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THE DEVELOPMENT OF A COMMUNITY RADIO STATION FOR A NATIONAL GAME PARK

By

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I declare that the thesis **The Development of a Community Radio Station for a National Game Park** has not previously been submitted for a degree at this or any other university, and that it is my own work in design and execution and that all reference material that I have used or quoted have been indicated and acknowledged by means of complete references.

Estelle Zeeman 2006

Let there be peace for all.
Let there be work, bread, water and salt for all.
Let each know that for each body, the mind
and the soul have been freed to fulfill themselves…
Let freedom reign.

Nelson Mandela

SUMMARY

Title of thesis: The Development of a Community Radio Station for a National Game Park.

By: Estelle Zeeman

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Promotor: Prof A. Munro

Summary:

The purpose of this thesis is to substantiate the hypothetical development of a community radio station for a South African National Park, such as the Kruger National Park and to design the programming. As such the thesis has two phases namely a theoretical phase, where the variables and dynamics of the process of community unification, tourism's ability to alleviate poverty and the central role played by radio are considered, and a creative phase, where the findings of the theoretical phase are applied in the design of the programme. The research leads to a model, and its methodology can be described as *applied creative research*. In order to arrive at the model, the research investigates a number of dynamics.

In the first instance the research investigates a potential audience for such a community radio station. The notion of this potential audience or imagined community is interrogated. The thesis argues that there needs to be a conceptually synthesised audience, consisting of the local ethnic community, and a tourist community and that these two communities have interwoven functions around the provision and exploitation of tourism.

Secondly, the thesis argues the demands of the audience synthesis, by investigating the nature of the South African tourism industry, with specific reference to the National Parks. In this section, the interrelatedness of the function and demands of the two communities are posited and developed, so that the

groundwork for potential *content* of the Community Radio Station can be foregrounded.

The thesis then interrogates the concept of communication by radio and draws on Marshall McLuhan's concepts of 'hot' and 'cold' receivers and Walter Ong's work around primary and secondary orality, amongst others. Here the thesis argues for the way that radio may be used to exploit and develop the synergy of the ethnic and the tourist community.

The thesis then moves into the phase, where, through the recognised research process of *triangulation*, which includes the synergised two communities (now a 'Parks Emergent Radio Community'/ PERC), the shared content around the demands of tourism in National Parks, and the communal form of radio are creatively interwoven into a potential or hypothetical programme layout.

The study concludes with a consideration of what might be the stumbling blocks in the way of implementing such a triangulated process and notes finances and budgets, training, and most specifically, bureaucratic intervention by licensing authorities as primary obstacles. The thesis argues for the advantages of the development of such a Community Radio Station for National Parks, given the projected steep increment in the tourist trade in South Africa.

Key terms:

community;
cool / cold medium;
demographic profile;
ecotourism;
ethnic communities;
hot medium;
imagined community;
Independent Broadcasting Authority (IBA);
Independent Communications Authority of South Africa (ICASA);
Parks Emergent Radio Communities (PERCs);
psychographic segmentation;
sustainable tourism;
synergised communities;
tourist communities.

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LIST OF TERMS

AMARC: The World Association of Community Radio Broadcasters.

ANC: African National Congress.

BBC: British Broadcasting Corporation.

CBE: Community-Based Ecotourism is a term that is starting to appear in the literature and although it is similar to community-based tourism (CBT) it emphasizes the environmental aspect more.

CBNRM: Community Based Natural Resource Management. Sustainable natural resource management is the best long-term sustainable process to ensure tenure and provide socio-economic benefits.

CBOs: Community-based organizations.

CBT: Community-based tourism refers to collective rights to the tourism resource base. This means communities, as a 'collective' own, exploit and manage the natural and cultural resource base (Clarke 2002:7-8).

CODESA: Council for a Democratic South Africa.

COMCOM: Community Communications Group responsible for drawing up the Community Broadcasting Charter in 1979 in the United Kingdom (Partridge 1982:14), as well as the Code of Practice of the Community Radio Association (CRA).

Community: The term is a complex one that many people interpret differently. Overall there proves to be three main prerequisites that are required in order to qualify as a community, namely a group of people that share the same territorial space; that have either kinship or cultural and social relationships and are united by economic ties.

Community-based tourism/ CBT: Clarke (2002:46) cites the KwaZulu Natal (KZN) Tourism Authority Community Based Tourism Development Strategy (1999) that defines community based tourism as:

> Tourism in which a significant number of local people are involved in providing services to tourists and the tourism industry, and in which local people have meaningful ownership, power and participation in the various tourism and related enterprises. Community based tourism should offer some form of benefits to local people not directly involved in the tourist enterprise, for example through improved education or infrastructure.

'Cool/cold' medium: A 'cool' medium a will need more participation or input from the audience on account of being less supplied with information. To illustrate McLuhan (1967:22-23) compares the radio medium to the telephone. Since the telephone can only offer a very limited amount of information to the ear, it requires more input from its users than radio does and is therefore regarded as a 'cool' medium.

Cultural tourism: Tourism that is "motivated by an interest to learn about and experience new and different cultures" (Shores 2004:4).

DEAT: South Africa's Department of Environmental Affairs and Tourism with whom all field guides need to be registered.

CRA: The Community Radio Association.

Demographic profile: A statistical profile that focuses on the activity patterns of individuals at different times of the day.

Documentary: The term used to describe a factual genre that usually caters to an elect audience.

'Duality' within the medium: This means that while radio relies on listener involvement or attentiveness on the one hand it seems to invite inattentiveness on

the other hand since it allows listeners to busy themselves with other activities at the same time (Criswell 1994:14) (see 4.2.6).

Edutainment: When entertainment blends with education it becomes 'edutainment,' meaning it often contains a hidden message on a variety of matters.

Ecotourism: Two elements feature in ecotourism namely the promotion of conservation of the natural and cultural environment and "economic opportunities for the local population. In future it may be restricted to areas around national parks" (Clarke 2002:25). It is also described as a tourist activity that is compatible with sound ecological principles.

Ethnic community: Refers to people that are indigenous to the area.

ERP: The effective radiated power of a radio station, which determines the reach/radius of the station's transmitted power (Victor Grootboom 2005).

FXI: Freedom of Expression Institute.

GDP: The Gross Domestic Product.

Geo-tourism: As the term implies, this is tourism that "sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents" (Shores 2004:3).

'Hot' medium: The principle McLuhan adheres to is that a 'hot' medium will extend one of the senses in 'high definition', so that the medium is packed with information and will therefore require very little participation from the audience.

Hypothetical programme: In this thesis the term implies a *potential* programming format.

IBA: Independent Broadcasting Authority, the predecessor of ICASA, responsible, among others, for issuing broadcast licences to community radio stations.

> Community radio is fairly new in South Africa. The first stations were granted licenses to broadcast in 1995. Established as an independent body in 1994 the IBA was tasked with the responsibility of, amongst others, issuing broadcast licenses, thus breaking the tradition of the apartheid regime where the Postmaster-General was responsible for the granting of licenses.
>
> The history of the IBA is traceable to the multi-party negotiations that gave birth to South Africa's first democratic elections. At that time the strategic interventions of some progressive elements were aimed at diluting and gradually, and eventually, eroding the domination of the airwaves by the National Party regime (Tleane [Sa]:4).

ICASA: Independent Communications Authority of South Africa, the regulator responsible for issuing broadcasting licences ranging from one to four years and before that the IBA (Tleane [Sa]:8).

ICDPs: Integrated Conservation-Development Projects. Wildlife tourism functions as a hinge between conservation on one hand and development by Integrated Conservation-Development Projects (ICDPs) on the other.
Wells et al (1993: 52) point out however that groups with little experience have had difficulties in implementing "effective development within ICDPs" (integrated conservation-development projects).

IIED: International Institute for Environment and Development.

'Imagined community:' Anderson (1993:6) refers to an "imagined community" (see 4.2.2), since he regards all communities, even small villages and nations as 'imagined.' He argues that one should distinguish communities by the style in which they are imagined. As an example Anderson (1993:6) mentions Javanese villagers "who have always known that they are connected to people they have never seen, but these ties were once *imagined* particularistically – as indefinitely stretchable nets of kinship and clientship" [emphasis added].

IUCN: The World Conservation Union

KMIA: Kruger-Mpumalanga International Airport.

KNP: The Kruger National Park.

LSM: Living Standards Measure descriptions list.

NGO: Nongovernmental organization.

NRMP: The Natural Resource Management Programme has supported and incorporated community based non-governmental organizations (NGOs) and community-based organizations (CBOs) to secure livelihoods by redressing rural poverty, redeveloping agrarian land systems, resolving rural population densities and redistributing socio-economic benefits.

NSNA: Non-System of National Accounts production activities which are not included in the calculation of the gross domestic product, and refer to goods and services that are usually not paid for, such as doing the shopping, caring for children or household chores (Chobokoane and Budlender 2002/ 04 :2-3).

PERCs: Parks Emergent Communities consisting of tourists and ethnic members of the community. They are the target audience of the proposed community radio station.

PPT: Pro-poor Tourism is a fundamental focus of the state's poverty alleviation and economic development strategy (Clarke 2002:25).

Previously disadvantaged communities: Those members of society who,

> through the discriminatory policies and practices of the past, have been deprived of equal access to a range of opportunities and services such as infrastructure, education, health, welfare, employment opportunities and political power (Clarke 2002:46 citing the Western Cape definition).

It also refers to "population groups that were largely excluded from mainstream tourism activities" (Clarke citing the National White Paper 2002:46)).

'Primary orality:' Ong (The Walter J.Ong Project [sa]:3) finds that early or 'primary oral culture' only consisted of vocalized sounds. He therefore regards primary orality as being group oriented.

Promo: A promotional spot (advertisement) is often referred to as a *promo*. "It tells the listener what to listen for and when to listen" (Hasling 1980:105). *Promos* must be scheduled in the log as station promo (SP) or station continuity (SC) instead of commercial (COM) or public service announcement (PSA). Mass media such as newspapers and broadcasting stations have the benefit of being able to "promote their product through their own facilities" (Hasling 1980:104).

'Pseudo-participation:' According to the Community Radio Association, 'pseudo-participation,' means the people's only participation consists of hearing what is planned *for* them while genuine participation means the people are empowered to control the action that is being planned.

Psychographic segmentation: An approach to "tourism market segmentation based on personality characteristics of consumers" (Witt et al 1998:322). Littrell (2001:1-3) uses the 'psychographic' approach to differentiate between the different kinds of tourists, tourism styles and shopping approaches (see 2.2.3).

RAMS: Radio Audience Measurement Survey released by the South African Advertising Research Foundation (SAARF).

SAARF: South African Advertising Research Foundation.

SABC: South African Broadcasting Corporation.

SADC: Southern African Development Community.

SAN Parks: South African National Parks.

'Secondary orality:' According to Ong (2002:133-134) the telephone, radio, television and similar electronic technology have taken the human race into the

age of 'Secondary orality. ' Secondary oral cultures are capable of reaching even larger audiences than primary orality since on radio or television many more persons are able to hear what is said.

SETA: Sectoral Education and Training Authority.

SMME: Small, Medium and Micro Enterprise opportunities.

SNA: System of National Accounts.

SNA production activities: These activities form the basis for calculating the gross domestic product (GDP) which is regarded as 'economic work.' This includes work that is done for institutions that are either formal or informal and refers to either paid for or unpaid for work.

'Soapies:' Popular radio/television serials aired at set times of the day. It is a shortened form of "soap opera."

Sustainable tourism: "Any tourism activity which optimises the economic and other societal benefits available in the present without jeopardising the potential for similar benefits in the future" (Clarke 2002:46 citing the National White Paper).

Synergised communities: The term is used to describe collaborative communities. In this thesis it refers to the dynamics of the collaborative process.

TBCA: The term describes a Transboundary Conservation Area such as the transboundary Kgalagadi Transfrontier Park in Southern Africa.

THETA: Tourism and Hospitality Seta. All field guides need to have completed a SETA registered course, to be registered with the Department of Environmental Affairs and Tourism.

'Three tier' approach: In short the three tier approach will comprise of three different levels of broadcast, namely regional broadcasts, nationwide broadcasts and two-way radio broadcasts.

TIES: The International Ecotourism Society.

Tourist community: For this thesis a 'tourist community' refers to tourists that share the same area as the ethnic community through paying for it when they visit the park. The tourist community will have social and economic ties with and to the ethnic community.

TRCs: Transitional Representative Councils. In this thesis the TRC does not refer to the Truth and Reconciliation Commission.

Triangulation: Mabunda (2004:23-24) cites (Bruinsma and Zwanenburg 1992) when explaining that the term 'triangulation' originally referred to land surveying through the use of trigonometry. According to Mabunda (2004:23-24) citing Babbie and Mouton (2001) the aim of triangulation "is to study the object of research in at least two ways or more" since "one can endeavour to achieve objectivity, reliability and validity in both quantitative and qualitative research" by making use of triangulation.

This thesis made use of various types of triangulation, such as data triangulation, in which more than one kind of data source was used namely interview data and statistics; theoretical triangulation was used and involved interpretation and hypothesis based on previously assembled scholarly material and finally mental triangulation, where through a process of redesigning and drawing from two different programming formulas, one specifically designed for the ethnic community and the other for the tourist community, the researcher designed a workable hypothetical programming format for a community radio station in a National Park.

'Tribalised' community: McLuhan (1967:302,304) refers to radio's ability to "tribalise" mankind (see 4.2.5).The term 'tribe' however proves to be politically

unsatisfactory, therefore ‘merged’/’shared’ communities or ‘Parks Emergent Radio Communities’ (PERCs) will be used when referring to the combined tourist and ethnic communities, as it is politically more acceptable (see 2.2.2).

UNESCO: United Nations Educational, Scientific and Cultural Organization.

WTO: World Tourism Organization.

WTTC: World Travel and Tourism Council.