FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. <u>Please answer the questions as fully and concisely as possible to help us learn about your completed project.</u> The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	**Advocacy for the licensing of community radios and creation of a Swaziland Community Radio Country Network**
1.2 Project Reference Number: (as in the Agreement)	**2095**
1.3 Full Name of Organisation:	**Lubombo Community Multimedia Centre**
1.4 Country:	**Swaziland**
1.5 Full Postal Address:	**P.O. BOX 243, SITEKI, L300**
1.6 Physical Address:	**Emadzeleni**
1.7 Contact Person:	**Ambrose Zwane**
1.8 Telephone:	**+268-76041606**
1.9 Fax:	**N/A**
1.10 E-mail:	**lubombomultimedia@swazi.net**
1.11 Website:	**N/A**
1.12 Period the project was implemented: (from month/year to month/year)	**January 2013 to December 2013**

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?
To guarantee the respect for human rights and fundamental freedoms in Swazi society by promoting community participation and representation in the media.

2.2 What was the project's immediate purpose and to what extent was it achieved?
To improve the participation and representation of communities by using a comprehensive approach that includes decision makers and the community radio sector. The project managed to set up a community radio national committee. Members of the community radio network committee are representatives of the different community radio initiative and were identified by the community in their respective constituencies. Community radios in Swaziland are now speaking in one voice they now exchange idea and information.

2.3 To what extent were the expected outcomes and outputs achieved?	
Expected outcomes and indicators 1.Community radio country network created 2.Public and institutional sensitisation carried out at community, regional and national level. 3. etc. Expected outputs and indicators 1. Advocacy and resource mobilisation action plans for community radios and network in place 2.45 community radio members participate in 20 days of management and advocacy capacity building workshop. 15 chiefs participate in a total of 4 outreach sensitisation meetings 3. 15 members of parliament sensitisation/lobbying and advocacy meeting 4. 100 NGOs/CBOs sensitisation meeting 5. 500 businesses sensitisation meeting 6. The general public sensitisation	Achieved outcomes (disaggregated by sex) 1. The Swaziland Community Multimedia Network (SCMN) has been launched. The network is chaired by female (There are six members in the national committee of the community radio sector, four male and two females. 2. There are currently six community radio initiatives that are members of the Swaziland Community Multimedia Network. Matsanjeni community radio, Ngwemphisi community radio, Lubombo community radio, University campus radio, The Voice Of the Church and Seventh Adventist community radio. There are other three more still to register this year which means that the network will have nine members soon. The community radio initiatives managed to sensitise their respective communities to participate in the formation of the country network. 3. etc. Achieved outputs (disaggregated by sex, if applicable) 1. Lobbying and Advocacy has been achieved mostly in the constituencies where there are community radio initiatives, evidence is the involvement and participation of the community in the establishment of the different community radio initiatives. The licensing regulatory body issued a one day broadcasting license to Lubombo community radio to broadcast live the 2013 king's birthday in April. The one day broadcast enabled the community radio sector sensitise a huge number in the area of coverage. The same broadcast established partnership between four radio station initiative mainly Radio Skhuphe, The Voice Of the Church, Lusweti youth radio and Lubombo community radio. The Voice Of the Church

| | contributed by providing an antenna, Radio Skhuphe, provided transmission equipment and broadcasting equipment and technical support. Lubombo community radio coordinated the whole broadcast, technical support, trained volunteers (five female and three males) on programme production and presenting, applied for the broadcasting license, and participated in king's birthday celebration main committee. Lusweti participated by proving youth presenter (two female and two males). The programming content for the one day broadcast was strictly 60% on youth issues.

Resource mobilization plan is not yet done, a strategic plan meeting still to happen and all necessary documents will be developed after the strategic plan an activity that will happen before the end of March.

2. Some training area has been covered, four eight volunteers were empowered on radio programme production, presenting on basic journalism skills. The leadership of the Swaziland Community Multimedia Network and leadership of the various community radio initiatives has been empowered on leadership skills, on how to manage a community radio, community radio sustainability and on gender issues.

3. 19 Chiefs has been has been sensitised in the various community radio initiatives, the community radio initiatives managed to lobby at least 19 chiefs. The sensitisation of chiefs in the various constituencies is an on-going program.

4. At present the community radio initiatives managed to sensitise members of parliament that are in their area of coverage. This was as a result of the national elections that happened last year. Lubombo Community Multimedia Centre felt that it will be waist of resource to lobby members of parliament because of the national elections, but at least all members |
|---|---|

	of parliament that are based where community radio initiatives exist have been covered and a program is in the pipeline to cover all the members of parliament and we hope this will work because now the sector has the support of the few that has been sensitised. The NGOs, CBOs and the Swaziland business community has not yet been covered because of the previous national elections, most business people were interested to stand for elections as a result the community radio sector could not reach most of them. Both NGOs and the business community will be covered before the end of April.

2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.
There are a number of benefits that are as a result of the project, but we can point out a few. The project improved networking between the community radio sector and the NGO sector in the sense that meetings of the Swaziland Community Multimedia Network happen in the most NGO board room because the sector does not have enough resources to pay for meeting venues. But because most NGOs realise the need of a community radio in the society they offer meeting venue for free. Key stakeholders, such as MISA and AMARC and most international donors have more interest in the sector because now the community radio initiatives speak in one voice. As a sector we have also observed that the public is taking the community radio movement serious because they gave seen the full participation of the community and more people are talking about how best they will utilise their local radio station. Lubombo community radio in partnership with Lusweti managed to rescue nine music groups in the Lubombo region to record a joint album. The music production for the Lubombo artist created huge community radio awareness within music industry in Swaziland. More art in the kingdom has noted the role of a community radio in the society.

2.5 If you observed any unintended positive outcomes arising from the project, please describe.
Because the shortage of resources Lubombo Community Multimedia Centre had no intention to launch the community radio network soon, but it is a positive outcome that was implemented as a result of the project. Last year MISA was impressed by the establishment of the network and contributed by supporting the launch of the Swaziland Community Multimedia Network. The Swaziland Community Multimedia Network successfully obtained funding from the American Embassy to produce a community radio programme and store it in CDs for distribution. There is a community radio campaign in the pipeline, the Community radio CD production contains critical issues in the different regions of the country. From the six community radio initiatives, four are geographical and two are community radio of

interest. The four geographical community radio initiatives (Ngwemphisi community radio, Matsanjeni community radio, Lubombo community radio and University campus radio) participated in the production of the CDs. The CDs will be distributed to all transport operators to play the production for their customers. The main objective of the CD production with local content is create mass awareness to the public, to demonstrate the power a community radio in the society. This lobbying and advocacy strategy will help mobilize the community to advocate for the speedy of the broadcasting licensing process.

Community media has a potential in promoting gender issues in the society, empowering the community radio leadership on gender issues is a positive outcome. COSPE contributed to the network establishment by sponsoring a gender workshop.

2.6 If you observed any negative outcomes arising from the project, please describe.
2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?

The Swaziland Community Multimedia Network (SCMN) observed that unity is strength in the sense that the project intervention is the reason today in Swaziland there is sort of an independent regulatory body for electronic and print media, which is a sign that licenses for the community radio sector are on the way. The establishment of SCMN sensitised government to facilitate the establishment of the communication independent regulatory body.

On the 13 February there was forum for the NGO sector where presentations were made related to a program implemented by the Swaziland NGO mother body CANGO in partnership with COSPE called "Fostering Communication and Cooperation Amongst Non-State Actors in Swaziland". The main resolution is to advocate for the speedy of the broadcasting licensing process for community radio start soon operating. Non-governmental organizations in Swaziland have observed the importance of community radios in the society.

The community radio initiatives leadership is empowered, now they have a clear understanding how to run their stations to be self-sustainable. The experience will go a long way because now they share everything they have acquired to volunteers in their respective community radio stations.

2.8 What methods did you use for assessing outcomes and impact?

The Swaziland Community Multimedia Network used an internal evaluation approach, the members of the network brainstormed and debated in a round table. The brainstorming meeting recommended that a national evaluation should be done to enable the community to participate in directing and collect public opinion on the outcomes and impact of the project. There is a need for the SCMN to collect the community input to help stimulate debate on the forth community radio strategic planning meeting.

2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

The Swaziland Community Multimedia Network (SCMN) a network established to unity the community radio sector in the country is one of the direct beneficiaries (Four Males and Two Females). SCMN registration process is still incomplete but almost done, leadership for the network has been empowered on basic community radio skills. The

community radio initiative's board of directors (17 Males and 13 Females) are also direct beneficiaries in the sense that the national committee members of the network are representatives of all the community radios. The representatives of the community radio initiatives plough back to their respective community radio initiatives every knowledge acquired.

The board of directors of the community radio initiatives also share their experience with the community that elected them into office. Since the community is the owner of the community radio initiatives remains the main direct beneficiaries. The community radio sector has gender programming policy that will enable both males and females to participate and ensure gender balance is practised fully. Indirect beneficiaries are individuals, government, NGOs, and companies because they have their own interest.

2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.

The question of sustainability within the community radio sector globally it continue to be a challenge. Most community radios are not doing well in Africa because of so many reasons, studies says the main factor is that most community radios lack community participation and involvement. WACC invested towards creating community radio awareness in the society and to empower the community on how best they can run their local radio station to be self-sustainable. Even though the project was for only Lubombo Community Radio but it has bare fruits for the entire community radio sector.

The establishment of the Swaziland Community Multimedia Network was a success because of lessons learned and observations from the first WACC project with Lubombo Community Multimedia Centre. The community in the regions where community radio exist participated and was directly involved from grassroots level. As a result now that the community is fully participating and is involved in all activities they will support their local station in many ways. The main strength of the project is community participation and involvement.

2.11 What has been the most important change brought about by the project and what is the key evidence for this change?

The most important change brought about by the project is the establishment of the Swaziland Community Multimedia Network, the membership of the network felt the name of the network should be a multimedia network avoided being called a community radio network to open up membership to all media initiatives. The community radio initiatives were not working jointly/together that was creating vacuum for government to easily manipulate the whole situation.

It was hard for individual community radio initiatives to obtain funding because most funding agencies prefer funding projects that benefits a number of initiatives than funding individual initiatives. Government will have no option but to give an ear to the sector now that the community radio initiatives are speaking in one voice. Local companies are now showing more interest because they are aware that their investment will benefit the mass population.

Like it is highlighted above, the establishment of the Swaziland community multimedia network created awareness, more channels and funding opportunities for the sector. A good example is the funding from US Embassy, COSPE, and the Media Institute for Southern Africa. As a sector we anticipate that more funding agencies will consider

investing to strengthen the capacity of the sector.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.		
Planned activities	Actual activities (*state if they were specifically for women, for men, or for all*):	Explanation of change
CR Network Trainings 1. Meetings of LCMC Volunteers & Board and Community radios	1. Establishment of Swaziland Community Multimedia Network, targeting all community radios in the country, holding regular meetings	1. To widen the scope of interest of the Network beyond LCMC so that all community radios benefit
2. Community Radio Board and Steering Committee Workshop	2. One-day Community Radio Board and Steering Committee Workshop	2. To empower the leadership of the community sector
3. CR Steering Committee meeting on Gender & Children's rights	3. CR Steering Committee workshop on Gender & Children's Rights – targeting all	3. The meeting was changed to a workshop to facilitate training of Committee members on Gender issues.
4.CR Steering Committee Meeting with MISA	4. CR Steering Committee Meeting with MISA	4. To strengthen networking with local and regional media stakeholders
5. Community Radio Country Network National registration	5. Constitution drafted and official launch held in july 2013	
		5. No change, registration process is ongoing
3.2 How did the beneficiaries react to the programme activities?		
The beneficiaries, especially the community radio initiatives, appreciated being part of a Network in order to share experiences, facilitate information exchange and ensure they can jointly advocate for issues of common interest. The meetings and trainings funded by WACC ensured the strengthening of relations amongst the community radio initiatives and enabled the establishment of a formal Network. It further led to the official launch of the Network in July 2013, where WACC-funded supplies of visibility items such as T-shirts, leaflets and posters were distributed to a variety of stakeholders and influential people.		
3.3. If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.		
The project enabled the Project Coordinator to purchase a Laptop computer, which is		

proving useful in planning, implementation and reporting on the various activities of the project. It is also enabling communication between the Project Coordinator and the rest of the members of the Network through email and telephone.
3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.
Please see attached.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.
A Steering Committee for the Swaziland Community Multimedia Network (SCMN) was appointed, which is a team that consists of representatives from all the community radio initiatives. The Committee members consist of the Chairperson (Voice of the Church radio), Vice Chairperson (Ngwemphisi community radio), Secretary (University Campus radio), Treasurer (Lubombo community radio), Member (Seventh Day Adventists radio) and Member (Matsanjeni community radio). Therefore, Lubombo Community Multimedia Centre has been able to facilitate that other community radio initiatives in Swaziland come on board.

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.	
Political:	During the latter part of 2013, the country was engaged in national Parliamentary elections, which ushered in a new Government by October 2013. This had negative implications for many of the project's activities, particularly the Lobbying and Sensitisation activities involving Chiefs, Members of Parliament, Ministry of Information, Directors of NGOs, and Business community, which had to be stalled to await the resumption of operations by the new Government. A new Swaziland Communications Commission was also established towards the end of 2013, which is a body that is meant to regulate the communications sector in the country. The Network is currently in the process of seeking formal recognition by the Commission through formal registration or any other means.
Social:	The media sector continues to operate under the same environment, which is stifled and censored, as evidenced by the lack of opportunity for the community radio sector to operate, thus it is unlikely to provide the necessary support for licensing of the various community radio initiatives.
Natural environment:	N/A
5.2 To what extent is the project still relevant in the present-day context? Please explain.	
The project is still relevant because the required awareness level through lobbying and sensitisation about community radio has not yet happened on a wide scale in Swaziland.	

Considering the project objectives and some of the key activities that have not yet been achieved, it is needed more than ever by the Swaziland Network.

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain.
As noted above, through WACC funding, the Lubombo Community Multimedia Centre (LCMC) spearheaded the appointment of a Steering Committee for the Swaziland Community Multimedia Network (SCMN), which is a team that consists of representatives from all the community radio initiatives. SCMN has the main roles of facilitating lobbying and advocacy programs, mobilizing resources for the entire community radio sector in the country, organizing professional training programs for all community radio initiatives, building a strong network for the sector nationally and internationally and mobilizing the community radio sector to participate in lobbying and advocacy activities. As a member, Lubombo Community Multimedia Centre continues to contribute towards the administrative and capacity-building activities of the Network.
6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist?
Lubombo Community Multimedia Centre is keen to articulate and share good practices, lessons learned and/or resource materials with the other community radios through the Network. Several attempts have been made through regular meetings, trainings and workshops to increase the level of knowledge among members of the Steering Committee, in particular. However, challenges abound particularly with regard to access to ICT and ICT skills for members of the Network, which are critical in facilitating this information exchange. WACC can assist by either helping the Network's Steering Committee acquire more laptops for its members or funding the training of Steering Committee members on the use of ICTs.

7. CONCLUSIONS

7.1 What lessons and good practices have emerged from this project?
Networking is one good practices that emerged from this project, all the community radio initiatives are now exchanging idea and skill. Joint fundraising, through their network the community radios are jointly mobilising resources to strengthen critical activities. The Swaziland Community Multimedia Network has established partnership with most NGOs, the community radio network do not have a venue for meeting in Manzini (Manzini is one of the cities in Swaziland and it is central all member of the national committee are able to travel for meetings. Most NGOs are based in Manzini, so the network managed to sensitise all Manzini stake holders to provide meeting space to the community radio national committee. Therefore the SCMN learned that team work/unity is power and networking with stakeholders is strength.
7.2 What challenges and difficulties were encountered, and how did you address them?
The Swaziland Community Multimedia Network has achieved a number of activities, but there were challenges. One of the challenges is communication, the members of the network stay in remote areas where infrastructure is very poor. Some do not have

access to telephone and internet and they do not have ICT skills which make it difficult and expensive to communicate. Another challenge, the community radio initiatives do not have source of income yet, and the volunteers are not employed. Most volunteers are out of school youth that still depend from their parents and most parents are also unemployed and in poverty. The communication challenge has not yet been fully addressed but at least all members has cell phones, but it is expensive.

To fully address the communication challenge SCMN recommended that all members of the national committee should be empowered on internet skill, at least on how to send and receive mails. Once the steering committee has received internet skills, they will be able to browse in their local internet cafes and later the network will mobilize resources to purchase laptops for them to deliver better. SCMN only provide strictly bus fee to the steering committee when attending meetings

7.3 Did the project have any impact on gender equality issues?
The project have impact on gender equality in the sense that SCMN leadership and the board of directors of the community radio initiatives were empowered on gender issues. It is good start and there is no doubt community radios will balance gender in all levels, because the leadership has been socialised. All community radio initiatives are expected to table gender policies to SCMN, that is an indication that once the community stations are granted broadcasting licenses they will balance gender in all levels.

7.4 What further work needs to be carried out or follow up steps taken, if any?
There is a need to capacitate the leadership of the community radio network lobbying and advocacy, ICTs (at least on how to send and receive mails on internet), the steering committee also should be empowered on leadership skills, programme production, presenting, journalism skills, financial management, sustainability and on how to manage equipment.

There is a need for the community radio network to have basic training equipment, such as basic on air/production equipment and transmission equipment. The same equipment could be used to broadcast events now that permanent licenses are not yet issued. The network need a projector to be able to use it when conducting training and making presentations. There is also a need to empower board and volunteers of the respective community radio initiatives. More community outreach programs need to be done in the other new community radio initiatives, at least Lubombo community is well socialised because Lubombo community radio has been in existence for some time. Matsanjeni, Ngwemphisi and the University campus radio has to do more community outreach programs to empower the community on how to run a healthy station. There is a need to further train the steering committee in a number of area, because all the members are serving in a community radio network for the first time. The community radio initiatives board of directors need further training on how to run a healthy radio station. There is also a need for all the community radio to develop policies this can be done by the national office, all stations need to have, a programming policy, gender policy, station general policy for all stations. All the community radio initiatives they don't have programme schedule, as a result there is a need for all to develop program schedule, other community radios don't have constitutions, there is a need for them to develop such documents.

The Swaziland Community Multimedia Network do not have offices, there is a need for office space, furniture and equipment for better accountability. Now that the

communication independent regulatory body is flexible to issue temporal licenses to cover national events in the country, there is a need for the sector to broadcast most national events that will help sensitise the community to make noise for the speedy of the permanent broadcasting licenses.
7.5 Other comments, if any.
The project is an inspiration to the entire community radio sector, and the entire population of the kingdom. May I on behalf of the Swaziland Community Multimedia Network, the entire population in all the regions where community radio initiatives exist, board of directors of all the community radio initiatives, Volunteers of all the community radio initiatives take this opportunity to thank the World Association for Christian Communication (WACC) for believing in the Lubombo Community Multimedia Centre. We are saying WACC is a life server in the sense that there are many people in our area of coverage that are living in poverty because they don't have a voice. Most international donors are reluctant to invest in community radio projects more if there is no broadcasting license. We appreciate WACC support and there is no doubt that now that we have covered more ground community radios will legalised in the country. We would have not achieved this far if we were going this journey alone, the God of Abraham always blesses the hand that gives.
7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.
We are attaching digital copies the network marketing kits such as flyers, posters, online Audio is accessible in the Lubombo Community Radio Facebook page. In the Facebook page you will access a copy of the community radio broadcast content, a production done for the community radio campaign called "Taste of a Community Radio". Music production for nine Lubombo music groups. The music production is an initiative implemented by Lubombo community radio in partnership with Lusweti. In the same page you will access photos of that will give you an idea on some of the activities that were implemented.

Name and position of person submitting the report.
Ambrose Zwane (Project Coordinator/Treasurer of the Community Radio Network)

Signature: **Date:**