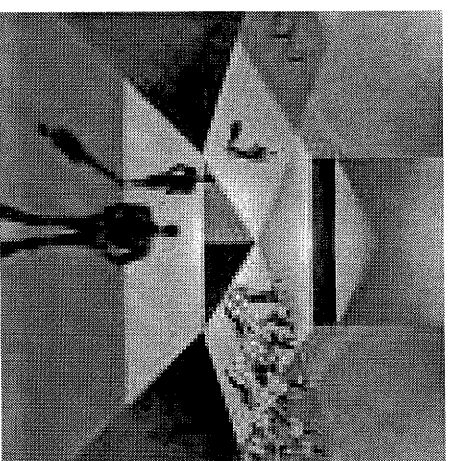
Lessons from the global experience (2)

Nepad

GATT and WTO

National networks

Convergence



Lessons from the global experience (2)

Nepad

GATT and WTO

National networks

Convergence

Digitisation



Lessons from the global experience (2)

Nepad

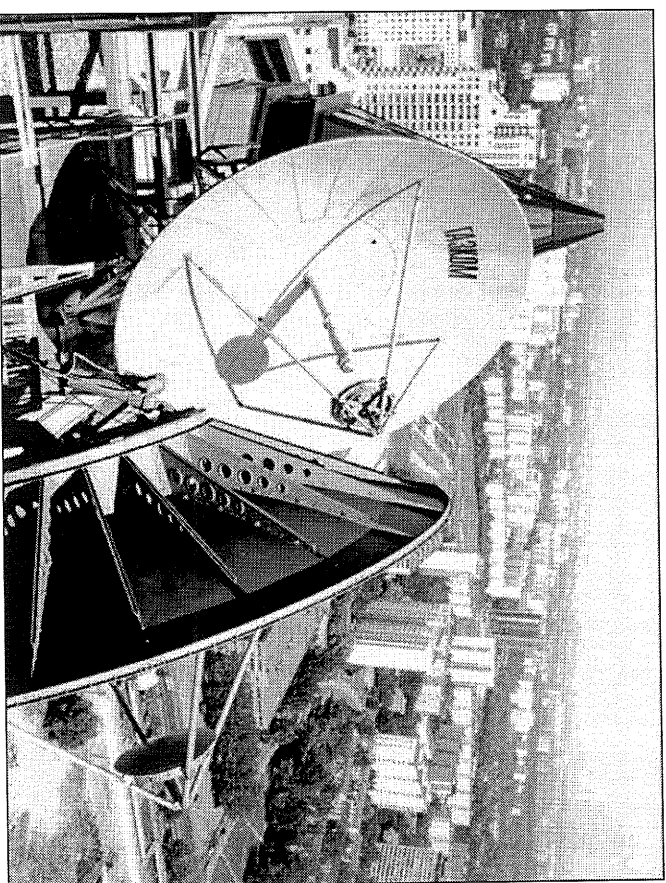
GATT and WTO

National networks

Convergence

Digitisation

Satellite broadcasting



Conclusions (1)

Mapping

Competition

Help

New Small Media

Community access and participation



Conclusions (2)

Volunteers

Governance

Government

Technology plan

Project and partnership management

