



REPORTING AGRICULTURAL ISSUES THROUGH COMMUNITY RADIO STATIONS



PRESENTATION OUTLINE

- ❖ Mandate.
- ❖ Vision, Mission & Motto.
- ❖ Duties.
- ❖ Statistics.
- ❖ Objectives to stakeholders
- ❖ Broadcasting /community broadcasting /virtues/ethical principles
- ❖ Conclusion

MACRA MANDATE

- ❖ Established under the Communications Act, Cap 68:01 of the Laws of Malawi.

- ❖ The Authority's mandate covers the whole communications sector in respect of:
 - Telecommunications,
 - Broadcasting,
 - Postal Services, and
 - Management of radio frequencies.

DUTIES

1. Protecting the interest of consumers, purchasers and users of ICT services;
2. Promoting open access to information by means of communication services;
3. Promoting efficiency and competition among the persons involved in ICT services or supply of communications equipment;
4. Encouraging the introduction of new communication services;
5. Promoting research in ICT services
6. Fostering the development of communications services and technology in accordance with international recognized standards.

VISION ,MISSION & MOTTO

Vision

“ To be a world class ICT regulator ensuring universal access to ICT services”

Mission

“We are an ICT regulator promoting the development of the ICT sector through investment, monitoring, research and training to professionally deliver reliable and affordable communication services throughout Malawi”.

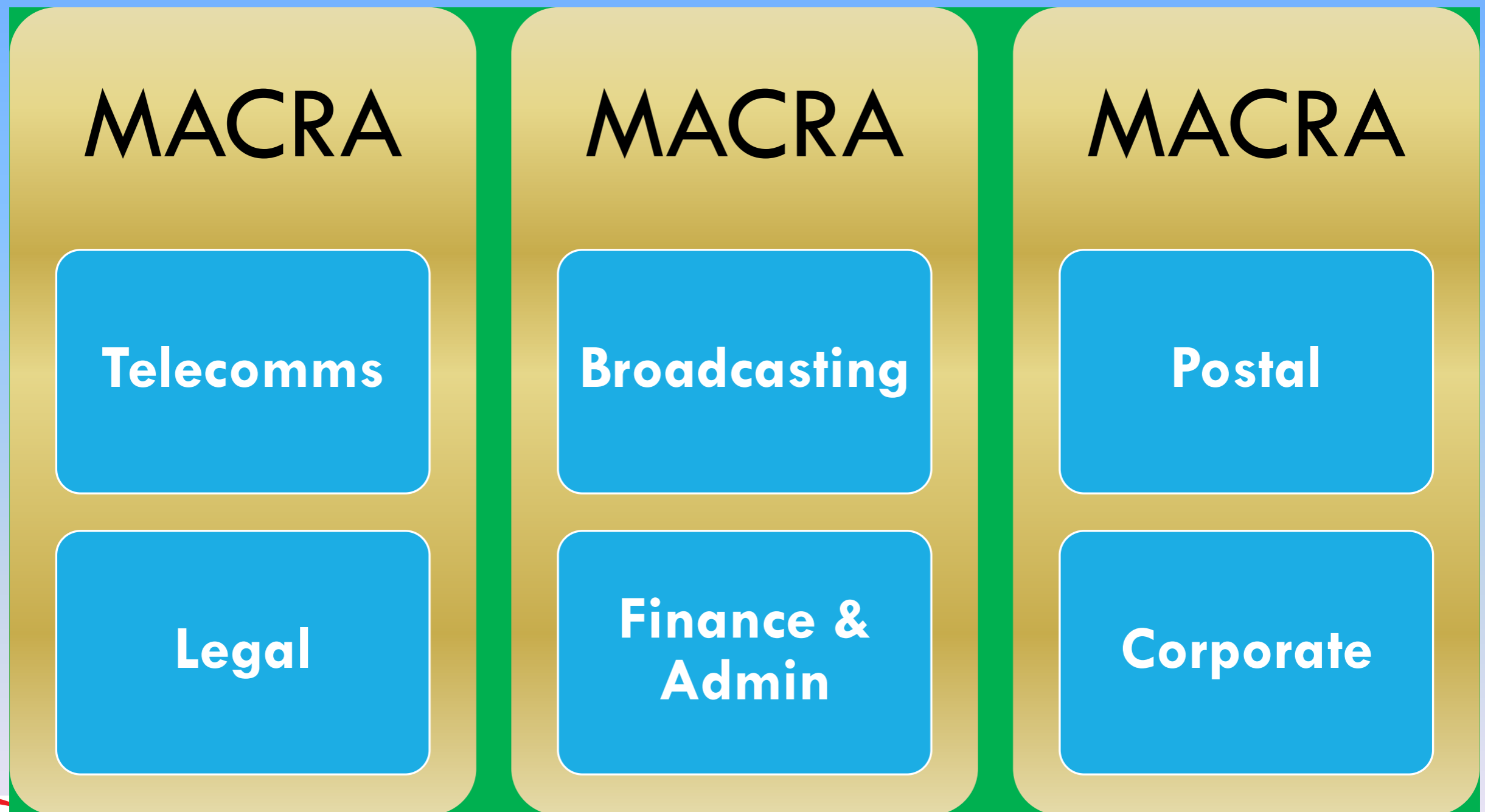
Motto

Promoting Universal ICT access”

ICT STATISTICS

Mobile subscribers	7million
Fixed subscribers	38,000
Tele-density	42.7
Internet subscriptions	3.2 million
Internet penetration /100	19.6
Broadcasters	78

MACRA'S ORGANISATION SET-UP



OBJECTIVE - TO OPERATORS

Promote efficiency and competition

Ensure availability of ICT services throughout Malawi

Establish type approval for new equipment

Monitoring

Licencing

Advise operators on new standards

Encourage introduction of new services

Regulating

Enforcing

Encourage efficient utilization of scarce resources

Issue regulations and guidelines

OBJECTIVES - TO GOVERNMENT

Advise

- Minister on policy and regulations
- New trends in ICT Development

Represent

- Malawi to various international bodies
- Government policy directives to operators

Promote

- Research and development in ICT
- Open access to information through modern means
- Training and funding to Institutions

OBJECTIVES - TO CONSUMERS

1

- Ensure availability of reliable and affordable ICT Services through out Malawi

2

- Ensure protection of the consumers

3

- Collect and publish all information on communication activities in Malawi

MEMBERSHIP & AFFILIATIONS

United Nations (UN)

- International Telecoms Union
- Universal Postal Union

African Union (AU)

- African Telecoms Union
- Pan Africa Postal Union

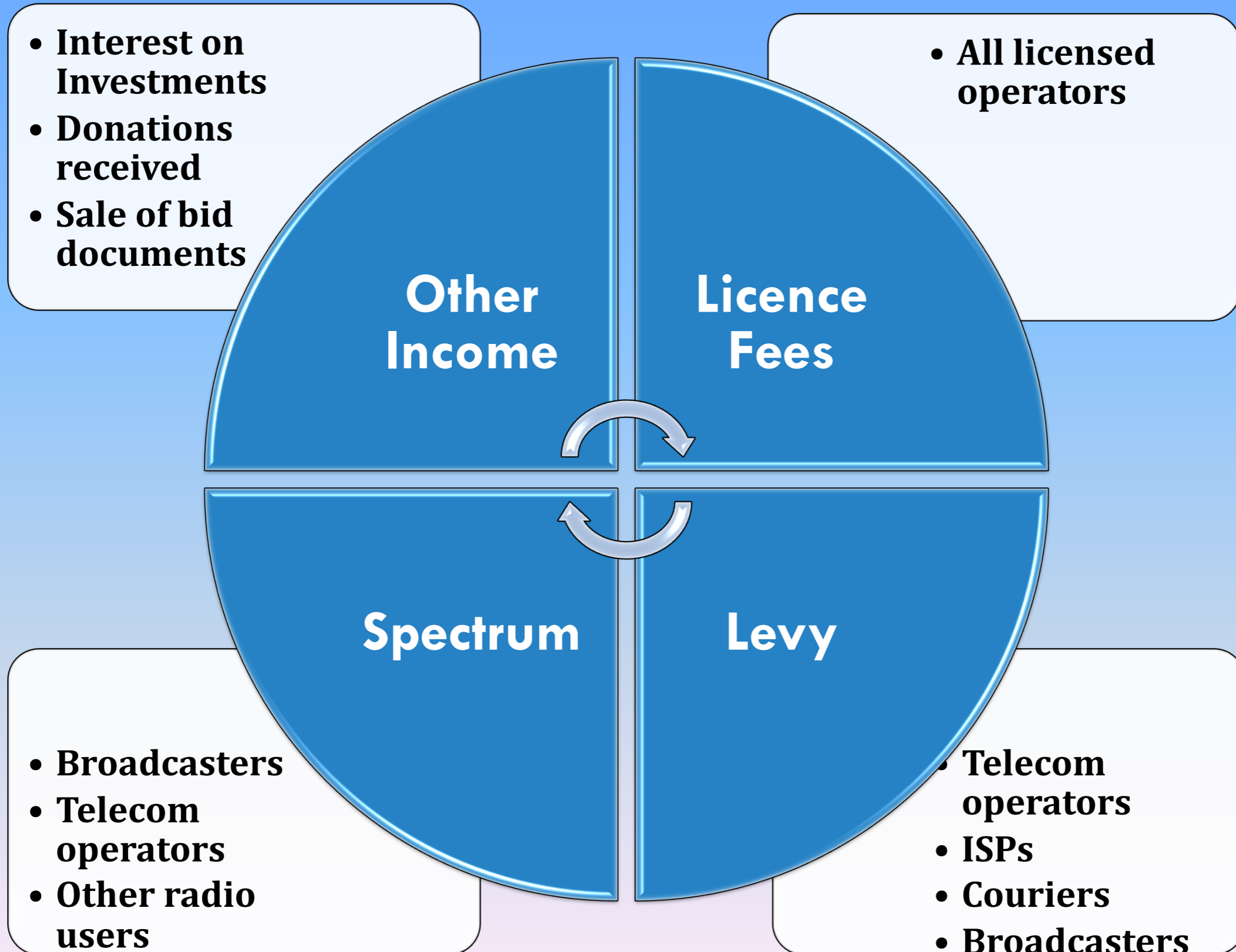
Commonwealth

- Commonwealth Broadcasting Association
- Commonwealth Telecomms Association

Regional Bodies

CRASA
ARICEA
AFRALTI
SADC

INCOME SOURCES



BROADCASTING

- ❖ WHY MACRA REGULATES BROADCASTING
- ❖ BROADCASTING IS SENSITIVE ,
- ❖ NATIONAL SECURITY
- ❖ RELIGION/CULTURE
- ❖ CHILDREN VS ADULT CONTENT
- ❖ CHARACTER ASSASSINATION
- ❖ PROMOTE SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

HOW MACRA REGULATES BROADCASTING

- ❖ Processing and issuance of broadcasting licenses
- ❖ Formulation and implementation of broadcasting regulations .
- ❖ Monitoring compliance with license terms and conditions & with code of conduct as prescribed in the Communications Act
- ❖ Handle cases of non compliance of license obligations and complaints
- ❖ Determine broadcasting license fees
- ❖ Determine quality of service standards

WORK PROCESSES

LICENSING

MONITORING

ENFORCEMENT

TYPES OF LICENSES

PUBLIC BROADCASTER

PRIVATE

COMMUNITY –COMMUNITY OF INTEREST

GEOGRAPHICAL COMMUNITY

COMMUNITY BROADCASTING

WORLD ASSOCIATION OF COMMUNITY RADIO BROADCASTERS
(AMARC) DEFINES COMMUNITY RADIO AS FOLLOWS:

RADIO THAT RESPONDS TO NEEDS OF THE COMMUNITY THAT IT
SERVES

RADIO THAT CONTRIBUTES TO DEVELOPMENT IN A PROGRESSIVE
MANNER AND BRINGS SOCIAL CHANGE IN A COMMUNITY

RADIO THAT OFFERS A SERVICE IN A COMMUNITY IT SERVES AND
PROMOTES PARTICIPATION

BROADCAST WITHIN 100 KILOMETERS RADIUS

COMMUNITY RADIO

RADIO BROADCASTING THAT RESPONDS TO COMMUNITY CONCERNS BECAUSE IT BELONGS TO AND IS PART OF THE COMMUNITY(Servaes and Thomas(2006)

COMMUNITY RADIO PROVIDES SPACE FOR DEBATE AND DISCUSSION AS WELL AS POLITICAL PARTICIPATION

DISSEMINATE INFORMATION ON COMMODITY PRICES

DISSEMINATE WARNING INFORMATION ON DISEASES THAT AFFECT CROPS OR ANIMALS

IMPORTANCE OF COMMUNITY RADIOS IN AGRICULTURAL ISSUES

FORUM FOR PEOPLE TO DEBATE FREELY OR CLARIFY ISSUES ON AGRICULTURE –FISP

TOOL FOR DISSEMINATION OF AGRICULTURAL INFORMATION TO THE COMMUNITY FOR IMPROVED PRODUCTIVITY

TOOL FOR GRASSROOTS TO EXPRESS THEIR OPINIONS ON AGRICULTURAL ISSUES OF CONCERN

DUE TO HIGH LEVELS OF ILLITERACY THE RADIO BECOMES MORE IMPORTANT IN AGRICULTURE

VIRTUES OF COMMUNITY RADIO

COST EFFECTIVE –REACHES DISADVANTAGED PEOPLE ,
ILLITERATE WHO CAN NOT AFFORD TV

CREATES SENSE OF BELONGING

REACHES EVERYONE IN THE COMMUNITY

POWERFUL DUE TO PROXIMITY

ETHICAL PRINCIPLES ON REPORTING AGRICULTURAL ISSUES/EVIDENCE BASED

TRUTH TELLING –ALWAYS TELL THE TRUTH –INFORM ONESELF TO
INFORM EDUCATE AND ENGAGE THE COMMUNITY –BE HONEST, FAIR
AND COURAGEOUS –INTERPRET ACCURATE INFORMATION /GIVE
VOICE TO VOICELESS

BE PROFESSIONAL

MINIMISING HARM –BE COMPASSIONATE/TREAT SOURCE AS
HUMANBEINGS THAT DESERVE RESPECT

FOLLOW THE BROADCASTERS CODE OF ETHICS -BALANCE,
ACCURACY, IMPARTIALITY(DON'T DISCRIMINATE) PRIVACY

ACCURACY

NEVER RELY ON ONE SOURCE WHEN DEALING WITH
SECONDARY SOURCES

ALWAYS ADMIT MISTAKES AND CORRECT THEM

MIND USE OF LANGUAGE –TO SUIT COMMUNITY
ENVIRONMENT

STATISTICS TO BE HANDLED CAREFULLY -FISP

CONCLUSION

CR POWERFUL TOOLS TO MOBILISE GRASSROOTS TO PARTICIPATE IN AGRICULTURAL PROGRAMMES

JOURNALISTS NEED TO ASSIST FARMERS ACCESS INFORMATION THEY NEED AND TRANSMIT THEIR CONCERNS

TELL GOOD STORIES ABOUT AGRICULTURE

TRANSLATE INFORMATION FROM AGRICULTURAL AUTHORITIES SO THAT FARMERS UNDERSTAND

COMMUNICATE RESEARCH FINDINGS ON AGRICULTURE

TAKING RADIO TO THE COMMUNITY CAN INCREASE AGRICULTURAL PRODUCTIVITY