



# MISA ANNUAL REPORT 2008





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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 are 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 that are empowered to claim information as a basic right.



# GLOSSARY

- Access to Information and Protection of Privacy Act (AIPPA)
- Acquired Immunodeficiency Syndrome (AIDS)
- African Comprehensive HIV-AIDS Partnership (ACHAP)
- African National Congress (ANC)
- Annual General Meeting (AGM)
- Broadcasting Authority of Zimbabwe (BAZ)
- Broadcasting Services Act (BSA)
- Catholic Media Services (CMS)
- Chief Executive Officer (CEO)
- Electoral Communications Authority (ECA)
- Freedom of Information (FOI)
- Gender and Media Southern Africa (GEMSA)
- Gender and Media Southern Africa Tanzania (GEMSAT)
- Human Immunodeficiency Virus (HIV)
- Independent Broadcasting Authority (IBA)
- Institute for Democracy in South Africa (IDASA)
- Interception of Communications Act (ICA)
- Information Communication Technologies (ICTs)
- Lesotho Telecommunications Authority Act (LTAA)
- Media Complaints Commission (MCC)
- Media Council of Zambia (MECOZ)
- Media Development and Diversity Agency (MDDA)
- Media Information Commission (MIC)
- Media Monitoring Project Zimbabwe (MMPZ)
- Millennium Challenge Account Building Organisational Network for Good Governance and Advocacy (MCA-Bonga)
- Media Action Plan (MAP)
- Namibian Broadcasting Corporation (NBC)
- Namibia Editors' Forum (NEF)
- Netherlands Institute of Southern Africa (NiZA)
- Network of African Freedom of Expression Organisations (NAFEO)
- Non-governmental organisation (NGO)
- Open Society Initiative for Southern Africa (OSISA)
- Open Society Initiative (OSI)
- Organisational Development (OD)
- Preventing mother-to-child transmission (PMTCT)
- Public Order and Security Act (POSA)
- Rally for Democracy and Progress (RDP)
- South African Broadcasting Corporation (SABC)
- South African National Editors' Forum (SANEF)
- South West African People's Organisation (SWAPO)
- Southern Africa Institute for Media Entrepreneurship and Development (SAIMED)
- Southern Africa Media Development Fund (SAMDEF)
- Southern African Development Community (SADC)
- Southern African Media Lawyers Network (SAMLN)
- The African Editors Forum (TAEF)
- Tanzania Media Women's Association (TAMWA)
- United Nations Children's Fund (UNICEF)
- United Nations Information Centre (UNIC)
- Voluntary Media Council of Zimbabwe (VMCZ)
- Value Added Tax (VAT)
- Zambia Competition Commission (ZCC)
- Zambia National Broadcasting Corporation (ZNBC)
- Zimbabwe Association of Community Radio Stations (ZACRS)
- Zimbabwe Broadcasting Corporation (ZBH)
- Zimbabwe National Editors' Forum (ZNEF)
- Zimbabwe Union of Journalists (ZUJ)



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# MESSAGE FROM THE CHAIRPERSON OF THE MISA TRUST FUND BOARD

The Media Institute of Southern Africa (MISA) has continued in its quest to ensure the enjoyment of media freedom and freedom of expression in southern Africa. The past year marked the mid-point of the second MISA Strategic Partnership Programme (SPP2) and, as such, it was time to review the five-year plan to determine whether its implementation was still on track, highlight the major challenges faced in the implementation of the strategic plan and recommend ways to improve the programme's implementation.

We are glad to report that the mid-term evaluation found that the implementation of SPP2 is on course, and notable successes have already been registered in the different countries in the Southern African Development Community (SADC). The evaluators reported that MISA has, throughout the region, established itself as an indispensable actor in the fight for media freedom, freedom of expression and democracy in general.

MISA has continued to be a visible and active player in the media policy arena, and the evaluation found growing evidence that governments are now recognising MISA as a critical player in the deepening of democracy in southern Africa. Recognition of the organisation as a critical partner by governments in SADC is an important milestone for MISA, after growing accustomed to being viewed with suspicion and scepticism. MISA's publications, produced regionally and locally, have continued to add to the organisation's high profile and visibility, as they are now key resources for various stakeholders, including media/journalism departments in universities, donor organisations, and other non-governmental organisations (NGOs).

MISA Zimbabwe must be commended for doing an excellent job under crippling economic circumstances as well as facing a government that is increasingly limiting alternative voices. MISA notes that at the end of the period under review (31 March 2008), despite the increasingly unfriendly media environment in Zimbabwe, no media practitioners were in prison. However, a surge in detentions and arrests followed after the March 2008 parliamentary and presidential elections and the June 2008 presidential run-off. The chapter continued to support journalists by, among others, issuing alerts, representing them in court and visiting them in prison. MISA Zimbabwe, we applaud you.

The year 2008 is an election year in MISA and new national and regional governors will be ushered in. Let me take this opportunity to welcome everyone to the MISA family and hope that each individual will make it his or her mission to strengthen and expand on the achievements gained by this organisation since 1994, while also addressing the challenges it continuously faces.

In the same vein, I urge all MISA stakeholders, including the membership in each country where MISA is represented, and members of staff both at the regional and national levels, to continue working towards ensuring that media freedom and freedom of expression becomes a reality in southern Africa.



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Let us continuously remember that: "Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure." (Nelson Mandela, 1994)

*Mandla Seleane*  
*Chairperson*  
*MISA Trust Fund Board*



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

These are exciting times at the Media Institute of Southern Africa (MISA) as the organisation continues to undertake its mandate in advocacy for the promotion of media freedom and freedom of expression in the region. This past year has demonstrated the various dynamics to be expected when an organisation undergoes an important growth and transition period. It has been a year filled with activism, successes and some challenges. These are signs that the organisation has an impact on the human rights and media landscape in the region, and demonstrate that we should continue to pursue our goals with the commitment and dedication that have made MISA what it is today.

Freedom of expression remains a terrain of much contestation in southern Africa and the past year has seen continued threats to this fundamental human right, upon which the enjoyment of all others is anchored. In the past year we have raised alerts from most of the countries in which MISA operates. Our work aims to ensure that the right to freedom of expression is fiercely protected from infringement through programmes such as advocating for constitutional reform, media policy and law reform, the promotion of public broadcasting and community media, as well as capacity building in a number of freedom of expression and media-related areas. While challenges do remain within our countries and we cannot, for instance, ignore the situation in Zimbabwe and its attendant corrosive effect on the fabric of democracy and human rights, significant impact has been achieved by MISA's work.

Among the challenges faced by MISA this past year has been the reduced presence at the helm of the organisation of Regional Governing Council (RGC) Chairperson Thabo Thakalekoala due to pressing issues related to media freedom in Lesotho where he works as a freelance journalist. Nonetheless, we have held the fort in the spirit of true comradeship and unity to ensure normality and stability. At the Regional Secretariat level, we have done our best to give support and highlight those aspects of the chairperson's ongoing court case that have a bearing on freedom of expression and that of the media. In this regard, I would like to extend appreciation for the additional support that members of the RGC and our various chapters have given to the chairperson during this time.

Despite the challenges, we have had some notable successes over the past year. In this regard has been the finalisation of MISA's Organisational Development (OD) process, which has taken some time due to its widely consultative nature. The OD process, which was inspired by our evolutionary needs and by feedback from our various and valued partners, has given us an opportunity to reflect on our core business, relevance and strategic interventions as a regional advocacy body. In the same vein we have introspected on our strengths as well as those areas that require additional effort. We are hopeful that the OD process proposals will be approved at the upcoming Annual General Meeting and that the incoming RGC will take its recommendations further and ensure their implementation in order to take MISA to even greater heights.

It has also been encouraging to note that MISA chapters that faced challenges last year – namely in South Africa, Angola and Lesotho – are now fully operational with new board members as well as staff members. We hope that these chapters can continue to make MISA visible in their respective countries and with renewed vigour continue to engage constructively in the struggle for media freedom and freedom of expression.



Additionally encouraging has been the joining, this year, of the European Union to the basket fund partners that support MISA. Due to the nature of the organisation, resources to undertake and sustain our work are always a concern and we thus thank them for their support. Our heartfelt appreciation is also extended to our other partners in the basket fund for their continued support, namely the Humanistic Institute for Development (HIVOS), the Norwegian Agency for Development Cooperation (NORAD), the Danish International Development Agency (DANIDA) and the Swedish International Development Cooperation Agency (SIDA). We further thank other partners such as the Open Society Initiative for Southern Africa (OSISA), the Netherlands Institute for Southern Africa (NiZA), the Southern Africa Trust (SAT) and the Friedrich Ebert Stiftung (FES), whose support has complemented that which we receive from the basket fund partners. MISA's work continues to be important in deepening democracy in our region and we will continue to seek additional support for the many other projects – both national and regional – that will enhance MISA's positive contribution in our region's democratic evolution.

As this is an election year, let me take this opportunity to thank all outgoing MISA governors – both national and regional – for dedicating their time and skills to the running of MISA. I thank Thabo Thakalekoala, Laona Segaletso, and Christof Maletsky who were my colleagues in the RGC Executive Committee for the sterling work that they have done in managing the Regional Secretariat and overseeing MISA's regional work. I would like to welcome all the new governors who will be representing their various countries in National Governing Councils (NGCs) and the RGC. I urge them to persist in ensuring that MISA continues to be an important asset to the people of southern Africa and a vital partner to policymakers in the process of consolidating democracy in the region. I also urge the incoming leaders of MISA to remember at all times that MISA is a membership organisation and that as leaders we are ultimately called upon to carry out the mandate entrusted to us in pursuit of the organisation's objectives. I would like to encourage us all to promote a reinvigoration of the role of the MISA membership at the various levels of the organisation.

Last but not least, we appreciate the work that staff members at the Regional Secretariat and national chapters have been doing in order to ensure that MISA serves the media and the citizens of southern Africa. We acknowledge that it is not easy work and the commitment and sacrifice shown have not gone unnoticed. We especially commend MISA Zimbabwe for having done a great job while operating under very difficult circumstances.

May the conviction that has brought us thus far – media diversity, pluralism, self-sufficiency and independence – keep our lamp burning well into the future!

*Lomcebo Dlamini*  
*Acting Chairperson*  
*Regional Governing Council*



# MESSAGE FROM THE REGIONAL DIRECTOR

During the year under review there has been no significant improvement within the media freedom environment in the region. While the situation in most countries remains stable, it has worsened in others, descending to unparalleled levels of repression and censorship in Zimbabwe, Lesotho and Angola.

Zimbabwe continues to cast a shadow on the region as one of the most media-repressive countries in the world, characterised by the arrest, torture and beating of media workers. In 2007, for the fifth consecutive year, Zimbabwe topped the list as southern Africa's biggest media freedom violator with 57 recorded violations, followed closely by Lesotho. The growing intolerance of the Lesotho government towards the media and, in particular, dissenting views is a serious cause for concern. Some media outlets critical of the Lesotho government have been shut down, while journalists have been expelled from the country and charged with treason. Furthermore, government's decision to increase broadcast-licensing fees substantially is a blow to media diversity and development in that country.

Equally disturbing are the media policy discussions and developments in South Africa, a country hailed as a beacon for media freedom in Africa. Advances in media freedom in the entire region are threatened by political interference in the operations of the public broadcaster, the South African Broadcasting Corporation (SABC), as well as propositions by the African National Congress-led government for a Protection of Information Law and a media tribunal.

On a positive note, we witnessed court judgments in favour of media freedom in Zambia and South Africa, the opening up of the airwaves in Botswana and the allocation of more broadcasting licenses in Swaziland. The constitutional review process underway in Zambia is an important milestone for the region. In Namibia, the government is reviewing a number of media laws, including right to information legislation.

## MISA's interventions

During the year under review, the Media Institute of Southern Africa (MISA) made concerted efforts to address the worrying media freedom situation in the region. On behalf of the organisation, petitions were sent to the Prime Minister of Lesotho. MISA also wrote petitions and statements on the appalling media environment in Zimbabwe, and made submissions to the African Commission on Human and People's Rights (ACHPR) in the Gambia and Swaziland.

MISA Zimbabwe invited the ACHPR Special Rapporteur for Freedom of Expression to investigate media freedom violations in the country. MISA played a major role during the Southern African Development Community (SADC) Heads of State summit in Lusaka in August 2007 organising meetings, and television and radio interviews to raise awareness about media freedom in the region, as well as media repression and the political plight in Zimbabwe. During the year under review, MISA also offered legal, financial, material and moral support to journalists arrested, imprisoned or under threat in Lesotho, Tanzania and Zimbabwe, as well as to their families. MISA also organised several meetings in which civil society, members of parliament and other policymakers were invited to sensitise



their role in defending media freedom and freedom of expression. As a result of MISA's persistent campaigning and lobbying, the governments of Lesotho, Namibia, Mozambique and Zambia invited the organisation to participate in the media law reform processes underway in those countries.

## Gender and the media

While gender and HIV and AIDS continue to be on the MISA agenda, they are becoming part of mainstream media discourse in the region. During the year under review a study was conducted on the media coverage of gender, the results of which clearly show weaknesses, especially in terms of gender-based violence reporting. Newsroom visits were subsequently undertaken to create opportunities to discuss and examine the reporting on gender and HIV and AIDS.

The MISA Regional Secretariat leads by example when it comes to gender equality: management, for example, comprises more women than men. A challenge persists in some chapters to balance the employment of men and women. Overall, there are 35 women and 37 men employed within the MISA family. Only one chapter has no female employees.

## Internal development

Internally, MISA regional has implemented a new performance management system, which is being rolled out to the national chapters. The reporting and management structures, and harmonisation between the Regional Secretariat and chapters are being finalised through an organisational development process. This process will be adopted at the MISA Annual General Meeting in September 2008.

Human resource capacity has been increased at the Regional Secretariat with the filling of most vacancies. This has opened up opportunities for mobility within the organisation. The former national director of MISA Zimbabwe has been appointed Programme Specialist: Media Monitoring and Research, while a programme officer was promoted to the position of Programme Specialist: Freedom of Expression and Media Law Policy.

## Beyond 2008

MISA remains committed to its vision of a southern Africa with a free, independent, diverse and pluralistic media; a region where members of society, individually and collectively, are free to express themselves through the media of their choice; and where access to information is a basic fundamental right. This vision will be achieved through lobbying and advocating for an environment with conducive media legislation.

*Kaitira Kandjii*  
*MISA Regional Director*



*Right: Swazi Police drag a demonstrator into a police van during a mass demonstration in April 2007.  
Picture by Mduzisi Mngomezulu, Times of Swaziland  
(Entered in the 2007 MISA Press Freedom Award)*

**“ Critically, human rights and obligations demand accountability; unless supported by a system of accountability, then can they become more than window dressing ”**  
*The Open Society Justice Initiative (OSJI)*

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# FREEDOM OF EXPRESSION & RIGHT TO INFORMATION



## Regional outlook

Seventeen years after the Windhoek Declaration on media freedom, the media environment in southern Africa remains a far cry from what was envisaged in 1991. While the state of media freedom in several countries has shown considerable progress, the situation in some countries has regressed alarmingly, often to a level worse than the repressive colonial or one-party environments of the 1970s and 1980s.

The media environment in Zimbabwe, characterised by arrests, beatings and torture of journalists and the general subjugation of free expression, is arguably worse than at independence in 1980. Ten years after a bloody civil war in Angola, the media environment faces undue pressure from an extremely sensitive government. Swaziland's media, 35 years after the infamous royal declaration condemning political and human rights and three years after a new constitution, is still characterised by repression and uncertainty. Lesotho, meanwhile, is becoming the new media battleground of southern Africa as the government clamps down and displays zero tolerance for dissenting views.

The biggest and most unexpected media retrogression has been in South Africa, a country where the media policies and overall environment have been showcased as a successful African model of democracy. The threats of a media tribunal posed by the ruling ANC government, the deterioration of confidence in and ensuing tussle for control over the public broadcaster, the South African Broadcasting Corporation (SABC), as well as the proposed protection of information law, are serious media threats, not just for South Africa but the entire region. With South Africa's immense political and social economic influence throughout Africa, the current developments pose a continental counter-effect with an immeasurable capacity to undo progress achieved in the last 17 years.

On a positive note, Zambia enjoyed a good year with a landmark Supreme Court ruling on media freedom, while a constitutional review process is currently underway and seeks to uphold media freedom and constitutionally guarantee the right to information.

## Challenges

In 2007, the four most oppressive and media-unfriendly countries in the region were Zimbabwe, Lesotho, Angola and Swaziland. In addition to the three repressive media laws in Zimbabwe – the Access to Information and Protection of Privacy Act (AIPPA), the Public Order and Security Act (POSA), and the Broadcasting Services Act (BSA) – the government passed another law, the Interception of Communications Act (ICA). As the name suggests, this act allows the government to intercept electronic communication (e-mails and telephone calls) in Zimbabwe, which has recorded the highest number of media violations in the region for the last five years.

In 2007, Lesotho followed Zimbabwe closely in terms of reported media freedom violations as well as the general suppression of media freedom. The Angolan media policy environment is, in many ways, as bad as that of Zimbabwe with journalists struggling to conduct their work while police raid media houses and arrest journalists. In Swaziland, meanwhile, there is but one law: the wishes of the King. Namibia, normally hailed as one of the continent's most media-friendly countries, is beginning to display the all-too-familiar signs of media repression. In February, the government announced plans to set up a state-controlled media council.



The president of Botswana's new government will be watched closely by the Media Institute of Southern Africa (MISA) after he aired his views about the media during his inaugural speech.

One of the cruellest acts against the region's media in recent months was committed in Tanzania where two journalists were beaten with machetes and had acid poured on their faces, leaving both with serious burns and one with partial loss of sight. The Tanzanian president strongly condemned the attacks and visited the journalists in hospital. There are still several outstanding media bills in Tanzania, such as the Freedom of Information Bill, and no clarity on when these bills will be finalised.

The intentions of the Malawi government are difficult to place. Three years ago, the Freedom of Information Bill was a government priority, yet the bill has yet to see the light of day. Mozambique is much like Malawi: strong on rhetoric, but weak on action.

## Milestones and interventions

Critical milestones during the year under review included policy developments in Zambia. Firstly, the Zambian draft constitution under review makes provision for the right to access publicly held information as a constitutional right. Secondly, in February 2008 President Levy Mwanawasa announced that the Freedom of Information Bill of 2002 would be tabled in the forthcoming Parliament session. These two parallel and independent processes have given MISA a double platform on which to campaign for the right to information legislation in Zambia. Should the government fail to enact the Freedom of Information Bill, as was the case five years ago, it will soon be constitutionally obliged to do so when the new constitution comes into effect.

The developments in Zambia can be attributed to a series of advocacy and public engagement strategies by MISA Zambia. The most effective strategy has been the use of live broadcast media and public debates on Q-FM Radio in Lusaka. A total of seven debates were held between July and August 2007 alone. A number of speakers, including the Minister of Information and Broadcasting Services, were invited to discuss the right to information in very specific and broad terms, including as a social economic right, a constitutional and fundamental right, and as a tool for fighting corruption. Due to overwhelming public interest and impact of the above programme, it was expanded by MISA Zambia to reach a nationwide audience through the public broadcaster, the Zambia National Broadcasting Corporation (ZNBC).

In Zimbabwe, despite the extremely harsh working conditions, MISA continued to engage the public and civil society using unconventional and indigenous forms of public communication, such as community theatre. MISA Zimbabwe also assisted in the formalisation of the Voluntary Media Council of Zimbabwe (VMCZ), formed in June 2008. The VMCZ had been part of the collective effort by civil society organisations to seek alternative policy frameworks for addressing the state of the media in Zimbabwe as well as to rival the new statutory Media Council of Zimbabwe.

MISA Zimbabwe continued to lobby at the continental level by making submissions at the African Commission on Human and People's Rights (ACHPR) sessions in the Gambia and Swaziland. Furthermore, MISA Zimbabwe launched a campaign around the importance of the media during elections and the chapter was part of civil society efforts to produce a Zimbabwe Peoples' Charter that mentions the need for media freedom and the right to information.



MISA Tanzania campaigned around right to information legislation by leading a coalition that, among others, drafted an alternative Right to Information Bill. In 2006 the Tanzanian government developed a sloppy Freedom of Information Bill, which civil society rejected as “repressive and archaic”. Government later withdrew the bill. In Malawi, the delay by government to table the Freedom of Information Bill has given MISA Malawi an opportunity to review and draft an alternative bill that accords with international best practices.

A pilot research study was conducted in Namibia to measure public understanding of the right to information. The sampled population comprised journalists, policymakers, civil society, academics and students. The findings reveal overwhelming ignorance on the subject. Over 85 per cent of all respondents had vague or no understanding of their right to information. The research attracted considerable public interest and debate, including from top government officials.

To complement expanding interest on the right to information, MISA has developed a Right to Information Model Law to provide technical support to governments as well as to ensure that right to information laws accord with international best practices and openness principles.

## Beyond 2008

To respond to the general deterioration of media freedom in the region, as well as the increasing number of defamation law suits against the media, MISA is working to revive the defunct Southern Africa Media Lawyers’ Network as a matter of urgency. The intention is for the network to operate as a pool of regional media lawyers to, among others, give legal advice and representation to the media, as well as to develop best practice media policies for the region. The campaign for the right to information remains a priority for 2008/2009.





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

***“ Media freedom in Africa has been caught between  
the hammer of the state and anvil of the market ”***  
*Prof. Fackson Banda during the 60th World Association of Newspapers’  
Conference, Cape Town, South Africa, 2007.*

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# MEDIA FREEDOM MONITORING



## Regional outlook

Media freedom in southern Africa remains in a perilous position, as most governments continue to perceive the media as a threat rather than a necessary element of democratic governance. It is for this reason that journalists are still arrested for treason and sedition in Lesotho; threatened in Swaziland, Zambia and Tanzania; and deported, banned from working, detained and beaten up in Angola, Zimbabwe and Namibia.

In the so-called progressive countries in the region, including South Africa and Botswana, governments still view the media with suspicion, hence the threat to set up a Media Tribunal by the ruling African National Congress party in South Africa. The enactment of the Intelligence and Surveillance law in Botswana, despite objections from the opposition and the media, demonstrates that, while some of these countries are seen to be stable and progressive, there is a lack of appreciation for media rights and freedom of expression.

Under Programme B (Media Freedom Monitoring), the Media Institute of Southern Africa (MISA) continued to record the highest number of violations in Zimbabwe. This is not surprising considering the deteriorating situation surrounding the media and freedom of expression in that country.

MISA, however, is pleased to report that at the end of the year under review no journalists were in prison in Zimbabwe. In Angola, one journalist was imprisoned for defamation. MISA managed to assist journalists under distress in Tanzania, Malawi, Zimbabwe and Lesotho and has maintained practical links with journalists and freedom of expression activists facing threats throughout southern Africa.

### Successes

#### Media and freedom of expression violations monitoring

Publicising media violations and the monitoring thereof remain key functions of MISA. This activity has kept violation issues high on the public agenda with tangible results in some cases. The alerts also help to inform the regional and international community about media and freedom of expression issues in southern Africa.

MISA produced 181 media alerts during 2007/2008, with the bulk coming from Zimbabwe. The publicising of media alerts has galvanised international support for victims of freedom of expression violations in southern Africa. In Zimbabwe a number of journalists, including Gift Phiri and Tsvangirai Mukwazhi, received support from international organisations through the information generated by the alerts.

As part of the violations monitoring, MISA has continued to produce the annual publication, *So This is Democracy? State of Media Freedom in Southern Africa*.

The experience that MISA has gained over the years in monitoring media violations is now being used in Tanzania by the local MISA office to monitor the reporting of corruption and good governance. This monitoring, conducted under the Millennium Challenge Account Building Organisational Network for Good Governance and Advocacy (MCA-Bonga), is one clear example of the success and expansion of MISA's media monitoring work. MISA Tanzania is working with other organisations in this process.

It should be noted that corruption and bad governance contribute to most media and freedom of expression violations. The monitoring in Tanzania is expected to contribute to a decrease in media and freedom of expression violations as long as corruption and bad governance practices are also monitored and exposed.



## World Press Freedom Day commemorations

MISA values the international attention to media and freedom of expression issues that is generated by World Press Freedom Day events. May 3 opens doors for interaction with governments and other authorities to address challenges facing the media, and it will therefore remain an important event in MISA's calendar.

During the year under review, all MISA chapters held May 3 events in their respective countries, some for a number of days. In Angola, May 3 was used to investigate the state of the media in the country. In a similar vein, marches were held in some centres in Zimbabwe, an action that is rare in this country as a result of the political situation. In Zambia and Tanzania, May 3 was used to facilitate dialogue among media players on issues affecting the profession. On May 3, MISA issued a regional statement as well as statements in the 11 countries where national offices exist.

## SADC Journalists Under Fire campaign

MISA continues to assist victims of media and freedom of expression violations in southern Africa, under the SADC Journalists Under Fire campaign. This support has yielded positive results in having journalists released from police custody and fighting off state bans, as well as providing beaten or arrested journalists with medication and other critical needs.

In Tanzania, MISA mobilised support for two editors of *Mwanahalisi* newspaper, Saed Kubenea and Ndimara Tegambwage, who were attacked with acid by unknown assailants. MISA and other media organisations organised 100 journalists to protest the attack and pledge their support for press freedom in Tanzania. MISA also provided one million Tanzania Shillings (about US\$950) and encouraged other associations to extend their support to the victims of violations. Some four million Tanzanian Shillings (about US\$3,800) was raised to support the victims. MISA's national director also visited the editors in hospital, who pledged to continue fighting corruption in society even in the face of those who did not like to hear alternative voices.

In Zimbabwe, journalists Tsvangirai Mukwazhi, Gift Phiri, Brian Hungwe, Nunurai Jena, Frank Chikowore, Bright Chibvuri and a number of foreign journalists were arrested during the course of the year. MISA provided them with lawyers and paid their legal fees.

MISA also took some cases up to the Supreme Court in Zimbabwe, including the high-profile case of Hungwe who had been barred from reporting for the British Broadcasting Corporation (BBC). The Supreme Court threw out the case and the journalist was allowed to continue working.

MISA also provided support to Phiri who was arrested and beaten up, while his household property was destroyed by the police. MISA managed to fight his case in the Magistrate's Court, which resulted in Phiri being acquitted on a charge of "publishing false news".

In Lesotho, MISA is assisting broadcast journalist Thabo Thakalekoala to fight his sedition case against the government. In Angola, the local MISA office continues to raise concern about the imprisonment of journalist, Graca Campos, detained on allegations of defamation.

MISA has succeeded in using its legal assistance programme and support to journalists to enable journalists operating under difficult conditions to continue working. Support to journalists is also a way of minimising self-censorship.



## Press statements and missions

MISA continues to issue press statements on media and freedom of expression violations as well other media issues in the region. In countries where governments lend an ear to civil society, statements remain an effective tool for expressing concern on a number of issues. In Zambia, for example, 16 statements were issued; in Mozambique seven; and in Swaziland six. In Swaziland the pressure exerted by the local MISA office through statements resulted in the chapter being invited to provide input on the new media law reform programme.

In November 2007 in Zimbabwe, MISA succeeded in bringing to the country the Special Rapporteur for Freedom of Expression at the African Commission on Human and People's Rights (ACHPR), Advocate Pansy Tlakula, to investigate the beating of journalists. Advocate Tlakula held meetings with MISA Zimbabwe as well as journalist Tsvangirai Mukwazhi. She later wrote a letter to President Robert Mugabe protesting the bad treatment of journalists in the country. Such actions of the ACHPR are a result of statements and alerts produced by MISA, as well as follow up actions. Statements have also been used in Mozambique to maintain pressure on the threat to independence of private magazines as well as threats to journalist Celso Manguana.

In Swaziland, Zambia, Botswana, Namibia, Malawi, Zimbabwe, Lesotho and Tanzania, the local MISA offices produce quarterly magazines focusing on media and freedom of expression issues in their countries. These serve as important platforms for debate and information. MISA Zimbabwe is producing its own 'state of the media' reports. On a month-by-month basis, the local Zimbabwe office produces an electronic copy titled 'Monthly alerts digest' on the state of the media and freedom of expression in Zimbabwe. To subscribe to the newsletter write to [misa@misazim.co.zw](mailto:misa@misazim.co.zw)

## Lessons Learnt

MISA has learnt that media and freedom of expression violations need to be looked at holistically and broadly, and should not only focus on media workers. This is because in many southern African countries, especially Zimbabwe and to some extent South Africa, civil society and communities increasingly find it difficult to express themselves without being threatened, arrested, beaten and detained. A key lesson is that media and freedom of expression rights can only be guaranteed in a free society where the meaning of these rights is appreciated.

MISA also realises the need to use multi-information platforms to speak about media and freedom of expression rights. The alerts system has to incorporate other means of communication, such as SMS technology, in countries like Zimbabwe where violations are a daily occurrence. MISA faces the challenge of slow internet connectivity in most of its national offices, which can make contact difficult. MISA also recognises that media and freedom of expression violations are not always as overt as arrests and beatings, but can include the marginalisation of other voices, such as women.

## Beyond 2008

MISA is planning further staff training on expanding the media and freedom of expression violations monitoring to include monitoring the coverage of women and other vulnerable groups in society. MISA is also planning to explore how information communication technologies (ICTs) can be used to publicise media and freedom of expression violations in southern Africa. MISA aims to embark upon thematic research on media and freedom of expression issues as a way of assisting planning actions throughout the year.





*Radio is still the medium that reaches the most remote areas in southern Africa.*

**“ State- and government-controlled broadcasters  
should be transformed into public service  
broadcasters, accountable to the public through the  
legislature rather than the government ”**

*Declaration of Principles on Freedom of Expression in Africa ,  
African Commission on Human and Peoples' Rights*

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# CAMPAIGN FOR BROADCASTING & ICTs



## Regional outlook

Prospects for public broadcasting in southern Africa remained dim as governments maintained a tight grip on national broadcasters. Perhaps the single greatest blow to public broadcasting in the region was the decline of public broadcasting at the South African Broadcasting Corporation (SABC). The broadcaster's editorial independence, institutional autonomy and governance have repeatedly been called into question as reports persist of the blacklisting of certain individuals from the broadcaster, the censoring of programmes and the stacking of the SABC board with government sympathisers. The second quarter of 2008 saw the SABC virtually in a crisis as the Chief Executive Officer (CEO) and the head of news were suspended.

Elsewhere in the region, the policy, legal and regulatory frameworks that determine the outlook on the three-tier system of broadcasting either do not exist or are inadequate. There is a vacuum in terms of enunciation of structures and functions of public, community and commercial broadcasters, independent regulatory authorities and public broadcasters, and licensing and management of the frequency spectrum. As a result, we continued to see actions that do not bode well for freedom of expression, diversity and pluralism in broadcasting. These included harassment of personnel at state and private broadcasters, and the hiking of license fees almost to the point of driving broadcasters out of the market. Of particular note in this regard were Lesotho and Zimbabwe. Harassment of private broadcasters in Lesotho was one of a series of actions that saw the country emerging as a repressive broadcasting environment. In addition, private radio stations received a seven-fold license fee increase, some private broadcasters were shut down or constantly threatened with closure, and plans are underway to give the minister more powers to issue and revoke broadcasting licenses.

Zimbabwe retained the number one slot as the most repressive environment in the region in terms of broadcasting pluralism and diversity. No private broadcasters have been licensed in the country, leaving the state-controlled Zimbabwe Broadcasting Corporation (ZBC) as the sole broadcaster. When the CEO of ZBC appeared before the country's Parliamentary Committee on Transport and Communications in September 2007, he said that political interference and censorship of news is the order of the day at the state broadcaster. The government further signed into law in August 2007 the Interception of Communications Act, which allows the government to spy on e-mail messages and telephone calls.

There were, however, some positive developments elsewhere. Amid the harassment and lack of progress in public broadcasting and independent regulation, there was progress in opening up the airwaves. Botswana, Zambia and Namibia saw new entrants in the commercial and community broadcasting sectors.

## Challenges

### A very hostile environment in Lesotho

The Lesotho Telecommunications Authority Act (LTAA) hiked license fees in early 2008 to a shocking US\$3,000 up from US\$400 a year. Investigations by MISA Lesotho showed that most radio stations are already struggling to pay their employees. The move has further crippled private broadcasters that have, over the last three years, experienced economic suffocation by the government, which advertises almost exclusively on state-owned media. The government is also planning to amend the law to give the minister extra powers to issue and revoke licenses, a move widely seen as a ploy to close down private radio stations that provide an alternative view and dare to criticise the



government. Already private radio stations, including Harvest FM and People's Choice FM, have been shut down repeatedly or threatened with closure.

The hiking of license fees and the extra powers bestowed on the minister may now spell death for broadcasting diversity and pluralism in Lesotho. MISA Lesotho has been at the forefront of advocacy interventions to prevent the country from sliding into the kind of repression that has been seen in Zimbabwe. The chapter issued alerts and wrote a petition to the prime minister of Lesotho. It also implored the Ministry of Communications to involve stakeholders in the amendment of the LTAA.

### **Political interference in state broadcasters**

The harassment of personnel at state broadcasters continued during the period under review. Perhaps the most potent indicator of the repression was the firing of the CEO of ZBC, Henry Muradzikwa. His crime was defying ministerial orders to deny the opposition Movement for Democratic Change (MDC) favourable coverage in the run-up to the March 2008 elections.

The harassment was by no means confined to Zimbabwe. In Namibia the Youth League of the ruling South West African People's Organisation (SWAPO) passed a vote of no confidence in the Namibian Broadcasting Corporation (NBC) and called on government to fire the broadcaster's management. The youth league claimed, without providing evidence, that most people in management were supporters of the newly formed Rally for Democracy and Progress (RDP). This was after a manager at NBC radio exercised her judgement and prerogative to reprimand a staff member who had censored a talk show.

### **No independent regulation**

Another negative trend to emerge in the region was that regulators, which are supposed to protect the rights of broadcasters and the public, were at the forefront of harassing broadcasters in Lesotho and Malawi. They, among others, increased license fees almost to the point of driving broadcasters out of the market, confiscated broadcasting equipment and issued constant threats to close down radio stations. This highlights the fact that many of the region's so-called regulators are just an extension of government machinery. The absence of independent broadcasting regulation remains a major challenge.

### **The digital divide runs deep**

Another source of concern is the limited access to information communication technologies (ICTs). Internet usage remains very low in the region. South Africa scored 15 per cent in internet usage while other countries scored between 1.0 and 5.8 per cent according to a 2007/2008 survey by ResearchICTAfrica.net. The ownership of personal computers and home connectivity also remains very low. The high cost of communications means that many people are still firmly placed on the wrong side of the digital divide. MISA is, therefore, extremely concerned at the placing of further obstacles to universal access to communication such as the imposition of Value Added Tax (VAT) on prepaid mobile phone services as occurred in Namibia in February 2008.

### **Insufficient local content**

Although there have been welcome developments in most countries in terms of diversity and pluralism on the airwaves, the quality of broadcasting content remains a serious challenge. Most commercial broadcasters tend to rely on cheap foreign content and music. While the state and commercial broadcasters carry locally produced pro-



gramming, local content remains inadequate. Television fares the worst, with high production costs being cited as the reason for the airing of foreign content that has little or no local value.

## Interventions

MISA made varying advocacy interventions during this period to address these challenges. Various activities were carried out to highlight the need for transforming broadcasters. Activities were also carried out to raise awareness on public and community broadcasting. MISA chapters issued timely alerts and statements to publicise transgressions on broadcasting and communication. In Zambia, five radio programmes brought into the public arena the stalled implementation of the Zambia National Broadcasting Corporation (ZNBC) Amendment Act and Independent Broadcasting Authority Act of 2002. This elicited more public pronouncements by the Minister of Information and Broadcasting Services on government's commitment to reform. Largely as a result of MISA's advocacy efforts, other stakeholders such as the Zambia Competition Commission and Catholic Media Services joined the campaign calling for the establishment of the Independent Broadcasting Authority (IBA) and a new ZNBC board.

Lesotho, Malawi and Swaziland chapters hosted national conferences to sensitise government officials, members of parliament, the media, regulators, civil society and other stakeholders on public broadcasting and its role in a democracy, as well as independent broadcasting regulations. MISA Mozambique is on the technical committee tasked with drafting a new broadcasting law for that country. The chapter has also carried out a series of radio debates to sensitise the public on broadcasting policy and regulation. MISA Zimbabwe continued with community media activism and set up blog sites for community radio and community news. It also hosted strategic planning workshops for community radio initiatives.

## Milestones

### Influencing policy

The campaign by MISA for broadcasting reform bore fruit in some countries in terms of influencing government policy. In light of the generally slow progress coupled with outright hostility to broadcasting reform in many countries, the following positive developments were most welcome by MISA.

In Zambia, the president announced in January 2008 his government's commitment to implement boards of the ZNBC and the IBA. The functioning of the ZNBC and IBA boards will be a giant step towards the realisation of public broadcasting and independent broadcasting regulation in Zambia.

In Swaziland, the government in early 2008 announced that four broadcasting licenses will be allocated. It is MISA's fervent hope that allocations will be made to community radio, which is non-existent in the country.

In Zimbabwe, operating in the most difficult environment in the region where people are driven by fear to inaction, the MISA chapter facilitated the first meeting of the Zimbabwe Association of Community Radio Stations. This means that the country's community radio initiatives have a national public platform that will enhance community media activism and provide a united voice for lobbying in parliament.



In Botswana, the monopoly of the state broadcasters on the national airwaves ended when the private broadcasters went national.

### **Awareness and support by key policy makers**

Greater awareness about public broadcasting and support from members of parliament was achieved in Lesotho, Malawi and Swaziland through national conferences on public broadcasting. Judging by their post-conference contributions to parliamentary debates and other forums, considerable awareness has been raised on what truly constitutes public broadcasting. Following the conferences, MISA also forged invaluable contacts with influential and strategic members of parliament from both ruling and opposition parties to push the public broadcasting campaign to a new height.

### **Beyond 2008**

As the primary source of news and information in southern Africa, the important role of broadcasting and the need for broadcasting reform cannot be over-emphasised. The need to reform state broadcasters has never been more potent as evidenced by retrogressive legislation, absence of conducive broadcasting policies, political interference and lack of editorial independence. Legal, policy and regulatory reform remain at the heart of any attempts to ensure free expression, pluralism and diversity in broadcasting. MISA, therefore, has its work cut out in terms of advocacy for broadcasting reform. The mixed model of public, community and commercial broadcasting remains relevant as each fills the gap left by the other.

MISA's campaign for broadcasting diversity and ICTs remains more relevant than ever and requires the support of every individual, organisation and government committed to freedom of expression, access to information, media independence, media pluralism, media diversity and democracy.



*Right: South African radio journalist Redi Direko, of '702 Talk Radio' joined the women's march against sexism to the Noord taxi rank.  
Pic: Moeketsi Moticoe. 04/03/2008. © The Times.*

***“ A responsible national media is a representative of  
the nation’s values, a friend of the general public and  
protector of oppressed citizens ”***

*Justice Kabaso Chanda, World Association of Press Councils Conference,  
Bagamoyo, Tanzania, 2004.*

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# MEDIA SUPPORT



## Professionalism and accountability

The fight for self-regulation of the region's media continued in the year under review with the Media Institute of Southern Africa (MISA) chapters in Swaziland and Zimbabwe launching self-regulatory bodies. MISA chapters in Botswana, Malawi and Zambia continued to support the self-regulatory institutions that they helped to establish.

Worrying trends developed in South Africa with the ruling African National Congress (ANC) resolving at its 2007 convention to introduce a statutory media tribunal. The Namibian government also announced its intention to establish a statutory media council. In Zambia, despite the existence of the self-regulatory Media Council of Zambia (MECOZ), the government is linking the passing of the Freedom of Information Bill to self-regulation, insisting that all media in the country must be part of MECOZ, or a compulsory statutory body will be established. Zambia's case is unique in that all media houses and bodies belong to MECOZ except the biggest independent newspaper, *The Post*. Media bodies in Zambia, including the MISA chapter, continue campaigning for the government to view media bodies and the bill as separate issues.

MISA helped to launch the Namibian Editors' Forum in the hope that it will assist with the establishment of a self-regulatory mechanism in that country. Attempts to do so in the past have been hindered by the country's highly polarised media fraternity. With MISA's support, the Namibia Editors' Forum is working towards establishing a self-regulatory mechanism and both organisations are in talks with government not to establish a statutory body.

MISA's draft code of ethics has been transformed into a set of guiding principles after receiving feedback. This was done because most of the chapters already have a code of ethics in place. Therefore, guiding principles were put in place to help the chapters still in need of a code.

### Media awards

MISA continued to award excellence in journalism in the Southern African Development Community (SADC). The year 2007 saw MISA split the John Manyarara Investigative Journalism Award into two awards: Investigative Journalist of the Year and Upcoming Investigative Journalist of the Year. *Guns for Sale* by Jessica Pitchford of the SABC's Special Assignment team and *Food for Sale in Prisons* by Pilirani Phiri of Zodiak Radio in Malawi won the respective awards. The MISA Press Freedom award went to Aleke Banda, a veteran Malawian journalist and owner of one of Malawi's largest independent newspaper chains that comprises *The Nation*, *The Weekend Nation* and *The Nation on Sunday*.

A substantial increase in the number of entries for both awards compared to the previous year indicates that they are growing in popularity. National awards, too, continued to gain popularity with all the chapters that held these events registering an increase in entries, while Botswana attracted the country's president as the keynote speaker. Namibia attracted an international team of judges and Malawi received excellent coverage of their award-giving ceremony. National awards were held in Botswana, Malawi, Mozambique, Namibia, Tanzania and Zambia.

### Gender and HIV and AIDS

Bridging the gap to ensure gender balance and equality in and through the media continues to be on the agenda and slowly but surely the issues of gender and HIV and AIDS are being discussed, awareness is being raised and



advocacy work is taking place to address gaps. A slight improvement has taken place in the sense that the media is now being challenged to improve, not only its coverage, but also its employment and involvement of women in the industry.

A study on *Women, abuse and the Swazi media* was presented to journalists, media owners and other media stakeholders in the country. The 2007 study analysed the media coverage of the 16 Days of Activism against Gender Violence campaign. The findings exposed considerable weaknesses in the media's coverage of the campaign and gender violence stories. Typically gender violence stories lacked context, were not gender balanced, ignored gender issues, were told from a male perspective and negatively portrayed abused women. Interestingly, several journalists took issue with some of the findings, saying that they were simply reporting the facts.

This reaction from the media is a challenge encountered in the region by MISA and its allies working on gender and HIV and AIDS issues. However, there is also evidently more openness and willingness from the media in the region, especially after the awareness- and advocacy-raising from the Gender and Media Baseline Study. This indicates that more training is needed on reporting issues of gender and HIV and AIDS. There was recognition from some media practitioners that it is easy to perpetuate stereotypes unconsciously when reporting gender issues. What is evident from these studies is the need for more media monitoring: overall, the media appreciates the feedback and makes an effort to improve.

## Successes

There has been a shift, regionally and nationally, in MISA being acknowledged as impartial. This has created confidence in various sectors of society, as well as the media, because of the organisation's participation in and attempts to address issues of gender and HIV and AIDS. This is evident from the various gender-related activities in which MISA, on behalf of the media, has been invited to participate. Several of the MISA chapters, which previously struggled to work with certain government departments, have either been co-opted onto national steering committees or are hosting workshops on strategic events such as the 16 Days of Activism.

Several strategic partnerships have been forged regionally and nationally around the issue of gender, HIV and AIDS and the media. The African Comprehensive HIV-AIDS Partnership (ACHAP) is one such partnership that has worked with MISA Botswana to assist the media in devising HIV and AIDS policies and codes of conduct. Three media houses were selected for the pilot project, namely *Mmegi*, *The Voice* and *Sunday Standard*. The aim was to enhance the quality and quantity of fair and balanced news reports on HIV and AIDS. The second phase of the project is expected to run in the next financial year. The positive participation and feedback from the media houses and the public's appreciation of these efforts have encouraged MISA to complete the exercise in line with MISA's commitment to the Media Action Plan (MAP).

MISA Swaziland, in collaboration with the country's media, has looked at issues of HIV and AIDS and the role of the media. The discussions focused on MISA's role as a coordinating body for the media sector within national response efforts to the epidemic. Consultants are compiling the results into a strategy. In Tanzania, the chapter's efforts to address issues of gender, HIV and AIDS, and media freedom were positively received with two media houses drafting HIV and AIDS policies and two in-house training sessions being conducted. A coalition with HIV and AIDS organisations, like Rapid Fund and ABC, was formed and MISA Tanzania and Gender and Media Southern Africa Tanzania (GEMSAT) need to lobby media owners to adopt these policies.



The board and staff of MISA Zambia held a workshop that resulted in the adoption of a regional HIV and AIDS policy, which is to be replicated by the chapter's member institutions. To date, five institutional members have been identified.

## Training

A total of 400 media personnel in the region were trained during the financial year under review. This was MISA's attempt to improve the media's research and coverage skills. The training included, among others, economics reporting and sub-editing; print and broadcast media; investigative journalism; and reporting on HIV and AIDS. To promote reporting on HIV and AIDS, MISA Malawi embarked upon a project in partnership with the United Nations Children's Fund (UNICEF) called 'Caring for the Media'. Under this project, journalists were trained on preventing mother-to-child transmission (PMTCT) of HIV so they can report more effectively and authoritatively. The project also comprises awards, which are still to be handed out.

Training in investigative, in-depth and long-term research reporting, using public and private information sources, including financial information and budgets, took place in Tanzania and MISA sponsored 11 journalists from the region to attend an investigative journalism workshop at the University of the Witwatersrand. Due to the training in Tanzania, articles on anti-corruption and good governance have increased dramatically, to the extent that the donor community has called on the government to respond to the corruption scandals levelled against it and its agencies. Parliamentary inquiries into corruption led to the resignation of the prime minister and two other ministers involved in the Richmond scandal, as well as a major Cabinet reshuffle and the sacking of the Bank of Tanzania governor following the External Payment Account Scandal.

## Challenges

The lack of reporting from a human rights angle when dealing with issues of gender and HIV and AIDS has been a major concern for MISA. As a result, an initiative was undertaken to develop a human rights information manual for newsrooms in the region. The draft manual was piloted in a number of newsrooms in Namibia and with media technology students of the Polytechnic of Namibia. Their feedback was used to improve the draft and the manual is to be published by Human Rights Day 2008. The media's responsibility to promote a human rights approach to editorial coverage that gives a voice to women and men, people living with HIV and AIDS, and all interest groups, while challenging stereotypes around the epidemic and its gender dimensions, is still lacking and is a work in progress. There is still a lot of dependence on government and non-governmental organisation pronouncements that fail to give a human face and voice to the pandemic.

While coverage of gender and HIV and AIDS is important, very few of the region's large media houses have policies in place to safeguard or provide a conducive working environment to HIV-positive media workers. Research conducted under the MAP Project and several discussions held with media personnel have shown that a number of staff members were hesitant to be open about their positive status at work because of the stigma that still surrounds the disease. Inevitably this also affects what is presented to the public. The process to roll out the in-house policies faces many challenges. Media houses are slow or reluctant to respond, especially after the buy-in process.



## Beyond 2008

In future, the media support programme will concentrate its efforts on the sustainability of self-regulatory bodies, as all the existing frameworks in the region, except South Africa, face sustainability challenges. This will help with, not only the sustainability of existing institutions, but also their effectiveness and, consequently, governments may no longer threaten to establish statutory bodies.

Improved coordination and monitoring of the implementation of mainstreaming in the organisation first and then outside has been stepped up. Monitoring of the media's coverage will improve with the envisaged training on raising alerts and monitoring from a gender perspective. More effort will also be put into improving working relations with the media women's associations, which have been largely absent in a number of the countries in the region.

## Gender representation in MISA

Table 1: Sex-desegregated data at regional membership Level

Country	Total membership	Individual membership	Women	Men	Institutional membership
ANGOLA					
BOTSWANA	230	207	77	130	23
LESOTHO	76	74	32	42	2
MALAWI	238	226	70	156	12
MOZAMBIQUE	339	325	51	274	14
NAMIBIA	90	85	39	46	5
SOUTH AFRICA	133	124	45	79	9
SWAZILAND	55	47	18	29	8
TANZANIA	291	279	105	174	12
ZAMBIA	141	133	35	98	8
ZIMBABWE	141	131	45	86	10
<b>TOTAL</b>	<b>1734</b>	<b>1631</b>	<b>517</b>	<b>1114</b>	<b>95</b>

(Updated June 2008)



**Table 2: Sex-desegregated data at staffing level**

	TOTAL STAFF	FEMALE	MEN
REGIONAL SECRETARIAT	15	9	6
ANGOLA	3	0	3
BOTSWANA	4	1	3
LESOTHO	2	1	1
MALAWI	6	2	4
MOZAMBIQUE	7	4	3
NAMIBIA	4	3	1
SOUTH AFRICA	4	4	0
SWAZILAND	5	3	2
TANZANIA	6	3	3
ZAMBIA	8	3	5
ZIMBABWE	8	2	6
<b>TOTAL</b>	<b>72</b>	<b>35</b>	<b>37</b>

**Table 3: Sex-desegregated data at MISA regional boards**

NAME OF BOARD	TOTAL MEMBERS	FEMALE	MEN
TRUST FUND (TFB)	5	2	3
EC	4	1	3
RGC	12	2	10



**CELEBRATE WORLD PRESS FREEDOM**  
**SWAZILAND MEDIA INDUSTRY LAUNCHES**  
**MEDIA COMPLAINTS COMMISSION**  
**A SELF REGULATORY MECHANISM**  
**SPONSORED BY:**  
**EDITORS FORUM** ◆ **SNAJ** ◆ **MISA**

**“ No work gets done except through the power of communication ”**

*Francois Basili,  
communications consultant*

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# COMMUNICATION AND DISSEMINATION



## Regional outlook

During the year under review, the Media Institute of Southern Africa (MISA) shifted the focus of its communications strategy from the approval of the communication policy to the implementation of both the policy and strategy at regional and national chapter levels. Communication within and outside MISA has improved with the implementation of the policy. While chapters are still making the necessary changes for the localisation of the policy, indications are that things are moving in the right direction. This has paved the way for stronger communication between the Regional Secretariat and the national chapters. Considerable progress has also been made in consolidating the organisation's communication with the MISA brand identity being more consistent throughout the region, however, there is still room for improvement.

### Successes

#### Publicity

MISA continued to consolidate its brand identity with the printing of compliment slips, pop up banners and brochures. The chapters continued to produce T-shirts, posters and calendars to publicise the organisation, special events and national campaigns. A system used to track the global coverage of MISA in the electronic media was put in place and a statistical analysis of this data shows that MISA is in the news every week.

MISA continued to publicise itself and the various campaigns over the course of the reporting period. Press releases on various issues were issued in all the countries where MISA is represented, as well as at a regional level. This saw a further consolidation of MISA as a leading authority on media freedom and freedom of expression issues.

Chapters have reported how MISA's role in the development of their various democracies is seen to be critical and how the organisation is included in key policy-making processes involving the media. Notable examples include Mozambique, where the president invited the chapter to contribute to a review of the country's press law; Zambia, where MISA is part of the constitutional review process; and Tanzania, where MISA was invited to offer training on freedom of information. MISA Angola, faced with the challenge of re-establishing its credibility, managed to establish partnerships with several stakeholders, some of whom have funded the chapter's small projects. The most notable partnership established by MISA Angola is with the Windhoek Cluster of the United Nations Educational, Scientific and Cultural Organisation (UNESCO), which has led to an agreement to establish multi-media centres around the country.

Reports of increased membership in chapters like Botswana, Malawi, Namibia, Tanzania, and South Africa, among others, are further evidence that MISA is still considered to be a key player in the field of media freedom and freedom of expression.

MISA Zimbabwe publicised the chapter's campaigns and mandate through innovative means, such as drama, to accentuate the significance of freedom of expression. They also received coverage in the country's independent papers and international media, especially during the March 2008 elections.



## Internal communications

The year under review saw MISA beginning to consolidate its internal communications, which was aided by the communications training carried out for most of the chapters' staff. A communications draft training manual was compiled and used for the training. It will be used as an orientation tool for new MISA staff members.

MISA continues to use information communication technologies (ICTs) to communicate, especially via its chapters and regional governing council (RGC) mailing lists, which were maintained, updated and moderated. MISA began in earnest to use voice over internet protocol (VOIP) software in countries where it is legal as a communication tool due to its efficiency and cost effectiveness with most chapters installing and using the software.

Translation services between Portuguese and English were provided, especially between MISA Angola and the regional office.

## Publications

A system designed to track the distribution of MISA publications has been put in place. All the chapters have been trained to use this system.

*So This is Democracy? State of Media Freedom in Southern Africa 2007* was produced and launched in the various national chapters as part of the World Press Freedom Day activities.

*The MISA Annual Report 2007* was produced and distributed at the MISA Annual General Meeting in Blantyre, Malawi. The report was further distributed by the national chapters to key target audiences, including individuals in the information ministries, members of parliamentary committees responsible for communication, key partners, donors, and potential partners and donors.

MISA diaries were produced during the year and, due to an increase in demand, the print run was increased from 100 to 500. The diaries were distributed to members of the MISA family including the Southern African Media Development Fund (SAMDEF), Southern African Institute for Media Entrepreneurship Development (SAIMED) and other key stakeholders at local, regional, continental and international levels.

MISA joined a number of partners to produce the book *50 Years of Journalism: Africa Media since Ghana's Independence*. These partners included the South African National Editors' Forum (SANEF), the Network Media Programme of the Open Society Institute (OSI), the Open Society Initiative for West Africa (OSIWA), the media programme of the Netherlands Institute of Southern Africa (NiZA), The African Editors' Forum (TAEF) and the Media Foundation of West Africa (MFWA). The book documents the history of journalism in Africa over the past 50 years.

MISA chapters continued to produce publications that were distributed to relevant stakeholders. As a result, communication with their membership was strengthened, while MISA and its mandate was publicised. See table on the following page for details.



MISA chapter	Publication(s)
Botswana	MISA Forum newsletter
Lesotho	Moqolotsi newsletter
Malawi	Ufulu newsletter
Namibia	MISA News, monthly electronic newsletter,
Swaziland	Khulumani newsletter, monthly electronic information digest
Tanzania	Special newsletter for May 3
Zambia	Struggle for Media Law Reform
Zimbabwe	Monthly Reader's Digest (electronic-newsletter)

## Information technology

The MISA website continued to be used as an information dissemination tool and the year saw an increase in the number of visitors to the website according to a web monitoring system. However, the website is still not user-friendly and the planned revamp, though started, is running behind schedule. The process will be speeded up and MISA aims to launch a new and more accessible website before the end of 2008.

During the year under review, MISA began hosting the website of the Network of African Freedom of Expression Organisations (NAFEO), which MISA helped to develop. NAFEO has yet to train the relevant people responsible for placing content on the website.

MISA replaced the Programme Officer: Publications and Communication, who resigned at the end of the last financial year, with an Information Technology (IT) Officer, who has greatly helped the organisations' IT needs and, thus, improved the communication flow within the organisation.

## Resource centres

Various MISA chapters run resource centres in order to provide information and communication facilities for journalists. The Botswana, Lesotho, Swaziland, Zambia and Zimbabwe chapters continued operating well-used resource centres. MISA Namibia continued to offer free internet services to its members, while the chapter is yet to employ an officer for the resource centre. In Tanzania the United Nations Information Centre (UNIC) expressed interest in working with the local chapter to organise its resource centre. Researchers and other users, however, continued to use the materials available there.



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## Lessons learnt

MISA's publicity efforts which, although successful, could be improved in order to give MISA maximum visibility, increase brand awareness and further establish MISA as an authority on media freedom and freedom of expression issues in both the region and Africa. The website needs to be revamped as a matter of urgency to enable it to be used effectively for publicity, advocacy and research.

To fully achieve the aims and objectives of the communication strategy and policy, these need to be well-established at chapter level.

MISA diaries are in demand and there is a need to increase the print run in the coming year. There is also a need to maximise the use of the diaries to spread pertinent advocacy messages and distribute them to all the major stakeholders working in the media freedom and freedom of expression environment.

The translation strategy needs to be improved in order for MISA to operate as the bilingual organisation that it is, and communicate more effectively with the Lusophone member countries and stakeholders.

## Beyond 2008

The coming year will see a closer monitoring of the implementation of the communication policy and strategy at the chapter level. The next reporting period will also see the communications unit increasing its efforts to revamp the MISA website, which previously operated under Programme B (Media Freedom Monitoring). The IT Officer will also visit chapters experiencing challenges with ICTs, to help them make use of technology for advocacy and communication.



**“ ... empowered media at individual and institutional level is the driving force for media law reform and is vanguard against media violations ”**  
*Kellys Kaunda, former MISA Regional Deputy Chairperson*

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# SAMDEF REPORT



The year 2008 is an important year in the calendar of the Southern Africa Media Development Fund (SAMDEF). It turns 10 years this year. Looking back, SAMDEF has every reason to celebrate this milestone with pride and a clear sense of accomplishment. The fund's model is unique in that it has been able to have an impact in the media sector that is regarded by mainstream financial institutions as highly risky. SAMDEF is neither a bank nor a venture capital fund, but resembles a hybrid of both models. There is no doubt that SAMDEF's intervention has significantly transformed the media terrain in our region.

The founding Chief Executive Officer (CEO), Methaetsile Leepile, recalls the fund's conception and how perseverance paid off: "It was at a critical point of the negotiations with a funder when a hard-nosed, uncompromising financial consultant hired to scrutinise the proposal looked me straight in the eye and bluntly told me that the project was not viable and he would never recommend the donors to fund such a project."

SAMDEF was established in 1998 to offer development financial assistance to diverse, independent and sustainable media organisations in the region in response to the Windhoek Declaration of 1991, which required the promotion of an independent and pluralistic African press. SAMDEF is owned by the MISA Trust Fund Board. This decade-long journey has not been easy. Many challenges were experienced and lessons learnt. For instance, in May 2001, a decision was made to change the business model to address the inherent contradiction of giving commercial loans on one hand, whilst providing financial grants and free services on the other. This model undermined SAMDEF's ability to collect its loans. The grant and management-training components of SAMDEF were therefore hived off to a new entity, the Southern Africa Institute for Media Entrepreneurial Development (SAIMED).

One of SAMDEF's investment strategies centred on investing in infrastructure such as printing presses, which could be accessed by a number of smaller players. This approach is based on SAMDEF's objective of covering the Southern African Development Community (SADC) by investing in sectors of the media that are high-growth and capable of reaching larger audiences.

## Products and services

Since its inception, SAMDEF has provided long-term finance to independent private media businesses in 11 countries in southern Africa, supporting over 25 projects. As of March 2008, the fund had a gross revolving investment fund of US\$8 million in a portfolio that consisted of three main products:

- A loan facility – US\$5 million or 63 per cent
- Loan guarantees – US\$2 million or 25 per cent
- Equity participation – US\$1 million or 12 per cent

The past financial year saw SAMDEF developing and exploring new products aimed at providing further assistance to the media sector. These include the following:

- The newsprint paper revolving fund to exploit economies of scale by pooling the newsprint procurement for publishing companies in the region;
- Supply of spares and maintenance of printing presses in the region through Consult Avenue (Pty) Limited, a SAMDEF associate company.

Funding highlights and strategic partnerships

- When SAMDEF was set up in 1998 two cooperating partners, namely the Open Society Initiative for Southern Africa (OSISA) and Communications Assistance Fund (CAF), now called Free Voice, provided start-up funds to the tune of US\$110,000 and US\$48,000 respectively.



- In 1998, SAMDEF signed a Memorandum of Understanding with the Media Development Loan Fund (MDLF) of Prague to co-finance media projects in the SADC region.
- During the 1998/1999 financial year USAID and Danish non-governmental organisation (NGO) Ibis came on board.
- In 2002, SAMDEF changed the funding model and hived off grants and training divisions to SAIMED.
- In 2005, PTA Bank disbursed money to finance the expansion of a television station in Tanzania and the expansion of a printing press in Zambia. SAMDEF provided a cash guarantee for the loan.
- In 2005, SAMDEF provided a guarantee to Millennium BIM, a commercial bank based in Mozambique, for a financing facility to a television project in Mozambique.
- The Swedish NGO Sida advanced a concessionary loan to SAMDEF in 2007.

SAMDEF's intervention has influenced and contributed to the growth and diversity of the media sector within SADC, by supporting and strengthening companies which, without SAMDEF's assistance, could not have managed to undertake their expansion or start-up projects. Some of the promoters who accessed funding from SAMDEF in the last decade commented as follows:

- Salva Rweyemamu, Habari Corporation, Tanzania: "The benefits from SAMDEF have been in many aspects."
- Dumi Lopang, Yarona FM, Botswana: "SAMDEF has assisted not only financially but from a corporate governance perspective."
- Fred Mmembe, The Post Newspapers, Zambia: "We did not have the necessary technical know-how about running the newspaper business, in addition to dealing with political challenges ... but with help from SAMDEF we were able to make it."
- Daniel David, SOICO, Mozambique: "The greatest challenge in Africa is the cost of money . . . We thank SAMDEF for their support."
- Bethuel Thai, The Public Eye, Lesotho: "With the assistance we got from SAMDEF we were able to acquire our own printing press."
- Samuel Nyalla, Sahara Communications, Tanzania: "The second round of funding from SAMDEF helped us to buy transmitters and towers."

## The new model

According to the current SAMDEF CEO, Kate Senye: "It would not only be naïve to measure SAMDEF's performance on the financial recovery rate on the loans ... but rather one has to look at the overall impact, which includes, among other parameters, the increase in circulation, readership, viewership, employment creation, sustainability and independent voice."

Since taking office, Senye has worked tirelessly on the new SAMDEF model, which is aimed at making the fund the 'centre of excellence in media finance'.

"SAMDEF's financial sustainability has been dependent on grants," says Senye. "There is need now to recapitalise the company and ensure that it is self-funding so as to meet the ever-increasing demand on its products and services."

The new funding strategy aims to ensure the long-term sustainability and growth of SAMDEF by diversifying its funding sources to include the more aggressive commercial investors. To this end, it is being proposed that a for-profit subsidiary company be formed. The business model would be that of a private equity management company that will be able to raise funds for existing and new media projects.



**“ Asking the media to become fully-fledged development partners by the same people who oppress and harass them, is simply, as a matter of ordinary political common sense, asking too much. Unless governments respect the rights of free and independent media, there is little chance of the development agenda taking off in the way that it needs to ”**

*Jeanette Minnie, at the Global Forum for Media Development conference in Amman, Jordan (October 1-3, 2005).*

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# SAIMED REPORT



During the year under review the Southern Africa Institute for Media Entrepreneurship and Development (SAIMED) examined issues facing both the organisation and its beneficiaries, and looked at ways to address these issues. SAIMED reformed its practices and services, as well as its strategic plans and organisational development.

## Governance and management

### Dissolution into a trust

The transformation of SAIMED from a Limited by Guarantee Company into a Trust was completed in June 2007. The dissolution process has been held back, however, by additional legal consultations.

### Board of Directors

The composition of the SAIMED Board of Directors during the course of the year was as follows:

	Name of director	Board position	Country
1	Kanyama Chibamba	Board Chairperson	Zambia
2	Segaetsho Laona	Vice Board Chairperson	Botswana
3	Paulo Faustino	Member	Mozambique
4	Nkambule Sipiwe	Member	Swaziland

### Staff complement

SAIMED continued with the middle-way outsourcing model with a lean staff complement at the close of the financial year as follows:

	Name of staff	Position
1	Kabeta Jacqueline	Executive Director
2	Silumesii Milupi	Programme Officer
3	Sibanda Clement	Assistant Commercial Officer
4	Malebogo Magama	Messenger/Cleaner

## Financial performance

The provisional audit report for the year under review recorded a deficit of BWP289,130.00 (US\$44,574.00). The challenge remains, as with many social development organisations, to meet operational costs. The following statement reflects funding sources compared against programme expenses, administrative costs and other operating commitments:



**SOUTHERN AFRICA INSTITUTE FOR MEDIA ENTREPRENEURSHIP DEVELOPMENT  
INCOME AND EXPENDITURE STATEMENT  
FOR THE YEAR ENDED 31ST MARCH 2008**

	Notes	2008 Pula	2007 Pula
<b>Income</b>			
Consultancy and training fees		140,526	20,406
Grants received		745,353	1,945,008
Interest Income		9,445	7,984
		<b>895,324</b>	1,973,398
<b>Expenditure</b>			
		<b>1,723,832</b>	1,655,148
<b>Surplus / (Deficit) for the year</b>			
		<b>(828508)</b>	318,250
<b>Taxation Expense</b>			
		-	204
<b>Surplus / (Deficit) after taxation</b>			
		<b>(828508)</b>	318,046
<b>Accumulated Fund brought forward</b>			
		<b>539378</b>	221,332
<b>Accumulated Fund carried forward</b>			
		<b>(289130)</b>	539,378

## Training programmes

SAIMED continued to offer capacity building and entrepreneurial development through the provision of mentorship, business development services and organisational capacity building/literacy services. These were delivered within three main focus areas – business management, financial management/literacy and, sales and marketing. Action was also taken to broaden the programmes from purely media entrepreneurial and sustainability to address various areas of media training. New focus areas emerged to tackle crosscutting issues, including HIV and AIDS and operational matters involved in transforming state broadcasters into public institutions within the Southern African Development Community (SADC).

## The recipients

By the close of the 2007 financial year, five countries – Botswana, Malawi, Mozambique, Swaziland and Zambia – had benefited from SAIMED programmes. The target countries of the organisation numbers 11, but due to financial constraints this target could not be met. Within the five countries, a total of 69 institutions, out of a targeted 75, benefited from SAIMED's programmes, resulting in a 92 per cent achievement rate.

Botswana and Mozambique benefited most from SAIMED's services. For Botswana, the strategy was to grow new media houses and strengthen existing, emerging ones. The need to strengthen pluralism and diversity drove this agenda. Although Botswana is classified as a true model for democracy in Africa, it has yet to enjoy a multiplicity of private media platforms. Activities in Mozambique were driven by the need to satisfy the demand for business



development and management skills, given the weak position of most community and private emerging media. SAIMED proactively mentored various enterprises using its in-house, flagship programme.

## Breaking new ground

Thanks to the Netherlands Institute of Southern Africa (NIZA), SAIMED was able to offer its services for the first time to the northern part of Mozambique, covering four provinces – Cabo Delgado, Zambesia, Nampula and Niassa. This initiative was intended to strengthen private or community media enterprises based in rural areas. Previously SAIMED training was concentrated on the southern half of the country surrounding Maputo province. These included the following:

	Organisation	District/Town	Province
1	Jornal de Lurio	Nampula	Nampula
2	Wampula Fax	Nampula	Nampula
3	Community Radio Vida	Nampula	Nampula
4	Community Radio Miramar	Nampula	Nampula
5	Community Radio Encontro	Nampula	Nampula
6	Community Radio de Gurue	Gurue	Zambesia
7	Community Radio de Rebaue	Rebaue	Zambesia
8	Community Radio de Mocuba	Mocuba	Zambesia
9	Radio Community – Licungo	Licungo	Zambesia
10	Community Radio de Monapo	Monapo	Cabo Delgado
11	Community Radio de Montepuez	Montepuez	Cabo Delgado
12	Community Radio de Erati	Erati	Cabo Delgado
13	Community Radio & TV	Nacala Porto	Cabo Delgado
14	Community Radio & Television	Chiure	Cabo Delgado
15	Community Radio de Mandimba	Mandimba	Niassa
16	Community Radio de Cuamba	Cuamba	Niassa

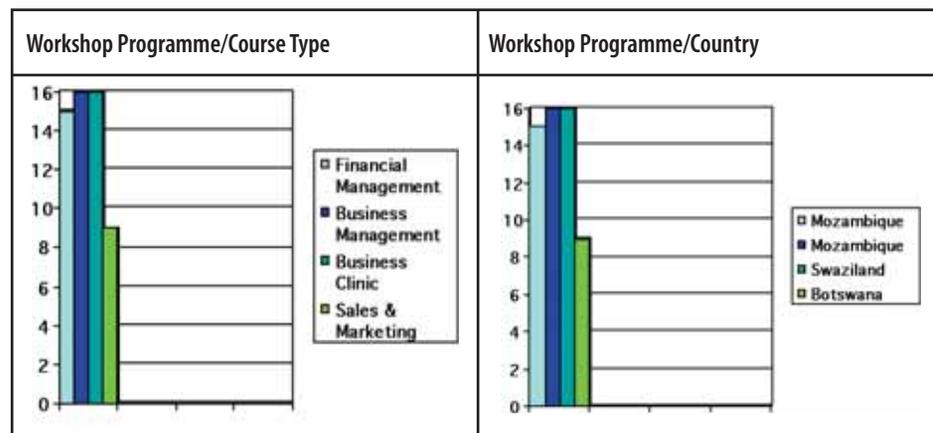


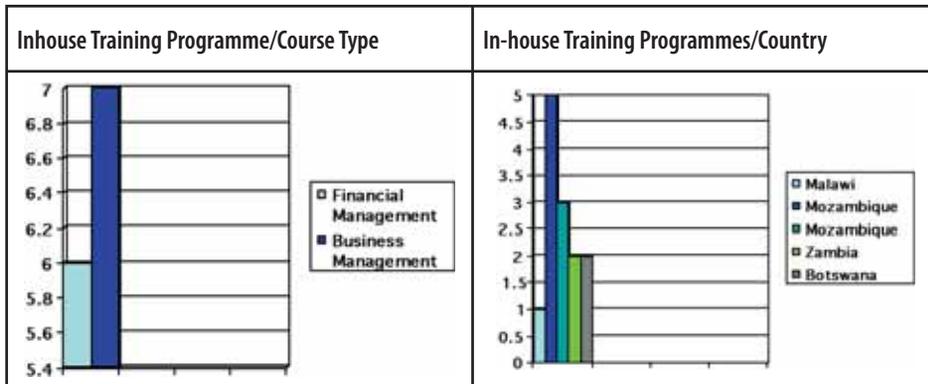
The graphs below illustrate all training/mentorship activities conducted during the year under review:

## SAIMED workshops & training caseload analysis: April 2007 - March 2008

### 1. Donor-supported programmes

Training/workshops offered	Sponsor	Planned number of beneficiaries	Actual number trained	Botswana	Lesotho	Malawi	Mozambique	Swaziland	Zambia	Delivery date
(a) Workshops										
(i) Financial Management	NIZA	15	15				15			07/07
(ii) Business Management	NIZA	15	16				16			03/08
(iii) Business Clinic	NIZA	15	16					16		03/08
(iv) Sales & Marketing	OSISA	12	9	9						12/07
(b) In-house training										
(i) Financial Management	OSISA	6	3			1	2			06/07
(iii) Business Management	OSISA	6	4	2					2	01/07
(ii) Financial Management	NIZA	3	3							07/07
(iv) Business Management	NIZA	3	3				3			06/07
		<b>75</b>	<b>69</b>	<b>11</b>	<b>0</b>	<b>1</b>	<b>36</b>	<b>16</b>	<b>2</b>	





## Fee-paying and collaboration programmes

In the period under review, SAIMED also undertook fee-paying (non-donor funded) activities by either individual institutions meeting their own costs and by collaborating with other institutions. Notable was the collaboration on community media capacity building and sustainability with the Institute for the Advancement of Journalism (IAJ) in Johannesburg, South Africa. The estimated income realised was US\$27,272.00. This meagre result was attributed to a lack of willingness by most beneficiaries to meet their own capacity building costs. The following illustrates fee-paying activities undertaken:

### 2. Fee-paying programmes conducted

Training/workshops offered	Client	Total	Botswana	Lesotho	Malawi	Moz	S/land	Zambia
(a) Training/workshops								
(i) Media Business Sustainability	IAJ	15					7	8
(ii) Sales & Marketing	Mmegi	13	13					
(iii) Business Management In-house	MOBI	8						8
(iv) Business Management In-house	MUVI	6						6
(b) Other programmes								
(i) Strategic Management	SO	1					1	
(ii) Strategic Networking	SPI							
(iii) Strategic Management	SN	1	1					
(iv) Media Sustainability Index	IREX							
<b>Total</b>		<b>44</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>22</b>

IAJ = Institute for the Advancement of Journalism (South Africa)

Mmegi = Mmegi Monitor newspaper (Botswana)

SPI = Sol Plaatje Institute (South Africa)



- IREX = International Research & Exchange Board (South Africa)
- SO = Swazi Observer (Swaziland)
- SN = Southern News (Botswana)
- MOBI = MOBI Television Station (Zambia)
- MUVI = MUVI Television Station (Zambia)

### Training and conference facilities

Another activity undertaken by SAIMED was the provision of training and conference facilities within Botswana. Below is a summary of the activities undertaken:

### 3. Conferencing workshop/training programmes

Workshop title	Units	Organisation name	Delivery Dates
Management Training	1	Crown Agents	22/06/07
HIV and AIDS media workshop	2	MISA Botswana	26/07/07
Media Training	3	CBET (Pty) Ltd	27/07/07
Business Strategy	4	Optimum McCain	08/11/07
Media Training	6	The Voice	03/12/07
Consultancy Services	7	Consult IT	04/12/07
Media Training	8	GABZ FM	5/12/07
Media Training	9	Naledi FM	6/12/07
HIV and AIDS media workshop	10	MISA Botswana	15/01/08
Staff Recruitment	11	HR Management	17/02/08
Staff Training	12	Auditor General	27/03/08

### Strategic networking

Notable among SAIMED's networking activities during the review period were the SPI/SAIMED Lekgotha Conference for southern Africa media owners and managers; the meetings of the Media Institute of Southern Africa (MISA) Trust Fund Board, SAIMED, the Southern Africa Media Development Fund (SAMDEF) and MISA Regional Secretariat; NIZA exit partners' meeting; and a Gender and Media Southern Africa (GEMSA) annual partners' meeting.

Though SAIMED was confronted with a series of challenges in making its services a reality, it managed to make inroads in the delivery of quality capacity building programmes.



“ Let the people know the facts and the  
country will be safe ”  
*Abraham Lincoln,  
President of the United States of America, 1861-1865*

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**MEDIA INSTITUTE OF SOUTHERN AFRICA**  
**FINANCIAL REPORT**





30 July 2008

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## INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF:  
**MEDIA INSTITUTE OF SOUTHERN AFRICA**

### Report on the Financial Statements

We have audited the annual financial statements of The Media Institute of Southern Africa, which comprise the balance sheet as at 31 March 2008, and the income statement, statement of changes in equity and cash flow statement for the year then ended, and a summary of significant accounting policies and other explanatory notes, as set out on pages 3 to 9.

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

Management is responsible for the preparation and fair presentation of these financial statements in accordance with International Financial Reporting Standards. 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.

#### *Opinion*

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Trust at 31 March 2008 and the results of its operations and its cash flows for the year then ended in accordance with International Financial Reporting Standards.

#### *Supplementary schedule*

The supplementary schedule set out on pages 10 to 14 does not form part of the annual financial statements and is presented as additional information. We have not audited the schedule and accordingly express no assurance thereon.

**REGISTERED ACCOUNTANTS AND AUDITORS  
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 A full list of partners' names may be obtained from this office  
 A member firm of Ernst & Young Global Limited

**MEDIA INSTITUTE OF SOUTHERN AFRICA  
INCOME STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2008**

	Note	2008 N\$	2007 N\$
INCOME	3	<u>19 951 414</u>	<u>21 914 792</u>
OPERATING SURPLUS/(DEFICIT)		<u>(2 142 877)</u>	<u>2 974 884</u>
(DEFICIT)/SURPLUS for the year		<u>(2 142 877)</u>	<u>2 974 884</u>

**STATEMENT OF CHANGES IN EQUITY**

<b>Accumulated fund</b>			
Balance at beginning of year		2 384 990	(589 894)
Net (deficit)/surplus for the year		<u>(2 142 877)</u>	<u>2 974 884</u>
Balance at end of year		<u>242 113</u>	<u>2 384 990</u>
<b>Capital reserves</b>			
Balance at end of year		<u>635 871</u>	<u>635 871</u>

**MEDIA INSTITUTE OF SOUTHERN AFRICA  
BALANCE SHEET AT 31 MARCH 2008**

	Note	2008 N\$	2007 N\$
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment	4	<u>1 251 778</u>	<u>1 278 478</u>
<b>Current assets</b>			
Accounts receivable		63 572	137 399
Cash and cash equivalents		<u>1 436 531</u>	<u>4 086 981</u>
		<u>1 500 103</u>	<u>4 224 380</u>
<b>Total assets</b>		<u>2 751 881</u>	<u>5 502 858</u>
<b>EQUITY AND LIABILITIES</b>			
<b>Funds and reserves</b>			
Accumulated surplus		242 113	2 384 990
Capital reserves	5	<u>635 871</u>	<u>635 871</u>
		<u>877 984</u>	<u>3 020 861</u>
<b>Current liabilities</b>			
Accounts payable		<u>1 873 897</u>	<u>2 481 997</u>
<b>Total equity and liabilities</b>		<u>2 751 881</u>	<u>5 502 858</u>

**MEDIA INSTITUTE OF SOUTHERN AFRICA  
DETAILED INCOME AND EXPENDITURE STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2008**

	2008 Actual N\$	2008 Actual US\$	2007 Actual N\$	2007 Actual US\$
<b>INCOME</b>				
<b>GRANTS RECEIVED</b>				
<i>BASKET FUNDING</i>				
Royal Danish Embassy	3 714 755	520 274	3 043 044	431 754
Royal Norwegian Embassy (NORAD)	3 642 894	510 209	8 056 421	1 143 063
Royal Swedish Embassy (SIDA)	6 255 856	876 170	5 000 853	709 532
HIVOS - Regional Office - SA	255 515	35 786	2 526 908	358 523
<b>TOTAL BASKET FUNDS RECEIVED</b>	<b>13 869 020</b>	<b>1 942 439</b>	<b>18 627 226</b>	<b>2 642 872</b>
<b>BASKET FUNDS CARRIED FORWARD</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>NET BASKET FUNDS</b>	<b>13 869 020</b>	<b>1 942 439</b>	<b>18 627 226</b>	<b>2 642 872</b>
<i>OTHER GRANTS</i>				
European Union - EU	2 620 706	367 046	298 969	42 418
Netherlands Institute of Southern Africa - NIZA	2 300 402	322 185	1 948 535	276 462
Free voice	720 113	100 856	-	-
Open Society Initiative for South Africa	-	-	1 160 596	164 668
UNECA	-	-	187 650	26 624
Southern Africa Trust - SAT	323 482	45 306	370 007	52 497
Other Grant carried forward	-	-	(793 736)	(112 617)
<b>TOTAL OTHER GRANTS</b>	<b>5 964 703</b>	<b>835 393</b>	<b>3 172 022</b>	<b>450 052</b>
<b>TOTAL GRANTS</b>	<b>19 833 723</b>	<b>2 777 832</b>	<b>21 799 247</b>	<b>3 092 924</b>
<b>OTHER INCOME</b>				
Interest received	78 354	6 158	65 323	9 268
Sale of publications	-	-	-	-
Sundry revenue	39 337	5 509	50 222	7 126
<b>TOTAL OTHER INCOME</b>	<b>117 691</b>	<b>11 667</b>	<b>115 545</b>	<b>16 394</b>
<b>TOTAL INCOME</b>	<b>19 951 414</b>	<b>2 789 499</b>	<b>21 914 792</b>	<b>3 109 318</b>

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Unless otherwise stated pictures are by UNESCO and MISA

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