



**Media News**  
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**Netherlands institute for Southern Africa**

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## 1 In Memoriam Montgomery Cooper

**Montgomery Cooper, South African photography and ethics lecturer at Rhodes University, died on January 4 aged 51. Monty died of malaria in Grahamstown after a short illness. NiZA is deeply shocked by the sad loss of this outstanding journalism teacher.**

Monty Cooper has been involved as expert from the very outset of NiZA's Media Programme. His expertise as a teacher and engaging personality earned him the reputation with numerous organisations of being an inspiring and stimulating trainer.



Ethics in journalism and press photography were the leitmotif of the many expert missions Cooper carried out for NiZA's southern African partners, including SAMSO (Zimbabwe), NSJ (Mozambique), the Polytechnic of Namibia, *The Chronicle* (Malawi), MISA and SAMTRAN.

Cooper was a major contributor to the *Handbook of Journalism Ethics: African Case Studies*, which contains training material developed during workshops on ethics in journalism, in which Cooper had worked with journalists and students in Malawi, Zambia, Mozambique, Ghana and South Africa. There were plans afoot to develop an on-line database of the project.

His practical approach was also a welcome input when the first Communication Technology course was being set up at the Polytechnic of Namibia. At the time he died Cooper was also involved in developing study material for photography and multi-media courses at the Polytechnic.

Cooper in his capacity as a board member of the SAMTRAN trainers' network paved the way for an improved communication among its members, who are scattered all over southern Africa. Just before Christmas 2002 he had completed the SAMTRAN website and E-mail listserver.

It was on his initiative that NiZA's public event, the 'Living Yearbook', was supplemented with an on-line live report. He coordinated the work of two teams of journalism students who simultaneously took care of the website in the Netherlands and South Africa – rather characteristic of Cooper's approach, which endeared him to his students whom he regularly involved in his activities.

Monty's unique personality flowed from his warmth, charms, sense of humour and passion, witness one of his telling E-mail messages:

*Hiya! Hoping all is well.*

*Just wondering about my contract for the Keetmanshoop-soiree [workshop in Keetmanshoop – ed.]*

*Leaving tonight. But no rush...*

*Love M.*

How we would have loved to continue our collaboration with him. It is hard to grasp that Monty is no longer with us.

Ruth de Vries  
Astrid Schipper,  
Berendien Bos  
Christian Kuyjstermans  
Fenneke Hulshoff-Pol  
Bob van der Winden

*A memorial service has taken place at Rhodes University (Grahamstown, South Africa) on January 10.*

## 2 Kwere Kwere: Journeys into strangeness

### South African multi-media exhibition in Amsterdam

door Clare Wyllie

**NiZA's cultural programme brings the South African multi-media exhibition Kwere Kwere: Journeys into Strangeness to Amsterdam in March 2002. The exhibition was an intervention into the rising tide of Xenophobia and violence against foreigners in post-apartheid South Africa.**

Now two years since its first display, it remains pertinent in the South African context, where the Minister of Home Affairs includes invective against foreigners in public addresses, and human rights groups are taking the government to court to have aspects of the immigration law declared unconstitutional.

But more than this regional relevance, the exhibition is important for the Netherlands, where immigrants trouble the boundaries of national identity. And it has global significance, post September 11, where the spectre of the other is writ large and justifies new control and violence, over home nations and their supposed enemies.

#### *Training refugees*

The exhibition consists of a collection of multi-media works which address in different ways xenophobia in the South African context. It includes works of photojournalism, documentary photography, visual arts and documentary films, from well-known and new South African artists, including Penny Siopis, David Goldblatt, Paul Wienberg, Santu Mofokeng, Temba Hadabe and Zola Maseko.

It includes images generated by refugees themselves, from a Roll Back Xenophobia campaign project, which entailed training refugees in photographic skills, to enable them to represent their experience for themselves. These works are interspersed with archival and news footage, such as from the Lindela Repatriation Centre, Krugersdorp, South Africa.

The nature of the exhibition is that it is different each time it is displayed; it is tailor-made by curator Rory Bester for the exhibiting space and context. First exhibited at the Cape of Good Hope Castle and then at the Gertrude Posel Gallery in Johannesburg, it will have its own unique manifestation in Amsterdam.

The exhibition as a whole raises questions of representation - who gets to represent whom, in what way, and who is silenced - of the role of representations in the creation of strangeness and foreigners, especially in the information age. The use of multiple different media events in the exhibition allows the inclusion of many viewpoints, of many different journeys and many kinds of strangeness.



The exhibition is an exploration of the particular experiences of migrancy, refugees and asylum seekers in the South African context (Kwere Kwere is a derogatory term used by South Africans to refer to foreigners).

*Uneasiness*

It locates contemporary South African attitudes to foreigners in the history of colonialism and apartheid. As curator Rory Bester comments: 'Any examination of South African responses to "foreigners" is obliged to explore a history of strangeness that extends to banishments, bantustans, ethnicity, forced removals, migrant labour and pass laws'.

But the exhibition takes us all, no matter our context, on journeys into the unknown and unfamiliar, across boundaries into strange places, into uneasiness at the foreign, into displacement and the search for home in a foreign place – it places the viewer into experiences of being the foreigner. In this way it subverts the relation of us and them which leads xenophobia.

Xenophobia is about borders, borders of inclusion and exclusion. The exhibition enacts and forces us to examine the processes by which we create others and strangers in all moments of our lives: from the ethnic hatred between Xhosa and Zulu in South Africa, to the treatment of Islamic people in Amsterdam.

It forces us to confront the way we create difference from ourselves and the purposes this comes to serve-overt and covert violence, systematic oppression, social, political and economic discrimination. *Kwere Kwere: Journeys into Strangeness* takes us into confrontation with the other, and therefore with the self.

Clare Wyllie is a writer and researcher, whose primary interest is in gender.  
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### 3 The Big Five

#### Comment: Data on media freedom violations

by Jeannette Minnie

**Zimbabwe accounts for more than a third of all the media freedom violations of eleven countries measured in the SADC region\*. Research I am currently conducting for the Media Institute of Southern Africa (MISA), with financial support from NiZA, shows this. From a total of 659 violations I counted over a two-year period (2000 and 2001), 227 or 34,45% took place in Zimbabwe.**

Statistics for the past year (2002) are still in the process of being analysed and will be included when this research is completed. That Zimbabwe tops the list of 'the Big Five' (a phrase normally used to describe the five most dangerous animals in Africa) comes as no surprise. It is essential, however, not to rely on popular belief but to be guided by more objective data.

The results so far show that detentions of media practitioners (held behind bars or questioned) is the most frequent violation recorded in Zimbabwe (35 victims), followed closely by the number that received threats including death threats, threats of assault and threats of legal action (31).

#### *Bombing*

Physical assault is next on the list with 23 victims on record. The two bomb attacks on the Daily News - one that exploded in an art gallery directly below the office of the editor in 2000 and a much larger one that completely destroyed the printing press in 2001, count for only two of the 227 violations, but clearly loom much larger in the overall picture."

Restricting the freedom of movement of journalists (journalists barred from official press conferences, farm lands and other events, and the expulsion of foreign correspondents) escalated dramatically from only 1 case recorded in 2000 to 15 recorded cases in 2001.

Surprisingly, Tanzania takes second place on the two-year list with 93 violations, the majority of them emanating from censorship (the government banned 7 publications in 2001 and temporarily suspended and/or closed down at least 22 publications on highly questionable and subjective policies about indecency and/or frequency of publication).

#### *Arson*

However, detentions, curtailment of freedom of movement and the seizure of photographic equipment and notebooks during certain events also took place. An arson attack was also made on the home of a media practitioner.

Angola comes third with 68 violations, again with an emphasis on curtailing the freedom of movement of journalists, but also including detentions, assaults, seizure of materials and bringing charges of criminal defamation against journalists. Zambia is fourth on the list with 66 violations including various criminal defamation charges, restrictions on freedom of movement, assaults and journalists being demoted or

suspended from work at state media enterprises for articles which official authorities found objectionable.

Much of this took place in the context of political turmoil around former President Frederick Chiluba attempting to gain a third term. His aspirations were defeated and followed by a highly contentious election for a new president. This election was seriously criticised by Zambian and international observers as falling far short of the standards of a free and fair election. However, since it took place in the shadow of an even more contentious election in Zimbabwe, the world largely failed to notice.

*'False news'*

Another surprise is Malawi taking 5<sup>th</sup> place on the list with 58 violations. The political volatility caused by the possibility of a third presidential term for President Bakili Muluzi, while the constitution currently only allows for two, has spilled over into the media which is known in Malawi, with odd exceptions, for being highly partisan towards either the government or various political parties.

The sensitivity about what the media reports about this debate is reflected in 16 detentions, charges against nine journalists in terms of 'false news' provisions – i.e. laws which forbid the publication of false news which is 'likely to spread fear and alarm in the public', attacks on newspaper vendors and the burning of newspapers and threats against and assaults on journalists.

Swaziland takes 6<sup>th</sup> place with 50 violations, but these include the banning of a monthly magazine and a newly established daily newspaper, The Guardian, on May 4 last year - one day after World Press Freedom Day. (The magazine, but not the newspaper, has since been unbanned). There have been 8 detentions and 8 counts of curtailment of freedom of movement of journalists.

The countries included in this research are Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

*Jeanette Minnie is an advisor to NiZA on the issue of freedom of expression. She has been a director of the Media Institute of Southern Africa (MISA) and the Freedom of Expression Institute (FXI), South Africa.*

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## 4 Michael Daka ‘practises what he’s been preaching’

### Background: from journalism trainer to radio station operator

by Brian Lingela

When Michael Daka announced he was retiring as Director of the **Zambian Institute of Mass Communication (ZAMCOM)** in August 2002, after serving the institution for 13 years, and working as a journalist for 17 years, many people in the **Zambian media industry** wondered what he would do next. The answer came with the announcement that a new, private, commercial radio station had hit the **Zambian airwaves on 5 October 2002.**



“Breeze FM”, which is what Daka has called the station, is a joint venture between him and a British partner, Phillip Haggar. They own respectively 80 per cent and 20 per cent of the shares. Situated in Chipata, Eastern Province, an agriculture based, rural town, about 600 kilometres from Lusaka, the station has been doing test broadcasts, while awaiting a full broadcasting licence from the Ministry of Information and Broadcasting Services.

“We will use magazines, news and current affairs, and issues of livelihood such as environment, health, agriculture, small scale business and educational programmes for out of school youth and the welfare of those concentrated in compounds, markets and villages,” said Daka, who is Managing Director of the radio station.

#### *Inspiring breeze*

Daka says the name Breeze FM was inspired by the cool breeze that gently sweeps over Chipata in the early hours of every morning and in the evening. During the test transmissions, the station broadcasts on 99.6 FM, six hours a day, from 2PM – 8PM. However, when the licence is got from the Ministry of Information, the station will be broadcasting 24 hours daily.

Daka says despite being a private, commercial radio station, Breeze FM, seeks to provide a meaningful public service to the community. Its programming will focus on the most critical areas of development affecting the people of Chipata. He believes business success does not arise out of mere selling of advertising but by providing an information service that creates a relationship between the station and the community.

“Explaining the causes of malaria to your listeners and how it can be prevented is much more important than just telling them to buy mosquito nets through straight jacketed advertising. Our business will therefore depend on the kind of information service we provide to our listeners,” Daka said.

#### *Meaningful*

Daka says the liberalisation of the airwaves by the government in 1994 paved the way for the entry of private radio and television operators, in a market dominated by the

state owned Zambia National Broadcasting Corporation (ZNBC) which provides radio and television services for Zambia.

“The government’s decision to liberalise the airwaves affords an opportunity to participate in providing meaningful information to the people. After 30 years of journalism practice and teaching, I’ll now practice what I’ve been preaching. Radio has not developed in Zambia and we now need to promote high standards in the field,” he says.

Daka believes he is filling the gap left by ZNBC in providing relevant content to listeners in outlying areas like Chipata, where his ancestral roots are. “Although Chipata is my home town, my parents left in 1945. I was born, educated and socialised in Lusaka. My relocation is also about claiming my heritage,” he adds.

### *Chipata*

He also says Chipata was ideal for his station because of the great potential it has as a fastest growing rural town, bordered by Malawi and Mozambique. “These two countries have large numbers of people who share the same traditions, culture and language with Eastern Province. Therefore, our programmes will also be relevant to them,” he says. The station currently broadcasts over a radius of 120 km in the local Chinyanja language, with only 40 per cent of the station’s broadcasts in English, according to Daka.

Daka says public response has been immediate and overwhelming. “The station receives letters of encouragement everyday as well as telephone calls and physical visits. We have embarked on an audience survey to help us identify the profile of our listeners, listening habits and programme preferences. If only we get the format right and understand the real needs of people in outlying areas, local radio has the potential to develop the country,” he says.

Daka funded the bulk of the station from his savings but also received equipment from UNESCO, in addition to a loan from the Zambian Chapter of the Media Institute of Southern Africa (MISA-Zambia), to build what is one of the most modern, radio stations in Zambia. It boasts of a production studio, on air studio and a drama studio.

With 16 part-time staff in news, technical, marketing and production departments, Breeze FM is expected to offer competition to the existing ZNBC Radio Two and Radio Maria, run by the Catholic church, both of which also broadcast on FM.

Daka says after leaving ZAMCOM he is not looking back: “My stay at ZAMCOM was most fulfilling, having developed it from a small government department to a semi autonomous statutory board and finally a self-financing educational trust. It prepared me well for my present responsibility of developing a commercially viable local radio station.”

*Muletambo Brian Lingela is Broadcasting Researcher with the Zambia Independent Media Association (ZIMA), the Zambian Chapter of the Media Institute of Southern Africa (MISA). brian@zima.org.zm*

## 5 Radio Pax Radio Pax reaches the whole of Sofala through its mobile studio

door Hannie Rennen

**Radio Pax doesn't broadcast any news on Sundays, and it has only religious programmes on Sunday mornings. Yet the independent Mozambican radio station is not just a Christian station. It also broadcasts programmes on human rights and wants to give a voice to the poor in a respectful manner, not treating them as 'an object of social analysis'.**



Radio Pax is 'well aware' of how radio can be used to mobilise large groups of people, and of the dangers of the yellow press and the ways it can set people against one another's throats. "We want to try and prevent at all cost what happened in Rwanda (Radio Mil Collines) and Nigeria," says Domingos Zia, its Managing Director. "This is what our first teacher of Radio Renascença has taught us."

NiZA has supported Radio Pax, the Beira-based independent radio station, since 2001. Radio Pax was established in 1954 by the first bishop of Beira, D. Sebastião Soares. In 1975, after independence, Frelimo nationalised the airwaves; Radio Pax was closed down and its equipment transferred to Radio Mozambique.

After the signing of the 1992 peace agreement Mozambique saw the emergence of a more open culture, which offered a base for the reopening of Pax. Support was received from Portugal in the form of equipment: Maria Barroso, the wife of former President Mário Soares, gave a mobile studio, which is still in good condition today. With the mobile studio, the rounds of all the zones have been done.

### *Technical problems*

The Lisbon-based Roman Catholic radio station, Radio Renascença, carried out the installation of the equipment, thus enabling Radio Pax to be on the air again in February 1995. However, the transmitting equipment was troubled by quite a few technical problems, with nobody in Beira exactly knowing how to use it and the knowledge and skills needed to be able to carry out repairs completely lacking. The old transmitting equipment soon broke down.

In 1999 Misereor, a German-based Roman Catholic organisation, funded a new transmitter. Once again Radio Renascença staff did the installation, be it in an insatisfactory way: the transmitter has never functioned properly since.

With the arrival of NiZA's Bas Stekelenburg in 2001 the technical problems were solved. Stekelenburg was able to find out why the equipment was not emitting a proper signal and to identify the missing parts.

Today the transmitter works perfectly, with a proper radius. The reception of Radio Pax is perfect in all of Sofala province and even across its borders as far as Tete. "People thought it was Radio Mozambique," says Domingos Zia. "They couldn't believe Radio Pax could reach that far."

*Entertainment*

Gradually, Domingos Zia, a trained journalist, has evolved into becoming Radio Pax's Managing Director. He is a self-taught man as far as any technical and managerial skills are concerned. The staff at Radio Pax consists of reporters, not technicians, so it is now "all-important that we learn how to use and keep in repair the equipment ourselves properly," says Zia. Stekelenburg's work will be followed up by a training programme.

Radio Pax broadcasts from 6 a.m. to midnight. At the request of many it now broadcasts continually during the night of Friday to Saturday. The station broadcasts three types of programmes, focusing on entertainment, education and information, respectively. Otherwise identical versions of each programme are broadcasted in three different languages: Portuguese, Ndaou and Sena.

Short news reports are broadcasted four times a day, with two more extensive news reports of 15 minutes each per day. There are no news reports at all on Sundays, when there are only religious programmes from 6 a.m.–12 noon. The station broadcasts many educational programmes, for instance on health, education, culture, agriculture, HIV/Aids, and the land law.

*Know your rights*

People in the various districts are given an opportunity to relate their experiences and test them against the law in a programme on human rights entitled 'Conheça os seus direitos' (Know Your Rights), which is supported by the US embassy. Travelling expenses and subsistence are met by the embassy; thus Radio Pax's reporters are able to travel and make recordings in all the districts.

According to the station's Managing Director, Radio Pax presents its information in a 'different' way, compared to Radio Mozambique. "We work in the same area, we talk about the same issues, but the way we deal with information differs. Radio Pax takes up an independent position and doesn't want to create a climate in which people get into problems or suffer any damage."

What is happening in court right now, in the case related to the assassination of Carlos Cardoso, is very important in terms of the future of the judicial system in Mozambique, according to Domingos Zia. Radio Pax does not attend the sittings of the court, but it gives the inhabitants of Beira and the districts an opportunity to comment on the case.

Besides, it broadcasts interviews with well-known as well as rather obscure people in Sofala. He has noticed that people find it very important that everything with regard to this lawsuit is well-managed. "Many people speak appreciatively of what has been going on to date and even more forcefully express their expectation that a better judicial apparatus may emerge from this lawsuit, which intends to put a check on organised crime in this country. Things are changing on each and every level today. It is important to keep abreast of these changes."

*Hanny Rennen works for Asserco, NiZA's partnerorganisation in Beira.*  
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## 6 Improving the Efficiency and Effectiveness of Media Training

door Karin van den Belt

**The issue of how to improve the quality of projects in development cooperation has attracted a great deal of attention in recent years. NiZA and its partners have taken due notice and appreciate the importance of this tendency, witness the investigation into ‘Effect Evaluation of Media Training’ that has been embarked upon. Karin van den Belt completed her postgraduate course at the department of Development Studies of the University of Nijmegen, the Netherlands, by carrying out an investigation in Zambia on behalf of NiZA’s Media Programme.**

The aim of the investigation was to identify potential ways to improve the current procedures applied to monitoring and evaluating media training courses (M&E). Contrary to all expectations the bottlenecks hampering the improvement of the quality of these courses were not to be found in the final stages of the M&E cycle: they were already manifest in the early stages of needs assessment and selection of participants.

The investigation took six months in all and comprised the working-out of a theoretical framework and a case study, carried out in 2001, at the Zambian training institute, ZAMCOM, during an internet and camera training course for journalists and producers.

### *Experiences*

Information was gathered by means of interviews with various participants. Supplementary information was obtained from the director of the Broadcast Training Institute and the Institute for the Advancement of Journalism (IAJ) in South Africa.

Quality improvement is about efficiency and effectiveness. Monitoring & Evaluation systems are developed by organisations in order to enhance the efficiency and effectiveness of projects by enabling them to monitor whether, and how, projects have been carried out and what changes could be implemented so that they meet their objectives to a greater extent.

Experiences from ongoing activities can be used when devising subsequent projects. The ultimate aim is to devise projects that are executed in an efficient and effective manner which fully meets their objectives.

### *Weak link*

The investigation at Zamcom focused on the media training aspect, or more specifically at the evaluation systems used by training institutes. The study resulted in the identification of those spots where there was room for an enhanced quality management, with the aim of recommending improvements as regards the quality of the projects themselves. The emphasis was on the final Effect Evaluation phase of the Monitoring & Evaluation system. During this phase an assessment is made of the extent to which a project has actually met the expectations of those involved. In the case of a training course this means that an assessment is made of the extent to which participants

will apply the knowledge acquired during the course in their later work. This phase of the evaluation process is generally considered to be a weak link within the M&E cycle.

It turned out that the M&E systems applied by training institutes in southern Africa are reasonably well developed and pretty well meet quality management criteria. Moreover, effect evaluation was shown to be a practically full-grown aspect of the M&E systems that are used by training institutes. Various methods, including questionnaires, assignments and meetings, are used to evaluate the effects of training courses.

#### *The internet*

Yet there was some room left for further improving the quality of training projects, not with regard to the effect evaluation phase but with regard to the process of selecting participants prior to the training. Since participants are often selected at random the turnout in terms of 'effect' is often low. For example, the employers of some of those participating in the internet course had no access to the internet, so that the trainees could not apply what they had learned about the internet at all in practice!

The recommendations resulting from the investigation focus therefore on the selection procedure. The basic assumption of organisations picking members of their staff for training should be that the knowledge and skills that training courses impart to their employees should enhance their performance. This is often thwarted by lack of time and indifference. In many cases participants did not even know for what courses they had been registered and why.

#### *Course fee*

For a training course to be effective it should fit in with the level of knowledge and the work of the staff member who participates in it. The communication between trainers and trainees on what type of training courses are on offer and on demand should therefore improve. Besides, employers should be aware of the aim of training, which is to enhance performance.

During the investigation various ideas were formulated with regard to the implementation of the recommendations. First, a training contract between the training institute and its client might lay down the shared objectives of the client, the participant and the training institute and the need of drawing up reports as well as a training plan for the participant specifying the need for a particular course.

Secondly, NiZA might consider training trainers within client organisations in carrying out a proper needs assessment and selection of participants. Finally, it might be considered introducing a small course fee to be borne by clients, in order to incite them to implement an adequate selection procedure.

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7 Zapiro: ANC Conference

