

WORKING DOCUMENT

Workshop on future models for community media, focused on an Impact News pilot project

- Friday 26 Nov 2021, SABC Sea Point or MS Teams - [programme](#)

Objective

A workshop conducted by Sanef for the Association of Independent Publishers (AIP) to get expert input on models for community media in the digital age, and to launch a pilot project by Impact News community newspaper in Atlantis, Cape Town, to establish an online first and community youth info hub.

The workshop forms part of Sanef's media sustainability initiatives and also feeds into a broader effort by AIP to develop strategies in support of new roles for community media in the digital age.

Background

Earlier this year SANEF published a [research report](#) on **Media Sustainability and Universal Access to Public Interest Journalism**, setting out policy options for the SA media industry, including the strengthening of community media. This was in part a response to some of the [recommendations](#) of the **Inquiry into Media Ethics and Credibility**, which dealt with the importance of the survival of community media to ensure media diversity in SA and access to information in African languages.

At the same time the AIP, comprising about 200 independent community newspapers, started a process to come up with a five year strategy which will include efforts to transform their operations from traditional newspapers to online community news and info hubs able to serve much wider audiences with a variety of content options on multiple platforms, including newspapers for the foreseeable future. The AIP leadership endorsed a plan from Peter Lategan from Impact News in Atlantis to pilot such changes in his operations, with the hope that new models developed in the process can be scaled and replicated at other community newsrooms, or adjusted for different contexts and settings (such as rural vs urban).

To assist the AIP and Impact News in this endeavor, Sanef consulted a number of experts who agreed to participate in a workshop to look at new models for community media and in particular the Impact News operations, how it can be transformed to a digital first, multiple platform setup, what kind of content, marketing, connectivity, technical and other support they would need in the process and to identify natural partners and opportunities in this regard.

It is hoped that the lessons learnt in such a pilot project can be used, replicated or adjusted for other community news services and can contribute to develop survival strategies for community publications.

Inquiries: Izak Minnaar 082 412 8862

Workshop participants (red tbc)

In person at SABC Sea Point:

- Peter Lategan, Impact News

- Adriaan Basson, Sanef/News24 (Session 2 only)
- Izak Minnaar, Sanef
- Asanda Ngoasheng, Sanef
- Nathan Geffen, GroundUp/Sanef (up to lunchtime)
- Chris Roper, Code for Africa
- Amanda Strydom, Code for Africa (in-event ideas coordinator)
- Kenneth Makatees, SABC and workshop host
- Gabi Razzano, OpenUp
- Adrian Kearns, OpenUp
- Styli Charalambous, Daily Maverick
- Michael Salzwedel, Social Weaver
- Megan Rusi
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Virtual, Microsoft Teams:

- Reggy Moalusi, Sanef
- Kate Skinner, AIP
- Mbali Dhlomo, AIP chair
- Che Che Mazoka, SABC
- Karen Thorne, Cape Town TV
- Anton van Zyl
- Mark Heywood, Daily Maverick
- **Anso Thom, Daily Maverick**
- **Steve Kromberg, Social Weaver**
- **Dudu Mkhwanazi, Affordable Access Coalition**
- **Mark Weinburg, Cape Town TV**
- **Other AIP members - AIP to confirm names**
- **Community radio - AIP to confirm names**
- **Marketing ex Chris Roper?**
- **Funders ex Gabi?**

Full day workshop on Friday 26 Nov 2021 at SABC Sea Point

Attended by about 15 people in person (at 209 Beach Road, Sea Point), plus some participants who will present/participate virtually

Facilitator: Izak Minnaar

Speaker inputs: a 10 min introduction on the topic, dealing with the top issues to consider, for further discussion by all

09:00 – 10:30 Session 1: Introductions, welcome and workshop context

- Host: Kenneth Makatees, SABC
- AIP: Mbali Dhlomo (virtual)
- Sanef: Asanda Ngoasheng
- Impact News: Peter Lategan
- Presentation on a sustainable future for community media: Izak Minnaar
- Key media trends to consider: Chris Roper

Break

10:45 – 12:45 Session 2: Community media and content partners

- Collaboration between community TV, radio and newspapers: Karen Thorne (virtual) , Peter Lategan (*Kate/Mbali/Peter to revert re community radio*)
- Public service news and community media: Kenneth Makatees
- Mainstream media and community media: Adriaan Basson, Styli Charalambous
- Other content relationships: Asanda Ngoasheng, Nathan Geffen, Mark Heywood/*Anso Thom*

Lunch break

13:30 – 15:00 Session 3: Community media and civic tech

- Internet access and community media: *Dudu Mkhwanazi (virtual)*/Izak Minnaar
- Open data and community media: Gabi Razzano
- Civic tech relationships with community media: Adrian Kearns
- From platform focused workflows to digital first: Michael Salzwedel

Break

15:15 – 16:15 Session 4: Community media funding strategies

- Revenue models: Styli Charalambous
- Funding opportunities and civic tech collaboration: Gabi Razzano
- Other monetising options: Chris Roper

16:15 – 17:00 Workshop wrap

- Summary of key ideas, opportunities, relationships: Amanda Strydom
- Next steps and support for Impact online news and info hub
- Mbali Dhlomo - way forward