



# MISA ANNUAL REPORT 2009





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## Mission statement

The Media Institute of Southern Africa (MISA) is a dynamic, member-driven regional organisation with national chapters coordinated by a professional Regional Secretariat, which seeks – through monitoring, training, capacity building, research and the distribution of information – to foster free, independent and diverse media throughout southern Africa in the service of democracy and development as stated in the Windhoek Declaration and the African Charter on Broadcasting.

## Vision statement

MISA's vision is of a southern African region in which the media enjoys freedom of expression, independent from political, economic and commercial interests, pluralism of views and opinions. Our vision is of a region where members of society, individually or collectively, are free to express themselves through any media of their choice without hindrance of any kind. A region, too, where access to information must be unhindered and where information is readily available.

### The MISA vision is:

- A media that is free, independent, diverse and pluralistic
- Access to the media and information by all sectors of society
- Media workers who are competent, critical, accountable, sensitive to gender issues and aware of their responsibility to society
- Legislation, regulations and policy environments that support media independence, diversity and pluralism
- Citizens in the Southern African Development Community (SADC) region who are empowered to claim information as a basic right.



# GLOSSARY

Access to Information and Protection of Privacy Act (AIPPA)	Non-governmental organisation (NGO)
Acquired Immunodeficiency Syndrome (AIDS)	Organisational Development (OD)
African Commission on Human and People's Rights (ACHPR)	Preventing mother-to-child transmission (PMTCT)
African Comprehensive HIV-AIDS Partnership (ACHAP)	Public Order and Security Act (POSA)
African Media Barometer (AMB)	Southern African Broadcasting Association (SABA)
African National Congress (ANC)	Save Our SABC (SOS) campaign
Annual General Meeting (AGM)	South African Broadcasting Corporation (SABC)
Broadcasting Authority of Zimbabwe (BAZ)	South African National Editors' Forum (SANEF)
Broadcasting Services Act (BSA)	South West African People's Organisation (SWAPO)
Catholic Media Services (CMS)	Southern Africa Institute for Media Entrepreneurship and Development (SAIMED)
Chief Executive Officer (CEO)	Southern Africa Journalists Association (SAJA)
Department for International Development (DFiD)	Southern Africa Editors' Forum (SAEF)
Electoral Communications Authority (ECA)	Southern African Media Development Fund (Samdef)
Freedom of Information (FOI)	Southern African Development Community (SADC)
Friedrich Ebert Stiftung (FES)	Southern African Media Lawyers Network (SAMLN)
Gender and Media Southern Africa (GEMSA)	United Nations Educational, Scientific and Cultural Organization (UNESCO)
Human Immunodeficiency Virus (HIV)	United Nations Development Programme (UNDP)
Independent Broadcasting Authority (IBA)	United Nations Population Fund (UNFPA)
Interception of Communications Act (ICA)	United Nations Children's Fund (UNICEF)
Information and Communication Technologies (ICTs)	United Nations Information Centre (UNIC)
International Federation of Journalists (IFJ)	United States Agency for International Development (USAID)
Lesotho Telecommunications Authority Act (LTAA)	Finnish Foundation for Media, Communication and Development (VIKES)
Malawi Communications Authority, (MACRA)	Voluntary Media Council of Zimbabwe (VMCZ)
Media Alliance of Zimbabwe (MAZ)	Value Added Tax (VAT)
Media Complaints Commission (MCC)	Voice-Over-Internet Protocol (VOIP)
Media Council of Zambia (MECOZ)	Zimbabwe Association of Community Radio Stations (ZACRAS)
Media Development and Diversity Agency (MDDA)	Zambia Institute of Mass Communication (ZAMCOM)
Media Information Commission (MIC)	Zambia Competition Commission (ZCC)
Millennium Challenge Account-Building Organisational Network for Good Movement for Multi-party Democracy (MCA-BONGO)	Zambia National Broadcasting Corporation (ZNBC)
National Emergency Response Council on HIV and AIDS Governance and Advocacy (NERCHA)	Zimbabwe Association of Community Radio Stations (ZACRAS)
Movement for Multiparty Democracy (MMD)	Zimbabwe Broadcasting Corporation (ZBC)
Media Action Plan (MAP)	Zimbabwe Lawyers for Human Rights (ZLHR)
Namibian Broadcasting Corporation (NBC)	Zimbabwe National Editors' Forum (ZNEF)
Namibia Editors' Forum (NEF)	Zimbabwe Union of Journalists (ZUJ)
Namibian Planned Parenthood Association (NAPPA)	
Network of African Freedom of Expression Organisations (NAFEO)	



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# MESSAGE FROM THE CHAIRPERSON OF THE MISA TRUST FUND BOARD

MISA has continued to monitor, document, report and analyse media policy developments within the Southern African Development Community (SADC) region, particularly changes in regulatory regimes. Such analysis has been critical because changes to media policy and regulatory regimes can either free up or constrain the media and the role that it plays in the public sphere. Media policies are significant indicators of the democratic character of each society.

Thus, the enactment of the Media Practitioners' Act in Botswana at the end of 2008 can be regarded as a major setback not only for media freedom and freedom of expression, but to the general democratic character of that society. The violent attacks on media practitioners and closure of *Mwanahalisi* newspaper in Tanzania further highlight the growing tensions between the authorities and the private media in the region. Such developments speak of the growing trend in resistance to the entrenchment of media freedom and freedom of expression in several SADC countries, including those where the media environment has been friendlier in the past.

The entire SADC region is experiencing a period of transformation, which has resulted in governments becoming more entrenched. Often we have found that our governments overlook the key role that media plays in holding governments accountable. MISA is invariably caught up in this process and is required to play a more active role in capacitating and empowering media stakeholders, while also enhancing the public's ability to access information and participate in social, political and economic development processes.

## Looking inward

MISA has experienced unprecedented growth in 2008/2009. This period of growth has been characterised by a more focussed approach to programming, corporate governance and advocacy for media freedom and freedom of expression. This kind of growth and development requires improved oversight from governing bodies, especially the Trust Fund Board (TFB).

Our funding has increased during the second phase of the Strategic Special Partnership (SPPII), as has our responsibility to be more accountable to our funding partners. This has resulted in added pressure on the various MISA structures. The TFB has, therefore, stepped up its involvement in the governance of the various structures of the organisation.

A recent example would be the TFB's involvement with the development and review of the corporate governance roles and mandates of the various structures of the organisation. We are also looking to the future and are conscious of the need to build the capacity of national chapters to be more responsive to the needs of their membership, i.e. the media in the region.



In order for our organisation to become more sustainable, the need to spend resources more wisely and efficiently becomes paramount. MISA will further broaden its funding base to include private sector stakeholders and seek increased support from its members. MISA is an organised group of activists advocating a social agenda of media freedom and freedom of expression: in this regard, MISA is a social movement. It remains our hope that this movement will increase in both its capacity and reach.

We thank our funders for their continued support of media freedom and freedom of expression in the region. Their support has strengthened the media to become one of the key pillars of our ever-evolving democracy. We also thank the chapters of our organisation: they have been our lifeblood by carrying out the programmes that have sustained us for yet another year under the guidance of their national governing bodies, the Regional Governing Council, the Executive Council as well as the Regional Secretariat. I would also like to thank the Southern African Media Development Fund (Samdef) and the Southern Africa Institute for Media Entrepreneurship Development (SAIMED), which have survived under very trying circumstances, as well as their boards for guidance and support to the leadership of those bodies.

*Mandla Seleokane*  
*Chairperson*  
*MISA Trust Fund Board*



# MESSAGE FROM THE ACTING CHAIRPERSON OF THE MISA REGIONAL GOVERNING COUNCIL

The year under review was challenging for MISA as it embarked upon transformational processes aimed at growing and strengthening the organisation's advocacy role within each country and in the region as a whole.

It is critical for any dynamic organisation to transform itself in response to the needs and challenges it faces in delivering on its mandate. Thus, MISA continues to strive to advocate for the promotion of media freedom, diversity and freedom of expression in the Southern African Development Community (SADC) region.

Freedom of expression and media freedom remains under threat in southern Africa: the media alerts issued by MISA in the last 12 months are indicative of the restrictive and stifling atmosphere impacting on the media. MISA will continue lobbying and advocating for an improved media environment by engaging stakeholders, governments and legislators to ensure that the right to freedom of expression is protected and respected.

MISA will intensify advocacy around constitutional reforms, media policy and law reforms. As such, developments in Zimbabwe create a window of opportunity for engagement in the constitution-making process and to ensure that press freedom and freedom of expression are enshrined in the new supreme law that is being crafted.

MISA will continue to promote public broadcasting and community media models throughout the region, while providing capacity to such ventures to support their sustainability.

In the year under review, MISA's legal support programme has assisted numerous media organisations and journalists facing legal challenges. In some environments, such as Zimbabwe, the continued arrest of journalists means that MISA must take a leading role in strategic litigation to forestall future arrests and harassment.

In Lesotho, MISA succeeded in supporting its former chairperson and broadcaster, Thabo Thakalekoala, who was accused of sedition. The case ended in his victory as he was fined an insignificant amount of money and received a suspended sentence.

In Zimbabwe, the local MISA chapter assisted 19 media workers with legal fees and representation. Key cases included those of journalists Franck Chikowore, whose charges were dropped after he spent weeks in police custody, and Brian Hungwe, who challenged the constitutionality of a law barring him from working for a foreign media organisation. Hungwe won his case, setting a precedent for other journalists. MISA Zimbabwe also mobilised support for arrested journalist Addrissan Manyere.

In Zambia, three cases were settled with the support of the MISA Zambia Media Legal Defence Fund. In Malawi, two cases were supported under the Media Defence Fund.





## Realigning the organisation

At the 2008 annual general meeting (AGM), the Regional Governing Council (RGC) elected into office a new Executive Committee (EC), comprising Lomcebo Dlamini (Chairperson), Loughy Dube (Deputy Chairperson), Nomagcaleka Rangana and Henry Kabwe as committee members. Since then the current EC has followed up on the impressive work done by the previous EC. Ongoing matters of importance included the appointment of a regional programmes manager to coordinate and monitor the implementation of MISA's programmes.

The EC also approved the Realignment and Deployment Strategy proposed by the Regional Director. This includes a project development component to strengthen the strategic positioning of MISA and ensure that the organisation is attractive for fundraising purposes.

Also approved by the EC, and subject to ratification by the RGC, are policies relating to staff capacity development as well as the updating of the current MISA policy on the termination of contracts regarding notice periods and the handover requirements of senior staff, regionally and nationally.

Three EC members were also delegated duties in the Southern African Media Development Fund (Samdef), Southern African Media Training Trust (NSJ) and Southern Africa Institute for Media Entrepreneurship and Development (SAIMED). Loughy Dube was seconded to NSJ, while Noma Rangana will represent MISA in Samdef and Henry Kabwe will sit on the SAIMED board.

The organisational development (OD) process undertaken by the organisation in the last two years is nearing completion as the RGC has passed the document on to the Trust Fund Board (TFB) for a seal of approval before it is presented at the 2009 AGM. The OD process, which drew input from all MISA structures, was embarked upon after the realisation that MISA documents were in conflict and needed harmonisation. It is hoped that the final document will capture the most critical recommendations and core areas that need transformation to strengthen MISA's advocacy role in the region.

During the 2008–2009 financial year, MISA undertook the formulation of a Third Strategic Partnership Programme (SPPIII) over five years (2010–2015), to commence upon completion of SPPII in March 2010. MISA's basket fund partners have indicated their commitment to continue supporting the organisation's important work. MISA, therefore, extends heartfelt appreciation to these partners, namely the Humanist Institute for Development Cooperation (Hivos), the Royal Danish Embassy, the Royal Norwegian Embassy and the Royal Swedish Embassy.



## Facing chapter challenges

The RGC EC is mindful of the capacity deficiencies of some MISA chapters. Interventions have been necessary in Angola where issues, such as financial accountability and activity implementation, need to be addressed. In Lesotho, a forensic audit is pending, while in Malawi capacity is needed in financial management. MISA South Africa's operations have been negatively affected by a high staff turnover, while the Tanzanian chapters face problems with programme implementation and fundraising.

In all the areas that need attention, the EC has mandated the regional director to take the required administrative actions. The EC also resolved that there was a need to develop a Chapter Intervention Policy. This has since been drafted and will be presented to the RGC for discussion.

During the same period under review, a tripartite meeting was held with MISA (the TFB and the EC), SAIMED and Samdef. Discussions focused on co-operation between the three bodies, as well as their sustainability.

## Galvanising MISA's members

MISA is a membership-driven organisations and the seeming inactivity of members in some chapters and dwindling membership numbers in other countries are causes for concern to MISA. There has been a lull in membership in the last year and this is a challenge that MISA must address through the National Governing Councils (NGCs).

In conclusion, tribute should be paid to staff at the Regional Secretariat and national chapters who have worked tirelessly and under difficult conditions in the pursuit of fulfilling MISA's obligations, beliefs and values. May the shared values and beliefs we share as a family be the guiding principles that drive MISA into the future.

*For and on behalf of the RGC EC*

*Loughy Dube*

*Deputy Regional Chairperson*





# MESSAGE FROM THE REGIONAL DIRECTOR

The Southern African Development Community (SADC) region experienced some relief with the dawn of Zimbabwe's unity government in February 2009. Media freedom in the region benefited from the ensuing stability and some sense of sanity, while there was also a relaxation on the banning of foreign media and intimidation of the media lessened. The unity government has allowed for an opening space for engagement, stretching from constitutional to media law reform. Overall, however, threats remain: the state media in Zimbabwe continues to be biased and journalists still face arrest. Marches and demonstrations are banned and the sporadic arrest of citizens still occurs.

MISA's country offices, which faced governance and management challenges, have stabilised and there has been a smooth implementation of programmes and activities. MISA Angola remains a challenge in terms of dealing with policy and media reform, as well as mobilising members to rally behind its advocacy work. However, gains are being made in establishing dialogue with government and monitoring media freedom violations.

The organisational development (OD) process, which will be completed before the end of 2009, will bring about some drastic changes, including making MISA's structures leaner, smaller and more efficient. The OD process also brought about the necessary synergy for the organisation to operate smoothly and efficiently in terms of the various structures communicating better with one another. The Regional Secretariat now has a strong and direct link to the chapters for operations and reporting. The Trust Fund Board (TFB) will have a closer oversight role on the management and governance of the organisation in order to ensure that the organisation fulfils its objective to promote and protect media freedom in the region.

Beyond the year under review, MISA is embarking upon a new strategic planning process for the next funding phase. The current funding comes to an end in March 2010 and MISA's traditional financial support partners are being approached about funding for the next five years, with positive prospects. However, a concerted effort is also being made to broaden MISA's support base.

Capacity is another critical area of priority for the organisation, and resources and energy are being pushed in this direction to ensure that staff in the regional and country offices have the necessary skills and knowledge to implement MISA's programmes. Our vision will never be attained without knowledgeable people.

Media is the lifeblood of democracy and a key pillar of transparency and accountability. By providing information, the media can help to empower citizens to manage their own lives. Thus, MISA must intensify its campaigns to ensure that media freedom is promoted and advanced.

*Kaitira Kandjii*  
*MISA Regional Director*







Marine Corps Air Corps

EXCLUSIVITÉ AFRICAINE

Le doute  
chez Kabila

La question est désormais  
de savoir s'il sera au 2ème tour



**le Potentiel**

**30 juillet :  
le jour de vérité**



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A complete guide to the last days of the year.

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## Boutique

# BOURGEOISIE

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*Swaziland trade union members and anti-government protesters during a rally in the town of Manzini, Swaziland, on September 3, 2008.*

*Photo: Schalk van Zuydam / AP*

**“ When those deprived of their socio-economic rights cannot make their voices heard, they are even less likely to have their needs met. If a person is deprived of one right, his chance of securing the other rights is usually endangered. The right to education and the right to freedom of information and open debate on official policies is necessary to secure full public participation in the process of social and economic development. The freedom of the human mind and welfare of the human being are inextricably linked. ”**

*Mumtaz Soysal (1977 Nobel Lecture)*

# FREEDOM OF EXPRESSION AND RIGHT TO INFORMATION





## Regional overview

The year 2008 was eventful for southern African media. In his inauguration speech in January 2008, Botswana's newly elected president, Seretse Khama Ian Khama, set the tone of government-media relations within the region when he classified the media in the same category as other social vices, such as alcoholism. Six months later, in August 2008, Khama's government proposed passing a Media Practitioners Bill, with haunting similarities to Zimbabwe's infamous Access to Information and Protection of Privacy Act (AIPPA). Despite much criticism, by the end of December 2008, the draconian law had been signed into law. The new law requires, among others, that journalists be registered and that a statutory media council be imposed.

During 2008 throughout southern Africa the media was faced with hypersensitive and intolerant governments, swift and harsh in their responses, which included closing down media houses, passing unfriendly legislation, threatening to withdraw licences, banning broadcast programmes and a rise in legal defamation cases.

The Tanzanian government closed down the *Mwanahalisi* newspaper in October 2008 on charges that the paper had offended the ruling party and the family of President Jakaya Mrisho Kikwete. Notable was the impunity and swiftness with which government acted, bypassing all legal avenues.

In Zambia, the presidential by-elections of October 2008 following the death of President Levy Mwanawasa the previous month were a grim reminder of how government-media relationships can be fragile, tense and often temporary. The government banned radio phone-in programmes on the pretext that they incited political violence and instability. *The Post*, the country's leading private newspaper, was continually threatened with closure. Similarly, the Malawi and Lesotho governments seemed bent on a crusade to ban radio stations. Lesotho's Harvest FM was off air for three months following a ban for allegedly defaming senior government officials, while a prominent journalist was charged with sedition.

The ANC-led government took up arms against the media in South Africa over a publication of the cartoon 'Rape of Justice' by Zapiro in the *Sunday Times* and the *Mail & Guardian*. The ANC described the cartoon as an abuse of freedom of expression, while others suggested that it was a racist attack against black leadership. While South Africa was once seen as a regional model for media freedom, it appears to be regressing, having among the highest numbers of defamation cases in the region and a heavily politicised state broadcaster, the SABC.

Namibia made its own defamation record, with three rulings against three media houses in the space of three months and four in 12 months.

The year began with a dire media freedom outlook in Zimbabwe, Lesotho, Swaziland and Angola and the situation remains bleak.

## Interventions and milestones

One of the biggest and most critical milestones was in Zambia. The National Constitutional Conference (NCC) unanimously approved the provisions in the current draft constitution explicitly guaranteeing citizens' right to information, press freedom and freedom of expression. When the draft constitution comes into effect in 2011, Zambia will





boast one of the most progressive constitutions in the world. The efforts of more than seven years of advocacy and lobbying seem to have finally paid off. MISA has over the years campaigned for a constitution, as well as other legislation, that guarantees media freedom and the right to information. MISA has two commissioners on the NCC whose critical and strategic positioning ensures that media freedom remains a priority on the NCC agenda. MISA made a presentation to the NCC at the beginning of 2009 to justify why the above provisions should be adopted.

During the year under review, MISA Mozambique presented government with a model access to information law. More than 300 copies were distributed to members of parliament and relevant institutions, with the Head of State, Armando Guebuza, even requesting a copy of the model law.

Similarly, MISA Tanzania, MISA Malawi and MISA Lesotho made presentations and submissions to lawmakers on access to information. MISA Namibia and the Legal Assistance Centre (LAC), held joint programs to highlight and ensure that access to information remains a priority on the agenda of legislative reforms.

MISA Zimbabwe, as part of the Media Alliance of Zimbabwe (MAZ), pushed for a review of AIPPA and other repressive laws. MISA is hopeful that Zimbabwe's new government of national unity will work swiftly to amend or repeal laws such as AIPPA, the Interception of Communication Act, and Public Order and Security Act (POSA), which represent major stumbling blocks to media freedom.

## Challenges and drawbacks

The passing in Botswana of the Media Practitioners Act in December 2008 was by far the most severe drawback to media freedom in the country and southern Africa in general. The law requires journalists to be registered with the state and imposes a statutory media council. The law has been condemned by the international media rights community for being detrimental to media freedom and the democratic strides for which Botswana is revered globally.

The death of President Mwanawasa in late 2008 created a big gap in the campaign for media freedom in Zambia, particularly the right to information. In February 2008, Mwanawasa committed himself to ensuring that the Freedom of Information Bill would go to parliament, six years after it was developed, and be passed into law by the end of 2008. Since President Rupiah Banda came to power in October 2008, government-media relations have grown increasingly fragile with no indication of hope for media freedom.

Resources remain a major constraint for running sustained and consistent campaigns across the region. The regional freedom of expression and the right to information campaign can only focus on and roll-out to three or four countries a year, while the remaining countries run their own campaigns with feedback to the regional office.

## The future

One of the major MISA campaigns for the next two years is the adoption of an African Platform on Access to Information at the Windhoek +20 Conference in 2011. The campaign will continue to focus on small one-to-one interventions with top policymakers, while scaling down on bigger meetings like workshops. Not only has the former shown more promise, the latter is expensive and will be minimised until more funding has been secured.



*Right: Launch and first run of the Sowetan being printed at Caxton printing presses.  
Photo: Paul Velasco / PictureNET Africa*

**“ Media freedom is my freedom. Media freedom is your freedom. Media freedom is our freedom. But with this freedom comes lots of responsibility ”**  
*Sir Michael Somare*

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# MEDIA FREEDOM MONITORING AND RESEARCH



***Bua!***

Join the fight against the Media Practitioners Act.  
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## Media freedom monitoring and research

With the exception of Angola, Tanzania, Lesotho and Zimbabwe, the external media environment in most of the southern African region remained unchanged and relatively stable. In the year under review, MISA had to contend with a rapidly changing situation in Zimbabwe, where the March 2008 presidential election was followed in June by a violent by-election, boycotted by the opposition and in which media freedom and freedom of expression rights were trampled upon with impunity.

Zambia faced challenges relating to the deterioration of government and media relations before the November 2008 presidential by-election. Attacks on the private newspaper, *The Post*, intensified in 2009 with the ruling party, the Movement for Multi-party Democracy (MMD), virtually laying siege on the newspaper and beating its reporters and vendors at the slightest opportunity.

In Tanzania, media freedom and freedom of expression were challenged with an attack on Saed Kubenea and the closure at the end of 2008 of the newspaper he edits, *Mwanahalisi*. There are growing tensions between the authorities and the small vibrant private media, especially *Mwanahalisi*, which spearheaded an investigation exposing corruption in the country.

Swaziland remains a hotbed of discontent as King Mswati III and his court continue to suppress any forms of dissent expressed on civic society platforms or by political organisations. The media in Swaziland is increasingly under pressure to toe the line or face the consequences, and there is a general air of fear that has resulted in self-censorship and a deterioration in the quality of information reaching citizens.

MISA maintained its presence in the region through monitoring and reporting media freedom and free expression violations, as well as assisting victims of such infringements. During the year, MISA issued 163 alerts covering media freedom and freedom of expression violations and related media developments in the region. A number of media organisations were assisted with legal support and training was given to journalists in Zimbabwe to help them deal with the repressive environment.

### Media monitoring and SADC Journalists under Fire campaign

MISA continues to monitor the media and freedom of expression environment in southern Africa, issuing and disseminating alerts. This work has enabled the organisation to support journalists facing challenges in the region.

In 2008–2009, 23 journalists received legal support, the majority of them in Zimbabwe. As part of the SADC Journalists under Fire campaign support was also rendered to Zimbabwe journalists through the provision of safe houses before the June 2008 elections, as well as safe places from which to operate.

Under this campaign, MISA is supporting the case by the Freedom of Expression Institute (FXI) against the South African Broadcasting Corporation (SABC) in South Africa. This landmark case will define how far civil society can influence the democratic management of the SABC.



MISA also intervened in the case of Shadreck Manyere, a freelance journalist who languished in detention in Zimbabwe from December 2008 until mid-April 2009. MISA mobilised support for the legal fees for Manyere and his family who were hard hit by his loss of income.

Within the SADC Journalists under Fire campaign, MISA Tanzania has established and fundraised for a fund for Tanzanian media and journalists facing repression. MISA is investigating the possibility of launching constitutional challenges to selected laws that have been used to harass journalists in Tanzania.

MISA Malawi realised the goals of this campaign by creating a platform for communication between law enforcement officers and media practitioners. MISA Malawi conducted a series of workshops for police officers from the country's four policing regions and the police headquarters. These workshops resulted in a deeper understanding in the police force of basic issues of media freedom, freedom of expression, media ethics and access to information. In closing, journalists and police officers were given an opportunity to identify solutions to areas identified as causes of misunderstanding and tension between the parties.

MISA Botswana ran a limited campaign with support from newspapers between June and August 2008. The campaign, dubbed 'Democracy under Threat', managed to initiate debate and public participation on freedom of expression issues in Botswana. Local newspapers all pledged full-page, full-colour adverts to MISA. The campaign was also used to advocate against the Media Practitioners Bill. Another series of adverts and posters was produced and published between October and December 2008. The campaign, 'Attack on Freedom of Expression', focused specifically on the Media Practitioners Bill.

During June 2008, MISA's Regional Secretariat facilitated a solidarity visit to Zimbabwe by representatives of the MISA regional office, the Africa office of the International Federation of Journalists (IFJ) based in Senegal, the Southern African Editors' Forum (SAEF), the Southern African Journalists' Association (SAJA) and the Network of African Freedom of Expression Organisations (NAFEO) to ascertain the conditions of media freedom and freedom of expression in Zimbabwe.

In Zimbabwe, MISA supported the legal case of journalist Frank Chikowore, while in Lesotho support was provided to Thabo Thakalekoala.

## World Press Freedom Day

The annual World Press Freedom Day activities afford MISA an opportunity to publicise the organisation's work and raise concerns about the ongoing repression of media and free expression rights in the region. The day has become a rallying point for the media and civic society in support of media and free expression issues in the region.

MISA Regional Secretariat supported the hosting of World Press Freedom Day events throughout the region. These events took various forms from public debates and demonstrations to radio and television interviews, roundtable discussion forums and advertising campaigns. World Press Freedom Day, May 3, sees the launch of MISA's annual state of the southern African media report, *So This is Democracy?* In Angola, MISA was only able to issue a press statement as a result of restrictions on public gatherings.

## Thematic research on media and freedom of expression

The Regional Secretariat supported national chapters to carry out research on a number of pertinent issues, including the monitoring of elections in Zimbabwe. MISA Zimbabwe produced a pictorial journal titled *Walking the Talk* on the coverage of women's voices in the 2008 elections.

In January, MISA Zimbabwe launched a journal, *Reporting in the Line of Fire*, with 12 narratives from journalists who faced the wrath of the law and had particular experiences to share with fellow journalists and the general public. *Reporting in the Line of Fire* is the first book to be published in Zimbabwe with first person narratives of journalists.

MISA Zimbabwe, with the assistance of Zimbabwe Lawyers for Human Rights (ZLHR), published an analysis following the new trend of arrests and charges using the Criminal Law (Codification and Reform) Act. The analysis was titled 'The impact of criminal defamation and insult laws on the right to freedom of expression in Zimbabwe'.

A report, the product of a research project on Zambia's presidential elections, was produced and will be used as an advocacy and training tool by the MISA chapter. The study has further resulted in concerted efforts to set up a voluntary media council, as well as to push for media law reforms.

MISA Namibia performed an analysis of the country's proposed Communications Bill. Work on this is ongoing as the final bill is expected in mid-2009. MISA Namibia's advocacy efforts have resulted in the issue being taken up by civil society, including human rights lawyers who have stated they would be willing to litigate on this issue.

MISA Mozambique produced and launched its now-renowned *State of the Media Report* in March 2009.

## African Media Barometer

The AMB, an assessment tool for national media environments, was conducted in Lesotho, Malawi, South Africa, Tanzania and Zimbabwe during 2008. Reports for all the countries have been printed, launched and distributed and are available online at <http://www.misa.org/programme/mediamonitoring/ambreports.html>

The reports were uniform in highlighting the lack of transformation in the broadcasting environment in the southern African region. In addition, they highlighted increasing concerns about media capacity and professionalism. The AMB reports prioritised, in terms of proposed interventions in the national media environments, a need to solidify media and civil society coalitions for greater effect in the campaign for media freedom and freedom of expression.

A key result of the AMB project, which has been ongoing since 2005, has been its use by national chapters and civil society in planning and carrying out their activities. In Lesotho, for example, the AMB report was used as the key document submitted to the New Partnership for Africa's Development (NEPAD) secretariat as part of the African Peer Review Mechanism (APRM) process.

In Namibia, efforts to establish a self-regulatory media body, and possibly a separate broadcasting complaints commission, have received renewed impetus as a result of the national chapter noting the recommendation of the report to prioritise the activity.





Similarly, in Mozambique, the AMB has led to discussions and action to set up a voluntary media regulation structure.

In Zimbabwe, the AMB research helped to publicise and raise awareness about the repressive nature of the media environment.

To enhance this project, MISA and the Friedrich Ebert Stiftung (FES) are further developing the indicators. It was noted that the AMB tool was lacking in its assessment of gender and information and communication technologies (ICTs) in respect of the free expression environments in Africa. In 2009, MISA will, therefore, roll out a reviewed, and improved, list of AMB indicators.

The AMB is constantly evolving and MISA and FES are mindful of the need to market and brand the project. Thus, during 2009 the AMB booklet design will be revamped, while renewed attempts will be made to popularise the project on national, regional and international platforms.

MISA will continue to use this project to highlight issues of concern that relate to media freedom and freedom of expression in the region.

## **African Commission on Human and People's Rights and networking**

MISA attended the African Commission on Human and People's rights (ACHPR) session in Nigeria in November 2008, where it issued a statement about the ongoing repression of media workers in the sub-region. The organisation continues to work closely with the ACHPR in Banjul, Gambia. As a result of this collaboration, ACHPR commissioners visited Zimbabwe at the invitation of MISA and other civil society organisations. The ACHPR subsequently produced reports calling for reforms to Zimbabwe's media laws and the country's inclusive government has taken up the issue. At present, MISA Zimbabwe has two cases before the commission.

MISA is increasingly working through and with networks in its advocacy work. In Swaziland, MISA is leading a coalition to fight for the observance of citizens' rights during the election period. MISA Swaziland is also leading a High Court challenge on the composition of the country's electoral body.

In Zimbabwe, MISA is part of the Media Alliance of Zimbabwe (MAZ), which has become the political voice of media groups in the country.

In Tanzania, MISA works with partners in a media and anti-corruption drive being implemented under the Millennium Challenge Account Building Organisational Networks for Good Governance and Advocacy (MCA-BONGA).

In Zambia, MISA is part of coalition that is pushing for media law reform and the implementation of laws, including the Freedom of Information Act and the Independent Broadcasting Authority Act.

In Botswana, MISA has fought the Media Practitioners Bill as part of a coalition, and in South Africa the organisation is part of the SOS, or Save our SABC campaign, an effort by civic groups to seek the transformation of the SABC into a true public service broadcaster.



*A film crew tapes a television documentary titled 'Mother of Mine, Daughter of Spirits' ' for the SABC 2 family channel.  
(Photo © Sipho Futshane / PictureNet Africa)*

**“ Low-cost technologies that are widely accessible should be promoted with a view to ensuing broad access to new communications platforms. Technological solutions to traditional problems of access – including in relation to hearing or visual disabilities – should be explored and promoted ”**

*Joint Declaration on Diversity in Broadcasting by the UN Special Rapporteur on Freedom of Opinion and Expression, the OSCE Representative on Freedom of the Media, the OAS Special Rapporteur on Freedom of Expression and the ACHPR (African Commission on Human and People's Rights) Special Rapporteur on Freedom of Expression and Access to Information (December 2007)*



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# CAMPAIGN FOR BROADCASTING DIVERSITY AND ICTs



## Broadcasting diversity and ICTs

The major thrust of MISA's Campaign for Broadcasting Diversity and ICTs in the past year was to influence policy reform on public broadcasting and independent broadcasting regulation, as well as to provide support for community radio development. A key factor in entrenching democracy and good governance is the democratisation of state broadcasters, as they play a critical role in the dissemination of information during elections. The growth and sustainability of community broadcasting is vital to the democratic process, and community broadcasters provide a valuable voice for marginalised groups.

Therefore, MISA chapters carried out various activities to promote broadcasting reform, with a particular focus on the transformation of state broadcasters into public broadcasters. Activities were also undertaken by the chapters to facilitate the licensing of community broadcasters. Capacity building was carried out in the form of training in good governance, management and programme production. The goal of these activities is to ensure that community radio broadcasters are sustainable, and this remains a major challenge.

Broadcasting reform is an ongoing process and, while many interventions were carried out, a lot more still needs to be done especially in developing links between information and communication technologies (ICTs), convergence and broadcasting development in the region.

### Support for community radio development

During the period under review, MISA Botswana facilitated the formation of a Community Broadcasting Association to promote the interests of community broadcasters in the country. The association aims to unite community radio aspirants, promote awareness of community radio and keep the topic on the national agenda. Government has yet to develop a policy and open up the airwaves to community radio.

As part of developing community radio in the region, MISA Namibia assisted the southern Karas community to set up a community radio station. The Namibian chapter also sourced equipment from the United Nations Educational, Scientific and Cultural Organisation (UNESCO) for the Ohangwena Community Radio Station in the far north.

In Swaziland, the local MISA chapter helped four aspiring community radio stations to submit licence applications to the regulatory body in March. The chapter also conducted three-day management training courses for community radio stations to equip them with skills to manage a community radio station in anticipation of the government issuing them with licences.

MISA Zambia helped to build the capacity of radio stations at operational and management levels through programme production, management and strategic planning, in addition to granting requested broadcast equipment.

MISA Zambia conducted in-house production training workshops for 14 community radio stations. The training focused on documentary production and mainstreaming issues of gender and HIV and AIDS into programming.



The Zambian chapter also conducted strategic planning training sessions for 15 participating community radio stations. This resulted in the community radio stations producing strategic plans to guide their operations for the next three years. In the process, the staff looked at how the stations' role as a development medium could be enhanced.

In the medium- to long-term, the strategic planning training is expected to improve the sustainability of community radio stations, many of which collapse after donor seed money is exhausted. It is MISA's intention to replicate best practices from the Zambian experience in the region's other community radio stations, which grapple with sustainability issues.

During this financial year, MISA Zambia also conducted a comprehensive audience survey involving 15 community radio stations across Zambia. The objective was to gain more insight into the environment in which they operate, to understand how communities perceive and respond to these stations, and to isolate factors that could enhance the relevance of these radio stations within their communities. Again, these efforts are aimed at improving sustainability, as there is evidence that community radio stations are better able to survive if they have relevant programming and the support of the community.

In April 2008, MISA Zambia appeared before the Parliamentary Committee on Information and Broadcasting to brief members of parliament (MPs) on the role of community broadcasting and how and why it should be funded. This gave impetus to the government deciding to fund community media institutions through the establishment of the Media Development Fund. Guidelines are being established and MISA Zambia is participating in this process. Funding community radio stations in this manner will go a long way to ensuring their survival and contribution to local communities.

In Zimbabwe, the MISA chapter continued to support the establishment of community radio stations by hiring a consultant to develop a strategic plan for each of the radio initiatives. MISA Zimbabwe supported seven initiatives by printing publicity materials, T-shirts, posters and training manuals.

A national meeting of the Zimbabwe Association of Community Radio Stations (ZACRAS) was held to review activities within the movement and identify strategies to advocate for the licensing of community radio in the new dispensation.

Eight of the nine initiatives carried out strategic planning meetings that reviewed their objectives and developed a plan of action to guide their campaigns. One of the initiatives, Radio Dialogue, is now broadcasting via short wave from a location outside Zimbabwe as the station does not have a licence to broadcast internally.

Under the ICTs stream, MISA Zimbabwe assisted community radio initiatives to establish blog sites. To promote these initiatives, links to these sites were put up on the MISA Zimbabwe website. MISA Zimbabwe's resource centre was upgraded with the installation of a wireless network and the acquisition of better computers with editing software, thus providing the chapter's members, especially, with better access to ICTs.

The advocacy work around community broadcasting in Zimbabwe, as well as support to community radio initiatives, has led to the community radio movement becoming a recognised media stakeholder. Input from the community radio sector was included in the overall media strategy of the Media Alliance of Zimbabwe (MAZ).



Most of ZACRAS' initiatives focused on strengthening their community base in terms of membership and community participation and support. The period under review saw the initiatives increase their community activities with the production of newsletters and audio CDs focusing on the community's opinion about critical national issues, such as the elections, food shortages, the deterioration of social services and price increases on basic commodities.

In South Africa, the MISA chapter assisted Soweto Community Television in establishing its structures. MISA South Africa is now assisting the station and two others with sustainability issues and programming.

## Broadcasting reform and policy advocacy

In its efforts to promote public broadcasting, MISA South Africa was actively involved in the campaign activities of the Save Our SABC (SOS) Coalition, a grouping of civil society and other organisations seeking to restore public broadcasting at the South African Broadcasting Corporation (SABC). The coalition has carried out several activities, including oral and written submissions to Parliament in an attempt to influence policy reform pertaining to the SABC.

In Lesotho, the MISA chapter made written submissions to government on the Communications Bill, calling for an independent regulator and the transformation of state broadcasting media into public media. The submission bore fruit as some of MISA Lesotho's recommendations were incorporated in the drafting of the law.

After many years of campaigning, MISA Malawi succeeded in having the Communications Act reviewed by government. During consultative meetings, the chapter proposed changes in the appointment of the boards of the state broadcasters, Malawi Broadcasting Corporation and TV Malawi, as well as the Malawi Communications Regulatory Authority (MACRA), to ensure a transparent process that does not compromise their independence.

In April 2008, MISA Zambia appeared before the Parliamentary Committee on Information and Broadcasting and made submissions on the draft Broadcasting Bill and the draft Broadcasting Policy. Consequently, in its report released in November 2008, the committee urged the Minister of Information and Broadcasting Services to expeditiously appoint members of the Independent Broadcasting Authority (IBA) and to implement the Zambia National Broadcasting Corporation (ZNBC) Amendment Act.

MISA Zambia also continued to advocate for the implementation of the IBA and ZNBC (Amendment) Acts by issuing six statements calling for the implementation of the stalled legislation. The Zambian chapter also met with the Minister of Information and Broadcasting Services in an effort to influence government action.

In February 2009, MISA Zambia held a three-day workshop on development journalism for ZNBC staff in Lusaka, aimed at introducing employees working in news and current affairs to the practice of development journalism within the context of public service broadcasting.

In Namibia, the MISA chapter played a major supporting role in initiating the process to establish a self-regulatory mechanism for broadcasters. This was to pre-empt the government's threat to set up statutory regulation if broadcasters failed to regulate themselves, formally. It is also aimed at promoting professionalism among broadcasters, as a majority of the population relies on radio stations, especially, for information.



MISA Namibia also spoke out against the envisaged interception of private electronic communication in the draft Communications Bill, pushing the topic into the public arena and stimulating debate. At the request of government, MISA Namibia also submitted an alternative draft deemed democratic and in line with international best practices.

MISA Mozambique organised a national conference on broadcasting reform and held two provincial conferences in Niassa and Inhambane. Subsequently, a team of consultants was hired by the government to produce a draft bill on broadcasting reform in 2008.

Anticipating parliamentary elections being held in several countries in the region, MISA also advanced the case for diverse voices to be heard around elections and for this to be made part of electoral policies. In that spirit MISA, was active in October 2008 discussions on a code of conduct for broadcast media in Botswana hosted by the country's broadcasting regulator and the electoral body. The code will guide broadcasters in the 2009 election, thereby enhancing the role of the media in the conduct of free and fair elections.

MISA Regional Secretariat also continued developing links with like-minded organisations, such as the Southern African Broadcasting Association (SABA), to push for broadcasting reform. For example, the media body hosted policy discussions for MPs and other stakeholders on public broadcasting and the crisis at the SABC in February 2009.

## Research and publicity on broadcasting reform

In its monthly online newsletter, MISA Regional Secretariat published updates on the state of broadcasting, telecommunications and ICTs in the region. The impact of the newsletter was gauged through feedback from subscribers, citations and requests to be included in the mailing list.

MISA Zambia conducted mini-research into the coverage of the elections by the ZNBC. The study revealed that coverage was biased in favour of the ruling Movement for Multi-party Democracy (MMD) and less coverage was accorded to opposition presidential candidates. Data captured was used to bolster MISA Zambia's advocacy for reforms.



*German journalist Roman Goergen during an interview in Katutura, a township of Windhoek, the capital of Namibia.  
Photo: Henner Frankenfeld / PictureNET Africa*

**“ A new injection of support is required to develop vibrant, sustainable independent media that produces and distributes high-quality African content, and supports Africa’s progress towards an information society, and to help support critical and pluralistic voices on the continent ”**

*The African Media Initiative (AMI)*



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# MEDIA SUPPORT



## Media support

MISA's Media Support Programme activities in the year under review focused on media professionalism, media accountability, gender, HIV and AIDS, election coverage and a range of capacity development initiatives, including the Scholarship Exchange Programme and skills training in on-line publishing. Other support projects included commissioning and conducting research to assist the media in providing valuable services to the citizenry. In line with this, MISA continued to support the establishment of self-regulatory media councils in the region.

## Self-regulation

Working within the Media Association of Zimbabwe (MAZ) coalition, MISA succeeded in establishing the Media Council of Zimbabwe (MCZ). The council is now functioning and has been assisted to fundraise its own resources. As part of supporting self-regulation, MISA and the Friedrich Ebert Stiftung (FES) have entered into an agreement regarding the development of sustainability for media councils in the region. An amount of Euro 50,000 (about US\$70,600) has been provided by FES to support media councils' sustainability in the region during 2009.

MISA Zambia held several meetings with partner organisations to resuscitate the Media Council of Zambia (MECOZ). These took place in November 2008, while a follow-up meeting was held at Panos, an international organisation aimed at ensuring that information is used effectively to foster debate, pluralism and democracy. The participants at the meetings agreed that MECOZ could be remodelled so that it could include more media institutions. This process is expected to be completed in 2009.

MISA Mozambique is supporting the establishment of a media council in Mozambique. Editors of mainstream media houses approved a code of ethics at a meeting held in Beira. This code was used during the campaign and voting of the Municipal Elections held in 43 municipalities in November 2008. In pursuit of this goal, three regional conferences were held to find a common platform with the Mozambican Union of Journalists (SNJ) on the need for a self-regulatory instrument approved by media workers. Over 200 journalists attended these meetings. The code was also used as a platform for monitoring the media coverage of the elections. A report was produced and submitted to the editors for approval, after which it was formally launched in March 2009. For the first time in Mozambique, a report using scientific tools was designed and unanimously approved by the editors in a national event.

## Media awards

MISA held its media awards ceremony at its annual general meeting in August 2008. The Press Freedom Award was awarded to Professor Fackson Banda, a leading media academic and freedom of expression activist from Zambia.

Publicity for the John Manyarara Investigative Journalism Award was done through the printing and distribution of posters. Each national chapter launched the awards with a press conference, and entries increased by more than 100 per cent from 17 in the previous year to 40.

In September 2008, MISA Botswana hosted its 13th media awards ceremony and fundraising dinner, which was attended by over 500 people. In February 2009, MISA Zambia held its annual media awards, with the Minister of Information and Broadcasting Services, Lieutenant General Ronnie Shikapwasha; several MISA Zambia cooperat-





ing partners; media associations; and representatives of media institutions in attendance. The chapters in Malawi, Namibia and Mozambique also held media award ceremonies during 2008.

MISA Tanzania raised US\$6,500 for the media awards. The prize money went to 15 journalists whose work was recognised for its excellence in informing citizens about corruption and governance issues in the country. The prizes were handed to the winners during the commemoration of the Right to Know Day. Notably, most award winners were recipients of training under the anti-corruption civil alliance grouping led by MISA Tanzania, the Millennium Challenge Account Building Organisational Networks for Good Governance and Advocacy (MCA-BONGA).

## Gender, HIV and AIDS activities

In August 2008, MISA Regional Secretariat and its partners Gender Links and Gender and Media Southern Africa (GEMSA) hosted a Gender and Media Summit in South Africa. The summit, attended by more than 150 people, further entrenched advocacy for gender equality in the media and other facets of social life. It was also used as a training platform on various issues, including gender and HIV and AIDS reporting. Awards were presented to journalists during the summit in recognition of the media's efforts and excellence in reporting about gender and HIV and AIDS.

At a national chapter level, MISA Namibia hosted a series of breakfast meetings during the 16 Days of Activism in November 2008. The chapter was also appointed to sit on the Ombudsman Communities on Human Rights. MISA Namibia facilitated discussions on radio and television with stakeholders from civil society and the media addressing issues of gender-based violence as well as human rights. With support from the Global AIDS Alliance, MISA Namibia commissioned a series of papers on HIV and AIDS and reproductive health.

MISA Namibia also hosted a series of cocktail evenings for journalist to discuss HIV and AIDS with support from the Namibia Planned Parenthood Association (NAPPA) and the United Nations Population Fund (UNFPA). The Global AIDS Alliance supported MISA Namibia in improving journalists' understanding of HIV and AIDS and the epidemic's relationship to reproductive health. This is an indication that international and local non-governmental organisations (NGOs) value MISA Namibia's contribution towards addressing the issue of HIV and AIDS. In line with this, the Namibian chapter held a workshop under the theme 'Women and girls in the media'.

In partnership with GEMSA, MISA Mozambique organised a workshop on Media and Gender in Nampula province. About 25 people from the northern provinces of Mozambique participated. The sensitisation of journalists in gender reporting is ongoing and MISA Mozambique is developing a guide for reporting on women newsmakers and sources. In all, the local chapter organised 10 informal meetings with journalists on the need to use more women as sources.

MISA Botswana continued its partnership with the Zambia Institute of Mass Communication (ZAMCOM) and provided training to 20 journalists on HIV and AIDS reporting. A major focus of the training was the development of writing skills to reduce stereotyping and stigmatisation of those affected and infected. In another project, MISA Botswana partnered with a local American Centre for Disease Control organisation in an effort to spread awareness about HIV and AIDS. In this past year, MISA Botswana held workshops in Kasane and Gantsi.



In February 2009, MISA Swaziland was nominated to coordinate the country's media sector in the national response to HIV and AIDS. In collaboration with the National Emergency Response Council on HIV-AIDS (NERCHA), the local chapter organised a two-day strategic planning workshop to improve its coordination of the media sector's response to HIV and AIDS. MISA Swaziland staff and National Governing Council (NGC) members, editors and other media stakeholders attended the workshop. MISA Swaziland, in collaboration with Skillshare International, organised a workshop on human rights for women media workers. The workshop also facilitated the revival of the Media Women's Association, which was launched in March 2009.

## Training and other support to media

MISA Lesotho held a five-day training event on governance with the financial assistance of the United Nations Development Programme (UNDP) through the Lesotho Council of NGOs. This was also followed by a three-day training course in peace building for journalists, funded by the British Department of International Development (DFID) through Skillshare International.

MISA Tanzania, in collaboration with PACT-Tanzania and with sponsorship of United States Agency for International Development (USAID) Millennium Challenge Corporation, trained Tanzanian journalists in investigative reporting techniques. Thirty journalists were also trained on the Public Procurement Act and financial regulations as tools to fight, expose and report on corruption. The project provided small grants to support journalists to investigate issues of governance and corruption.

MISA Tanzania facilitated a roundtable discussion on access to information, under the theme 'The role of the media in combating corruption — achievements and challenges after two years'. Various stakeholders were invited to discuss the obstacles faced by Tanzanian journalists in accessing information on governance.

Recognising the needs of training Tanzanian journalists in investigative reporting skills, the chapter designed a training manual on the subject. The manual was created from the experiences obtained from the civil society anti-corruption project, which ran for two years. The manual will be used as a training tool for countrywide, in-depth, investigative reporting training.

In Tanzania, the focus by the local MISA chapter on investigative and corruption reporting has yielded results with the media taking an interest in exposing high-level corruption. The Prime Minister of Tanzania and several high-ranking officials resigned as a result of media exposure of their involvement in corruption.

The regional training on the coverage of gender and HIV and AIDS issues has led to improved visibility in the media of these issues. The Namibian media, for example, have exposed the abuse of HIV-positive women being sterilised without their consent or knowledge. The investigative journalism training that MISA has offered at a regional and chapter level has also increased the quantity and quality of investigative stories in Malawi, Zambia and Tanzania.

Recognising that access to information could be enhanced through internet training for journalists, MISA Tanzania and the Finnish Foundation for Media, Communication and Development (VIKES) held workshops for journalists on how to use the internet in modern journalism for fact-finding, news monitoring, communication and publication.



Among others, journalists were able to create their own blogs. In total, 40 editors and journalists were trained on the subject and have started using the knowledge in their day-to-day work.

MISA Zimbabwe held a two-day workshop on election reporting for journalists in two cities. A total of 40 journalists attended the workshops, which highlighted, among others, safety issues and the importance of objective reportage to assist the electorate in making informed decisions. As part of the training, MISA Zimbabwe drew up election reporting guidelines designed to assist journalists covering the elections.

In order to provide journalists with access to information and communication technologies (ICTs), MISA Zambia continued to operate its resource centre with eight operational computers fully connected to the internet and some PCs with audio editing software.

During the March 2008 elections in Zimbabwe, MISA Zimbabwe set up a temporary media centre in central Harare. This centre, which had computers and internet access, was open to all journalists covering the elections, as well as civil society organisations involved in the poll. By providing this service, MISA Zimbabwe ensured that the elections were widely covered in a timely manner, hence providing access to information. The centre also served as a press conference venue. A marked improvement in the coverage of electoral issues was achieved by this intervention and attacks on journalists were minimised as the media operated from a central location. Approximately 30 local, regional and international journalists utilised the centre throughout the 24hrs that it was open and five press conferences were held at the centre. After the elections, MISA Zimbabwe continued to run the media/resource centre, with internet access, from its offices.



*A journalist transmits his copy after a news conference held in Johannesburg, South Africa.  
Photo by Shaun Harris / PictureNET Africa*

***“ Communication is recognised as an  
essential human need and, therefore, as a  
basic human right ”***  
*World Association for Christian Communication*

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# COMMUNICATION AND DISSEMINATION



## Communication and dissemination

MISA's communication and dissemination strategy aims primarily to increase the organisation's brand awareness in order for MISA to be more credible in its advocacy and fundraising efforts. The second aim is to ensure that MISA's advocacy efforts are appropriate for the intended audience, and are thus effective and efficient. In the year under review, MISA maintained its website, [www.misa.org](http://www.misa.org), and used the internet to communicate with its members and donors. A total of 3,000 copies were printed of the 2008 publication, *So This is Democracy? The State of Media Freedom and Freedom of Expression in Southern Africa*.

MISA continues to support its national chapters to improve their communications. The Regional Secretariat assisted MISA Swaziland in developing a website, and this process will be taken to other chapters. Technical visits to provide chapters with communication support were made to Tanzania, Lesotho, Malawi and Swaziland. MISA South Africa re-launched its website in July 2008.

### Internal communications

During the 2008–2009 financial year, the intranet was introduced at MISA in an effort to increase internal communications and the flow of information within the organisation. The electronic newsletter, *MISAWise*, was compiled and distributed each month to inform MISA employees, donors and partners about the organisation (see [www.misa.org/misawise](http://www.misa.org/misawise)).

Mailing lists that help MISA to communicate internally, as well as with external stakeholders, were updated regularly. In the countries where it is legal, Voice–Over–Internet Protocol (VOIP) continued to be used by MISA staff, although not to the degree anticipated. An audit of VOIP use will be conducted to determine the exact level of use, before deciding on the way forward. MISA's broadcasting unit produces a monthly internet-based report on the state of broadcasting in southern Africa. The MISA alerts distributed by the media monitoring unit are also reaching a wide audience.

During the year, MISA chapters published and distributed their newsletters and other publications, thus keeping the organisation at the forefront of issues related to media freedom and freedom of expression, while simultaneously communicating with members.

MISA chapter publications:

- MISA Botswana produced a special issue of the MISA Botswana Media Awards;
- MISA Malawi issued four editions of *Ufuku* newsletter;
- MISA Namibia issued six editions of the monthly e-newsletter;
- MISA Swaziland issued three editions of *Khulumani* newsletter, and six issues of its electronic monthly information digest;
- MISA Tanzania issued a special newsletter to mark World Press Freedom Day on May 3 and published a newsletter;
- MISA Zimbabwe issued 12 editions of its *Monthly Reader's Digest*, an e-newsletter, and also one issue of *In the Line of Fire – a record of narratives from Zimbabwe, State of the Media Report 2007*; and
- MISA Zimbabwe issued three editions of its publication, *Thinking Beyond*.



Both MISA's Regional Secretariat and the chapters produced a range of materials to increase the visibility of the organisation and promote relevant media events. Such materials included pop-up banners for different occasions, folders for the annual general meeting (AGM) and other meetings, campaign T-shirts, pens, compact discs on various issues including the right to information and women's coverage during the Zimbabwe elections.

A high volume of press releases and communiqués were sent out by MISA, both at regional and national levels (see details Media Freedom Monitoring). To monitor the coverage that MISA receives on these issues and how the organisation is used as a source on issues of media freedom and freedom of expression, an online media coverage tracking system called Meltwater was put in place. The system shows that over the past year MISA was covered more than 500 times in the local and international press. This coverage generally reflected the organisation's media freedom alerts, activities, events, press statements and communiqués.

The inauguration of the European Union joining the MISA basket fund partners and the launch of the book *Women Journalists in Namibia's Liberation Struggle (1985-1990)* by the Regional Secretariat increased coverage of MISA in Namibia substantially.

Throughout the year, each of the chapters held events and launches for various publications, which increased the organisations' visibility and helped to keep media freedom and freedom of expression issues on the public agenda. The events were covered by the mainstream print and broadcast media.

MISA Zambia also continued to sponsor the *Face the Media* programme, which is broadcast on community radio stations and the national broadcaster, the ZNBC. This programme invites key policymakers to answer questions from the public on matters of national concern.





**" As regards the existing store of press  
freedom ideas, no one has denied the  
need for access to contesting ideas, public  
discourse, and communication on vital  
public issues "**

*Mohan Nepali (Nepalese journalist)*



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# SAMDEF REPORT



## Samdef: The next decade

The Southern African Media Development Fund (Samdef), the media development arm of MISA, celebrated its 10th anniversary during 2008. It provides an ideal opportunity to take stock of the achievements made and the challenges learnt during the past decade. Importantly, the original objectives for which Samdef was established in 1998 still hold true: to offer financial products and services to media entrepreneurs in southern Africa, with a specific focus on emergent and independent, private media. Access to funding by media organisations, especially those that are small and emerging, remains a major stumbling block. Mainstream financial institutions, including commercial banks, are generally averse to funding media houses. Only in exceptional cases, where there has been proof of healthy cash flows, have banks provided short-term funding, albeit at high interest rates and collateral security of more than 100 per cent.

In some instances, we have witnessed promoters desperately trying to finance their long-term capital expenditure with short-term funding instruments, such as overdrafts. Over the last few years, there has been an unprecedented, exponential demand for funding and enquiries from potential media promoters as governments in the region liberalise the airwaves and media houses prepare to go digital. Information and communication technologies (ICTs) and new media technologies have changed the face of the media as we knew it, placing greater need on keeping abreast of technology. As a funding institution, Samdef faces the challenge of satisfying this ever-growing demand and contributing to its mandate of prompting media development to build capacities and strengthen democracies.

### New initiatives

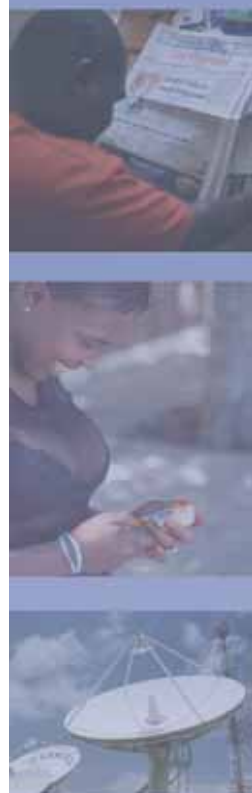
In August 2008, the MISA Trust Fund Board approved Samdef's strategy to develop innovative and diversified financing models for the development of sustainable media enterprises in southern Africa. Under this new strategy, Samdef will finance media technology, broadband roll-out, mobile media telephony and content development. Samdef will also initiate and strengthen specific strategic partnerships with other institutions that work in the development of media, technology transfers and development finance institutions.

In its unrelenting effort to add value to medium-to-large media enterprises, Samdef entered into a joint venture agreement with Stargate Capital Management Ltd, a fund manager from the United Kingdom, to set-up a private equity fund to finance media and technology in southern Africa. The importance of private equity funds in propelling development is evident in the growth of these funds in Africa. The private equity fund, which aims to raise around US\$100 million, is expected to start operating in the first quarter of 2010.

### Samdef loan portfolio

The Samdef investment portfolio recorded a 13 per cent growth of P6.5 million to P57 million (US\$7.8 million) before impairment provisions. The net growth was P6.9 million, or 23 per cent, to P35.6 million (US\$5.5 million). Against the background of a very challenging economic environment punctuated by the global financial crises, the following investments totalling P1.6 million were financed during the year:

- completion of a printing press in Mozambique – S-Graphics;
- completion of the transmitter infrastructure project for two radio stations in Botswana – Yarona FM and Gabz FM;



- recapitalisation of Printech Printing Company Limited in Tanzania; and
- establishment of a press maintenance project in Botswana.

## Achievements

Samdef's long-term general objective is to promote the development of media in southern Africa through the provision of financial services to independent media in a sustainable way.

Since its inception, Samdef has provided long-term finance to independent private media businesses in 11 countries in the region, supporting over 25 projects. At the end of March 2009, the organisation had a gross investment fund of US\$8 million in a portfolio that consisted of three main products of loans, guarantees and equity.

Samdef has made tremendous strides in partnering with the private sector (including commercial banks) and development finance institutions to finance media in southern Africa.

The fund's measure of success does not only focus on the quantity of media enterprises assisted, but the quality and depth of the institution's interventions and the impact they have had on the business and society it serves. Samdef's approach to assisting entrepreneurs is multifaceted and, besides direct loan and equity injections, includes innovative national and regional initiatives and programmes. For example:

- I. The establishment of a web printing press maintenance and training centre in Gaborone, Botswana. This has seen effective and efficient commissioning of printing press maintenance across the region. The centre aims to provide continued training of printing operators in the different countries and the proper maintenance of printing presses.
- II. Samdef started a newsprint and print consumables procurement project with Tanzania, which will still be rolled out to the rest of the region. This initiative is meant to assist printing and publishing companies to reduce their costs of production of newsprint through economies of scale.
- III. In partnership with Rhodes University in South Africa, Samdef undertook research into the understanding and appropriation of the concept and technology of convergence by media houses in southern Africa. The results of the research gave insight into the understanding of and opportunities for convergence in some media organisations. The two institutions are moving forward to develop the capacity of entrepreneurs, publishers and editors in appreciating digital technologies and their place in media business models.

In an effort to have a permanent, well-documented record of the wealth of experience amassed in the last decade, Samdef is in the process of compiling case studies from projects in its portfolio. The case studies will highlight the impact and lessons learned and will be useful study material that could be shared with universities and colleges. The case studies that are being compiled will eventually be bound into a book for future reference.



## Major challenges

Apart from the problems of accessing funding, some of the major challenges facing Samdef include a lack of business managerial capacity in media enterprises and technical skills across southern Africa. Fundraising in order to capitalise Samdef to the level of self-sustainability and meeting the growing demand remains high on the agenda.

## Governance

Management began to implement a risk management system during the year. The board and board committee charters were also introduced to this system during the course of the year as a way of improving the fund's corporate governance. In addition, the board developed a risk register as a tool that will be used by the board and management to monitor and control the most important risks facing the fund.

## Outlook

The future of Samdef looks very exciting but challenging. There is no doubt that with the concerted efforts of like-minded stakeholders, Samdef will be able to continue to fund media initiatives in the region.







**“ Press freedom is a cornerstone of human rights and a guarantee of other freedoms. It encourages transparency and good governance; it ensures that, over and above the mere rule of law, society enjoys the rule of true justice. In brief, press freedom must not be a tool of injustice against the majority of people in the world ”**

*Mary Robinson (UN High Commissioner for Human Rights, 1997-2002)*



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# SAIMED REPORT



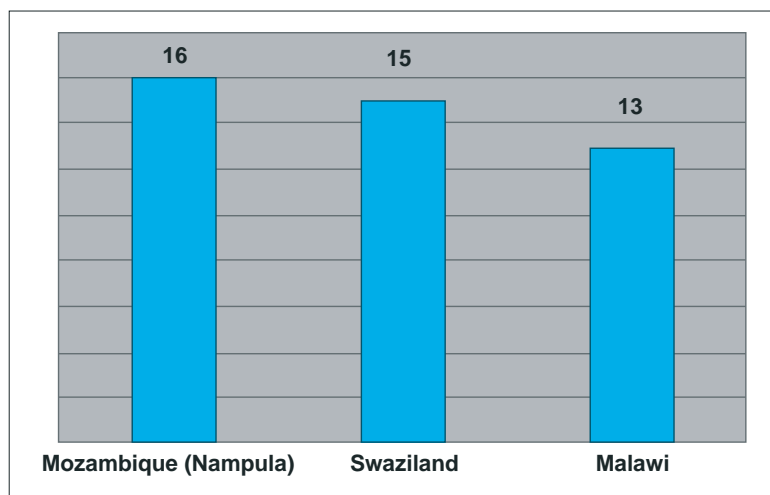
## SAIMED report

In the reporting period 2008-09, the Southern African Institute for Media Entrepreneurship and Development (SAIMED) sustained its capacity building activities in a number of countries in the region. Its beneficiaries continued being individual countries – informed mostly by feedback obtained during the reporting period of 2007-08. In the delivery of the activities, SAIMED out-sourced expertise from the region with multiple qualifications, and worked in the areas of economic planning, policy analysis, financial management and literacy, business development services, SMEs and research. Details of the programmes undertaken are provided below:

### SAIMED 2008 – 2009 caseload

1. Workshops undertaken during the Year 2008/09						
Country	Actual No. Institutions	Planned No. of Institutions	Workshop Delivered	Male	Female	Donors
Mozambique (Nampula)	16	15	Sales & Marketing	7	9	NiZA
Swaziland	15	15	Business Review	11	4	NiZA
Malawi	13	12	Sales & Marketing	10	3	OSISA
<b>Total</b>	<b>44</b>	<b>42</b>		<b>28</b>	<b>16</b>	

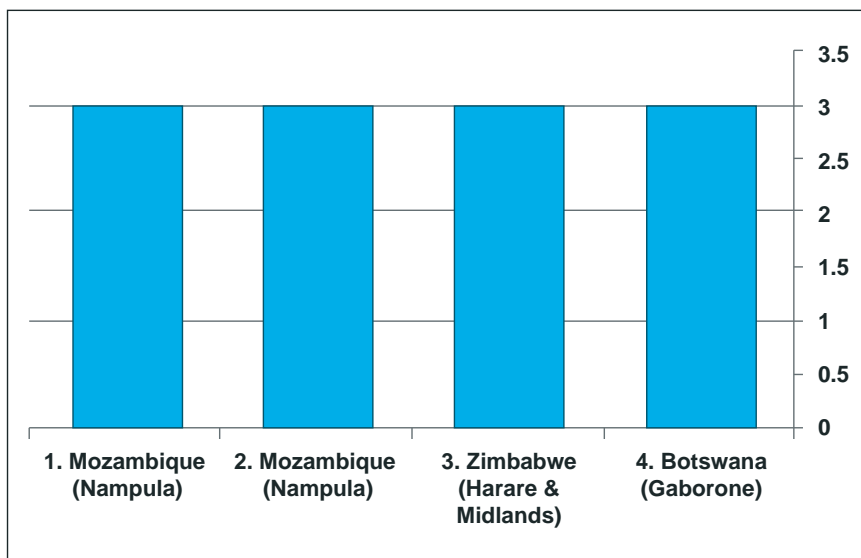
### SAIMED 2008-2009 Programme Workshops



## 2. Inhouse Training undertaken during the Year 2008/09

Country	Planned No. of Institutions	Actual No. Institutions	Inhouse training type	Donors	Date training undertaken
Mozambique (Maputo)	3	3	Financial Management	NiZA	Aug-08
Mozambique (Nampula)	3	3	Financial Management	NiZA	Sep-08
Zimbabwe (Harare & Midlands)	3	3	Sales & Marketing	OSISA	Dec-08
Botswana (Gaborone)	3	3	Business Review	OSISA	Feb-09
<b>Total</b>	<b>12</b>	<b>12</b>			

### SAIMED 2208-2009 Inhouse Programme



## 3. Collaborative Activities (SAIMED/SPI): 2008/09

Client	Country	Assignment Undertaken	Date delivered
SPI	Botswana	IREX MSI 2008 Botswana Research	Jun-08
SPI	South Africa	2008 Annual Lekgotla Community Media Regional Conference	Nov-08

#### 4. Consultancies/Conference hire facilities

Organisation Name	Workshop/Training Title	Date delivered
Auditor General	Staff Training Workshop	Apr-08
British High Commission	Staff Training Workshop	May-08
MISA Botswana	HIV & AIDS/Media Workshop	Jun-08
SADC-GTZ	Peace & Security Workshop	Aug-08
Botswana Gazette	Botswana Media Bill Discussion	Sep-08
The Voice Newspaper	Botswana Media Bill Discussion	Sep-08
Botswana Press Council	Media working breakfast	Oct-08
Auditor General	Staff Training Workshop	Nov-08
MISA Botswana	HIV & AIDS/ Media Workshop	Jan-09
Mmegi Monitor	Staff Training Workshop	Jan-09
Auditor General	Staff Training Workshop	Jan-09
ACHAP	HIV & AIDS/Media Workshop	Jan-09

#### 5. SAIMED-Emerging Media Interaction Activity: Gaborone, Botswana:

April 2008 - (Sponsored by OSISA)

Participant Name	Organisation Name	Designation
Tebele Bigboy	Soccer Magazine	Business Owner
Omondi Francis	Pap Photogenic Studio	Business Owner
Pamela Dube	The Voice Newspaper	Manager
Thabiso Bome	Naledi FM	Manager
Mokwape Edward	Mmegi Monitor	Marketing Executive
Gladys Bosire	Mmegi Monitor	Independent Advertiser
Bontle Betsho	Mmegi Monitor	Classified Executive
Pesina Khumalo	Mmegi Monitor	Marketing Executive
Janet Maakwe	Mmegi Monitor	Marketing Executive
Golebaone Mpho	Mmegi Monitor	Marketing Executive
Pennifer Williams	Mmegi Monitor	Classified Executive
Victor Malumbelo	Dikgang Publishing	
Thalefang Charles	Dikgang Publishing	Marketing Executive
Karin Van Wyk	Dikgang Publishing	
Mmashechaba Mokone	Mmegi Monitor	PR Manager
Reuben J. Tlhabano	Mmegi Monitor	Supplements & Special Projects



## New SAIMED Board of Directors

SAIMED reconstituted its Board of Directors after the retirement of Chairperson Chibamba Kanyama. The Board now has six Governing Board Members as follows:

- Luckson Alfred Chipare (Zimbabwe), Chairperson
- Rahman El Kindiy (Botswana),
- Ezekiel Phiri (Malawi)
- Siphwe Nkambule (Swaziland).
- One MISA Executive Committee Board representative
- Kandjii Kaitira MISA regional Director (ex-officio on behalf of the TFB).

## Financial Resources

In the reporting period SAIMED received funding from OSISA and NIZA towards organisational development and programmes. Other funds were self-generated.

At this reporting time, SAIMED annual audited accounts had not been produced by its current auditors Ramani and Associates.



**“ In recent years, national media have denounced signs of corruption in many spheres of the State, as well as the lack of, or extremely poor, institutional responses to instances of corruption. The fight against corruption needs journalists who have the freedom, skills and resources to investigate rumours and uncover evidence of corruption ”**

*Arlindo Lopes (Secretary General,  
Southern African Broadcasting Association)*



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# MEDIA INSTITUTE OF SOUTHERN AFRICA FINANCIAL REPORT



## **INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF: MEDIA INSTITUTE OF SOUTHERN AFRICA.**

### **Report on the Financial Statements**

We have audited the accompanying financial statements of Media Institute of Southern Africa set out on pages 3 to 9, which comprise the balance sheet as at 31 March 2009, and the income statement, statement of changes in equity and cash flow statement for the period then ended, and a summary of significant accounting policies and other explanatory notes.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Namibian Statements of Generally Accepted Accounting Practice. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Qualification**

In common with similar organisations, it is not feasible for the trust to institute accounting controls over cash collections prior to the initial entry of the collection in the accounting records. Accordingly, it was impracticable for us to extend our examination beyond the receipts actually recorded.

### **Opinion**

In our opinion, except for the effects of any adjustments, if any, as might have been necessary had we been able to satisfy ourselves as to the completeness of cash collections, the financial statements present fairly, in all material respects, the financial position of the trust at 31 March 2009, and the results of its operations and cash flows for the year then ended in conformity with Namibia Statements of Generally Accepted Accounting Practice.

### **Supplementary information**

Without qualifying our opinion, we draw attention to the fact that the supplementary information set out on pages 10 to 14 does not form part of the financial statements and is presented as additional information. We have not audited these schedules and accordingly we do not express an opinion on them.

  
**REGISTERED ACCOUNTANTS AND AUDITORS  
CHARTERED ACCOUNTANTS (NAMIBIA)**



**MEDIA INSTITUTE OF SOUTHERN AFRICA  
INCOME STATEMENT  
FOR THE YEAR ENDED 31 March 2009**

	<b>Note</b>	<b>2009 N\$</b>	<b>2008 N\$</b>
<b>INCOME</b>	<b>3</b>	<b><u>23 176 543</u></b>	<b><u>19 951 414</u></b>
<b>OPERATING LOSS</b>		<b><u>(1 227 159)</u></b>	<b><u>(2 142 877)</u></b>
<b>LOSS for the year</b>		<b><u>(1 227 159)</u></b>	<b><u>(2 142 877)</u></b>

**STATEMENT OF CHANGES IN EQUITY**

	<b>Capital Reserves</b>	<b>Retained earnings</b>	<b>Total equity</b>
<b>Opening Balance 1 April 2008</b>	<b>635 871</b>	<b>242 113</b>	<b>877 984</b>
<b>Revaluation of land and buildings</b>	<b>1 557 168</b>		<b>1 557 168</b>
<b>Loss for the year</b>		<b>(1 227 159)</b>	<b>(1 227 159)</b>
<b>Closing balance 31 March 2009</b>	<b><u>2 193 039</u></b>	<b><u>(985 046)</u></b>	<b><u>1 207 993</u></b>

**MEDIA INSTITUTE OF SOUTHERN AFRICA**  
**BALANCE SHEET AT 31 March 2009**

	<b>Note</b>	<b>2009 N\$</b>	<b>2008 N\$</b>
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment	4	<u>2 739 761</u>	<u>1 251 778</u>
<b>Current assets</b>			
Accounts receivable		300 726	63 572
Cash and cash equivalents		<u>797 931</u>	<u>1 436 531</u>
		<u>1 098 657</u>	<u>1 500 103</u>
<b>Total assets</b>		<u><b>3 838 418</b></u>	<u><b>2 751 881</b></u>
<b>EQUITY AND LIABILITIES</b>			
<b>Funds and reserves</b>			
Retained loss		(985 046)	242 113
Capital reserves	5	635 871	635 871
Other reserves		<u>1 557 168</u>	<u>-</u>
		<u>1 207 993</u>	<u>877 984</u>
<b>Current liabilities</b>			
Accounts payable		<u>2 630 425</u>	<u>1 873 897</u>
<b>Total equity and liabilities</b>		<u><b>3 838 418</b></u>	<u><b>2 751 881</b></u>

**MEDIA INSTITUTE OF SOUTHERN AFRICA  
DETAILED INCOME AND EXPENDITURE STATEMENT  
FOR THE YEAR ENDED 31 March 2009**

	2009 Actual N\$	2009 Actual US\$	2008 Actual N\$	2008 Actual US\$
<b>INCOME</b>				
<b>GRANTS RECEIVED</b>				
<b>BASKET FUNDING</b>				
Royal Danish Embassy	4 682 025	526 366	3 714 755	520 274
Royal Norwegian Embassy (NORAD)	7 606 584	855 153	3 642 894	510 209
Royal Swedish Embassy (SIDA)	6 317 834	710 268	6 255 856	876 170
HIVOS - Regional Office - SA	2 900 750	326 110	255 515	35 786
<b>TOTAL BASKET FUNDS RECEIVED</b>	<b>21 507 193</b>	<b>2 417 897</b>	<b>13 869 020</b>	<b>1 942 439</b>
<b>BASKET FUNDS CARRIED FORWARD</b>	<b>-</b>	<b>2 417 897</b>	<b>-</b>	<b>-</b>
<b>NET BASKET FUNDS</b>	<b>21 507 193</b>	<b>2 417 897</b>	<b>13 869 020</b>	<b>1 942 439</b>
<b>OTHER GRANTS</b>				
European Union - EU	-	-	2 620 706	367 046
Netherlands Institute of Southern Africa - NIZA	164 239	18 464	2 300 402	322 185
Free voice	36 639	4 119	720 113	100 856
Open Society Initiative for South Africa	416 891	46 868	-	-
UNECA	-	-	-	-
Southern Africa Trust - SAT	20 550	2 310	323 482	45 306
NSJ	(15 491)	1 742	-	-
UNDP	196 340	22 073	-	-
Royal Swedish Embassy (SIDA)	586 192	65 901	-	-
Other Grant carried forward	-	-	-	-
<b>TOTAL OTHER GRANTS</b>	<b>1 405 360</b>	<b>157 993</b>	<b>5 964 703</b>	<b>835 393</b>
<b>TOTAL GRANTS</b>	<b>22 912 553</b>	<b>2 575 890</b>	<b>19 833 723</b>	<b>2 777 832</b>
<b>OTHER INCOME</b>				
Interest received	45 715	5 139	78 354	10 974
Forex gain	159 720	17 956	-	-
Profit on disposal	(5 906)	664	-	-
Sale of publications	-	-	-	-
Sundry revenue	64 461	7 247	39 337	5 509
<b>TOTAL OTHER INCOME</b>	<b>263 990</b>	<b>(29 678)</b>	<b>117 691</b>	<b>16 483</b>
<b>TOTAL INCOME</b>	<b>23 176 543</b>	<b>2 605 568</b>	<b>19 951 414</b>	<b>2 794 316</b>



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# MISA TRUST FUND BOARD

(As at August 6, 2009)

Mandla Seleokane (Chairperson, South Africa)

Prof. Marcelino Liphola (Mozambique)

Lindiwe Khumalo-Matse (Swaziland)

Mike Daka (Zambia)

Beatrice Mtetwa (Zimbabwe)

MISA Regional Governing Council

(As at August 6, 2009)

Executive Committee: Lomcebo Dlamini (Chairperson, Swaziland)

Loughty Dube (Deputy chairperson, Zimbabwe)

Henry Kabwe (Zambia)

Nomagcaleka Rangana (South Africa)

General Members: Pedro Bermordo Neto (Angola)

Laona Segatsho (Botswana)

Potjo Peter Potjo (Lesotho)

Brian Ligomeka (Malawi)

Tomas Vieira Mario (Mozambique)

Sandra Williams (Namibia)

Bonsile Dlamini (Swaziland)

Ayub Rioba (Tanzania)

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Marbeline /Goagoses (Information and Advocacy Officer)

Ngamane Karuaihe - Upi (Broadcasting and Research Officer)



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## **Regional Director**

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## Photographs

## Cover Design

## Copy Editing

## Proofreading

## Design and Layout

## Printing



