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Allied Building, 236 Bree Street,
Johannesburg 2001
P O Box 11350, Johannesburg 2000
Tel (011) 333-9746. Fax 333-2297
REGISTRATION NUMBER 69/18447/07

SACHED
Trust
incorporating
Turret
Correspondence
College



AUDIO/RADIO PROGRAMME

1992 Progress Report

SACHED Trustees: Mr L Skweyiya, (Chairperson), Mr D Adler,
Archbishop P J Buthezi, Bishop M Buthezi, Mr D J Cobbett, Dr K N
Ginwala, Professor K B Hofmeyr, Mr R T Hofmeyr, Ms A Moore, Mr A R
Morphet, Archbishop D Tutu, Mr J Samuel, Mr M Mbeki, Ms I Direko,
Professor N Ndebele, Mr M Nayler (Trust Secretary)

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AUDIO/RADIO PROGRAMME

1992 Progress Report

1. INTRODUCTION

SACHED's Educational Audio/Radio Programme was initiated at the beginning of 1992. It was conceived of as an educational media programme and was located within this section of SACHED's activities. This Programme was intended to enable SACHED to utilise opportunities opened by the changing political and broadcasting environments in a manner which could maximise the outreach of all SACHED's programmes. This approach supported the central purpose of the educational programmes which was identified as

"...to understand and participate in the process of the formation of national education policy as demonstrating how integrated (potentially) mass educational programmes for adults can be put into practice..."¹

2. STRATEGIC LOCATION

The electronic media have been inaccessible to mass-based and service organisations for decades. Developments since 1991 have indicated quite clearly that both radio and television services will become increasingly accessible to these groups working in the interest of the oppressed and exploited majority in South Africa. Although SACHED has been excluded from the electronic media, our educationist were well aware that access to radio would enable its educational programmes and resources to become more accessible to vast numbers of South Africans.

This programme was established to build the organisations capacity to produce educational radio programmes to complement its other educational activities.

3. AIMS AND OBJECTIVES

In order to prepare systematically for SACHED's entry into the field of educational audio/radio, 1992 was set aside to build a foundation. The programme aimed to work closely with SACHED's educational programmes and print media to integrate this medium into their work. In order to achieve this the following objectives were identified:

¹ Decision of March 1991 National Co-ordinating Committee Meeting.

- to conduct research in order to understand SACHED's location in the developing context of radio and to locate or develop appropriate models for adoption.
- to conduct training in audio/radio in order to enhance SACHED's understanding of the use of the medium for educational purposes and to build its capacity to utilise the medium effectively.
- to link radio with SACHED programmes in order to isolate concretely how the medium of radio/audio can be used in SACHED programmes to greatest effect.

4. **PROGRESS MADE IN ACHIEVING THE 1992 OBJECTIVES**

In order to strengthen the Programme's base within SACHED, the Programme was relocated to Transformed DUSSPRO. Only one staff member - an educational audio/radio planner based in Grahamstown - was appointed during 1992. This staffing situation necessitated the assumption of responsibilities which went beyond those of an educational radio planner. In order to support this staff member an Educational Audio/Radio Advisory Committee was formed.

4.1 **RESEARCH**

The key outputs in terms of research work included the following:

- i. Developing a reading list in collaboration with the International Extension College in the United Kingdom and Deakin University in Australia.
- ii. Establishing contact with radio learning projects in Namibia and Australia with a view to discussing the implementation of educational broadcasting in these countries.
- iii. Networking with other organisations interested in educational broadcasting in South Africa in order to establish and discuss issues of mutual concern.
- iv. Establishing contact with AMRAC, the World Association of Community Radio Broadcasters. Community Radio tends towards a development education focus in contrast with the curricula offered for by the Radio Learning Project in Namibia.

4.2 TRAINING

SACHED Trust planned two Educational Audio/Radio Training Workshops this year, an introductory training course to take place in July/August and a more advanced course in November. Both courses were to be conducted by Prudence Smith, a trainer from the International Extension College in the United Kingdom.

Only one of these Workshops took place, namely an introductory course which was conducted in Grahamstown from 26 October to 27 November 1992.

The lack of an institutional base for the Programme and the difficulty of placing staff necessitated the postponement of the first workshop to October. It was felt that the second Workshop would not be needed. Instead, the programme has planned to extend the skills developed during the October/November Workshop through a series of Training and Production Workshops planned for 1993.

The workshops were open to all SACHED Trust staff members whose work could be extended through this training and also to representatives from mass-based, service and community organisations who were planning or already using sound as a medium for materials development. In total, fifteen people participated, and eight of these were SACHED staff.

The training course was arranged in two modules. The first focused on an introduction to Distance Education and the Audio Medium and lasted for two weeks. The second concentrated on Basic Audio Production Skills. These were conducted on location and in a sound studio and lasted for three weeks.

During the course of the training, participants were divided into three groups. As a training exercise, each group developed a distance education project plan, giving attention to target audience, curriculum design, supplementary print materials, costing and student support services. They then produced an audio cassette.

The Workshop concluded with an "Open Day" during which these three audio cassettes were presented by the participants to an invited audience of educationalists and others who had assisted participants.

The Educational Audio/Radio Training Course was planned in a way that would facilitate opportunities for regional and centre outreach. The first opportunity was the official opening of the training course which was attended by between 20 and 30 organisations. Invitations were sent to organisations in Grahamstown, Port Elizabeth and East London.

The second opportunity was the Open Day planned at the conclusion of the

Training Course. About 20 organisations were represented at the Open Day where they had an opportunity to be introduced to Distance Education by the training consultant Prudence Smith (in her opening address).

In addition to the above workshop the educational audio/radio planner has also participated in some of the in-house training courses offered by the Training of Distance Educators and Administrators Programme. It was recognised that the audio planner would need specific training in the approach and techniques of distance education.

4.3 EXPLORATION OF STRATEGIES FOR IMPLEMENTATION IN SOUTH AFRICA

In order to explore strategies to implement and integrate an audio component into SACHED's educational work, the programme was involved in a few radio forums that are emerging in South Africa. This work culminated in a seminar which explored the possibilities opened up by the audio medium.

4.3.1 Grahamstown Community Radio Forum (GCRF)

The Programme took an active role in establishing this Forum and participating in its activities during the year.

The reason why SACHED took on such an active role was to ensure that Distance Education was firmly placed on the forum's agenda. The forum also provided us with the opportunity which the TDEA Programme could give to publicise the organisations represented at the Forum.

The Programme arranged sponsorship for two members of this Forum - both of whom had been members of the Distance Education Interest Group and are unemployed - to participate in the Training Course given by Prudence Smith on behalf of the IEC and SACHED. They utilised the opportunity fully and have undertaken to share this training with other interested Forum members during the course of 1993.

4.3.2 National Community Radio Working Group

The programme staff member was elected to this working group. Her role in the working group placed Distance Education on the agenda of the Community Radio Movement nationally. She has put a formal proposal forward that the potential role of Community Radio in Distance Education and Community Development be included on the agenda of the National Meeting being planned in Cape Town in early 1993.

4.3.3 Seminar on Multi-Media Distance Education

A one day seminar on Multi-Media Distance Education was organised. This seminar took place in Johannesburg on 1 October 1992. Participants included SACHED staff members, educationalists working in the field of Distance Education and educationalists in the field of Adult Education. Between 60 and 70 people participated in the Seminar.

The Seminar aimed to:

- Raise awareness about possibilities opened by the audio medium for materials development, delivery and outreach of educational programmes
- Supply an historical overview of distance education in South Africa
- Discuss the changing broadcasting environment and possible implications for educational broadcasting
- Introduce the possibilities opened by community radio for development education
- Provide a comparative study of the development of distance education (using radio) experience of Zimbabwe, post-independence
- Introduce considerations relating to the planning and management of a multi-media distance education model
- Create a space for addressing issues relating to this educational approach

Speakers included Nokuzola Moila (SACHED Trust), Timothy Makoni (Radio 4, Zimbabwean Broadcasting Corporation), Nicola Galombik (Film and Allied Workers Organisation), Libby Lloyd (SPEAK Radio Education Project) and John Thomas (International Extension College).

The Seminar enabled the participants to contextualise Distance Education in the South African context and to gain insight into the role of radio in distance education in a neighbouring country, as well as the Community Radio Movement in South Africa. But more importantly, participants obtained an overview of the implications for planning and management of a distance education project.

The seminar concluded with the resolution that a mechanism be established through which the democratic movement in education can explore how to utilise and shape current and emerging opportunities in the electronic media. This mechanism should advance the democratic movement's interests and concerns in education and develop an approach whereby the use of media in education can serve the interests of educational reconstruction.

4.4 SACHED LIBRARY AUDIO COLLECTION

Through participation in the Community Radio Movement, the Programme ensured that a national collection of Community Radio materials (audio, print and video) which is being developed in this country with assistance from the World Association of Community Radio Broadcasters (based in Canada) was lodged at the Grahamstown Centre Library.

Also the Programme collected Publishers Catalogues relating to distance education, adult education and the audio educational medium. These have been passed to the Librarian.

5. EVALUATION

Two evaluation questionnaires were developed for the audio training course, one for each module. These questionnaires were developed collaboratively between all participants at the training course. A report on the course and the evaluation questionnaires were circulated to the Evaluation Resource Unit, the National Programme Co-ordinator and the National Staff Development and Training Officer.

6. CONCLUSION

1992 was a difficult year for the Educational Audio/Radio Programme. Nonetheless, the Programme made good progress and work surged ahead. In 1993, (building on the foundations laid in 1992), Radio plans to concentrate on training, production and research associated with these activities. It will be crucial for the Programme to consolidate and extend its momentum. A good working relationship, based on a shared understanding of the role of the audio medium in both materials and distance education project development, will be established with other SACHED projects.