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The Alternative Information Development
Centre (AIDC) and the
National Community Radio Forum (NCRF)



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DRAFT PROGRAMME

Community Media Reflection

Thursday 8 – Friday 9 October, Johannesburg

The Community Media Reflection aims to explore critical questions confronting media projects in South Africa and facilitate a dialogue with leaders from community media projects and other stakeholder organizations to reflect on their environment, develop a shared critique, and develop alternatives. The conference will lay the basis for a Popular Media Mindblast and NCRF Biannual General Meeting in December 2009.

The programme is designed allow for maximum participation and discussion while offering a structure to focus participants on critical topics. Each session will begin with very brief inputs allowing ample time for participants to shape the discussion, engage each other and build a consensus.

DAY 1: Thursday 8 October 2009

10h00	Welcome, Purpose, Introductions
10h30	<u>Prospects for Community Media in SA</u> Inputs (4 x 10 min) <ul style="list-style-type: none"> • The global/national socio-economic context • The global/national socio-political context • The global/national freedom of expression context • What is SA government's vision for the sector
11h15	Small group discussion
12h00	Report back and allocation of issues to commissions
12h45	LINCH
13h45	<u>Purpose of Community Media in SA</u> Inputs (3 x 10 min) <ul style="list-style-type: none"> • An historical overview of community media sector purpose • Overview of international best practice • Are we meeting our mandate?
14h15	Small group discussions
14h45	Groups report back

15h15	TEA		
15h30	<u>COMMISSION 1: Governance and Community Participation</u> Inputs (2 x 10 min) <ul style="list-style-type: none"> • Enabling participation in governance, management, programming/editorial • Pros and cons of different governance models 	<u>COMMISSION 2: Independence & interdependence with advertisers & government</u> Inputs (2 x 10 min) <ul style="list-style-type: none"> • Pros and cons of relationship with government, business, other centers of power • Elements of an appropriate ethical/editorial code 	<u>COMMISSION 3: Financial Sustainability of Community Media</u> Inputs (2 x 10 min) <ul style="list-style-type: none"> • Implications of the current model (poverty, dependency, limited and few income streams) • Possible Alternative funding models
16h00	Small group discussions	Small group discussions	Small group discussions
16h30	Groups report back/discussion	Groups report back/discussion	Groups report back/discussion
17h00	Closure for day	Closure for day	Closure for day

DAY 2: Friday 9 October 2009

9h00	Report back from Commission 1, 2, & 3 (3 x 10 min)		
9h40	Discussion on reports		
10h40	TEA		
11h10	<u>COMMISSION 4: Networks and Partnerships for Collaboration</u> Inputs (2 x 10 min) <ul style="list-style-type: none"> • How can the NCRF, hubs and other sector networks better serve the sector? • How can Civil Society production partners better serve the sector? 	<u>COMMISSION 5: Capacity Building and Training</u> Inputs (2 x 10 min) <ul style="list-style-type: none"> • Reviewing the training and capacity needs of the sector • Are the training and capacity building partners addressing these needs? 	<u>COMMISSION 6: Producing Quality Content</u> Inputs (2 x 10 min) <ul style="list-style-type: none"> • Defining quality content • What barriers and resources for quality content
11h40	Small group discussions	Small group discussions	Small group discussions
12h10	Groups report back/discussion	Groups report back/discussion	Groups report back/discussion
12h40	LUNCH		
13h40	Report back from Commission 4, 5, & 6 (3 x 10 min)		
14h10	Discussion on reports		
15h40	TEA		
16h10	<u>Way forward: Preparations for the NCRF BGM</u> <ul style="list-style-type: none"> • NCRF Members reflect on Conference and identify issues and processes to be taken to the NCRF BGM 	<u>Way forward: Preparations for the Popular Media Mindblast</u> <ul style="list-style-type: none"> • Non-NCRF Members reflect on Conference and identify issues and processes to be taken to the Popular Media Mindblast 	
16h50	Closing Remarks		
17h00	CLOSURE		

ENDS