

# ZACRAS

## *Airwaves*

MARCH 2024



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# FROM THE NATIONAL COORDINATOR

Welcome to this month's edition of your favorite e-bulletin.

Firstly, our heartfelt gratitude to all the readers who take time to read our newsletter and special thanks goes out to those who have written back to ZACRAS given their feedback and comments. On that note, it gives us pleasure to celebrate all our female readers and the rest of the women, "Happy Women's Month"

The month of March was a month of celebrating women who have contributed immensely to community radio broadcasting. As ZACRAS, we acknowledge and appreciate the role that women played, still play and will play in the sector, including the community radio broadcasters (volunteers) and the women who have shared stories in our newsletters since the start of the Canadian Funded Project which was implemented by ZACRAS from August 2023 to February 2024 entitled, "Promoting access to information, participation and voice of marginalized women in the Zimbabwean community radio landscape". From this project we had articles from women as part of giving them 'space' in the sector to contribute to the national agenda.

In this special edition, we will be shining a spotlight on the inspiring women who are making waves in the industry as we believe that they are shaping the future of community broadcasting sector in a remarkable way. Although there are very few women in management in the sector, we appreciate them as they are a force to reckon.

Join us as we celebrate the achievement, impact and resilience of women in the broad women in media. Let's uplift their voices, amplify their stories and continue to support them.

*Sandra Mazunga*  
ZACRAS National Coordinator





# PROFILING GIVEMORE CHIPERE



“I am an individual who believes in creating an environment that allows citizens to explore, invent and create solutions”

Givmore Chipere is the Information Secretary in the ZACRAS Board. He is the Station Manager/ Director for Community Radio Harare (CORAH) prior to the Station manager role, Mr Chipere had served as the Program Officer at CORAH since 2007.

“Am focused on problem-solving, analytics and decision – making techniques that increase citizen participation, communication and engagement, all for positive development.”

## **WORK EXPERIENCE**

Station Manager/ Director : December 2018 to date - Community Radio Harare (CORAH Trust)

Program Officer/Editor: 2007 – 2017 -Community Radio Harare (CORAH)

Researcher: 2006- 2007 -Mass Public Opinion institute (MPOI)

News Reporter: 2005 – 2006 -The Daily Mirror

Communications Officer/Reporter 2004 - Ecumenical Documentation and Information Centre in Southern Africa (EDICISA)

## **ACADEMIC AND PROFESSIONAL QUALIFICATIONS**

Master's Degree in Peace and Governance - Africa University 2016

Bachelor of Science (Hons) in Media and Society Studies – MSU 2006

Course in Media Management–Rhodes University- South Africa [ 2011]

Certificate in Radio Production Skills -Feba Radio International - Zimbabwe [2007]

## **OTHER POSITIONS OF RESPONSIBILITY**

- Secretary General (Seke Rural Development Platform) - Current
- President (Forward Madamombe Primary School) – Current

A photograph of three people, two men and one woman, gathered around a table. The man on the left is holding a black smartphone and looking at the screen. The man in the center, wearing a brown baseball cap with a white bird logo, is leaning over and looking at the phone. The woman on the right, wearing a light blue and white striped shirt, is also looking at the phone and has her hand near her mouth. On the table, there is a clear plastic water bottle, a blue pen, and a notebook. In the background, a poster with the words 'STRENGTH COMMUNITY RADIO' is partially visible.

# **ZACRAS TRAINS COMMUNITY JOURNALISTS ON QUALITY PROGRAMMING**

**ARTICLE ON THE NEXT  
PAGE**





In a collaborative effort to empower community journalists and promote high-quality radio programming, the Zimbabwe Association of Community Radio Stations (ZACRAS) in partnership with Amnesty International, with support from the United Nations Democracy Fund (UNDEF) is currently conducting trainings on quality programming for community journalists.

Recognizing the enduring influence of community radio as a tool for information dissemination and community engagement, ZACRAS and Amnesty International have embarked on this project to equip citizen journalists with the skills and knowledge necessary to produce compelling radio content. By harnessing the power of the airwaves, the partnership seeks to address issues often overlooked by mainstream media, providing a platform for diverse voices to be heard.

The community journalists being trained possess an intimate understanding of their local communities and the challenges they face. While they may lack formal training, their first hand knowledge allows them to effectively communicate local experiences and stories. Through intensive training sessions, these aspiring broadcasters will develop essential skills such as research, interview techniques, scriptwriting, production, and ethical reporting.

The financial backing from the UNDEF, a renowned UN organization dedicated to promoting democracy, human rights, and social progress, is a crucial factor in the project's success. The UNDEF's recognition of the transformative potential of this collaboration has enabled ZACRAS and Amnesty International to expand their training efforts and reach a broader audience.

The funding not only supports the training programs but also contributes to the sustainability of community radio development in Zimbabwe.

By training citizen journalists in quality radio programming, this project aims to democratize the media landscape and ensure that diverse voices are represented. It holds the promise of empowering individuals to become proficient broadcasters, capable of producing content that reflects the aspirations and challenges of marginalized communities.

As the collaboration between ZACRAS and Amnesty International progresses, they remain committed to fostering a vibrant and diverse radio landscape in Zimbabwe. By nurturing the talents of citizen journalists and providing them with the necessary skills and resources, this partnership will contribute to a media environment that promotes dialogue, empowers communities, and champions the principles of community development.



# CELEBRATING WOMEN IN COMMUNITY BROADCASTING



## EVIDENCE CHENJERAI

Evidence has been in the media industry for many years serving in different departments. She currently works as a reporter and has been with Kumakomo Community Radio Station Initiative since its foundation. She is the current board secretary of ZACRAS

## CHARITY SIBANDA

Charity Sibanda is the current ZACRAS Board's Vice Chairperson. She is a conscientious and self-motivated individual with great enthusiasm and determination to succeed. She is passionate about research, client service quality, community development, is commercially minded and is a natural network builder. She is the current board chairperson of Nkayi community media association also known as Nkayi FM.



## PRETTY DHLAMANI

Pretty is a passionate community broadcaster who joined Avuxeni FM on its inception in 2021. Driven by her undying love for the radio, she immediately enrolled at COSSA for a quick upgrade of her broadcasting skills. Her articulacy in unpacking community issues on radio earned her a lot of respect from the stakeholders including community leaders. Pretty is currently sitting at the Avuxeni FM driving chair as the station manager,





# Inside Media Alliance of Zimbabwe's STAKEHOLDERS CONFERENCE FOR THE VALIDATION OF THE MEDIA STRATEGY FOR ZIMBABWE



THE MEDIA Alliance of Zimbabwe, (MAZ) Convened a stakeholders' conference which brought together media practitioners, stakeholders, and partners of the Media Association of Zimbabwe (MAZ) to envision the ideal media environment for Zimbabwe.

The conference aimed to foster dialogue and collaboration among key players in the media industry.

The event was preceded by a series of stakeholder consultations, including a strategic review meeting of MAZ partners, which culminated in the presentation of key findings and a roadmap

at a validation meeting. These consultations laid the foundation for the discussions that took place during the conference.

The morning session provided an overview of the media strategy, delving into the key findings of the strategic review process and presenting the strategy priorities. Participants engaged in lively discussions, sharing insights and perspectives on how to shape the future of Zimbabwe's media landscape.

During the mid-morning session, the Zimbabwe Association of Community Radio Stations (ZACRAS) took the stage to address media sustainability issues for community radios. The session sought to reflect on and validate the strategic priority of media sustainability. ZACRAS, alongside panellists, Honorable Supa Mandiwanzira, Ken Mafukidze, Dr. Alex Rusero, and Flatta, provided valuable perspectives on the topic.

The stakeholders' conference provided a crucial platform for media practitioners and stakeholders to come together, exchange ideas, and collectively work towards creating an ideal media environment in Zimbabwe. The discussions and insights gained from the conference will serve as a guide for future initiatives and policies aimed at enhancing the media landscape in the country.



# CELEBRATING WOMEN IN COMMUNITY BROADCASTING



## SANDRA MAZUNGA

Sandra is the current National Coordinator for ZACRAS. She is a Communication for Development specialist with extensive experience in the Media, Women's and Children's rights including women's participation in governance, politics and decision making. She has worked for organisations like COMESA, SNV, Restless Development, Women's Coalition of Zimbabwe and so forth

## ABIGAIL MATARE

Abigail Matare is the Station Coordinator for Kwekwe Community Radio Initiative since 2014. She served as the ZACRAS Deputy Convenor for two terms until 2022. She is also the treasurer for Kwekwe Advocacy Committee and ZUJ Vice Chairperson for Kwekwe Branch



## YVONNE BUZWANE

Yvonne is the station coordinator for Radio Bukalanga. She holds a Master of Science Degree in Monitoring and Evaluation from the Lupane State University and a BSc Degree in Social Sciences, Sociology and Rural Development from the Great Zimbabwe University







**One of the significant outcomes of the study is the creation of a Community Broadcasting Continuous Assessment Toolkit.**



## ***ZACRAS Conducts a pilot research project for Community Radio Stations***

The Zimbabwe Association of Community Radio Stations (ZACRAS) with support from the United Nations Educational, Scientific and Cultural Organization (UNESCO) is conducting an extensive research study aimed at establishing a comprehensive community radio framework in Zimbabwe. The study, which draws from lessons learned since February 2020, when the government called for the establishment of community radios, is expected to provide valuable insights for the development of a flexible legal and policy framework.

The research, funded and supported by UNESCO, aims to address the challenges and gaps in the current community radio landscape in Zimbabwe. The study's key deliverables include the development of a flexible legal and policy framework

that will inform the licensing process for campus and community radio stations based on best practices identified through the research.

Additionally, the research aims to strengthen existing campus and community radio stations by providing recommendations for proper governance and operational systems. This will enable these stations to operate more effectively and efficiently, ensuring they serve their communities in the best possible manner.

One of the significant outcomes of the study is the creation of a Community Broadcasting Continuous Assessment Toolkit. This toolkit will provide a comprehensive set of guidelines and tools to assess and evaluate the impact and effectiveness of community radio stations. By implementing this toolkit, the

the aim is to ensure continuous improvement and growth of the community radio sector in Zimbabwe.

Furthermore, the research study expects to foster the establishment of new campus and community radio stations. By incorporating the lessons learned from the study into the licensing process, it is anticipated that more communities will apply for community radio licenses. This expansion will bring diverse voices and perspectives to the airwaves, ensuring a broader representation of Zimbabwean society.

One of the key goals of the research initiative is to narrow the information gap between rural and urban citizens. Strengthening existing community radio stations and establishing new ones will provide communities with

access to vital information, education, and entertainment. By amplifying their voices, community radio stations will empower marginalized communities and contribute to a more inclusive society.

The partnership between ZACRAS and UNESCO underscores the commitment to promoting freedom of expression, access to information, and media pluralism in Zimbabwe.

This research study is a significant step towards realizing these goals and establishing a vibrant and sustainable community radio sector that serves the interests of the Zimbabwean people.







# TSHEDZA TSHA LUSHAKA LOTSHA FM AWARDED Best Media House in Beitbridge for the year 2023.



By Staff Correspondent.  
Photography Credit: Lotsha FM

**The second edition of the Beitbridge Business Expo and People's Choice Awards held at the Zebra Hilltop Lodge saw community radio station Lotsha FM, a member of the Zimbabwe Association of Community Radio Stations (ZACRAS), take home the coveted title of Best Media House in Beitbridge for the year 2023.**

The Beitbridge Business Expo, held under the theme "Beitbridge 24/7," aimed to

celebrate and recognize businesses, organizations, and corporates that excelled in their respective sectors throughout the previous year. The event sought to promote a culture of quality service delivery in Beitbridge, encouraging service providers to operate around the clock and contribute to the town's modernization.

Lotsha FM, known for its commitment to community engagement and information dissemination, emerged as the winner in the Best Media House category. The radio station has been a consistent advocate for local voices and has played a crucial role in narrowing the information gap between rural and urban communities in Beitbridge.

Lotsha FM's success is a testament to the power of community radio in Zimbabwe.

The Beitbridge Business Expo and People's Choice Awards have become an annual highlight in the town's calendar, fostering healthy competition and encouraging organizations to strive for excellence. The awards celebrate and acknowledge businesses across 36 categories, covering a wide range of sectors in Beitbridge.

The event was attended by esteemed guests, including, CEO of Zimborders Consortium, and several dignitaries.

The success of Lotsha FM at the Beitbridge Business Expo and People's Choice Awards 2023 highlights the valuable contributions of community radio stations in Zimbabwe. By amplifying local voices, narrowing information gaps, and fostering community engagement, these stations play a vital role in building inclusive societies and promoting media pluralism.



# CELEBRATING WOMEN IN COMMUNITY BROADCASTING

## NOMSA MSEVA

Nomsa Mseva, is a third year student with the Midlands State University studying towards a degree in Radio, Television and Multimedia Production. She has a dream to become an actress and film producer.



## TRUDY CHIROZVI

Meet Trudy Chirozvi, a radio presenter at Nyangani Community Radio Station in Nyanga. Trudy has a passion in radio programming and content creation.



## KUDZAI MKONO

Kudzai Mkono is a radio presenter at Great Zimbabwe University Campus Radio. Kudzai is a final year student at the Great Zimbabwe University studying towards a Media and Cultural Studies degree. Inspired by Kudzai Violet Gwara - KVG, she is passionate about radio programming and envisions herself going big in the industry.





# Village women exposed to counterfeit family planning pills.

**BY TREVOR MTISI  
KUMAKOMO  
COMMUNITY RADIO**

The provision of essential family planning pills to women remains critical in Zimbabwe and the whole world at large. In Zimbabwe, the Zimbabwe National Family Planning Council spearheads the provision of these essential pills which are managed via local clinics.

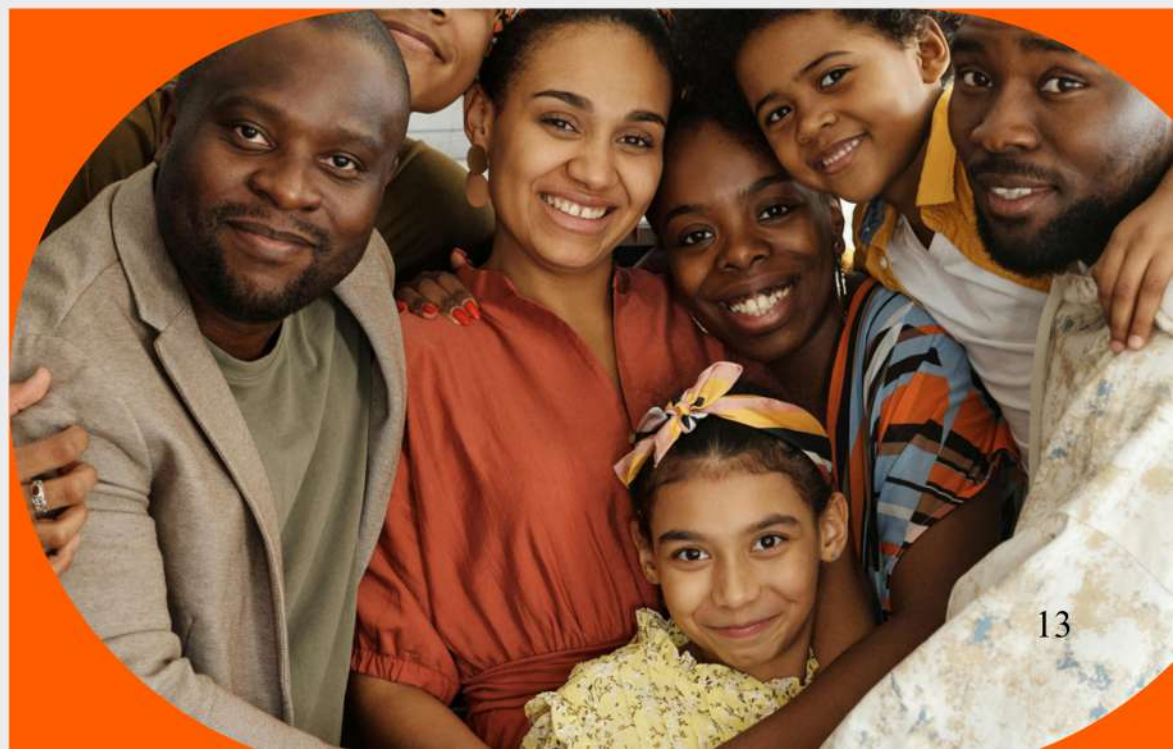
In recent years, the number of women taking birth control pills has risen with statistics provided by the World Health Organization showing that over 1.2 billion women are taking birth control pills. In countries like China, families are encouraged to have very few children as the country battles to control the birth rate.

Reports indicate that current contraceptive use has increased with age from 37 percent among women aged 16-19 to almost 74 percent among women aged 40-49. In Zimbabwe the Zimbabwe National Family Planning Council which was established by an Act of Parliament, seeks to provide rights based quality integrated family planning services through innovation and coordination. This has been benefitting mostly women who play a significant role in controlling births.

The free distribution of birth control pills is one such facility which females in Gandayi area could benefit from if it is coordinated from a local clinic. A visit to Gandayi in Mutare South constituency has revealed that females in the area are now exposed to counterfeit birth control pills, exposing themselves to cancerous illnesses in the process. Mrs Previous Rushinga revealed that it is difficult to go to the clinics and they opt to go to the black market where they get these pills. Rushing said, “Sometimes we opt for the black market pills and at times we buy counterfeit expired birth control pills imported illegally. This leads to unwanted pregnancies.”

Information gathered from the Zimbabwe National Family Planning Council shows that females have access to birth control devices and pills. However, villagers in Gandayi have called for the decentralized distribution of family planning pills as well as the Pre- exposure prophylaxis, and post exposure prophylaxis. Pre- exposure prophylaxis (PREp) is HIV medicine that is taken to reduce the chances of getting HIV infection. PREP is used by people who do not have HIV but are at high risk of being exposed to HIV through, for example, unprotected sex. However, post exposure prophylaxis are taken exactly as instructed and for 28 days. Previous Rushinga said she does not have sufficient knowledge on these prophylaxis but remains optimistic that they can go a long way in reducing the spreading of HIV.

She went on to say, “I have heard about the pills and that they are very effective in reducing the spreading of HIV. We call upon authorities to increase access to these pills especially to females because our men are always going out and sometimes engage in risky behaviour.” Our request is that those responsible for the distribution of birth control pills to come to our area and distribute these pills. She said, “Travelling to a clinic which is very far away is inconvenient. Most of us are buying the pills at the market when we go to town, sometimes buying at the black market. We end up buying expired counterfeit pills which are smuggled from nearby countries and sold cheaply at the markets. We sometimes share these tablets and this may disturb the cycle on taking these pills.”





# CELEBRATING WOMEN IN COMMUNITY BROADCASTING



## LINDA TSHUMA

Linda is a student at the University of Zimbabwe, studying towards a Film, Radio and Television Production Degree. She has aspirations to be a big name in the radio/film industry.

## RUTENDO

Rutendo is a BioMedical Engineering Student at the University of Zimbabwe. She is passionate about anything that makes people happy and wants to provide a happy and peaceful life to people especially health wise. She enjoys connecting with people through their everyday stories and learning from their experiences



## TASHY

Tafadzwa Ashverosh Mafukidze, holds a Level 4 Diploma in Journalism and Media Studies. She is currently a second year student at NUST pursuing a BSc Honors Degree in Journalism and Media Studies.

She is a presenter at NUST FM and does a show called the THE LOUNGE on Thursdays and Fridays from 12:00-15:00hr. She aspires to become a Film Director and Producer, at the same time take Broadcasting as well because



# ZACRAS IN A FIGHT AGAINST INFORMATION DISORDERS

In an era of digital information and instant communication, the spread of misinformation, malinformation, and disinformation has become a pressing issue. Recognizing the need to combat these information disorders and promote civic awareness, the Zimbabwe Association of Community Radio Stations (ZACRAS), through Vemuganga FM, supported by the International Republican Institute (IRI), is running a project to counter information disorders.

Under this partnership, ZACRAS and Vemuganga FM have embarked on a mission to educate communities and empower them to identify and counter information disorders. The project's primary focus is on three wards in Chipinge namely Ward 11, Ward 22 and Ward 28, where they have conducted comprehensive training sessions on misinformation, malinformation, and disinformation. Additionally, community meetings have been organized to engage residents and foster dialogue on these critical issues.

Misinformation, malinformation, and disinformation are three distinct but interconnected problems that plague modern society. Misinformation refers to false or inaccurate information shared unintentionally, often due to a lack of knowledge or fact-checking. Malinformation, on the other hand, involves the dissemination of accurate information with malicious intent, such as the selective sharing of facts to manipulate public opinion. Disinformation is deliberately false or misleading information spread with the intention to deceive and influence public perception.



The consequences of information disorders can be far-reaching. They can undermine trust in institutions, fuel social divisions, influence elections, and even incite violence. Therefore, raising awareness and equipping individuals in rural areas with the necessary tools to discern between reliable and unreliable information sources is crucial for the development of informed and engaged communities.

The training sessions in Chipinge have thus been meticulously designed to address these challenges. The sessions cover various aspects, including understanding the nature of information disorders, identifying reliable sources, fact-checking techniques, and responsible sharing practices. By imparting these skills, the organizations aim to empower community members as critical consumers and responsible disseminators of information.

The community meetings organized as part of the project serve as platforms for open discussions on the impact of information disorders on society. These gatherings bring together

individuals from different backgrounds, fostering an inclusive environment where diverse perspectives can be shared. Through these dialogues, community members gain a deeper understanding of the complexities surrounding information disorders and their implications.





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