

SURVEY REPORT

MDDA/SANLAM MEDIA AWARDS



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1. EXECUTIVE SUMMARY





1.2 Summary of the brief

This report details the results of a national survey on community media in South Africa undertaken as part of the Media Development and Diversity Agency (MDDA) funded research to assess the effectiveness of the MDDA/SANLAM Community Media Awards. The intention of the Media Awards is to identify, inspire and promote excellence within media sector. These awards have brought together the entire community and small commercial media sector where outstanding work in the print and electronic media industry would be recognized.

The main objectives of these awards are to:

-  To recognize and celebrate community print (newspapers and magazines) and community broadcasting (radio, television and new media) excellence
-  To Promote, encourage and strengthen grassroots media
-  To Promote media development and diversity
-  To promote and recognise excellence within the media sectors
-  To ensure and encourage peer-to-peer recognition
-  To encourage grassroots media sector to meet the main stream standards

The research study was commissioned to inform the further development of these community media awards and ceremony that would ensure that the awards continue to be:





-  credible
-  transformative
-  developmental and
-  explore partnership with strategic partners

1.2 Summary of the research process

The research process commenced with a Focus Group Launch Workshop held on 27 September 2016 at the MDDA Parktown offices, Johannesburg where community media stakeholders in the sector (Sector Bodies) in TV, radio and print were present. The focus group session presented an initial vision for enhancing the effectiveness and impact of the awards. It also refined the scope for this study. The exercise informed how the research will unfold. It generated wealth of information, not only on the questions under discussion, but also on the current thinking and activity around media awards.

The focus group session identified the most important issues related to their community of interest. While discussions focused on given questions, there were a number of common issues that were identified by all the participants, e.g. the concerns about the declining number of entries in the awards, need to understand why community TV has not participated in the awards, the need to level the playing field and the need to involve other participants outside of the MDDA beneficiaries in the study. Although there was much appreciation expressed for MDDA in conducting the awards, as well as general support for the work that MDDA is doing, a number of clear messages were put forward to inform the future direction of the awards structure.

The research was undertaken between September and December 2016. Mixed research tools were used in gathering information for the survey, including:

-  Questionnaires sent by email to key community media stakeholders
-  Focus group interviews with community media members in all provinces
-  Telephone interviews with the judges
-  Literature review (desktop research)

The survey was open to everyone within the community media sector (all MDDA beneficiaries and non-beneficiaries as well as Association of Independent Printers (AIP) and National Community Radio Forum (NCRF) members. The intent of the survey was to probe the community-based media's experience and view of the effectiveness of the MDDA-Sanlam Awards and elicit their input on how awards should be structured and positioned going forward. This being the case, the views contained





in the report are those of the respondents who participated in the study through various data gathering tools.

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awards should be structured and positioned going forward. This being the case, the views contained in the report are those of the respondents who participated in the study through various data gathering tools.

The table below provides a summary of the results on each of the questions asked, based on each province's responses. Details will be discussed in section 5: Research Findings.

1.4 Summary of findings

Focus Group	NW	GP	LP	FS	EC	WC	MP	KZN
Question								
Understanding	<ul style="list-style-type: none"> ✓ No understanding. ✓ Little interest 	<ul style="list-style-type: none"> ✓ SANLAM managed awards more effectively than MDDA ✓ Bad administration of awards by MDDA ✓ No participation/consultation of beneficiaries even with development of categories ✓ Cannot have awards when people do not understand what they are awarded for ✓ Awards are like "Icing on rotten cake" 	<ul style="list-style-type: none"> ✓ One group not Aware, another group aware 	<ul style="list-style-type: none"> ✓ Competing with mainstream to be seen as an opportunity rather than a threat ✓ SANLAM's involvement = white awards 	<ul style="list-style-type: none"> ✓ Clear understanding ✓ Concerns about judging process 	<ul style="list-style-type: none"> ✓ Little interest to participate ✓ Poorly conceptualised ✓ Great divide between poor and rich media 	<ul style="list-style-type: none"> ✓ Beneficiaries not well informed about these ✓ Poor communication from MDDA – leading to misconceptions ✓ Inception MDDA/SANLAM problematic ✓ Conceptualising conglomerates as community media is problematic 	<ul style="list-style-type: none"> ✓ Partnership between MDDA & SANLAM had potential for sector to develop/ grow ✓ More understanding, but not clear how people win ✓ No interest, since there's no "push"
Achievements/ Non-achievements	<ul style="list-style-type: none"> ✓ MDDA failed to engage the sector 	<ul style="list-style-type: none"> ✓ None regarding awards 	<ul style="list-style-type: none"> ✓ Failed to engage sector ✓ Whites dominate the awards 	<ul style="list-style-type: none"> ✓ Motivation for winners ✓ Encouragement for peers 	<ul style="list-style-type: none"> ✓ Failure to promote local languages ✓ Failure to recognise/ 	<ul style="list-style-type: none"> ✓ No achievements ✓ No achievements elevated 	<ul style="list-style-type: none"> ✓ More failures than achievements ✓ No involvement of beneficiaries 	<ul style="list-style-type: none"> ✓ Failure to convince sector to partake ✓ Division of sector (obvious winners)

			✓ No recognition of local languages		appreciate rural dynamics		✓ No recognition/ involvements of the sector	
Changes/ Improvements	<ul style="list-style-type: none"> ✓ Provincial workshops to prepare beneficiaries ✓ Rotate venues 	<ul style="list-style-type: none"> ✓ Independent entity to manage awards – MDDA not have anything to do with awards, but coordinate ✓ MDDA to focus on mandate ✓ Engage partners and sector specialists as judges ✓ Build capacity of the sector to ensure quality products are produced 	<ul style="list-style-type: none"> ✓ MDDA to engage sector bodies to communicate ✓ Beef prices up 	<ul style="list-style-type: none"> ✓ Mentors deployed to beneficiaries to help with preparation for awards and capacity building ✓ Feedback to be provided for all entries ✓ Monitoring and evaluation of beneficiaries and progress ✓ Allow beneficiaries to own these awards in all respects 	<ul style="list-style-type: none"> ✓ Judges to have understanding/ knowledge of local content 	<ul style="list-style-type: none"> ✓ Separate awards for community and independent ✓ Need to change categories 	<ul style="list-style-type: none"> ✓ There should be various options for entries submission ✓ Roadshows and provincial workshops to prepare beneficiaries 	<ul style="list-style-type: none"> ✓ More involvement of sector in conceptualising these ✓ Categories to be clarified and reviewed ✓ Allow similar organizations to compete ✓ Communication (win/lose)
Relevance	<ul style="list-style-type: none"> ✓ Yes, but need to be work shopped and advertised rigorously 	<ul style="list-style-type: none"> ✓ Yes, but need a lot of work to improve – cannot even be spoken about until sector is capacitated ✓ MDDA to conduct 	<ul style="list-style-type: none"> ✓ Yes, but require monitoring ✓ More partners and sponsorships 	<ul style="list-style-type: none"> ✓ Yes, they are the glitz and glamour of the sector, but all issues need to be addressed before the next 	<ul style="list-style-type: none"> ✓ Yes, but need to be improved to be more inclusive and improved (strategies) 	<ul style="list-style-type: none"> ✓ Relevant, but no positive impact 	<ul style="list-style-type: none"> ✓ Yes, but lots still need to be done 	<ul style="list-style-type: none"> ✓ Yes, not to be done away with, but improved and strengthened

		thorough research before going to next awards, to prepare beneficiaries to partake		awards				
Credibility/ Transformative/ Developmental	✓ Not credible, not known.	<ul style="list-style-type: none"> ✓ Credibility of judges questionable (skill/capability) ✓ How does a 3 months entity participate in awards? ✓ SANLAM had credibility, professionalism, experience – MDDA no credibility ✓ No transformation ✓ Not achieving the intended objective 	<ul style="list-style-type: none"> ✓ No credibility ✓ No monitoring ✓ Adjudication process is questionable 	<ul style="list-style-type: none"> ✓ No credibility – best station awarded but almost closed down ✓ Stations with bad financial records/ compliance but still win? ✓ No monitoring ✓ Judges knowledge of indigenous languages is questionable 	<ul style="list-style-type: none"> ✓ No credibility ✓ Credibility of the judges is questionable ✓ Knowledge and understanding of local knowledge 	<ul style="list-style-type: none"> ✓ No credibility and no Swtransformation 	<ul style="list-style-type: none"> ✓ No diversity ✓ No accountability ✓ Video shown previous awards was helpful – credibility ✓ Biasness – use of English medium of adjudication ✓ Biasness towards print 	<ul style="list-style-type: none"> ✓ No transparency ✓ Judges should understand the sector ✓ Will only be credible after MDDA implemented the recommendations made
Recommendations	<ul style="list-style-type: none"> ✓ Awards to be put on hold till issues addressed 	<ul style="list-style-type: none"> ✓ Use established bodies to train upcoming sector players ✓ Monitoring and further development of 	<ul style="list-style-type: none"> ✓ No awards till MDDA has trained and addressed all issues raised 	<ul style="list-style-type: none"> ✓ Prices to be packaged ✓ Prices promoted for entrants to know ✓ Separate 	<ul style="list-style-type: none"> ✓ Provincial awards before national ✓ Prices not only monetary 	<ul style="list-style-type: none"> ✓ Developmental approach to be adopted 	<ul style="list-style-type: none"> ✓ Separate mainstream awards from the community media ✓ Partnerships/ Sponsorships 	<ul style="list-style-type: none"> ✓ Report back to sector ✓ Provincial workshops ✓ Prices must have value for participating

		winners for sustainability ✓ Measure development and progress ✓ Only then award		mainstream from community ✓ Adjudication teams to verify submissions			✓ Prices not to be monetary only ✓ Monitoring after awards ✓ Community awards for community media	organizations
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Table 1: Summary of findings

2. INTRODUCTION AND BACKGROUND

2.1 Structure of the report

This report is structured into six sections. Section one is the executive summary. Second is the introductory section which highlights the background to the project. It hence seeks to establish the rationale for undertaking the survey. Section three consists of literature review which examines the literature related to community media. Section four presents the methodology which outlines the data collection strategies used to collect data. Section five focuses on the findings and integrates this with the literature. Finally, section six presents recommendations and makes concluding remarks.

2.2 Introduction and background to the study

The Media Development and Diversity Agency (MDDA) commissioned Amalang'Amahle Holdings (Amalang'Amahle) to conduct a survey on the MDDA/ SANLAM Media Awards. The community media awards are an essential tool to identify, inspire and promote excellence within media sector. The study will inform the further development of the community media awards and to ensure that the awards are credible, transformative and developmental.







2.2.1 Background of the MDDA/ SANLAM Awards

The initial community print media awards, were initiated by the Forum for Community Journalists (FCJ). These awards were held for over 20 years, hosted under the patronage of Print Media South Africa. In 1991 SANLAM took over the sponsorship of the awards, which were known as the Community Press Awards at the time. On the other hand, the MDDA was also working on a process with the South African Broadcasting Commission (SABC) to initiate a more comprehensive version of the awards, which would not only focus on print, but to include radio, TV and new media forms.

After extensive debate, engagement and consultations with sector bodies such as Association of Christian Broadcasters (ACB), Association of Independent Publishers (AIP), Forum for Community Journalists (FCJ), National Association of Broadcasters (NAB), National Community Radio Forum (NCRF) and Print & Digital Media Association of South Africa (PDMSA), the MDDA and SANLAM agreed to work together to combine the awards, with the intention to unite the sector, develop grass roots media talent while promoting and recognising excellence. As a result, the MDDA and SANLAM hosted the 2010 community media awards as a joint force. The Department of Communications (DoC), Government Communications and Information Systems (GCIS) and PDMSA

also joined forces to partner with the hosts on the community media awards. The implementing partners on this project were FCJ, NCRF, NAB, Independent Federation of Religious Media (IFR) and AIP. These awards were a special acknowledgement function where outstanding work in the print and electronic media industry would be recognized. Media entities and persons involved in the industry are acknowledged and awarded for work produced, broadcasted and published in the previous year. The awards were supposed to be hosted once a year for community media.

The MDDA together with SANLAM have hosted the Local Media Awards and a learning forum for the past 5 years with the purpose of bringing together the entire community and small commercial media sector under one event that is meant to recognize and celebrate community print (newspapers and magazines) and community broadcasting (radio and television) excellence in a variety of categories. These awards were inclusive of all stakeholders in the sector, with common objectives being to:

-  To recognize and celebrate community print (newspapers and magazines) and community broadcasting (radio, television and new media) excellence
-  To Promote, encourage and strengthen grassroots media
-  To Promote media development and diversity
-  To promote and recognise excellence within the media sectors
-  To ensure and encourage peer-to-peer recognition
-  To encourage grassroots media sector to meet the main stream standards

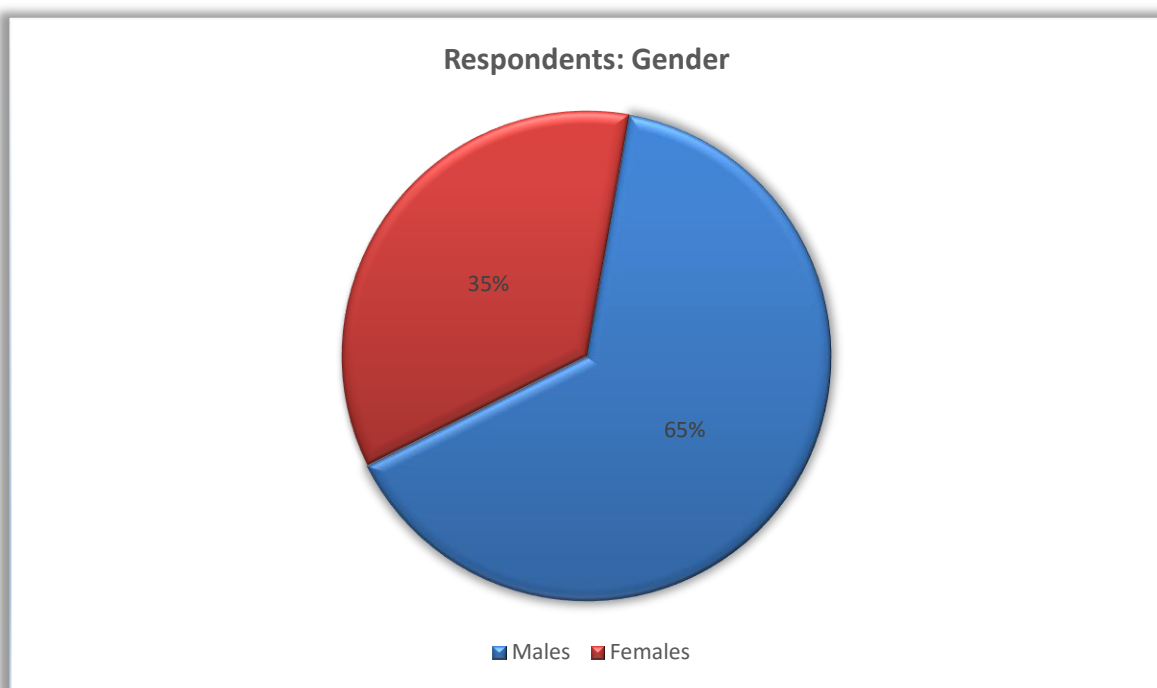
The overall objective of the MDDA/SANLAM Local Media Awards is to encourage all local/grassroots media to go beyond the call of duty and produce news, programming and current affairs that meet the highest standards and while recognizing the sector's hard work.

With more than five years having passed since the first joint awards ceremony was held, the MDDA believes that it is an opportune time to review these awards to assess whether, in their current format, they are relevant to the further development of the community-based media and that they are an appropriate vehicle for recognizing excellence in this sector. The intention of the study therefore is to review these awards and the effectiveness thereof in the period over which they have been conducted with the MDDA/ SANLAM involvement. The assessment will inform further development and improvement of these awards, while also providing recommendations on how these awards can be refined and reinforced to meet the intended objectives.

2.2.2 Background of respondents

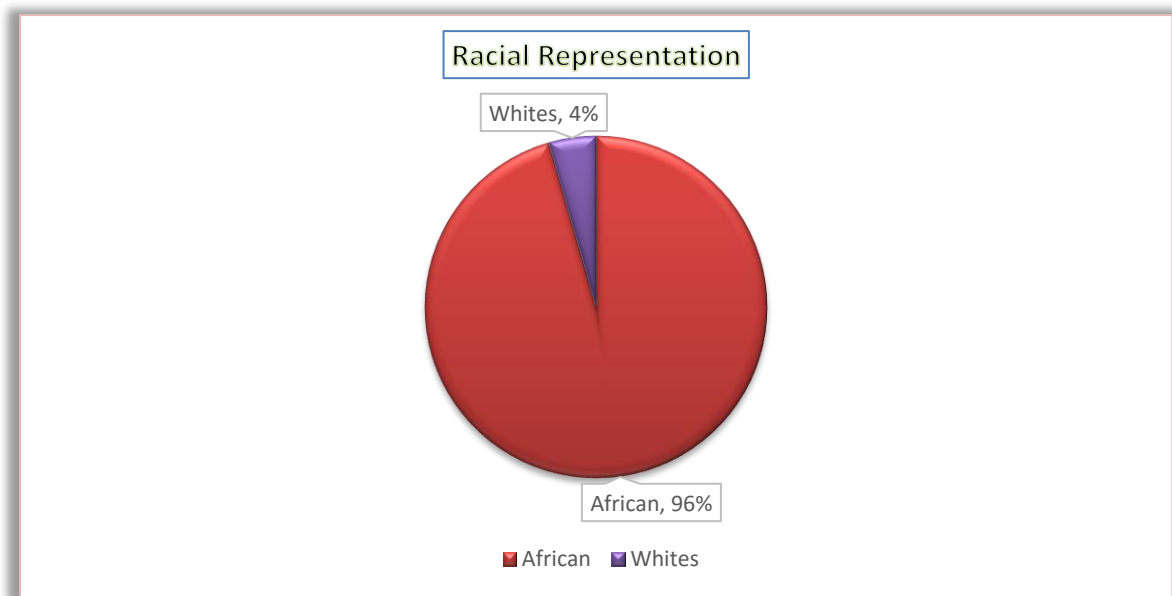
The purpose of the study was to get the understanding and perceptions of the MDDA beneficiaries and partners to evaluate whether the awards have been achieving the intended objectives. A total of 111 individuals participated in focus groups in 8 provinces, representing both print and broadcast entities. The male participants formed the majority of the participants at 65%.

Figure 1: Respondent's gender



Of the total participants the African group represented the highest number than their white counterparts as shown in the graph below.

Figure 2: Racial Representation



Participants' ages ranged from the early 20's to 50's all employed in the different community media forms.



Pic 1: Limpopo Focus Group

3. LITERATURE REVIEW

3.1 Introduction

Community media around the world is attracting increasing attention from audiences who see it as a genuine alternative source of information to dominant forms of media. Community media emerged out of the activism of pre-1994 South Africa and was seen mainly as alternative press, responsible for building a democratic and anti-apartheid consciousness. This alternative media – at the time primarily appearing in print media format that included posters, newsletters and pamphlets – was used as a platform to expose the brutality of apartheid, to provide an alternative point of view, and to help mobilise civil society and build political resistance. Since 1994, there have been many changes that contributed towards its growth and expansion in South Africa (Skinner, S: 2007).

3.2 The emergence of community media in South Africa

In South Africa, until the early 1990s, state broadcasting monopolies remained the norm, vestiges of the colonial era, while print media were limited in circulation and targeted educated urban elites. With the end of apartheid, which had kept many autocratic governments in power, in the face of economic decline and increasing social mobilization came a wave of democratisation carrying renewed commitments to political freedom and the emergence of a more plural and democratic media landscape.

Community media emerged rapidly in South Africa in the 1990s after the end of apartheid and as a result of an active civil society campaign for a democratic broadcasting environment. The previous state monopoly of the South African Broadcasting Corporation (SABC) was replaced by a three tier system of public, commercial and community broadcasting including the reformed SABC. The licensing of community broadcasting was prioritized over commercial broadcasting as a means to serve the needs of historically disadvantaged communities (Skinner, S: 2007).

3.3 Defining community media

The term ‘community’ is itself problematic, taking on many different meanings from place to place, culture to culture, including ‘local’, ‘access’, ‘radical’, ‘alternative’, ‘rural’, or ‘non-profit’. While such media have tended to emerge where communities are denied access to existing forms of expression, this in no way seems to limit the desire by communities to seek their own voice. Community media

include all manner of communication technologies — from the ‘old’ forms like radio, television, video, popular theatre and print to ‘new’ technologies such as videoconferencing, photocopying, fax, SMS (text messaging) and, of course, the Internet (Magno, 2002).

Defining what constitutes community media has become increasingly important as this has had implications for the financial sustainability of the sector. Historically, community media within the print environment was loosely defined and included titles owned by the mainstream media houses such as (Caxton, Media 24, Times Media (previously Avusa) and Independent Newspapers Groups and media owned by the community. This was, however, not the definition as presented in the MDDA Act, which saw community media as non-profit and that which is controlled by the community it serves.

Over the years, the community media has been presented with challenges because of the confusion over the definition of community media. Small commercial newspapers from the mainstream media (Caxton, Times Media, and Media24) were included when calculating adspend, and a distorted view of what was being spent in the community media environment emerged. In some cases, advertising in the local knock-and-drop newspapers was surpassing advertising revenue from the sale of commercial newspapers. But these were not, strictly speaking, community newspapers and a false impression was being created about how much was being spent on advertising. Defining what community media actually is, and ensuring that the media landscape was accurately presented, therefore became imperative.

The MDDA and the PDMSA met in May 2012 and agreed to use the MDDA Act of 2002 as a basis to define community media as follows:

- Community media – in terms of the MDDA Act – means any media project that is owned and controlled by a community where any financial surplus generated is reinvested in the media project; and ‘community’ means a geographically founded community or any group of persons or sector of the public having a specific ascertainable common interest;
- Small commercial media – in terms of the MDDA Act – means independent media enterprises or initiatives run for personal gain as micro, very small or small businesses as classified in the National Small Business Act, 102 of 1996. This category will be considered as ‘emerging’: community print projects owned by small community enterprises or individuals and that have been in existence for two years. (Magno, 2002)

- Local newspapers and magazines owned and distributed by corporate media owners such as Caxton or Media24 are excluded.

3.4 Promoting media development and diversity

In order to support the sustainability and continuing development of the community broadcasting sector and of other media that meet the needs of disadvantaged and under-represented groups, the Media Development and Diversity Agency (MDDA) was established in 2003. It is a public body whose responsibilities and governance arrangements are set out in the MDDA Act No 14 of 2002. The MDDA is partly funded by government but also by contributions from the private media sector and the SABC. It started providing grants in 2004. Since its inception, according to its Annual Report 2015/16, the MDDA has funded over 135 radio stations, four TV stations and 200 small publishers and disbursed around R53 million in grant funding in the 2015/16 financial year (MDDA Act: 2002).

The mandate of the MDDA is to create an enabling environment for media development and diversity which reflects the needs and aspirations of all South Africans and, in particular, to redress exclusion and marginalisation of disadvantaged communities. It does so, primarily, by providing support in the form of project grants to community media and small commercial media, including print, radio and television. The Agency is required not to spend more than 25 per cent of its revenue on administration. At least 60 per cent of grant funding is to be spent on community media; 25 per cent on small commercial media; 5 per cent on research; and the remainder for other initiatives.

The MDDA is overseen by an independent Board which provides leadership and strategic direction. Since its establishment, the MDDA has contributed to the sustainability and the growth of the community radio sector, it has supported the emergence of community newspapers in indigenous languages and it has assisted in building foundations for community television.

3.5 MDDA /SANLAM media awards

The MDDA together with SANLAM have hosted the Local Media Awards and a learning forum for the past 5 years with the purpose of bringing together the entire community and small commercial media sector under one event that is meant to recognize and celebrate community print (newspapers and magazines) and community broadcasting (radio and television) excellence in a variety of categories. These Awards were inclusive of all stakeholders in the sector.

3.6 Effectiveness of community media awards

Community media awards are a great way of recognising and rewarding well performers in the sector, while also encouraging others to improve and advance their work, in order to be recognised. There currently are MDDA, MTN and Mpumalanga Sunshine awards. These awards have overall yielded constructive responses for the media sector.

3.6.1 MTN Radio Awards

The MTN Radio Awards promote and recognise excellence in radio, with the objective of ensuring that radio remains one of South Africa's foremost media choices. The media industry adopted these awards in 2010. The awards have enjoyed increasing support from the industry and have seen substantial growth since their inception. They have also gained momentum in the number of entries received and have received. This is an indication of the value that these awards bring to the radio industry. The awards have resulted in more stations striving to make compelling and memorable content for their listeners. These have also ensured that radio has a bright and sustainable future through innovation and the diversity of content.

MTN has managed to build the excitement and anticipation leading up to the awards ceremony, hence the support and success of the event. Through the awards, MTN has been able to build and strengthen ties with organisations and individuals across the media industry.

There is credibility and transparency in judging/ adjudicating process, which is clearly spelled and communicated for all to see. The results are audited by an Independent auditing firm (<http://www.bizcommunity.com/Article/196/59/127150.html>).

3.6.2 Mpumalanga Sunshine Media Awards

The Sunshine Media Awards on the other hand, are designed to bestow honour and appreciation upon all those who have proven to be the best in the community media (radio, newspapers) and entertainment industry (music) in Mpumalanga. The awards were established in October 2015 to bridge the gap and bring awards closer to the people in the province. In the first year of implementation, the awards were well received, as evidenced in the high turnout in numbers, such that they were moved to a bigger venue in the second year (<https://mpsunshinemediaawards.com/>).

4. METHODOLOGY

A mixed research methodology was used to collect data in the study. These included:

- ✚ Questionnaire surveys through emails with key community media stakeholders
- ✚ Focus group interviews with community media members in 8 provinces
- ✚ Telephone Interviews
- ✚ Literature review (desktop research)

4.1 Online Questionnaire

This method is one of the most widely utilized survey methods, which allows systematic gathering of data from the target audience characterized by the invitation of the respondents and the completion of the questionnaire through email. For the past few years, the internet has been used by many companies in conducting all sorts of studies all over the world and it is one of the faster ways than pencil method and personal interviews. (<https://meetingminds.cvent.com/events/advantages-disadvantages-online-surveys/>)

Some of the **advantages** of choosing this form of data collection include, but are not limited to the following:

- ✚ ***Ease of data gathering*** – in that it is likely to reach more people quicker and in a short space of time, since the internet has become a vast virtual world which connects people globally.
- ✚ ***Minimal costs*** – surveys on the internet is fast and affordable compared to other forms of data collection.
- ✚ ***Automation in data input and handling*** – this makes data handling easier and free from hassles, as the data becomes automatically stored on the survey database, which makes it easier for the researchers to process
- ✚ ***Increase in response rates*** – there is high likelihood that the respondents will answer, although there's need to remind and follow up.
- ✚ ***Legibility*** – online completed surveys are more legible than hand written responses, which makes it easier for the researchers to read the responses.

Although there are advantages in this type of data collection method, there are disadvantages too. The disadvantages include but are not limited to:

- ✚ **Limited responses** – in instances where there are challenges with internet access and connectivity, there could be fewer responses or none, as was the case with this particular study.
- ✚ **Cooperation problems** – internet users could be too busy with other more important things, and bombarded with lots of emails, they can simply delete the questionnaires, leading to no response.
- ✚ **No interviewer present** – this could lead to unclear responses, no clarity leading to less reliable data.

In the case of this study, a questionnaire was developed and sent out by email to targeted participants who are located in areas outside of the central meeting points in all the provinces.

4.2 Focus group interviews

Focus group research has traditionally been used as a data collection method which essentially assists the researcher with collection of qualitative data. The method involves engaging a small number of people in an informal group discussion, focusing on a particular topic or a set of issues, (Onwuegbuzie, J.A, Dickinson, W.B, Leech, L.N, Zoran, G.A, 2009). This method of data is applied in collecting data from multiple individuals simultaneously. In this form of research, participants are allowed to participate in a non- intimidating manner by spelling out rules of engagement and allowing all participants to feel at ease. This is helpful in ensuring that participants are able to discuss perceptions, ideas, opinions, and their thoughts openly.



Pic 2: Mpumalanga Focus Group

The advantages of using this method include:

- ✚ Capturing participants responses in real space and time on face-to-face interactions
- ✚ Being able to strategically prompt questions and further discussions based on the responses that are generated in these face-to-face interactions and that are considered particularly important to interviewer
- ✚ Focus groups are an economical, fast, and efficient method for obtaining data from multiple participants (Krueger & Casey, 2000)
- ✚ The focus group environment is socially oriented, thereby potentially increasing the overall number of participants.
- ✚ The sense of belonging to a group can increase the participants' sense of cohesiveness while allowing the participants to feel safe to share information openly (Vaughn, Schumm, & Sinagub, 1996).
- ✚ Interactions that occur among the participants can yield important data, while creating the possibility for more spontaneous responses (Butler, 1996),

- ✚ Provide a setting where the participants can discuss problems and challenges they face and come up with possible solutions.

4.2.1 Focus group size

According to Morgan (1997), well-designed focus groups usually last between 1 and 2 hours and consists of between 6 and 12 participants. In the case of this particular study the focus group meetings lasted 5 hours each and were conducted in 8 provinces. These groups consisted of between 5 – 18 participants depending on the different provinces. The rationale for this range of focus group size is that focus groups should include enough participants to bring out a diversity of information, yet should not include too many participants because large groups can create an environment where participants do not feel comfortable sharing their thoughts, opinions, beliefs, and experiences. Morgan (1997) has suggested that three to six different focus groups meeting once or multiple times, are adequate to make adequate analysis and draw reliable conclusions. In this instance, 9 focus groups were conducted in the 8 provinces.

The list of invited participants and the location of the different beneficiaries was developed with the assistance of the MDDA Project Officers who deal directly with those projects and organizations. The focus group questions were then developed, the participants identified and selected, and the process of how to conduct the focus group session group was also spelled out by the research team, these including (group interview questions, length of focus group interviews, rules of engagement with and among participants, keeping focus group participants on the task)

Participants were selected based on the following;

- ✓ Geographical location,
- ✓ Media form,
- ✓ Current MDDA beneficiary
- ✓ Previous MDDA beneficiaries
- ✓ Provincial spread
- ✓ AIP members
- ✓ Media sector bodies (community and small commercial – print & broadcast)







Pic 3: Free State Focus Group

4.2.2 Focus team

Krueger (1994) suggested that it is ideal for the focus group to have a moderator team (i.e. moderator and assistant moderator). In this instance, the moderator, was replaced by a facilitator and the assistant moderator replaced by the assistant facilitator. The facilitator was responsible for asking the focus group participants a series of questions, facilitating the discussion, prompting members to speak, requesting overly talkative members to let others talk and encouraging all the members to participate. The assistant facilitator on the other hand was responsible for taking notes and probing further discussion and clarity questions, verifying data, and helping the facilitator to analyse and/or interpret the focus group data. In addition, the team had a note taker, who was responsible for recording the session, taking further notes, creating an environment that is conducive for group discussion.

4.2.3 Data Analysis

Data collected from focus groups can be subjected to a number of analytical techniques which include:

-  Constant comparison analysis
-  Classical content analysis
-  Keywords-in-context
-  Discourse analysis

In the case of this particular study, focus group data was analysed using a mix of constant comparison and discourse analysis. This method was applied especially because there were multiple focus groups within the same study, which allows the focus group researchers to assess common responses and general feelings/ thoughts and opinions of the groups. The researchers used the multiple groups to assess the common themes that emerged from one group also emerged from other groups.

Discourse analysis on the other hand, looks at understanding social interaction and cognition, by looking at how people communicated on a daily basis (Potter & Wetherell, 1987). It goes as far as looking at how versions of elements such as the society, community, institutions, experiences, and events emerge in discourse. Then analysis then looked how the participants used their specific experiences, events, locations, and the like while providing responses to the study questions.

There are three major stages according to Strauss and Corbin, in the analysis of constant comparison, i.e.

- During the first stage (i.e., open coding), the data are chunked into small units and coded
- Then these codes are grouped into categories.
- Finally the researcher develops one or more themes that express the content of each of the groups (Strauss & Corbin, 1998).

4.3 Telephone Interviews

A telephone survey is one of the survey methods used in collecting data either from the general population or from a specific target population. Telephone numbers are utilized by trained

interviewers to contact and gather information from possible respondents (<https://explorable.com/telephone-survey>).

Advantages of Telephone Interviews

- ✚ **High Accessibility** – there's a large scale accessibility associated with it, it also accommodates respondents who have no internet access.
- ✚ **Quality Control** – questions are asked in uniform manner, promoting accuracy and precision in provoking responses.
- ✚ **Anonymity of Respondents** - this provides the highest level of anonymity for respondents who wish to hold their opinions in confidentiality.
- ✚ **Quick Data Processing** - processing, handling and storing the data can be done quicker with ease.

Disadvantages of Telephone Interviews

- ✚ **Time Constraints** – there are challenges of interrupt the personal time of the respondents, which requires that they are limited in terms of time.
- ✚ **Difficulty in reaching respondents** - Extremely busy people often screen calls to accept only those from their business partners or family members and significant others.
- ✚ **Unseen Product** - better responses can be elicited when the participants could see, feel or taste the product.

4.4 Literature review

Literature review justifies the research and provides context for conducting a research study. It is a summary and synopsis of a particular area of research, allowing anybody reading the study to establish why a particular research study is being pursued. A good literature review expands upon the reasons behind conducting a particular survey. In summary the purpose of writing a literature review is to:

- ✚ Justify the research study
- ✚ Ensure you have a thorough understanding of the topic
- ✚ Demonstrate the researchers' understanding of the research topic
- ✚ Place the research in context
- ✚ Give an overview of controversies in past research

4.5 Other sources of data

The research report also drew on a series of workshops and meetings held between September 2016 and November 2016 with a wide range of stakeholders and Media Sector Bodies, including Association of Independent Publishers (AIP) and GCIS. These meetings include:

- ✚ Sector Bodies Workshop, at the MDDA office, Parktown Johannesburg, 27 September 2016
- ✚ Association of Independent Publishers (AIP) Second National Conference on independent media, Birchwood Hotel, Johannesburg, October 2016
- ✚ Government Communication and Information System (GCIS) stakeholder meeting, Parliament, Cape Town, November 2016

5. RESEARCH FINDINGS

5.1 Introduction

This section summarises the main findings of the survey through data collected from online and telephone questionnaires and a series of focus group meetings held in eight provinces.

5.2 Findings

In an attempt to cover most of the target audience, Amalang'Amahle developed and used three data collection methodologies, consisting of email questionnaires sent out to identified beneficiaries, focus group sessions that were done through provincial visits and telephone interviews for the judges.

5.2.1 Questionnaire Findings

A total of 251 questionnaires were sent out to identify possible participants in the Print, Broadcasters, and AIP members. Only 7 responses were received, one specifically indicated that they were not willing to participate in the survey. Various reasons could be highlighted from this poor response, ranging from out-dated information, lack of interest in participating in the survey as indicated by some, cooperation problems, which is indicated as one of the disadvantages. In that some of the targeted beneficiaries could be too busy with other more important tasks, lots of emails, which could simply lead to deletion of the questionnaires without even reading them. From the interaction with beneficiaries, a lot of dissatisfaction was observed which could also have contributed to the low response levels. The team has attempted to contact other targeted participants, but for reasons mentioned above, failed to get the responses, the 7 responses from online questionnaire will then be used as a basis of this analysis.

Q1 - Understanding of the MDDA/SANLAM media awards

Seven respondents indicated some understanding of the awards. One of these respondents raised a number of concerns regarding the manner in which pioneers in the sector were excluded from the initial conceptualization to implementation of these awards, including the development of categories. Further to that, there was discomfort about SANLAM's involvement, since SANLAM has no dealings within the sector.

Q2 - What the awards have achieved or failed to achieve to date

The awards have succeeded in creating a benchmark for excellence, creativity and initiative within the media environment. The awards have done a lot in acknowledging small and emerging media outlets in the country. They have so far contributed in boosting the morale in many stations.

The awards have failed to ensure fair competition within the community media industry publications. They have also failed to unite the sector, and as such have promoted divisions. Failure to communicate the adjudicating process led to these awards been deemed not credible. The exclusion of TV from the awards impacted negatively on the TV sector.

Q3 - Impact the awards had on the sector

The awards have made some impact, because it has grown the sector regarding the constant need and drive for improvement, and development which has become part of the work media outlets engage in.

On the other hand, other respondents felt that the awards had no impact since the application process was not transparent. In addition, the awards have failed to improve station's performance and to consult with the sector.

Q4 - Awards are credible, transformative and developmental

Most participants indicated that the awards are not credible since the panel judges is not inclusive of people who are knowledgeable in the sector. In addition, community TV was never included in the awards, although community TV can apply, the categories seem to be designed more for radio and print than TV.

Other participants felt that the awards have grown and have developed with the addition new categories.

Q5 - Changes / strengthening and improvement on the awards

The following proposals were put forward by participants:

- Create specific categories for TV
- Make sure that the rewards speak to the definition, role and mandate of Community TV
- Not only reward commercial and entertainment shows but also consider productions that advance some of the following objectives:

- Community access and participation
- Training
- Community development
- Democracy and human rights
- Education
- Access to information
- Innovation
- Bring big advertising agencies on board so that they can see the transformation in this sector
- Provide feedback to all applicants (whether win/ loose) for future improvement
- Review the adjudication process to ensure transparency
- Ensure inclusion of all media beneficiaries planning of the awards, including the development of categories.

5.2.2 Focus group findings

Amalang'Amahle conducted a series of nine focus groups with stakeholders. An initial focus group was carried out to launch the survey with Media Sector Bodies at the MDDA offices. Additional focus groups meetings were held in 8 out of the 9 provinces as follows: North West, KwaZulu-Natal, Eastern Cape, Western Cape, Mpumalanga, Free State, Gauteng and Limpopo. Beneficiaries in the Northern Cape are sparsely distributed throughout the province which made it difficult to organise into a central meeting point.

After identifying and selecting participants questions for focus group sessions were developed. The process of conducting the focus group session was spelled out. This process included group interview questions, length of focus group interviews, rules of engagement with and among participants and keeping focus group participants on the task.

Below is a plan of all provincial visits conducted, including a list of entities invited to participate in the focus groups. The other list of participants was invited to participate in the online survey (emails), while others were requested to participate through telephone interviews.

PROVINCIAL VISIT PLAN

POLOKWANE - LIMPOPO : Friday 11/11/ 2016		NORTH WEST - RUSTENBURG: Tuesday 15/11/2016		KWA-ZULU NATAL - DURBAN: Friday 18/ 11/2016			EASTERN CAPE - UMTATA: Tuesday 22/11/ 2016	
Broadcast	Print	Broadcast	Print	Broadcast	Print	Print	Broadcast	Print
Botlokwa CR	Bathabine Foundation	Radio Mafisa	Leadig Sun	Inanda CR	Agenda Media	Next 48 hrs	Ekhephini CR	Idike Lethu
Greater Lebowa Kgomo	Development of literacy	Motlile CR	Arise & Shine	Highway CR	Africa Ignite	Al-Qaram	Inkonjane CR	Rise & Shine
Tubatse CR	Mulaudi Publishers	Village FM	Lereding News	UGU Youth Radio	Thisability Magazine	Inkululeko News	Isajonisi CR	
Greater Tzaneen	Sebata Kgomo News	Bojanala FM	Platinum Press	Suyathuthuka CR	Ezakazulu News	Phoenix tabloid	UNITRA CR	Eastern Women Magazine
Phalaborwa CR	Focus Youth	Kgatlang CR	Bua Mogaetsho	Bay TV	KN2 News	The Ripple Effect		Ikhwazi News
Bloubaerg CR	Seipone Newspaper				SMME News	Ubhaqa News		Uhwazi
Moletje CR	Nthavela				Ukhohlo News	Inkuthuko Newspaper		Ikhwazi lase Mthatha
Energy FM	Bulletin				Inazimulo News	Taxi Indaba		Izwi le Afrika
Musina FM	The Eye News				The Bugle	Edendale Eyethu		Maluti Observer
Segosese FM	Mokopane News				Isigijimi Newspaper	Maritzburg Sun		Mt' Ayliff
Mohodi CR					Public Eye			
Radio Turf								
Radio Zebediela								
Masemola CR								
WESTERN CAPE - CAPE TOWN: Thursday 24/ 11/2016		MPUMALANGA - NELSPRUIT: Tuesday 29/11/ 2016		GAUTENG - JOHANNESBURG: Thursday 01/12/ 2016			GAUTENG - TSHWANE :Friday 02/12/ 2016	
Broadcast	Print	Broadcast	Print	Broadcast	Print	Print	Broadcast	Print
Bush Radio	Kalakuta Trust	Bush CR	Bush News	Thetha FM	Khanya College	Alex Today	TUT CR	Zakheni
Radio Kaapsepunt	Children RC	Kanyamazane	Zwaghi News	Voice of Tembisa	Seipone sa Sechaba	Horizon	Tshwane TV	Malatsi Media
CT TV	Proudly Mannenburg	Nkomazi FM	Umjindi	Alex FM	Greater Alex today	Southern Echo	Bagaka CR	Khanyisa News
Radio Zibonele	Mamre News	Mash FM	Inkomazi	Kasle FM	Alex Pioneer	Globe Post	Mams FM	Coal City
	Trust for CM Outreach		Lerato La Batho	Eldos FM	Guluva Magazine	Cosmos City Chronicle	Poort FM	Khanyisa News
	Workers World		Inkomazi News Horn	Ekasi Konnexion	Religious News	Roshnee Gazette	Sefako Makgatho	Fabulous Magazine
	Wineands Echo		MP Commuter	Hweletsa Hope FM	Loxton News	Rekord - Nigel	Greater Middleburg	Nkangala Informer
	Olindaba Media		MP today	West Side FM	Bua Soweto	Pioneer Ekurhuleni	Inkangala	
	Treasure Magazine		Thaba Chweni	Mogale FM	Ennerdale Sun	Diepsloot Pioneer	Ikuthani	
	Heart Beat		Highlands Panorama	VUT	Lens Times	Mapepeza	Inakekelo	
	Chalkline		Nkomazi Observer		Pioneer Express	Kathorus Mail	Hope FM	
	My Future Magazine				Ennerdale Sun	Pioneer West	Emelo FM	
	Bontehuwel				Oliven Pioneer	Pioneer South		
	People's Choice				Ruimsig Herald	Braamley Express		
					Fordsburg Independent	Orange Farm Poortjie		

Clear rules of engagement were discussed with the group to ensure everyone freely participated without fear of prejudice, exposure or exclusion. All views were allowed, and participation by all present was emphasised to ensure that more views were solicited. In instances such as Gauteng, where two individuals sought to dominate the discussions and disregarded the views of others to put their concerns forward, the facilitators ensured that individuals were prompted to get their opinions and thoughts.



Pic 4: KwaZulu-Natal Focus Group

5.1.1 Results of the focus group analysis

There were six questions addressed in the focus group sessions throughout the provinces. Responses to the questions have been summarised as follows:

Q 1 -Understanding of the MDDA/Sanlam Media awards

In terms of the understanding of the MDDA/Sanlam Media Awards, the majority of participants reported a lack of proper communication from MDDA on the objective of the awards, why the awards were initiated and who they are intended for. They pointed out that they are not well informed and therefore they have no proper understanding of the awards. This includes lack of excitement leading towards the awards and as a result no interest in participating. Participants stated that the sector needs to be educated about these awards in order to have a better

understanding and to encourage participation. The participants proposed that this could be done through effective communication, provincial workshops, road shows, station engagements, extending timeframe for entries before having the awards. They also suggested that MDDA should communicate with the NCRF to ensure that information on the awards is disseminated to everyone as most beneficiaries are affiliated to it.

A small number of participants reported that they were not aware of the awards as they have never heard of them before. Participants also indicated that there is no need to take part in the awards as they have no ownership of them. They indicated that if this has to be changed, community media need to be involved in the initial stages and throughout the awards planning process.

With respect to the application process, participants indicated that there is a general challenge with the process as it is too cumbersome. In addition, participants stated that the timeframe between opening and closing of the application period is too short; therefore not enough to complete the application and the requirements are too tedious. They highlighted that applicants have to attach support documents, provide compliance letters and motivation letters which take time to obtain.

According to the participants, there is unfair competition in the awards as community sector competes with the likes of “Media 24”. This makes it seems like the intention of mainstream media is to swallow up community media since community media is a threat to them. Historical background, resource allocation and level of establishment should be considered otherwise community media will never win against the industry giants. Therefore, MDDA should have separate awards for community media as per their mandate which is to develop community media. This will allow community media to compete on their own instead of competing with commercial media.

Some of the participants were of the opinion that competing with mainstream organizations will ensure growth and will help expose the gaps and needs. They were of the opinion that seeing mainstream as a threat is limiting growth and development.

According to most participants, categories in the awards are unclear and they need to be revised. Also, participants highlighted that they were unhappy with some of the categories and participants should compete on similar categories (e.g. new comers, etc). Currently it is difficult to measure excellence through the existing categories. Participants also indicated that community media has limited capacity and resources (e.g. graphic designing, layout quality, printing budget, etc), which leads to most mainstream players winning over the community media sector. They were of the

opinion that MDDA needs to revise categories to include community broadcast and more specifically TV as currently categories seem to be cantered around journalism rather than broadcasting. Furthermore, the participants suggested that the community media should form part of the planning process including setting of award categories to ensure that categories are meaningful and relevant to them.

With regards to the adjudication process, participants were of the opinion that the process was not credible. This is because there has never been a winner on content in indigenous language. This is against MDDA's mandate to promote diversity. English seems to be the winning language. Therefore, the judges understanding of indigenous languages are questionable. Also, there is lack of transparency on the adjudication process. There is no acknowledgement of receipt of application and no feedback after the adjudication process. MDDA should be able to provide feedback to all entries on why they did not win in order to encourage improvement and growth.

In the majority of the group sessions, participants stressed that the MDDA does not have a good strategy to run the awards. Therefore, the awards have not achieved the intended objectives. If this has to be changed, the MDDA needs to only have awards for community media in accordance with their mandate to develop community media. They indicated that the awards should be managed like a project and that MDDA should outsource the service to a more capable service provider to run and manage these awards.

Most participants were of the opinion that the involvement of Sanlam in the MDDA Media Awards meant that conglomerates such as Caxton/ Media 24 were in total control. Therefore, SANLAM's withdrawal is a good thing as their involvement only promoted mainstream media instead of community media. There was a level of contradiction which suggested lack of understanding, in that the SANLAM/ MDDA conception document clearly indicated that the coming together of MDDA and SANLAM was to unify the "entire" sector, to ensure representation and promote excellence of the sector as a whole. The echoing of the concerns of the participants that community media should participate as a sector, outside the mainstream indicates emphasises this exact point. This is an indication of a gap either in communication or capacity building as a whole.

Q 2 - What the awards have achieved / failed to achieve?

In terms of achievements, most participants were of the opinion that the awards have more failures than successes. They indicated that MDDA has failed to convince the community media sector to

partake in the awards because of their lack of communication. They also stressed that the awards are not well monitored (e.g. best station was awarded to an organisation that was on verge of closing down). Participants recommended that MDDA should be in communication with ICASA for the monthly reports of all beneficiaries. Additionally, participants felt that there has never been feedback to beneficiaries on what the awards have achieved. Participants proposed that MDDA should get stations and/or organisations that have participated and won to share their stories with others to encourage participation in the future.

Participants also stated that MDDA has failed to engage community media in setting up the awards and developing categories. In order to change this, MDDA need to involve community media in the planning process for the awards. Also, participants indicated that the awards are not transparent (e.g. prices are not the same, adjudication process is not credible, no feedback on application status and no reasons given to unsuccessful applicants, etc).

According to participants, the awards do not promote diversity in terms of indigenous languages. Mainstream print media is dominating the awards because the judges understand English and not the other indigenous languages. Furthermore, there are no categories for rural magazines, blogging, new media forms, etc.

Some participants were of the opinion that the awards have caused division in the sector as there are “obvious winners” every year.

Participants in ... stated that the awards have achieved recognition of community media. They also indicated that winner referrals are good for income generation, promotion and recognition. MDDA should take the inputs provided in this survey to strengthen the awards going forward.

Q 3 - Changes/ improvement/ additions to make the awards effective

Things to be changed

The majority of the participants stressed the importance of separating community awards from mainstream awards in order for the awards to achieve the intended objectives. Participants also suggested that the awards should be held at other provinces instead of having them in Gauteng, Birchwood Hotel all the time.

In order to ensure fairness, participants indicated that MDDA should stipulate the number of entry per station and/or organisation. This is a result of a previous experience where one station and/or person won five awards which was highly demotivating for others.

In terms of the administration awards, participants were of the opinion that the awards must be managed by a dedicated independent body from beginning to the end. MDDA should only provide facilitation and funding for the awards. This will allow MDDA to concentrate on their mandate of media development and diversity.

Things to be improved

In the majority of the groups, the participants emphasized the importance of developing relevant and meaningful categories with the participation of the community media. Additionally, most participants indicated that the awards need to be simplified in order to ensure participation. Also, all participants stressed the need to allow adequate time between opening and closing of applications as currently this is not the case. This should be coupled with effective engagement with the community media as a sign of respect and the availability of relevant information on award entry. This should include developing a website for the awards and have the online entries. In this way participants can have different options on how to send the entries.

Lastly, participants highlighted the importance of having judges that are knowledgeable on local content as this has disadvantaged and discouraged participants in the past.

Things to be added

According to the participants, MDDA should arrange road shows, provincial workshops and engage stations to explain the awards process prior to conducting the awards. Most participants were of the opinion that in order to create hype around the awards, MDDA needs to advertise the awards on community media (TV, radio and print) and national TV to publicise the awards from the beginning of the application process until the awards ceremony. They were also of the opinion that the awards ceremony must be broadcast live on TV.

With regards to categories, participants indicated that the awards should include categories that require listeners or readers to partake – through voting using sms. Additionally, some participants stated that categories for broadcasting should include:

- ✚ Best female broadcaster
- ✚ Best radio station
- ✚ Best producers

In terms of prices for the winners, participants highlighted that the certificate of recognition is a more suitable price compared to monetary price. Additionally all participants indicated that the R3 000 – R5 000 prize money is not worth participating in the awards. MDDA should consider giving a minimum prize money of R5 000 for individuals. Furthermore, participants recommended a number of proposals in terms of prizes. These included the following:

- ✚ Securing strategic partners to sponsor prizes (Telkom, municipalities, Microsoft, Toyota, etc.)
- ✚ Conduct needs analysis to determine the different needs to be attended to
- ✚ Provide accredited training on media related courses
- ✚ Mentor winners and partner them with high performing stations for exposure
- ✚ Package prizes to include access to SABC or other high performing stations for a day, relevant resources such as computers, laptops, cameras, printers, PA systems, modem, Wi-Fi for a year, OBs, field recorders, voucher for paying printing costs for a year, cars

Q 4 – Impact the awards had on the sector? Are the awards relevant? Why do you think so?

In all the 8 provinces in all the groups, only people who had won an award from the Free State indicated positive impact as a result of the award in that the award had improved the station's ability to generate further income through providing capacity building to peers and providing motivation to others. The member of the winning station was able to travel internationally due to the recognition received through the award. In Limpopo as well, the winning paper indicated positive impact as a result of winning. This opened doors from the Premier's Office which included income generation opportunities.

Six groups out of the eight, indicated no impact at all. In actual fact, all indicated that as much as the awards were relevant and required, there was need for the MDDA to address a whole range of issues raised to get beneficiaries ready for the next awards. These include:

- Capacity building of the sector to prepare for their participation in the awards
- Conducting provincial workshops and road shows to build momentum of the awards
- Effective communication by the MDDA on the awards, dates and requirements

- MDDA to promote community media by allowing them to partake in the awards from inception, implementation up to end of awards through (informing categories, advertising, coverage of the events, MC' the event, etc.)
- Forming partnerships with local structures such as municipalities, and other relevant local players
- Spending less on food but rather more on prizes
- Addressing credibility of the judges to ensure fair judging which considers all aspects of each respondent.
- Transparency with the adjudication systems
- Addressing perceptions through capacity building
- Establishing provincial committees for monitoring and evaluation
- Developing standards and bench marking within the sector

What came out strongly is that, the MDDA has supported numerous companies and organizations since its inception, some are still not sustainable to date. That in as much as funding is important, the MDDA should look into bringing mentors who will support beneficiaries while ensuring that these become self-sustainable. The MDDA should take pride in their beneficiaries work, market them and promote their work. According to the participants, strengthening and supporting funded organizations through capacity building and skills development, will empower them to produce quality work, only then will the MDDA realize the impact of its contribution and consider awarding beneficiaries for excellence. In addition, the MDDA's interventions should be guided by the needs on the ground. A thorough impact assessment is required so that the interventions should be relevant and that they yield positive impact on the ground.

Q 5 - Credibility, transformative and developmental aspects of the awards

Transformation, development and credibility have not been achieved by the awards and the MDDA alike. The issue of no credibility came out strongly throughout all the provinces, mostly linked to the capacity of the judges' knowledge of the sector, understanding of content, understanding of the work done by the sector and knowledge and understanding of indigenous There was strong emphasis that the judges and/or members of the adjudication panel should be people who have experience in the sector, relevant skills, understanding of the different media forms, knowledge of the functioning of the different media forms, must be experts in the sector.

Issues of transparency regarding the adjudication process were highlighted. This issue was closely linked to communication challenges and capacity building. Participants felt that because of lack of clear and proper communication nor information sharing by the MDDA, the process of adjudication was highly questionable. Participants felt that if they had understanding and were clear about how the adjudication process unfolds, then they would be in a better position to understand how winners get to win and why they do not get to win. This they believe would assist them to improve themselves for future participation.

In Mpumalanga however, one of the participants shared how a video that was shown in the previous awards ceremony, regarding the adjudication process, “put him at ease” and helped him understand what goes into that process. He applauded the MDDA and encouraged that if more people were exposed to similar information, then the credibility of the awards would improve.

A number of participants noted biasness of the awards to promoting more print than broadcast and requested that there should be a way to strike a balance. This issue was linked to categories of print in relation to broadcast categories. According to these participants, the broadcast categories are too general and show no understanding of the sector. The categories in broadcasting should rather look into communities, they should consider that impact, change of lives and developmental nature of stations, since this is the primary focus on community media. There is need therefore that the broadcast sector be included in the development of categories that are directly aligned to the actual work done in stations.

There is a perception that there are regular/ “obvious” winners, that people win awards because they are linked and closely acquainted with people in the MDDA, and that they speak the “same language” as some of the MDDA leaders. As a result, beneficiaries feel no need to participate since the winners are already pre-determined.

Involvement of the sector in the concept development, planning, implementation and overall management of the awards is important to ensure buy in, ensure ownership and participation is key. Concerns were raised that the awards were planned “for” the sector but not “with” the sector, which leads to negative responses and lack of participation by the sector. The MDDA has to learn to communicate and involve the sector rather than “instruct”, “tell” its beneficiaries what is happening, rather the MDDA should be informed by the sector and its beneficiaries not the other way round.

Monitoring and verification of applications/ entries formed another noteworthy issue of discussion. Numerous concerns were raised from Gauteng, Free State and Mpumalanga regarding entrance requirements and monitoring thereof. A case in point was an organization that was very new “new comer” into the sector which had entered for an award, and questions were raised on why such an entity would even be considered as an entrant, how developmental is it for a new entrant to enter and be awarded. Another case was raised In the Free State, of an entity which had been awarded, but was later found to have bad financial reports and was at the brink of closing down. This according to the participants was a failure on the adjudication process to verify and monitor applicants. In another case, an entrant was informed by one of the judges that they were supposed to win an award, and that in actual fact it was concluded by the adjudication team, but the informer was surprised when the candidate did not win. As a result of such cases, the credibility, transformative and developmental nature of the awards was deemed questionable.

Q 6 - Changes/ improvements/ additions to make these awards effective

A number of issues were raised on how the awards can be improved to make them more effective and value adding. The table below addresses these issues with proposals/recommendations as raised by the participants in all the provinces.

Categories of Issues Raised	Proposals
MDDA	<ul style="list-style-type: none"> ✓ To involve beneficiaries and partners in the planning of the awards ✓ Seek more strategic partners and sponsors to sponsor prizes ✓ Get an independent body to manage and run the awards ✓ To improve communication with partners and beneficiaries ✓ Improve and enhance information database ✓ Take interest in the sector that they are responsible ✓ To develop and build the capacity of its staff for better understanding of the sector ✓ To prepare the ground for the community media awards in terms of the requirements
Awards Categories	<ul style="list-style-type: none"> ✓ Recognize outstanding impact in communities ✓ Cluster similar entities (media form/ number of years/ work done/impact etc.) ✓ Awards should have categories on new media forms (streaming/etc)

Communications	<ul style="list-style-type: none"> ✓ Advertise awards on time to allow participants adequate time to respond to the call. ✓ Acknowledge receipt of applications and provide feedback to participants, whether the entities have won or not ✓ Vigorous advertising of the awards to build momentum and entice sector to participate ✓ Beneficiaries to be allowed to run and advertise these awards to ensure maximum reach and ensure targeted participants are reached ✓ To communicate through various means including news letters ✓ Build excitement and momentum towards the awards (visible/ motivational/ enticing)
Capacity Building	<ul style="list-style-type: none"> ✓ Encourage young people to join the sector by showing its benefits – role of community media ✓ Employ mentors to build capacity of organizations ✓ Train beneficiaries to have better understanding of the awards ✓ Pair old players with new comers to build capacity in the sector ✓ Teach sector “how to fish” rather than giving fish. Develop capacity for sector to be self-sustainable ✓ Winners to share lessons and motivate their peers ✓ Exposure to the world/ world learning from them ✓ To provide training to the community media for growth and the other upcoming radio broadcasters. ✓ MDDA to do needs analysis for their beneficiaries, which will guide necessary interventions
Prizes	<ul style="list-style-type: none"> ✓ Prizes should be announced with the call ✓ Prize should add value to organizations ✓ Prizes do not necessarily have to be monetary, rather look at the organizations’ needs and requirements ✓ Improved prizes that would add value to the winners (resources) <p>Types of prizes proposed</p> <ul style="list-style-type: none"> ✓ Broadcast equipment ✓ Design studios

	<ul style="list-style-type: none"> ✓ Cars/ Mobile studios ✓ Computers/ Laptops ✓ Editing soft wares ✓ Accredited short courses ✓ Good quality Field recorders ✓ Capacity building with credible media training institutions ✓ Corporate stations mentoring community stations ✓ Over-seas – mentorship and learning (exchange programmes - to ensure international learning) ✓ DOC/ SENTEC/ARMAC/ SABC to form partnership and give re more credible prices ✓ Cover signal distribution costs for a period of time ✓ Prices should be in the form of packages for winners (e.g. Idols) ✓ Prices to be promoted on time – people should know what amounts they are aiming to win ✓ Graphic designing courses ✓ Printing costs ✓ Partner with companies that focus their CSI's on media development ✓ Branding Material
Provincial Workshops/ Road shows	<ul style="list-style-type: none"> ✓ To prepare beneficiaries for the awards through capacity building ✓ Consider provincial awards before the main event
Involvement of the sector	<ul style="list-style-type: none"> ✓ Engage the sector with refining categories ✓ Live coverage of the awards by the beneficiaries of the MDDA ✓ Advertise awards on funded stations/ newspapers ✓ Use personalities in the sector to encourage and motivate upcoming players ✓ Beneficiaries to take front stage in these awards (entertainment/ marketing/ MC'ing/ Presentation of the awards)
Partnerships Development	<ul style="list-style-type: none"> ✓ Improved Coordination between sector bodies ✓ Seek more sponsors to the event ✓ Engage relevant SETA's ✓ Involve Corporate station to train community sector ✓ Seek International partners for skills development ✓ Engage SA's media sector to partner in building a strong

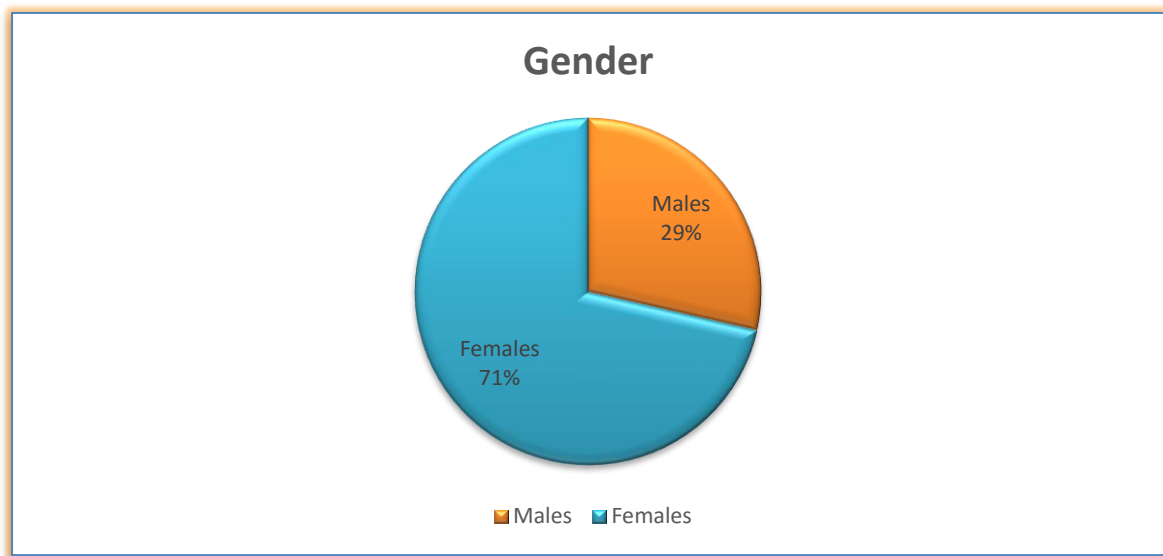
	community media sector
Business development	<ul style="list-style-type: none"> ✓ Support local businesses, use their venues for the awards ✓ MDDA to build capacity of organizations to put policies, systems, governance and set standards on these.
Levelling Play Field	<ul style="list-style-type: none"> ✓ Allocation of required resources to organizations ✓ MDDA to consider multiyear funding in an attempt to ensure sustainability ✓ Community media sector to compete within its own sector, but not with main stream media ✓
Adjudication	<ul style="list-style-type: none"> ✓ The panel of judges should consist of people who are skilled/ experienced/ are knowledgeable and have understanding of the on sector ✓ Selection of judges should consider knowledge and understanding of indigenous languages ✓ Judging process should have a balance of judges and enough time for evaluating applications
Monitoring & Evaluation	<ul style="list-style-type: none"> ✓ MDDA should monitor beneficiaries after receiving funding ✓ The MDDA should evaluate the impact that the awards have made on the winners ✓ Dedicated person from MDDA/ Awards organisers to manage the awards ✓ Follow up on stations to verify the information submitted

Table 2: Proposals to strengthen awards

5.2.3 Telephone Interviews – Judges

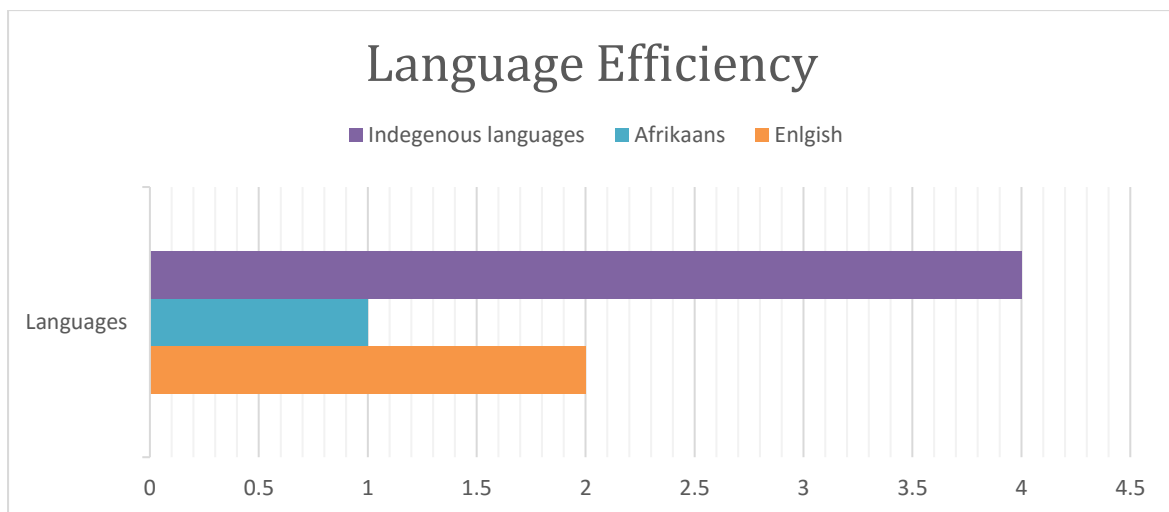
Telephone interviews were conducted with 6 of the 9 judges from the provided list, the seventh of which refused to participate. The composition of the judges consisted of mainly African males. There were only 2 female judges.

Figure 3: Gender representation



The judges consisted of 2 English speaking respondents, 1 Afrikaans speaking, and 4 indigenous language speaking judges.

Figure 4: Language representation



Most of them stated that they have participated in the awards for two to three years. One of them requested not to participate as he is no longer interested in being part of the awards going forward. He also mentioned that he has provided inputs before and the inputs were never implemented.

Four out of 7 judges indicated that the objectives of the awards are not clear, especially for the beneficiaries. They also indicated that the main weakness for the awards is the overall design – competition. They proposed that the awards should be approached as a campaign to assist the

community media sector to improve their organizations and to strive for sustainability instead of a competition.

They were of the view that the awards are not achieving the intended objectives. Additionally, the majority of the judges were of the opinion that the awards were initially for community media sector but they eventually became another event on the MDDA calendar. The judges suggested that the awards need to be redesigned with new objectives as a campaign instead of a competition.

With regards to the fairness of the competition, two judges were of the opinion that the awards are fair. The only problem is that beneficiaries don't understand what the awards are for as MDDA has failed to communicate the objectives of the awards to the ordinary beneficiaries. The people have interpreted the purpose of the awards for themselves and have come up with their own perceptions – and their perceptions have become a reality. Furthermore, the judges stated in the debriefing meetings after the last awards they suggested that MDDA should commission them to go to the provinces and workshop people about the awards but this never happened as MDDA shied away from the responsibility to improve communication.

One judge indicated that the awards are unfair in terms of the rewards. An example was that commercial media gets more prizes than community media. Four judges indicated that the competition was fair and that the awards need to be redesigned to cater for community media.

In terms of the categories, 5 of the 7 judges suggested that MDDA should go for quality not quantity. They were of the view that the beneficiaries are ordinary people therefore the categories should be kept simple, clear and unambiguous for everyone to understand. Two judges felt that the categories are not bad; however there is always a room for improvement.

One of the judges argued that the recognition award category needs to be changed to improve the awards going forward. This award is meant to recognize a person or an organization that made an impact in the community media sector. Therefore, the nature of the award should be a prestigious award and winners should be awarded without filling in applications forms.

All judges were of the opinion that the awards are relevant and necessary for the sector. They have a potential to add value in the sector if implemented properly. Also, they stated that the awards have broad benefit for everybody involved and have a potential to make a positive impact in the

sustainability of the community media. However, MDDA need to design a planning programme to implement the awards going forward. The programme should include adequate funding to support the awards, training for all participants and a communication strategy to drive the awards. This will ensure that the awards are meaningful and developmental as intended.

In order to strengthen the awards going forward, the judges suggested the following changes:

Structure - Redesign the awards and approach them as a campaign rather than competition	Catogories - Develop meaningful categories
Communication - develop a rigorous communication strategy around awards and create hype and interest	Training - Provide training for all participants
Provincial Workshops - create understanding about the objetcives of the awards	Funding - Secure more funding to support the awards

Table 3: Judges proposals to strengthen the awards

In conclusion, two judges indicated that they were not happy with how judges are treated. They stated that MDDA does not award them respect for the work they do. Also, the remuneration is very low compared to all the work they do. This needs to be reviewed as people spend time and energy to participate in the judging panel.

5.3 General concerns raised

The following concerns were raised during the study. Beneficiaries were allowed the platform to express their concerns and emotions. Although these were unrelated to the study, the concerns were noted for the MDDA's consideration.

Funding	<ul style="list-style-type: none">•Response turn around time for applications is too long•MDDA to align funding to its development objectives•MDDA to consider multi year funding to ensure sustainability
Capacity building	<ul style="list-style-type: none">•Lack of policies/ systems in the stations to be addressed•Training to be standardised to ensure proper governance and monitoring thereof•Business deveelopment training to manage conflict and organizational management
Communications	<ul style="list-style-type: none">•Regular report back on MDDA activities and other issues that affect/ concern beneficiaries and partners
Prizes	<ul style="list-style-type: none">•Unfair distribution of prizes (community gets lower prizes while commercial media gets more prizes)

Table 4: General concerns

6. CHALLENGES

A number of challenges were encountered throughout the process of conducting of this study. The challenges are summarised in the table below:

Institutional	Technical
<ul style="list-style-type: none"> ➤ Low number of respondents in most provinces ➤ Late notification of participants about the focus groups (short notice) ➤ Use of different lists of invitees v/s developed list from Amalang' Amahle 	<ul style="list-style-type: none"> ➤ Access to some information delayed – judges list/ letter of permission ➤ Delays in responding to issues (reports & provincial travel plans submitted by Amalang' Amahle) – affecting set delivery dates ➤ Failure to allocate a dedicated person to work with research team on time. Consistency/ Perspective
Operational	General
<ul style="list-style-type: none"> ➤ Sparse distribution/ location of MDDA beneficiaries ➤ Meeting venues separate from accommodation ➤ Inaccessible meeting venues. 	<ul style="list-style-type: none"> ➤ Hostility - especially in GP ➤ Using focus group as venting sessions - People expressing dissatisfaction about MDDA and its processes.

Table 5: Challenges faced

7. PROJECT RISKS

The risks in the table below were predicted and highlighted at the beginning of the study. Critical to point out is that these were experienced during the implementation of the study. Although the risk highlighted in green, was projected as low, it emerged as a high risk.

Risk Table

Risk Priority	Potential Impact	Type of Risk	Likelihood of Occurrence	Mitigation Plan	Responsibility for Mitigation	Timeline for Mitigation Action
Failure to coordinate provincial beneficiaries on time for the focus group meetings	High	Implementation Risk	High	MDDA to allocate a specific person to work closely with the research team to coordinate beneficiaries in the provinces. This will ensure that the planned focus groups are carried out as planned, thus adherence to the set time lines.	MDDA	WEEKLY
Lack of adequate funds to conduct surveys on all provincial stakeholders'	High	Financial Implementation	High	The MDDA to consider the request for additional funding to enable the research team to conduct the provincial visits for data collection.	MDDA	During Data Collection Phase (October – November 2016)
Lack of access to beneficiary/ partners and stakeholders	Medium	Implementation	Medium	MDDA to introduce the research team and communicate the intentions of the study to all partners/ stakeholders and beneficiaries.	MDDA	IMMEDIATELY
Unwillingness to participate by respondents	Low	Implementation	Low	Research team to use various data collection methods to solicit data from targeted respondents (e.g. observation, discussion, interviews, questionnaires)	Amalang' Amahle	During data collection phase (Oct – Nov 2016)

Table 6: Risks

7. RECOMMENDATIONS

The table below seeks to bring out recommendations as proposed by the researchers:

Put the Awards on Hold	
MDDA to have a complete overhaul of the awards	<ol style="list-style-type: none"> 1. Conduct provincial road shows/ stakeholder engagement session to communicate awards research findings and the MDDA's plan of intervention 2. Redesign the awards programme 3. Revise Categories
Engage Beneficiaries and Partners	
Involve beneficiaries and partners from inception	<ol style="list-style-type: none"> 1. Revisit the awards objectives outside of SANLAM's involvement 2. Develop a concept, and Implementation plan of the awards
Capacity Building	
Build and strengthen the capacity of the sector to enable participation in the awards	<ol style="list-style-type: none"> 1. Identify training gaps/needs for beneficiaries to enable participation in awards 2. Secure training in business development, management, operations, HR, governance 3. Secure accredited training on media related courses with credible media institutions 4. Facilitate financial support to enable organizations to meet their operational obligations 5. Standardize the training (taking into cognisance the dynamics of different media forms) 6. MDDA staff to be continuously trained on media development and diversity
Communications	
MDDA to develop an awards specific communications and marketing strategy	<ol style="list-style-type: none"> 1. MDDA to develop and clarify the objectives of the awards (mission and vision of the awards) 2. Embark on advocacy campaigns to market the awards
Partnerships/ Sponsorship Development	
MDDA to source additional sponsors for the awards prizes	1. MDDA to partner with DoC/ SENTEC/ SABC/ GCIS/ Boston Media Campus/ Wits University School of Media/ MICT SETA in media/ Telkom/ Canon and other digital camera manufacturers/ Car Dealerships/ Microsoft/ Commercial funders/ sponsors and other interested partners
Monitoring and Evaluation	
Ensure monitoring plan is linked to training/ capacity building requirements	1. MDDA to monitor training provided to beneficiaries in relation to staff turn over (feeding into the main stream)

8. PROPOSED CATEGORIES

Participants were requested to propose changes to the categories in the different media forms. Although some participants clearly indicated that they were not ready to discuss category changes until all other concerns were raised, some participants shared their proposals with regards to the other categories to be included. This list below does not suggest a replacement of the current categories, but rather incorporation onto the current list.

Radio	Print	TV
• Best Breakfast Show	NO PROPOSED CATEGORIES	• TV Personality Of The Year
• Best Mid-Morning Show		• Best News Presenter
• Best Midday Show		• Best Programme Producer
• Best Afternoon Drive Show		• Best Local Movie Actress
• Best Sport Presenter		• Best Local Movie
• Community Radio Of The Year		• Best Locally Produced Show
• Best Traditional Radio Show		• Community Builders Of The Year
• Best Current Affairs Producer		• Most Impactful Show
• Best Radio Show Producer		
• Best Sports Show Producer		
• Best Traditional Radio Show		
• Best Late Night Presenter		• Best Late Night Presenter
• Best Sports Commentator		• Best Sports Commentator
• Best Gospel Radio Show		• Best Gospel Radio Show

9. CONCLUSION

The study was intended to find out what the perceptions of participants of the MDDA/ SANLAM media awards are. It was to further find out whether or not the MDDA beneficiaries and partners believe the awards are achieving their intended objectives. In addition, the study had to provide proposals and input on what the MDDA could do to ensure that these awards are strengthened. Participants raised different views on their understanding and whether the awards have achieved the intended objectives. It must be noted that most participants were of the view that the awards have not achieved the intended objectives. In order to substantiate their reasoning, participants highlighted the following shortcomings:

- ✓ Lack of knowledge about the awards
- ✓ Little or no information shared regarding the awards
- ✓ Perceptions that the awards were not community media, but rather mainstream media awards
- ✓ Unfair categories
- ✓ Unfair competition
- ✓ Failure by the MDDA/ SANLAM organizers to involve the sector

Although there was acknowledgement of the importance and relevance of the awards, there are a number of issues that needs to be addressed before the next awards are hosted. These issues range from:

- ✓ MDDA's engagement of the sector and reporting back to beneficiaries and partners
- ✓ Reviewing and refining the awards
- ✓ Inclusion of the beneficiaries from inception to the end
- ✓ Continuous effective communication by the MDDA to its partners
- ✓ Capacity building of the beneficiaries in preparation of the awards
- ✓ Monitoring and evaluation

It is critical therefore that the MDDA takes into account the views raised by their beneficiaries and partners to addresses the issues raised in the report. This will ensure continuous participation and ownership of the awards by the sector. There is an urgent need to engage the sector in an attempt to build the credibility of these awards. In addressing these issues, it is highly likely that the awards will produce positive impact that is developmental and transformative.

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Annexure 1: Questionnaire for Judges

1. Demographic Profile	
1.1 Age:	
1.2 Gender:	
1.3 Race:	
1.4 Language:	
2. Background Information	
2.1. How long have you been a judge for the MDDA/SANLAM media awards?	
2.2. In your opinion, are all the categories in the awards relevant?	
2.3. In what way are the categories relevant or irrelevant?	
2.4. Do you think the competition in the awards is fair or unfair (community vs commercial)?	
2.5 Do you think the awards are achieving the intended objectives?	
2.6 In what way are the categories relevant or irrelevant?	
2.7 Do you think these awards are necessary or not? Why do you think so?	

3. Tell us about your understanding of the MDDA/SANLAM media awards?

4. What do you think the awards have achieved or failed to achieve to date?

5. In your opinion, has the awards made any impact in the sector? Why do you think so?

6. Do you think the awards are credible, transformative and developmental?

7. Please suggest how we can change/strengthen/improve the awards?

Annexure 2: Email questionnaire

1. Organisation's/Station's Contact Details	
1.1 Participant's Name	
1.2 Name of your organization	
1.3 Physical Address & contact details:	
2. Organisation's/Station's Background Information	
2.1. In what year was your station/ organisation established?	
2.2. Is the station/organisation registered as: Please tick if it is within the first three, and specify if it is in the box named, other?	Trust: NGO: CBO: Other please specify:
2.3. Does the station have a broadcasting license provided by Icasa?	
2.4. What languages do you broadcast/print in?	
3. Tell us about your understanding of the MDDA/SANLAM media awards?	
4. What do you think the awards have achieved or failed to achieve to date?	
5. In your opinion, have the awards made any impact in the sector? Why do you think so?	

6. Do you think the awards are credible, transformative and developmental?	
7. Please suggest how we can change/strengthen/improve the awards?	
8. Have you ever entered/participated in the MDDA/ SANLAN awards?	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. If so, when was the last time you entered the awards?	<input type="checkbox"/> Last year <input type="checkbox"/> Two years ago <input type="checkbox"/> More than two years ago <input type="checkbox"/> Never
10. If you have, how would you rate your overall satisfaction with MDDA/SANLAM awards?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied
11. If not, why not?	
12. How likely are you to enter the awards this year?	<input type="checkbox"/> Very likely <input type="checkbox"/> Likely <input type="checkbox"/> Neutral

	Unlikely Very unlikely
13. Please rate the awards on the following: (Excellent, Good, Fair, Poor)	<input type="radio"/> Credible <input type="radio"/> Transformative <input type="radio"/> Developmental <input type="radio"/> Relevant
14. How likely are you to continue entering the awards?	<input type="radio"/> Very likely <input type="radio"/> Likely <input type="radio"/> Neutral <input type="radio"/> Unlikely <input type="radio"/> Very unlikely
15. Do you think these awards are necessary?	

Annexure 3: Focus Group Questions

1. Tell us about your understanding of why you have the MDDA/SANLAM awards?
2. In your opinion, what do you think the awards have achieved or failed to achieve to date?
3. What do you think should be changed/ improved/ added to make these awards effective?
4. In your opinion, has the awards made any impact in the sector. Why do you think so?
5. Do you think the awards are credible, transformative, and developmental?
6. What do you recommend to strengthen/change/ improve the awards?

“Are there any final thought /questions?”