



Description	Amount Allocated	Amount Spent
Grounded Media	R 796 000	R 796 000

## I. CITIZENS IN SOLIDARITY CAMPAIGN MANDATE

The Solidarity Fund was created on 23 March 2020 to respond to the COVID-19 crisis in South Africa. It is a platform for the general public, civil society and the public and private sector to contribute to the consolidated effort to fund various initiatives.

The Citizens in Solidarity Campaign, which is part of the overall communication campaign of the Fund, aims to lower the spread of COVID-19 through strengthening the Funds objectives of prevention, detection and care. Being a Citizen in Solidarity is easy. Our message is to invite all South Africans to become Citizens in Solidarity. The CIS campaign moves beyond the facts around COVID-19 to offering agency to every South African to play their part in preventing the further spread of the virus. The message is that a few simple change

in our own behaviours, saves lives. And it is easy to do.

“Wash your hands to protect your neighbours, wear a mask to protect your friends, keep a safe distance to protect your family and just be kind.”

As we anticipated a growing sense of fear, anxiety, mistrust and grief spreading through our communities as COVID-19 cases burgeoned towards the peak. The mandate of the CIS campaign is about scaffolding networks across key sectors of society to change these simple personal behaviours that could significantly spread the rate of infection. We seek to reduce the spread of the virus through changes in personal behaviours across a wide variety of sectors.

## II. CITIZENS IN SOLIDARITY CAMPAIGN PHASE 1

During the first phase of the campaign the Fund has engaged with and established partnerships and programmes with the following sectors:

- **Business** – through partnering with the Return to Work Campaign, B4 SA and PPGI
- **Traditional Leaders** – through the National House of Traditional Leaders
- **Faith Leaders** – through the South African Council of Churches, and other interfaith leaders
- **Civil Society** – through networks in the Eastern Cape hotspot
- **Education** – through a programme supporting School Management Teams and School Governing Bodies
- **Youth** – through the 6 million in 6 week campaign.

Together with the Sikhaba radio series that was broadcast on 15 commercial radio stations, it was decided by the Solidarity Fund to further increase the radio communication reach by introducing community radio stations. The objective of this campaign was to syndicate Sikhaba messaging on the community radio stations. Grounded Media was selected as the trusted partner to execute this initiative.

# WHO IS GROUNDED MEDIA?

For over 20 years Grounded Media has been communicating and connecting with South Africans from all walks of life.

All the work of Grounded Media is guided by the principle of helping our fellow citizens and adding value to the communities they work with. Grounded Media is a thinking communications company that is rooted in content, with the ability to combine traditional and non-traditional communication channels.

Their unique offering encompasses years of experience in specialist broadcast production, education and communications, an understanding of the local context, a passion for sharing information and the ethics and values of our nation's Constitution.

# WHY COMMUNITY RADIO?

Community radio cannot compete with the likes of commercial radio stations when it comes to reach. The reason why the community radio campaign was conceptualised was due to the reach particularly in rural communities where commercial radio stations do not have a footprint. Community radio also has a more trusted and established relationship with communities which means the effectiveness of the messaging would be much higher.

The community radio campaign was aimed primarily at reaching out to poor and vulnerable families situated in rural areas.

# COMMUNICATIONS STRATEGY

Out of the 41 community radio stations nation-wide, a total of 15 had to be selected due to budgetary constraints. Grounded media selected the 15 radio stations based on the maximum reach of these community radios across the whole of South Africa

# TOPICS CONSIDERED:

Grounded media was given a sample of Sikhaba radio content split up into 10 second, 30 second and 60 second audio adverts, some of which were live reads. Out of all the Sikhaba content the Grounded Media curated the content to select the best messaging that would resonate with communities.



# PRINCIPLES THAT GUIDED THE FUND'S BEHAVIOUR CHANGE EFFORTS



## Speed

Build networks across key sectors before the peak in order to reduce the peak and flatten the curve. All ideas needed to be quickly executed.



## Targeted Hotspots

Phase 1 adopted a hotspot strategy where the energy and resources of various sectors of society would be harnessed in the fight against COVID-19. We initially started in the Eastern Cape due to the rapid COVID spread in the province at the time, with the intention to expand to Gauteng and KZN.



## Resource efficiency

The PMO set up for this campaign has been tasked with ensuring effective delivery of contract requirements to enable maximum reach and impact.



## Inclusion

The Fund aimed to reach vulnerable households through a wide variety of partners across civil society, private sector, and government. Partners included faith & traditional leaders, non-governmental organisations, care institutions and partners in business.



## Safety

The Fund ensures that its partners adhered to social distancing and safety measures while engaging with citizens on the ground.



## Building a large network

Build a large network of Citizens in Solidarity through harnessing the support of large sectors of society such as business, faith leaders, the youth, education and civil society. Scaffold a campaign with key behaviour change messages and activities.



# PROGRESS & IMPACT

## Community Radio Campaign

### a) Objectives:

To provide COVID messaging to the citizens of South Africa through the vast community radio network that exist in various communities. Community radio is an important amplification of our work in key areas which also increases reach for listeners not loyal to commercial radio stations

### b) Programme Description

The community radio programme was based on the syndication of Sikhaba developed content, broadcasted across 15 community radio Stations

The syndicated content was broadcast over a 10-week period on 15 community radio stations. The format of the broadcasts were as follows:

- **10-30 second voice clips**
- **30 second live reads**

The programme was aiming to reach an estimated 2 million people across South Africa.

### c) Programme Delivery

Over the course of the campaign, a total of 1929 broadcasts were aired across the 15 community radio stations during October and November. The programmed delivered various messaging in different lengths ranging from 10 seconds to 30 seconds. The broadcasts were either in a PSA (Public Service Announcement) format or a live read format.

The sections below outline the broadcast messages developed, broadcast numbers and value add.

A combination of messaging was developed to for the campaigns which included social distancing, sanitisation behaviour as well as well as education on risk groups such as grandparents and parents.

## Messages broadcast

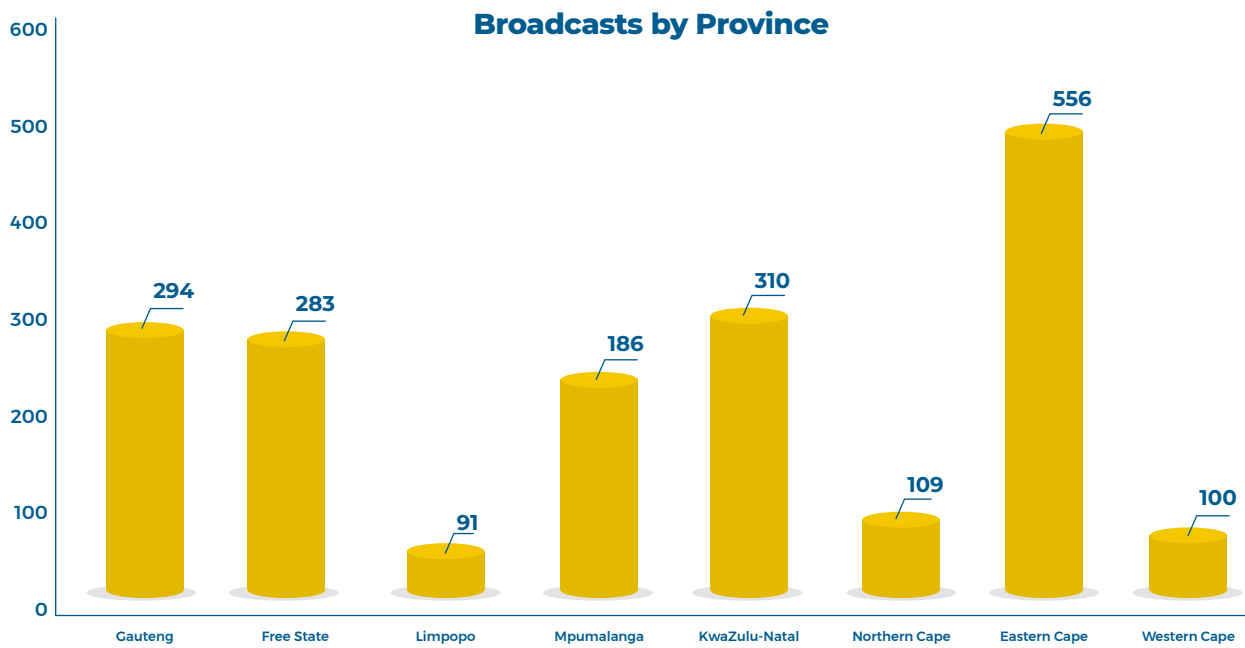
Message	Characteristics	Language
Mantra – Precautions people should take to avoid infections	30 second PSA (Public Service Announcement)	English / isiZulu / isiXhosa / seSotho / Afrikaans
Hands – Handwashing	10 second PSA (Public Service Announcement)	English / isiZulu / isiXhosa / seSotho / seTswana / sePedi / Afrikaans
Masks – Wearing your mask		
Distance – Social distancing		
Red Cross 1 – Letter to	10 second PSA (Public	Afrikaans / English /

Messages broadcast		
Message	Characteristics	Language
grandparents	Service Announcement)	isiXhosa
Red Cross 2 - I love my parents		
Ventilation	30 second Live Read	English/isiZulu/isiXhosa/ seSotho
Masks		
anitization		

The reach figures were estimated as per the table below at the time of the execution of the campaign. This is only an estimate as the RAMS reach numbers are only updated periodically. The estimated numbers give a fair representation of the reach per radio station.

Estimated radio reach			
Eden Fm	134	188 000	Eastern Cape
Forte Fm	120	116 000	Eastern Cape
Inkonjane Fm	128	106 000	Eastern Cape
Izwi Lomzansi FM	188	137 000	KwaZulu-Natal
Mafisa FM	106	49 000	Gauteng
Moutse Comm Radio	186	54 000	Mpumalanga
Qwaqwa Radio	283	65 000	Free State
Radio Khwezi	62	150 000	KwaZulu-Natal
Radio Zibonele	100	153 000	Western Cape
Riverside FM	109	92 000	Northern Cape
Sajonisi Youth Radio	174	2 000	Eastern Cape
Sekgosese Comm Radio	91	47 000	Limpopo
Soshanguve Comm Radio	27	65 000	Gauteng
Thetha FM	113	133 000	Gauteng
Voice of Thembisa FM	48	142 000	Gauteng
Khwezi FM	60	63 000	KwaZulu-Natal
<b>Total</b>	<b>1 929</b>	<b>1 562 000</b>	

The broadcasts were aired across 8 provinces in South Africa to maximise the reach of the radio broadcasts.



### Additional Value Adds:

#### Red Cross Radio:

- The community radio campaign worked with the Red Cross Radio team to broadcast Public Service Announcements (PSAs) on community radio to increase the reach of the content developed by the community radio team



## CHALLENGES & LEARNINGS



### Challenges

- Timeous submission of community radio reports. It was difficult to manage the reporting from the 15 stations as each station reported in a different format.
- Ensuring that the PSAs are broadcast on the correct timeslots.



### Learnings

- The significant value that can be added when organisations in the radio broadcast industry collaborate to maximise the variety of broadcast messaging as well as listener reach.
- Community radio is an excellent tool to reach citizens in rural areas as this is where community radio's significant listenership resides. This covers the reach gaps not covered by commercial radio stations.