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Ukwesekwa  
kanye nabasebenzi

Ukwesekwa kanye nabasebenzi...  
Lokusiza Abaqashi kanye nabasebenzi (I-TERS)...

Ukwesekwa kwama...  
nabasebenzi

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# INDIGENOUS LANGUAGES



## MEDIA SEMINAR

Theme: The role of indigenous languages in the media in building engaged, informed communities

**DATE** 07 September 2023

**VENUE** Radisson Blu Gautrain, Sandton, Johannesburg

**TIME** 08H30

### PROGRAMME DIRECTOR

Rhulani Baloyi



TIME	AGENDA ITEM	SESSION MODERATOR / PRESENTER:	SESSION OUTCOME
08h30 – 09h00	<ul style="list-style-type: none"> <li>Registration</li> <li>Tea</li> </ul>	<b>SESSION ONE</b>	
09h00 – 09h05	<b>Opening</b>	Programme Director: <b>Rhulani Baloyi</b>	Inform all participants of the day's objectives and expected outcomes.
09h10 – 09h15	<ul style="list-style-type: none"> <li>Introduction</li> <li>Outline Objectives</li> <li>House Rules</li> <li>Participant introductions</li> </ul>	Opening Remarks: SANEF Treasurer-General <b>Tshamano Makhadi</b>	SANEF's commitment to serve the needs of community media and open opportunities for the development of indigenous languages in this sector and beyond
09h15 – 09h45		<b>Nelson Muffuh</b> United Nations Resident	UN role and impact on campaigns and efforts of saving the Indigenous Languages around the world. Lessons learnt.
09h45 – 10h30	Keynote Speaker	<b>Professor Abiodun Salawu</b> North-West University	
10h30 – 11h00	Challenges of Indigenous Languages Media Platform	<b>Facilitator:</b> <b>Asanda Ngoasheng</b>  <b>UN Rep:</b> TBC  <b>Reg Rumney</b>  <b>Andrew Dubb</b>	Inquiry Recommendation & Background Findings?  -What and how UN lessons on the continent can help?  -What is the Indigenous language media landscape  How Indigenous Languages Media Raise Resources
<b>11h00 – 11h15 BREAK</b>			
11h15 – 11h45	PanSALB Speaker: Future of Indigenous Languages Development and Media Role	<b>Mr. Lance Schultz</b> PanSALB Chief Executive Officer	Can the media platforms play a role in the development of the Indigenous Languages and their survival?

<b>SESSION TWO</b>			
11h45 – 12h15	Indigenous Languages Media Perspectives	<b>Facilitator – Hopewell Radebe</b> <b>Panellists:</b> indigenous language Community Media. Dipate  SABC - <b>Aubrey Setjje</b>  SALGA – <b>Lance Joel</b>  <b>Julius Dantile,</b> PanSALB Executive Head of Languages	- Challenges of establishing and sustaining an indigenous language media platform? - How do poorer municipalities and provinces impact on revenue? - Harassment of Media by local municipality authorities & community? - Being denied advertising?
12h15 – 12h45	Challenges of Advertising in Indigenous Languages/Community Media	<b>Chris Botha</b> Group MD: Park Advertising	- Advertising is a challenge for the Community Media. Why is business and spheres of government ignoring this critical sector and what can be done to turn the tide.
<b>SESSION THREE</b>			
12h45 – 13h15	<b>SOLUTIONS' SESSION</b>	<b>Phathiswa Magopeni</b> Resolutions	<b>Format:</b> <ul style="list-style-type: none"> <li>Session with main takeaways and proposed actions, wrap up the event, laying out the focus of the day</li> <li>Encourage continued connection</li> <li>Resolution on future campaigns &amp; approach on how membership can engage with the body moving forward.</li> <li>Invitation to lunch.</li> </ul>
13h30		Closure	
<b>13h30 – 14h00</b>		<b>LUNCH</b>	