



# EXPLORING INNOVATIVE STRATEGIES AND TOOLS TO SUPPORT LOCAL COMMUNITY MEDIA

12 DECEMBER 2023



UPHUYILISO KUMNTU WONKE

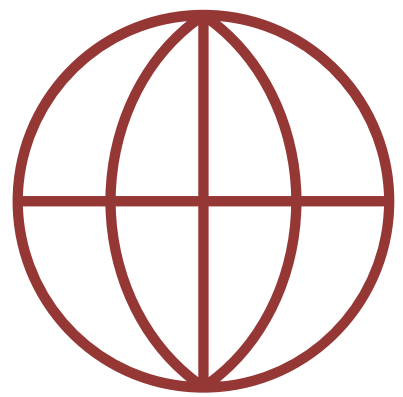
Vision 2030





**UMZIMVUBU**  
LOCAL MUNICIPALITY

# LEAVING NO ONE BEHIND





# COMMUNITY MEDIA LANDSCAPE

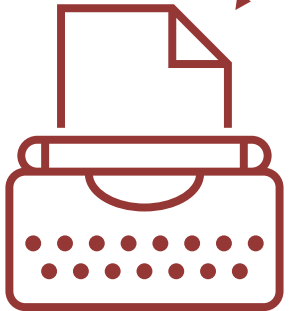
- The fourth industrial revolution requires Local Government to position communication in a strategic and systematic function for the purposes aimed to inform, engage, and create a developmental dialogue between governments and their communities through media.
- A study conducted by Alberts in 2005 on the “The Role of External Government Communication on Service Delivery at Mangaung Local Municipality” suggests that local community media is a relevant platform to encourage communities to effectively participate in the country's transformation and in bettering their own lives
- However, the question bares – Are we as local government communicators doing enough to support this medium as a leverage between ourselves and the communities we serve?



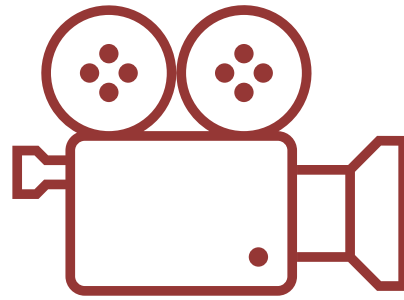
# LOCAL GOVERNMENT COMMUNICATION SYSTEM

(DPD - Development, Production, Dissemination): A customised ULM communication approach

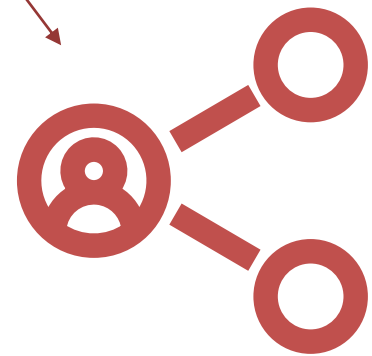
THE APPLICATION OF DPD APPROACH



CONTENT DEVELOPMENT



CONTENT PRODUCTION



CONTENT DISSEMINATION

(CONTEXT)



# MEDIA SUPPORT PROGRAMMES

## MEDIA ENGAGEMENT INNOVATION

- Mayoral Constituency Service Delivery Week
- Umzimvubu News Current LG Affairs Radio Programme
- Media Conversations with the Mayor – Podcast Setup
- Local Communicators Forum Media Activation Programme

## INTERNAL MEDIA ENGAGEMENT TOOLS

- Umzimvubu Online Digital News
- Umzimvubu Internal News Bulletin
- LED Electronic Billboards





# MAYORAL SERVICE DELIVERY CONSTITUENCY WEEK

Mpumala TV – SMME Development and Support



**KWABHACA**



**LUMKA BEKINDAWO**  
INTATHELI



## MEDIA CONVERSATIONS WITH THE MAYOR - PODCAST

- Media conversations with the Mayor is another deliberate communication initiative by the Municipality intended to support local community media.
- The quarterly programme sees editors and producers of media houses leading the conversation with the Mayor their respective mediums and social media platforms.
- **Feedback** - This is also a two-way communication process between the community and Mayor through Social Media comments, WhatsApp voice notes and in-studio calls.
- **Content** - Mid-Term Budget Adjustments and Section 72 Reporting | Socio Economic Engagements | Approved Budgets for Flagship Projects that address key government priorities | Municipal composition on selected national campaigns i.e., waste management, corruption watch, initiation season, state of disaster etc.





# WEEKLY – CURRENT AFFAIRS RADIO SLOTS

## LOCAL GOVERNMENT CURRENT AFFAIRS SLOT

- The development and availability of weekly local government content through a **DELIBERATE** Municipal current affairs radio programme.
- This is not state-owned community radio station but a promotion of government content for distribution on a well renowned community radio station.
- Content to be delivered in both government and beneficiary voices.
- **Marketing** of the interview before it happens will garner more support from communities to listen attentively.
- Content weekly meetings together with the programme producer and the presenter allows ease of flow during the interview.





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**THANK YOU**