

PROGRAMMING GRID FOR THE ETHNIC COMMUNITY

APPENDIX A

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
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Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
Breakfast Programmes 04h45 – 09h00	04h45-05h00	<p>Station opens short greeting 10sec.</p> <p>Inspirational thought 20 sec.</p> <p>Update on local news 4min. and weather 30sec</p> <p>Agricultural forum dealing with problems and giving advice on agricultural and livestock matters interspersed with indigenous music 10min.</p>	<p>Station opens short greeting 10sec.</p> <p>Inspirational thought 20sec.</p> <p>Update on local news 4min. and weather 30sec.</p> <p>Agricultural forum Recapping main issue(s) of the week 5min.</p> <p>Sport News Information on the different sports events taking place and their broadcast times 5min</p>	<p>Station opens short greeting 10sec.</p> <p>Inspirational thought; 20sec.</p> <p>Update on local news; 4min. and weather 30sec.</p> <p>Church news from different churches in the area and information on church services that will be broadcast during the day 10min.</p>	<p>04h00 Non-urban women's productive day starts an hour earlier than that of urban women, namely at around 04h00 and tend to end slightly earlier as well.</p> <p>04h30 This is the time the day usually begins for women. System of National Accounts activities such as fetching fuel and water and non-System of National Accounts production seems to start at 04h30 for children of between the ages of ten and 18.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	05h00-05h20	<p>Time check and News - Local National and International 8min.</p> <p>Weather - local update 1min.</p> <p>Local transport update 3min.</p> <p>Music inserts 4min</p> <p>Information on work opportunities Including phone-ins from people offering / requesting services 4min.</p>	<p>Time check and News - Local National and International 6min.</p> <p>Weather - local update 1min.</p> <p>Local transport update 2min.</p> <p>Music inserts;3min</p> <p>Sport News Information on the different sports events taking place and their broadcast times 8min.</p>	<p>Time check and News - Local National and International 6min.</p> <p>Weather - local update 1min.</p> <p>Local transport update 2min.</p> <p>Sport News Information on the different sports events taking place and their broadcast times 11min.</p>	<p>05h00</p> <p>This is when the day usually begins for men on weekdays.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	05h20-06h00	<p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services;</p> <p>Promotion of programmes to be broadcast later in the day or week;</p> <p>Music inserts.</p>	<p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services;</p> <p>Promotion of sport programmes to be broadcast during the weekend;</p> <p>Popular Music inserts.</p>	<p>Gospel music and ethnic church-music programme;</p> <p>Inspirational stories;</p> <p>Information on church services that will be broadcast during the day.</p>	<p>05h30</p> <p>The time employed people are more likely to do household maintenance is immediately after waking up and shortly before going to sleep and includes cooking, serving meals, washing up after meals, cleaning, chopping wood and heating water.</p>
	06h00-06h30	<p>Time check;</p> <p>The local buzz – news on what is happening in the community.</p>	<p>Time check;</p> <p>The local buzz – news on what is happening in the community;</p> <p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services.</p>	<p>Time check;</p> <p>The local buzz – news on what is happening in the community;</p> <p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services.</p>	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	06h30-07h00	<p>Exploring and promoting ecotourism in rural areas close to the park</p> <p>Listener interaction via phone-ins and live audience participation recorded from mobile studio in the area;</p> <p>Information on small business enterprises;</p> <p>Interviews with those involved with cultural villages, arts and crafts and other indigenous skills.</p>	<p>Promotion of sport programmes to be broadcast during the weekend;</p> <p>Interviews with sport personalities;</p> <p>Popular music inserts.</p>	<p>Promotion of sport programmes to be broadcast during the day;</p> <p>Interviews with sport personalities (repeat from previous day);</p> <p>Promoting the next week's sport events.</p>	<p>06h30 until 18h00</p> <p>More men are involved in System of National</p> <p>Accounts production than women.</p> <p>Based on the demographic profile, ethnic members of the community seem to have no formal breakfast hour.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	07h00-07h20	<p>Time check;</p> <p>News – Local, National and International 8min.</p> <p>Weather - local update 2min.</p> <p>Update on local transport.</p>	<p>Time check;</p> <p>News – Local, National and International 8min.</p> <p>Weather - local update 2min.</p> <p>Update on local transport.</p>	<p>Time check;</p> <p>News - Local, National and International 8min.</p> <p>Weather - local update 2min.</p> <p>Update on local transport.</p>	<p>07h00 until 14h00</p> <p>School-going children are on their way to school from 07h00 onwards where they remain until 14h00.</p>

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	07h20-08h00	<p>Programme featuring events occurring in and around the park and neighbouring communities; Interviews with local news-makers.</p>	<p>Programme featuring events occurring in and around the park and neighbouring communities; Interviews with local news-makers (highlights of the week).</p>	<p>Programme featuring events occurring in and around the park and neighbouring communities; Interviews with local news-makers (highlights of the week).</p>	<p>07h00 until 18h00 More men than women are involved in working for establishments, while more women than men are busy with household maintenance and caring for people.</p>
	08h00-08h30	<p>Promoting ecotourism and community based tourism as an empowerment model - dialogues between ethnic communities and tour operators.</p>	<p>Information on work opportunities Including phone-ins from people offering / requesting services.</p>	<p>Information on work opportunities Including phone-ins from people offering / requesting services.</p>	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	08h30-09h00	Chat programme , the mobile unit records chats with members of the community going about their daily business.	Sport programme featuring local, national and international sport news; Discussing matches of the previous week with players/ coaches and fans via phone-ins.	Gospel and choir-music or similar requests.	
Morning Programmes 09h00 – 12h00	09h00-09h30	Toddlers’ edutainment programme featuring songs and stories with edutainment value.	Children’s hour 09h00-10h00 Local children host talent, game and quiz shows.	09h00-10h00. Religious programme/ church service broadcast	09h00 60 percent of men and 55 percent of women are involved in non-productive activities. 33 percent men are involved in System of National Accounts production activities and 17 percent men in non-System of National Accounts production activities.

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	09h30-10h00	Women’s programmes- Child- and healthcare. Listeners write or phone in with questions. Qualified personnel on hand in studio to give advice.	Children’s hour 09h00-10h00 Weekly mystery/ adventure story with local children in lead roles; 30min. with crime prevention or similar issues in mind.	09h00-10h00 Religious programme/ church service broadcast	09h30 until 16h30 More women are more likely to be involved in household maintenance in public spaces than men.
	10h00-10h30	Women’s programmes- Music requests sent in by listeners.	Mobile studio records matters of interest to the community, such as better roads, crime prevention and the like.	Special projects programme hosted by children such as an anti litter campaign or fund raising to install computers at school.	
	10h30-11h00	Women’s programmes- Inspirational stories about women in the community or other role models.	Small business enterprise programme with advice on how to manage small business. Interviews with handcraft artists, basket weavers and the like.	Inspirational stories featuring popular repeats from the week.	

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	11h00-11h30	Women’s programmes- Cookery programme featuring tips from nutritionists.	Women’s programmes- Cookery programme featuring low-budget nutritious recipes with prizes for the best ones.	Women’s programmes- Cookery programme weekend special featuring the winning recipes of the week.	11h00 until 16h00 The ethnic community will be occupied with their daytime chores (see 5.11.2)
	11h30-12h00	Factual programmes: Issues of concern to the community such as malaria warnings during the rain season.	Factual programmes: Issues of concern to the community such as malaria warnings during the rain season.	Edudrama aimed at social change with stories around current issues, stimulating listeners to ask questions and find answers through interactive call-ins.	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	12h00-12h30	<p>Promoting programmes featured later on in the day/week;</p> <p>Public service announcements (where voting stations will be for the elections) and the like.</p>	<p>Promoting the station by having a well known personality in the studio as a guest or promoting popular presenters and giving away caps and T-shirts with the station's logo.</p>	<p>Promoting next week's programmes interspersed with popular music cuts</p> <p>Exploring and promoting ecotourism in rural areas close to the park</p> <p>Listener interaction via phone-ins and live audience participation recorded from mobile studio in the area.</p>	<p>12h00 until 14h00</p> <p>The majority of women will be preparing food or doing household chores like washing and ironing clothes (see 5.12.3).</p>
<p>Daytime Programmes 12h00-16h00</p>	12h30-13h00	<p>Radio serial/soapie dealing with topics that allows for information on serious matters such as human rights, alcoholism, HIV/Aids or family violence at the same time.</p>	<p>Weekend family comedy featuring popular characters.</p>	<p>Weekend family comedy featuring popular characters.</p>	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	13h00-13h20	Time check; News – Local, National and International 18min. Weather - local update 2min.	Time check; News – Local, National and International 18min. Weather - local update 2min.	Time check; News – Local, National and International 18min. Weather - local update 2min.	13h00 until 16h30 More African women are involved in System of National Accounts production activities than in activities that are not so.
	13h20-14h00	Community empowerment programme with motivational speakers.	Success stories featuring local small businesses or other innovative entrepreneur stories.	Old-Folk tales, featuring older people telling folktales or stories from their / their parents' past with indigenous music inserts.	
	14h00-14h30	Community empowerment programme with motivational speakers.	Success stories featuring local small businesses or other innovative entrepreneur stories.	Old-Folk tales, featuring older people telling folktales or stories from their or their parents' past with indigenous music inserts.	On weekends sport and sport programmes feature high on (male) listeners' agenda (see 5.11).

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	14h30-15h00	Programmes on health issues, nutrition and childcare.	Community issues, dealing with the concerns of the community – mobile units visit and record different communities each week.	Community issues, dealing with the concerns of the community – mobile units visit and record different communities each week.	14h30 until 16h30 A larger number of men and women participate in social and cultural activities during this time than any other activities, but the percentage for men is at least ten percent higher than those for women.
	15h00-16h00	Children’s edutainment programme.	Sport broadcasts.	Sport broadcasts.	
Afternoon Programmes 16h00-19h00	16h00-16h30	Children’s edutainment programme.	Sport broadcasts.	Sport broadcasts.	16h00 until 18h30 Many of the ethnic community will be returning home from work (weekdays) or doing their last chores, such as feeding livestock, buying food and preparing meals.
	16h30-17h30	Popular music request programme.	Sport broadcasts.	Sport broadcasts.	

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	17h30-18h00	<p>Young entrepreneur programme – mobile units visit schools and record interviews with children doing interesting projects or applying business skills.</p>	<p>Sport broadcasts.</p>	<p>Sport broadcasts.</p>	<p>16h30 until 20h00 Most men are involved in personal care, mass media use and social and cultural activities during this time. Women are similarly occupied although many of them are also busy with chores.</p>
	18h30-19h00	<p>Inspirational youth programme – stories told by the youth for the youth, including discussions / phone-ins from peers, interspersed with popular music.</p>	<p>Popular music hit-parade.</p>	<p>Inspirational youth programme – stories told by the youth for the youth, including discussions / phone-ins from peers (repeat – selected from the week's broadcasts), interspersed with popular music.</p>	

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Evening Programmes 19h00-22h00	19h00-19h30	Family entertainment with quiz programmes on a variety of topics and prizes for the winners	Campfire stories with tales of survival in the bush or dangerous / humorous encounters with wildlife.	Family entertainment with quiz programmes on nature such as recognizing different bird calls or the history of the community.	19h00 Men are generally at leisure from 19h00 onwards while it appears to be somewhat later generally speaking for women since many will be preparing dinner, doing household maintenance and chores. By 19h00 most men are involved in non-productive activities while a large number of women will still be involved in non-SNA

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	19h30-20h00	Taking a look at - the crime scene for instance, where police give advice on what to do in dangerous situations, making use of short dramatizations or asking for help in finding stolen property. The programme can also deal with alcohol abuse, teenage pregnancies, school drop-outs and the like.	Comedy and musical entertainment programme for the whole family.	Religious / inspirational programme.	production such as preparing dinner, doing household maintenance chores and caring for others.
	20h00-20h20	Evening serial / drama.	Review of the day's sport events.	Review of the day's sport events.	
	20h20-21h00	Time check; News – Local, National and International 18min. Weather - local forecast 2min.	Time check; News – Local, National and International 18min. Weather - local update 2min.	Time check; News – Local, National and International 18min. Weather - local update 2min.	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Ethnic Profile
	21h00-21h30	Game show with prizes, interspersed with popular music.	Comedy Programme featuring skits and / or stories told by well known story-tellers from the community in front of a live studio audience, interspersed with live music entertainment.	Documentary on a well-known personality from the history of the community; alternating with Legally wise – a programme with legal advice on various matters including the individual's rights.	21h00 More people of all age groups watch television at this time with teenagers the most likely and the aged the least likely viewers.
	21h30-22h00	Phone-in programme and panel discussion on topics of concern to the community such as over-grazing or water scarcity and the like.	Knowing your rights , a programme that features questions and answers that are law related. Panel discussions and phone-ins.	Music dedication programme and/or a programme featuring indigenous music with descriptions of musical instruments, how they were made.	
	22h00-22h05	Music request programme.	Reality talk show , featuring members of the community and guests from outside.	Ethnic folklore interspersed with indigenous music; The use of medicinal herbs and cures from the past.	

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		<p>Station closes with a short inspirational message.</p>	<p>Station closes with a short inspirational message.</p>	<p>Station closes with a short inspirational message.</p>	

PROGRAMMING GRID FOR THE TOURIST COMMUNITY

APPENDIX B

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
Breakfast Programmes 04h45 – 09h00	04h45-05h00	Station opens with short greeting 10sec. Inspirational thought 50sec. Update on local news 4min. Nature talks- Reports from field guide 5min. Environment programme interspersed with indigenous music 5 min	Station opens with short greeting 10sec. Inspirational thought 20sec. Update on local news 4min. Environment programme interspersed with indigenous music 5 min 30 sec.	Station opens with short greeting 30sec. Inspirational thought 30sec. Update on local news 4min. Environment programme interspersed with indigenous music 5 min 30 sec.	04h30 Camp gates open from November to the end of January (park gates from 05h30).

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	05h00-05h20	<p>Time check and News – Local, National and International 8min.</p> <p>Weather - local update 1min.</p> <p>Update on road conditions in park 3min.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music inserts 3min.</p> <p>News snippets of what has happened during the night and previous day 4min.</p>	<p>Time check and News – Local, National and International 8min.</p> <p>Weather - local update 1min.</p> <p>Update on road conditions in park 3min.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music inserts 3min.</p> <p>News snippets of what has happened during the night and previous day 4min.</p>	<p>Time check and News – Local, National and International. 8min.</p> <p>Weather - local update 1min.</p> <p>Update on road conditions in park 3min.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music inserts.3min.</p> <p>News snippets of what has happened during the night and previous day 4min.</p>	<p>05h00-08h00 Traditional three-hour early morning game drive departs half an hour before gates open;</p> <p>05h00-09h00</p> <p>Visitors depart on game drives when camp and park gates open. Times fluctuate according to seasons</p> <p>traditional three-hour early morning game-viewing drive departs half an hour before the gates open (05h30 In February, March and October).</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	05h20-06h00	<p>Promotion of programmes to be broadcast later in the day or week;</p> <p>Events occurring in and around the park.</p> <p>Phone-ins from listeners reporting- or asking questions on what they have seen.</p>	Wildlife/ nature documentary.	Environment programme interspersed with classical/indigenous music.	
	06h00-06h30	<p>Exploring and promoting ecotourism in rural areas close to the park ;</p> <p>Listener interaction via phone-ins.</p>	<p>Promotion of Cultural villages, arts and crafts and indigenous skills;</p> <p>Environment programme interspersed with classical music.</p>	<p>Highlights of the past week's sightings in the park;</p> <p>Listeners interact via phone-ins.</p>	<p>06h00 Camp and park gates open from April through to the end of September.</p> <p>06h00- 09h00 Game-viewing drives in the winter months for hotel and lodge</p>

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	06h30-07h00	<p>Promotion of Cultural villages, arts and crafts and indigenous skills;</p> <p>Indigenous and light classical music interspersed between programmes;</p> <p>Events occurring in and around the park.</p>	<p>Listener interaction via phone-ins;</p> <p>Nature talks:</p> <p>Reports from field guides and studio discussions with nature experts.</p>	<p>Wildlife/ nature documentary.</p>	<p>guests</p>
	07h00-07h30	<p>Documentary on: wildlife; plant life; birdlife; issues of concern to the park.</p>	<p>What to do when no game is spotted.</p>	<p>Promoting Interesting picnic spots and scenic drives in the park or less known routes.</p>	<p>07h00-09h00</p> <p>Breakfast served in camp restaurants and in</p>

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	07h30-08h00	Mobile studio parked at a popular water hole or picnic site, describe the scene and record on the spot interviews with visitors which are re-broadcast later the evening or next morning (regular feature).	Mobile studio parked at a popular water hole or picnic site, describe the scene and record on the spot interviews with visitors which are re-broadcast later the evening or next morning (regular feature).	Mobile studio parked at a popular water hole or picnic site, describe the scene and record on the spot interviews with visitors which are re-broadcast later the evening or next morning (regular feature).	hotels outside the park.
	08h00-08h30	Tales of close encounters with wildlife.	Nature talks: Reports from field guides and ethnic communities on various matters concerning the park and surrounding areas– visitors invited to phone in.	Nature talks: Reports from field guides and ethnic communities on various matters concerning the park and surrounding areas– visitors invited to phone in.	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	08h30-09h00	Interviews with tourists on/returning from hiking trails recorded the previous day; Popular music inserts.	Visitors' comments – highlights of the week's comments – field guides and /nature experts discuss interesting observations recorded by visitors.	Promoting ecotourism in rural areas and in and around the park; Promoting cultural villages and ethnic handcrafts.	
Morning Programmes 09h00 – 12h00	09h00-09h30	Visitors' comments – field guides discuss visitors' comments on what they saw the previous day.	Children's hour 09h00-10h00 Weekly mystery / adventure story with local children in lead roles 30min.	Inspirational programme.	09h00 Two-hour mid-morning game-viewing drive.
	09h30-10h00	Toddlers' edutainment programme featuring songs and stories with edutainment value.	Children's hour 09h00-10h00 Local children host talent, game and quiz shows (tourist children take part as guests) - a multicultural programme.	Special projects programme hosted by children (tourist and ethnic).	

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	10h00-10h30	Promotion of cultural villages and handcrafts sold in and around the park for instance at Numbi Gate with information on the meaning/symbolism or uses of the crafts.	Promotion of cultural villages and handcrafts sold in and around the park for instance at Numbi Gate with information on the meaning/symbolism or uses of the crafts.	What to see and what to do – programme- promoting ecotourism, visits to cultural villages, historical places in and around the park and the like	
	10h30-11h30	Medley of popular and light classical music.	Musical interlude featuring popular requests and messages to and from tourists in the park via phone-ins.	Classical music interlude.	
	11h30-12h00	Factual programmes dealing with Issues of concern to the community such as malaria during the rainy season or water conservation during the dry season.	Promoting the station by having a well known personality in the studio as a guest or promoting popular presenters and giving away caps and T-shirts with the station's logo or monthly –	Promoting the station by having a well known personality in the studio as a guest or promoting popular presenters and giving away caps and T-shirts with the station's logo- including	

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			<p>Mobile station auctions referring to a visitor jumble sale (old bird watching books cameras/binoculars) money goes to charities/ soup kitchens in ethnic communities.</p>	<p>Promoting the sale of popular nature/wildlife documentaries/animal stories for children on CD.</p>	
<p>Daytime Programmes 12h00-16h00</p>	<p>12h00-12h30</p>	<p>Campfire cookery programme with a roving reporter interviewing tourists at various camp/picnic sites – swapping recipes and the like;</p> <p>Lunch hour promotion of the day's "specials" at various camp restaurants.</p>	<p>Campfire cookery programme with a roving reporter interviewing tourists at various camp/picnic sites – swapping recipes and the like;</p> <p>Lunch hour promotion of the day's "specials" at various camp restaurants.</p>	<p>Campfire cookery programme with a roving reporter interviewing tourists at various camp/picnic sites – swapping recipes and the like;</p> <p>Lunch hour promotion of the day's "specials" at various camp restaurants.</p>	<p>12h00-14h00</p> <p>Lunch is served in park restaurants or being prepared by tourists.</p>

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	12h30-13h00	<p>Promotion of park sites and other matters of interest;</p> <p>Promotion of programmes to be broadcast later in the day or week.</p>	<p>Promotion of programmes to be broadcast later in the day or week.</p>	<p>Promotion of programmes to be broadcast later in the day or week.</p>	
	13h00-13h20	<p>Time check;</p> <p>News – Local, National and International 17min.</p> <p>Weather update 2min.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p>	<p>Time check;</p> <p>News – Local, National and International 17min.</p> <p>Weather - update 2min.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p>	<p>Time check;</p> <p>News – Local, National and International 17min.</p> <p>Weather - update 2min.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p>	

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	13h20-14h00	<p>Mobile studio interviews with tourists on/returning from hiking trails (repeat);</p> <p>Promotion of trails and areas to visit in and around the park.</p>	Travel news and inserts promoting what the station has in store for the rest of the day.	Travel news and inserts promoting what the station has in store for the rest of the day.	
	14h00-14h30	Music programme - light classical and popular mix.	Popular music- hits of the week.	Music programme - light classical and popular mix.	Many visitors will want to take an afternoon nap at this time or read, leaving children with little to do, especially in camps with no swimming pools (see 5.12.3).
	14h30-15h30	Children’s Edutainment programmes including quizzes on nature/ wildlife and the history of the park and surrounding area.	Children’s entertainment with children hosting programmes including local talent shows and competitions.	Children’s entertainment with children hosting programmes including local talent shows and competitions.	
Afternoon Programmes 16h00-19h00	15h30-16h00	Travel news and inserts promoting what the station has in store for the rest of the day.	Sport programmes featuring local, National and international sport snippets.	Sport programmes featuring local, National and international sport snippets.	14h00 -17h00/18h00 Afternoon game-viewing drives for hotel guests.

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	16h00-16h30	Phone-in programme – dealing with visitors' comments on what they have seen or enjoyed in the park; interspersed with music requests/ dedications.	Sport programmes featuring Local, National and International sport snippets.	Sport programmes featuring Local, National and International sport snippets.	15h30-17h30 Sunset game-viewing drives leave two hours before gate closing times.
	16h30-17h30	Nation-wide broadcast including all the other National Parks. Parks promote what they have to offer including the latest nature and wildlife sightings. Ethnic communities and tour operators promote ecotourism sites in their area.	Nation-wide broadcast including all the other National Parks. Parks promote what they have to offer including the latest nature and wildlife sightings.	Nation-wide broadcast including all the other National Parks. Parks promote what they have to offer including the latest nature and wildlife sightings.	16h30-18h30 Sunset game-viewing drives leave two hours before gate closing times.

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	17h30-18h00	<p>Travel news and inserts promoting what the station has in store for the rest of the day;</p> <p>Promoting visits to cultural villages as well as ethnic handcrafts.</p>	<p>Promoting ecotourism in rural areas and in and around the park;</p> <p>Promoting cultural villages and ethnic handcrafts.</p>	<p>Promoting ecotourism in rural areas and in and around the park;</p> <p>Promoting cultural villages and ethnic handcrafts.</p>	
	18h00-18h30	<p>Promotion of park restaurants – looking at ‘specials’ on the menu;</p> <p>Looking at what’s cooking - visitors exchange recipes and chat about food, good wines and experiencing nature and wildlife.</p>	<p>Promotion of park restaurants – looking at ‘specials’ on the menu;</p> <p>Looking at what’s cooking - visitors exchange recipes and chat about food, good wines and experiencing nature and wildlife.</p>	<p>Promotion of park restaurants – looking at ‘specials’ on the menu;</p> <p>Looking at what’s cooking - visitors exchange recipes and chat about food, good wines and experiencing nature and wildlife.</p>	<p>18h00-21h00 Dinner is served in park restaurants (Big Five Safaris [sa]:5)</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	18h30-19h00	Station and park promotions, highlight special features concerning the station and the park – such as where to go, how to get there and the like.	Station and park promotions, highlight special features concerning the station and the park – such as where to go, how to get there and the like.	Station and park promotions, highlight special features concerning the station and the park – such as where to go, how to get there and the like.	Many visitors will be busy preparing or enjoying their evening meal in the rest-camps.
Evening Programmes 19h00-22h00	19h00-19h30	Musical interlude featuring popular requests and messages to and from tourists in the park via phone-ins.	Musical interlude featuring popular requests and messages to and from tourists in the park via phone-ins.	Nature programme on topics that may vary from small insects to medicinal plants or large predators or birds of prey (repeatable)-ideal to be played in travel agencies promoting tours to National Parks/tour buses en route to these parks.	19h00 -21h00 Dinner served in a <i>boma</i> with an open fire at the hotel.

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	19h30-20h00	Family quiz programme on nature and wildlife.	Dramatized stories about survival in the wild, based on actual cases.	Family quiz programme on nature and wildlife.	
	20h00-20h20	Time check & station ID 10sec. News – Local, National and International 18min. Weather - local forecast 1:50min.	Time check & station ID 10sec. News – Local, National and International 18min. Weather - local forecast 1:50min.	Time check & station ID 10sec. News – Local, National and International 18min. Weather - local forecast 1:50 min.	
	20h20-21h00	Campfire stories- a mixture of ethnic folklore and tales about the game-rangers of old.	Campfire stories- a mixture of ethnic folklore and tales about the game-rangers of old.	Campfire stories- a mixture of ethnic folklore and tales about the game-rangers of old.	19h30-21h30 night game-viewing drives depart two hours after closing time for a two-hour drive.

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	21h00-21h30	<p>Exploring ecotourism in rural areas close to the park and looking at the impact it has on ethnic communities ;</p> <p>Listener interaction via phone-ins;</p> <p>Exploring lesser known areas in the park.</p>	<p>Phone-in programme – dealing with visitors’ comments on what they have seen or enjoyed in the park; interspersed with music requests/ dedications;</p> <p>Nature talks - reports from field guides.</p>	<p>Looking through the lens – a programme with hints on wildlife photography – listeners participate via phone-ins.</p>	
	21h30-22h00	<p>Music programme alternating between jazz, ethnic and classical music with commentary to make listeners aware of the meaning/ certain passages, like cadenzas/ history of the piece and the like.</p>	<p>Music programme featuring popular requests.</p>	<p>Music programme featuring classical favourites.</p>	<p>20h30-22h30 Night game-viewing drives depart two hours after closing time for a two-hour drive.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday	Tourist Profile
	22h00-22h05	Station closes with a short inspirational message.	Station closes with a short inspirational message.	Station closes with a short inspirational message.	

PROGRAMMING GRID FOR ETHNIC AND TOURIST MEMBERS OF PARKS EMERGENT RADIO COMMUNITIES

APPENDIX C

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
Breakfast Programmes 04h45– 09h00	04h45-05h00	<p>Station opens with station ID & short bilingual greeting 10sec.</p> <p>Inspirational thought 20sec.</p> <p>Agricultural inserts 5min.</p> <p>Highlights of game sightings reported the previous day 6min 30sec.</p> <p>Information on work opportunities in and around the park 3min.</p>	<p>Station opens with station ID & short bilingual greeting 10sec.</p> <p>Inspirational thought 20sec.</p> <p>Agricultural inserts 5min.</p> <p>Highlights of game sightings reported the previous day 6min 30sec.</p> <p>Information on work opportunities in and around the park 3min.</p>	<p>Station opens with station ID & short bilingual greeting 10sec.</p> <p>Inspirational thought 20sec.</p> <p>Agricultural inserts 5min.</p> <p>Highlights of game sightings reported the previous day 6min 30sec.</p> <p>Information on work opportunities in and around the park 3min.</p>
	05h00-05h20	<p>Time check;</p> <p>News headlines 5min.</p> <p>Local news 5min.</p> <p>Update on local weather 1min.</p>	<p>Time check;</p> <p>News headline 5min.</p> <p>Local news 5min.</p> <p>Update on local weather 1min.</p>	<p>Time check;</p> <p>News headlines 5min.</p> <p>Local news 5min.</p> <p>Update on local weather 1min.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
		<p>Update on road conditions in park 3 min.</p> <p>Traffic updates for commuters in neighbouring areas close to the park 3min.</p> <p>Flight arrival and departure times of flights to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music - 'upbeat' and ethnic 2min.</p>	<p>Update on road conditions in park 3min.</p> <p>Traffic updates for commuters in neighbouring areas close to the park 3min.</p> <p>Flight arrival and departure times of flights to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music - 'upbeat' and ethnic 2min.</p>	<p>Update on road conditions in park 3min.</p> <p>Traffic updates for commuters in neighbouring areas close to the park 3min.</p> <p>Flight arrival and departure times of flights to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music - 'upbeat' and ethnic 2min.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	05h20-06h00	<p>News of what has happened during the night and early morning regarding kills; game sightings and the like reported by field guides 10min.</p> <p>Agricultural programme answering questions and giving advice to rural communities 10min.</p> <p>Indigenous and light classical music interspersed between programmes 5min.</p> <p>Environment programme on matters such as deforesting of sensitive areas and providing alternatives 15min. (repeated later in the evening)</p>	<p>News of what has happened during the night and early morning regarding kills; game sightings and the like reported by field guides 10min.</p> <p>Agricultural programme answering questions and giving advice to rural communities 10min.</p> <p>Promotion of cultural villages, arts and crafts and other indigenous skills 10min.</p> <p>Indigenous and popular music interspersed between programmes 5min.</p>	<p>News of what has happened during the night and early morning regarding kills; game sightings and the like reported by field guides 10min.</p> <p>Agricultural programme answering questions and giving advice to rural communities 10min.</p> <p>Environment programme interspersed with light classical music 20min.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	06h00-06h30	<p>Documentary on: wildlife; plant life; birdlife; interviews with knowledgeable members of ethnic communities 20min.</p> <p>Events occurring in and around the park 10min.</p>	<p>Programme featuring events occurring in and around the park and neighbouring communities 15min.</p> <p>Interviews with local newsmakers 15min.</p>	<p>Documentary on: wildlife; plant life; birdlife; interviews with knowledgeable members of ethnic communities. Repeat of the week's most popular programme 20min.</p> <p>Events occurring in and around the park 10min.</p>
	06h30-07h00	<p>Exploring and promoting ecotourism in rural areas close to the park , including:</p> <p>Interviews with ethnic communities concerned and</p> <p>Listener interaction via phone-ins</p>	<p>Exploring and promoting ecotourism in rural areas close to the park , including:</p> <p>Interviews with ethnic communities concerned and</p> <p>Listener interaction via phone-ins.</p>	<p>Exploring and promoting ecotourism in rural areas close to the park , including:</p> <p>Interviews with ethnic communities concerned and</p> <p>Listener interaction via phone-ins.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	07h00-07h20	<p>Time check & station ID10sec</p> <p>News – Local, National and International 10min.</p> <p>Weather - local update 2min.</p> <p>Update on local transport 3min.</p> <p>Flight arrival and departure times of flights to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music - ‘upbeat’ and ethnic 3min 50 sec.</p>	<p>Time check & station ID10sec</p> <p>News – Local, National and International 10min.</p> <p>Weather - local update 2min.</p> <p>Update on local transport 3min.</p> <p>Flight arrival and departure times of flights to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music - ‘upbeat’ and ethnic 3min 50 sec.</p>	<p>Time check & station ID10sec</p> <p>News – Local, National and International 10min.</p> <p>Weather - local update 2min.</p> <p>Update on local transport 3min.</p> <p>Flight arrival and departure times of flights to and from (KMIA) Kruger-Mpumalanga International airport 1min.</p> <p>Music - ‘upbeat’ and ethnic 3min 50 sec.</p>
	07h20-08h00	<p>Park promotions, highlighting special features concerning the park – such as where to go, how to get there, road conditions and the like.</p>	<p>Park promotions, highlighting special features concerning the park – such as where to go, how to get there, road conditions and the like;</p> <p>Cultural heritage programme featuring historical and cultural documentaries and tales told by elders of the ethnic community.</p>	<p>Park promotions, highlighting special features concerning the park – such as where to go, how to get there, road conditions and the like;</p> <p>Cultural heritage programme featuring historical and cultural documentaries and tales told by elders of the ethnic community.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	08h00-08h30	<p>Mobile studio interviews tourists on/returning from hiking trails 10min.</p> <p>Listener interaction via phone-ins 5min</p> <p>Environment programme 15min.</p>	<p>Sport News</p> <p>Information on the different sports events taking place and their broadcast times.</p>	<p>Sport News</p> <p>Information on the different sports events taking place and their broadcast times.</p>
	08h30-09h00	<p>The local buzz – news on what is happening in the community;</p> <p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services.</p>	<p>The local buzz – news on what is happening in the community;</p> <p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services.</p>	<p>The local buzz – news on what is happening in the community;</p> <p>Information on work opportunities</p> <p>Including phone-ins from people offering / requesting services.</p>
<p>Morning Programmes 09h00 – 12h00</p>	09h00-09h30	<p>Toddlers’ edutainment programme featuring songs and stories with edutainment value.</p>	<p>Children’s hour 09h00-10h00</p> <p>Local children host talent, game and quiz shows - Tourist children take part as guests in a multicultural programme.</p>	<p>Inspirational stories featuring popular repeats from the week.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	09h30-10h00	<p>Exploring and promoting ecotourism in rural areas close to the park ;</p> <p>Interviews with ethnic communities concerned and Listener interaction via phone-ins.</p>	<p>Children’s hour 09h00-10h00</p> <p>Weekly mystery/ adventure story with local children in lead roles (with crime prevention or similar issues in mind.)</p>	<p>09h00-10h00</p> <p>Religious programme/ church service broadcast</p>
	10h30-11h00	<p>Promotion of cultural villages and handcrafts sold in and around the park for instance at Numbi Gate with information on the meaning/symbolism or uses of the crafts.</p>	<p>Promotion of cultural villages and handcrafts sold in and around the park for instance at Numbi Gate with information on the meaning/ symbolism or uses of the crafts.</p>	<p>Special projects programme hosted by children.</p>
	11h00-11h30	<p>Cookery programme featuring low-budget nutritious recipes from ethnic communities, with prizes for the best recipes announced on Sundays.</p>	<p>Promotion of park sites and other matters of interest;</p> <p>Promotion of programmes to be broadcast later in the day or week.</p>	<p>Promotion of cultural villages and handcrafts sold in and around the park for instance at Numbi Gate with information on the meaning/symbolism or uses of the crafts.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	11h30-12h00	<p>Promotion of programmes to be broadcast later in the day or week.</p> <p>Promotion of park sites and other matters of interest;</p> <p>Lunch hour promotion of the day’s “specials” at various camp restaurants.</p>	<p>Cookery programme featuring low-budget nutritious recipes with prizes for the best recipes.</p> <p>Campfire cookery programme with a roving reporter interviewing tourists at various camp/picnic sites – swapping recipes and the like.</p>	<p>Edudrama aimed at social change with stories around current issues, stimulating listeners to ask questions and find answers through interactive call-ins.</p>
<p>Daytime Programmes 12h00-16h00</p>	12h00-12h30	<p>Campfire cookery programme with a roving reporter interviewing tourists at various camp/picnic sites – swapping recipes and the like;</p> <p>Introducing typical ethnic recipes of the area – members of ethnic communities share their culinary heritage.</p>	<p>Promoting programmes featured later on in the day/week;</p> <p>Public service announcements - informing listeners where voting stations will be for the elections, and the like;</p> <p>Promotion of trails and areas to visit in and around the park.</p>	<p>Cookery programme weekend special featuring the winning low budget recipe of the week.</p> <p>Lunch hour promotion of the day’s “specials” at various camp restaurants.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	12h30-13h00	<p>Promotion of park sites and other matters of interest;</p> <p>Promotion of programmes to be broadcast later in the day or week.</p>	<p>Mobile studio interviews with tourists on/returning from hiking trails (repeats from the week);</p> <p>Promoting the station by having a well known personality in the studio as a guest or promoting popular presenters and giving away caps and T-shirts with the station's logo-including –</p> <p>Promoting the sale of popular nature/wildlife documentaries/ animal stories for children on CD.</p>	<p>Mobile studio interviews with tourists on/returning from hiking trails (repeats from the week);</p> <p>Promotion of trails and areas to visit in and around the park.</p>
	13h00-13h20	<p>Time check/ station ID 10sec.</p> <p>News – Local, National and International 18min.</p> <p>Weather - local update 1min 50sec.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga</p> <p>International airport 1min.</p>	<p>Time check/ station ID 10sec.</p> <p>News – Local, National and International 18min.</p> <p>Weather - local update 1min 50sec.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga</p> <p>International airport 1min.</p>	<p>Time check/ station ID 10sec.</p> <p>News – Local, National and International 18min.</p> <p>Weather - local update 1min 50sec.</p> <p>Flight arrival and departure times to and from (KMIA) Kruger-Mpumalanga</p> <p>International airport 1min.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	13h20-13h30	Mobile studio interviews tourists on/returning from hiking trails (repeat); Exploring lesser known areas in the park;	Promotion of trails and areas to visit in and around the park; Success stories featuring local small businesses or other innovative entrepreneur stories.	Promotion of trails and areas to visit in and around the park; Success stories featuring local small businesses or other innovative entrepreneur stories.
	13h30-14h00	Information on small business enterprises; Interviews with those involved with cultural villages, arts and crafts and other indigenous skills.	Children’s entertainment with children hosting programmes including local talent shows and competitions.	Children’s entertainment with children hosting programmes including local talent shows and competitions.
	14h00-14h30	Success stories featuring local small businesses or other innovative entrepreneur stories.	Community empowerment programme with motivational speakers; Interviews with those involved with cultural villages, arts and crafts and other indigenous skills.	Success stories featuring local small businesses or other innovative entrepreneur stories; Information on small business enterprises.

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	14h30-15h00	Phone-in programme - music requests and dedications.	Monthly mobile station auctions - a visitor's jumble sale (old bird watching books, cameras, binoculars and the like) money goes to charities or soup kitchens in ethnic communities with popular DJ's hosting and playing records. Promoting the sale of popular nature/wildlife documentaries and animal stories for children on CD.	Information on small business enterprises; Interviews with those involved with cultural villages, arts and crafts and other indigenous skills.
	15h00-15h30	Children's edutainment programme including Quizzes on nature/wildlife and the history of the park and surrounding area.	Sport broadcasts	Sport broadcasts
	15h30-16h00	Children's edutainment programme	Sport broadcasts	Sport broadcasts

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
<p>Afternoon Programmes 16h00-19h00</p>	<p>16h00-16h30</p>	<p>Programme highlights promoting future station highlights for the day/week;</p> <p>Promotion of trails and areas to visit in and around the park.</p>	<p>Sport broadcasts</p>	<p>Sport broadcasts</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	16h30-17h30	<p>Game drive programme: Switch from Regional to Nation-wide broadcast to all National Parks with park news snippets from around the country;</p> <p>All parks contribute information and promote their areas. Parks advertise its night time game drives or daytime excursions and trails;</p> <p>Among the contributors will be the visitors and ethnic communities describing interesting or unusual sightings or asking questions about game or nature related topics via phone-ins.</p>	<p>Game drive programme: Switch from Regional to Nation-wide broadcast to all National Parks with park news snippets from around the country;</p> <p>All parks contribute information and promote their areas. Parks advertise its night time game drives or daytime excursions and trails;</p> <p>Among the contributors will be the visitors and ethnic communities describing interesting or unusual sightings or asking questions about game or nature related topics via phone-ins.</p> <p>Phone-in programme – dealing with visitors' comments on what they have seen or enjoyed in the park; interspersed with music requests/dedications;</p>	<p>Game drive programme: Switch from Regional to Nation-wide broadcast to all National Parks with park news snippets from around the country;</p> <p>All parks contribute information and promote their areas. Parks advertise its night time game drives or daytime excursions and trails;</p> <p>Among the contributors will be the visitors and ethnic communities describing interesting or unusual sightings or asking questions about game or nature related topics via phone-ins.</p> <p>Exploring ecotourism in rural areas close to the park and looking at the impact it has on ethnic communities ;</p> <p>Listener interaction via phone-ins;</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	17h30-18h00	<p>Nature talks - reports from field guides;</p> <p>Looking through the lens – a programme with hints on wildlife photography – listeners participate via phone-ins.</p>	<p>Nature talks - reports from field guides.</p>	<p>Exploring lesser known areas in the park.</p>
	18h00-18h30	<p>Exploring ecotourism in rural areas close to the park and looking at the impact it has on ethnic communities ;</p> <p>Listener interaction via phone-ins;</p> <p>Promotion of park restaurants – looking at ‘specials’ on the menu.</p>	<p>Campfire stories- a mixture of ethnic folklore and tales about the game-rangers of old;</p> <p>Promotion of park restaurants – looking at ‘specials’ on the menu;</p> <p>Looking at what’s cooking - visitors exchange recipes and chat about food, good wines and experiencing nature and wildlife.</p>	<p>Inspirational youth programme – stories told by the youth for the youth, including discussions / phone-ins from peers, interspersed with popular music;</p> <p>Promotion of park restaurants – looking at ‘specials’ on the menu;</p> <p>Recipes from Africa – featuring some of the week’s indigenous recipes from the ethnic community, resulting in a yearly cookbook that can be purchased – money goes to the ethnic community.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	18h30-19h00	Young entrepreneur programme – mobile units visit schools and record interviews with children doing interesting projects or applying business skills.	Inspirational youth programme – stories told by the youth for the youth, including discussions / phone-ins from peers, interspersed with popular music.	Looking at what’s cooking - visitors exchange recipes and chat about food, good wines and experiencing nature and wildlife; Campfire stories- a mixture of ethnic folklore and tales about the game-rangers of old.
Evening Programmes 19h00-22h00	19h00-19h30	Reality talk show , featuring members of the community and guests from outside.	Community issues , dealing with the concerns of the community – mobile units visit and record different communities each week.	Success stories featuring local small businesses or other innovative entrepreneur stories.

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	19h30-20h00	<p>Local drama (bilingual) and / or Edudrama aimed at social change with stories around current issues, stimulating listeners to ask questions and find answers through interactive call-ins.</p>	<p>Family Quiz programme - ethnic and tourist communities compete on topics such as recognising and distinguishing different bird and animal sounds; history of the area, important sites/landmarks and the like. This will be a studio recording with an audience. If recorded at the local school for instance by the mobile unit, transport will be provided for visitors in camp, who are participating. One can also consider mixed-group teams so that visitors and their ethnic counterparts can become better acquainted.</p>	<p>Game show with prizes, interspersed with music and entertainment provided by local talent (ethnic and tourist). As this will most likely be an outside broadcast, visitors will be provided with transport.</p>
	20h00-20h20	<p>Time check & station ID 10sec.</p> <p>News – Local, National and International 18min.</p> <p>Weather - local forecast 1min 50 sec.</p>	<p>Time check & station ID 10sec.</p> <p>News – Local, National and International 18min.</p> <p>Weather - local forecast 1min 50 sec.</p>	<p>Time check & station ID 10sec.</p> <p>News – Local, National and International 18min.</p> <p>Weather - local forecast 1min 50 sec.</p>

Broad-spectrum pattern for radio programming	Times	Monday – Friday	Saturday	Sunday
	20h20-21h00	Environment programme dealing with matters such as deforesting of sensitive areas and providing alternatives.	Game show with prizes, interspersed with popular music. Competing teams can have ethnic and tourist members in their group.	Game show with prizes, interspersed with popular music, in which both tourist and ethnic members take part.
	21h00-21h30	Factual programme featuring issues of concern to the community.	Reality talk show , featuring members of the community and guests from outside	Environment programme on matters such as deforesting of sensitive areas and providing alternatives.
	21h30-22h00	Music programme alternating between jazz, ethnic and classical music with commentary to make listeners aware of the meaning / certain passages, like cadenzas / history of the piece and the like.	Phone-in programme featuring popular music requests.	Ethnic folklore interspersed with indigenous music; Members of the community talk about the use of medicinal herbs and its cures.
	22h00-22h05	Station closes with a short inspirational message.	Station closes with a short inspirational message.	Station closes with a short inspirational message.