

**SOUTH AFRICAN COMMUNITY RADIO ORGANISATION
(SACRO)**

Section 21 Company Registration K2018336882

“ An organization of community radio stations in South Africa, not for profit”



June 2018

Agenda

1. Introduction and Welcome
2. SACRO Vision
3. SACRO Mission
4. SACRO Core Values
5. SACRO Goals
6. SACRO Objectives
7. Why SACRO will succeed

The SACRO Vision

A

self-sustaining,

self-governing,

self-regulating

community radio sector in South Africa

- Self-sustaining: all SACRO members at break-even or with an annual surplus, no longer reliant on Government bail-outs
- Self-governing: SACRO members will support and assist one another by whatever manner and means are appropriate
- Self-regulating: SACRO will regulate the behaviour and performance of its members, thus ensuring compliance

SACRO Mission

All member community radio stations:

- **A**ccountable to the community it serves
- At **B**reak-even or in surplus mode
- At full **C**ompliance

Accountable: The community radio sector only exists because of the communities it serves

Break-even: The community radio sector no longer wishes to be a financial burden on Government

Compliant: The community radio sector wishes to be responsible and respected

SACRO Core Values

- 1. Fair and reasonable**
- 2. Accountable**
- 3. Member-centric**
- 4. Ethical**
- 5. Driven by its Goals**

Fair in all our dealings and reasonable in finding compromise solutions

Accountable for all our actions and decisions

Focusing on the needs of our members

Ethical in all our dealings

Goal driven

SACRO Goals (1 of 3)

1. Assist its members to reduce ICT and other operating costs
2. Assist its members with acquiring advertising contracts
3. Assist its members with MDDA and other funding applications
4. Assist its members with appropriate training interventions
5. Assist its members with legal, regulatory and other compliance issues
6. Represent and promote the interests of its members at various industry forums
7. Develop a technical support structure that will service the ICT needs of its members on a non-profit basis
8. Keep its members up to date with technological trends
9. Assist its members to become technologically future proof (digital radio ready)

SACRO Goals (2 of 3)

Assist its members to reduce ICT and other operating costs

Not being profit driven allows SACRO to provide services at cost

Assist its members with acquiring advertising contracts

Part of the drive to break-even and surplus. Income must equal or exceed costs

Assist its members with MDDA and other funding applications

SACRO will co-ordinate the applications from its members for financial assistance. This will result in greater consistency and better performance

Assist its members with appropriate training interventions

Training is an ever-present need due to staff turnover etc. The same training will be offered to SACRO members which will result in better performance

Assist its members with legal, regulatory and other compliance issues

SACRO will provide expert assistance to its members on all matters of a legal, regulatory or compliance nature

SACRO Goals (3 of 3)

Represent and promote the interests of its members at various industry forums

SACRO will be the collective voice of its members. The community radio sector will not remain the step-child of the radio industry

Develop a technical support structure that will service the ICT needs of its members on a non-profit basis

In the medium to long term, SACRO members will become the masters of their own destiny with direct insight and control over costs

Keep its members up to date with technological trends

Digital radio technology is with us. SACRO will keep its members up to date with such technological trends

Assist its members to become technologically future proof (digital radio ready)

DRM+ and DAB+ are suitable for the FM band. SACRO members must be fully briefed on the benefits and implications

SACRO Objectives (first 12 months)

1. Assist its members to reduce ICT and other operating costs by at least 10%
2. Assist its members with acquiring advertising contracts
3. Assist its members with MDDA and other funding applications
4. Assist its members with appropriate training interventions
5. Assist its members with legal, regulatory and other compliance issues
6. Represent and promote the interests of its members at various industry forums
7. Develop a technical support structure that will service the ICT needs of its members on a non-profit basis
8. Keep its members up to date with technological trends
9. Assist its members to become technologically future proof (digital radio ready)

Why SACRO will succeed

- Passionate about community radio
- Vast experience in the community radio sector
- Non-profit motive
- Dedicated to the cause
- Determined to bring about improvements to the sector
- Support from community radio sector
- Support from Government and related institutions

SACRO Contacts

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Interim Board of SACRO

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