

No. 89 Yarona Building
2nd Floor
Cnr 3rd & Watt Street
Wynberg
2090

P.O Box 39108
Bramley
2018

Tel: 011 440 5419/21

Email: sales@alexfm.co.za
Web: www.alexfm.co.za

Registration: NPC 2015/404296/08



Annual General Meeting

Station Status Report

Date: 17 August 2024
Venue: Sankopano Community Centre
Time: 09h00
Prepared by: Innocent Takalane Nemangowe
Designation: Station Manager

Board of Trustees: Isaac Mangena (Chairperson), Refiloe Lekota (Deputy Chairperson), Gregory Baloyi (Treasurer), Mafasi Kubayi (Secretary), Zelda Hlongwane (Deputy Secretary), Keith Maphutha, Sicebi Radebe,

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[Greetings]

To: Chairperson Mr. Isaac Mangena and the Board members
Members of the Alex FM Management
Our esteemed guests
Community leaders and industry representatives
Members of the Alex FM staff and our listeners
The community of Alexandra, I greet you All. Thobela!

1. Introduction

Chairperson, we gather here again today, 5 years after the current board was duly elected and given a mandate by the community of the Greater Alexandra to run the affairs of the station. One can conclude that even though it was never a smooth sailing, but we had a very positive run. A lot has happened and when I zoom closer into issues, I can confidently say we did very well. “We rose from the ashes” as the Chair always says.

I PRESENT TO YOU THE STATE OF THE STATION REPORT, under the theme **THE OVERCOMERS** (Inspired by my latest published autobiography).

The radio broadcasting sphere in South Africa is the most uneven avenue for community, commercial and online media platforms. When broadcasting licenses were issued at the dawn of democracy in the 90s, very little was invested to improve talent and operations for most of the practitioners who are constantly struggling for survival as the media pie takes a different shape forcing media owners to adapt or vanish to obscurity. The advancement of technology and its impact on broadcasting has not spared media owners from

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challenges to stay afloat while national consumers are vehemently chasing affordable and impactful options to be included in the shopping baskets.

Listeners are spoilt for choice in media consumption, loyalty has now become a rare commodity. The survival poll for media entities like Alex FM rests upon adoption of strategies to retain audiences to the satisfaction of national consumers to be in the game. With the introduction of internet services, media owners are having to compete for space against other global players.

Alex FM continues to be the most reliable tool of communication and main source of information, not just in the Greater Alexandra but in the entire Region E of the City of Johannesburg Metropolitan Municipality.

Chairperson, this was not going to be doable without the continued support from our community (the listeners, stakeholders, and many other corporate friends of the station).

The station continues to inspire confidence by being a platform of learning for young people from our community. To date, a total number of just over 50 youth has been trained and equipped with necessary skills to be broadcasters, office bearers, producers, and news casters. For we know the future belongs to the young ones hence we invest a lot in them. We are proud to report that through our strategic partnerships with various stakeholders, Alex FM was able to host almost 40 learners who were part of the skills development and training programmes.

2. Operations

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After the Board assumed office there were many dreams and or visions that were presented that were set to be embarked upon to ensure the growth of the station, unfortunately we were hit by Covid 19 and most of the work that was supposed to be done did not materialize. The station also had to deal with disputes that were brought forward by a few members of the community that pulled the board members back and forth into ICASA's CCC and other forums including the courts. As the Chairperson has already alluded, the looting that happened in July 2021 indeed threatened the entire existence of the station, and there was a time where everyone thought Alex FM was not going to survive the unfortunate incident. But as we all know, the community of Alexandra is known for their resilience amid adversity and storms. This was again proven during the July 2021 unrest, where the station was vandalized to the ground and looted. But "WE ROSE FROM THE ASHES".

3. The state of our programming

To date Alex FM is home to 42 permanent employees who are responsible for day to day running of the station, ranging from management, production, on air talent, sales and marketing, admin and general staff. We also have 15 young people from the community serving as volunteers.

Our programming format is 70% talk and 30% music, these percentages are maintained in all programs, with the exception of music driven programs. We are broadcasting in 7 of the 11 official languages and our programming objectives are to inform, educate and entertain. We always strive to find a balance with the broadcast languages all the time, if you remember in the past years, Sesotho was a dominant language, but we have since tried to bring

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about a balance. We have managed to introduce other languages as per our ICASA license so that we can be compliant. As we stand our programming is compliant.

We broadcast 8 shows per day and all our programs promote multilingual culture by exposing our listeners to different languages, be it spoken word or music. ALEX FM strives to have 90% locally produced programs.

When it comes to women empowerment, we can proudly confirm that 50% of our on-air presenters are women, this is in line with our stance to promote female leaders in the broadcasting space because we know women are equally capable.

- √ 85% of the team is youth and presenters speak in the language of their choice.

On our News Desk, we broadcast our news in English, IsiZulu, Sepedi, Setswana, IsiXhosa and Xitsonga. The station is mandated to broadcast a total of six (6) bulletin per day, and the bulletin must comprise of the following percentages:

- √ 50% local
- √ 30% National,
- √ 20% International

NB: NEWS is structured as local, regional, provincial, national, and international.

Some of the achievements through our programming

1.	Nomination from SATMA awards -Best Presenters (Vezy Ntuli and Olwethu Majozi)
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2.	Nomination from MKHMA awards – Best Radio Station that promoted Kwaito and House Music.
3.	Winner Of National Council of & For Persons with Disabilities – For Outstanding Support of Persons with Disabilities – Alex FM Talk
4.	Winner Of Johannesburg Women In Sports - Best Female Sports Presenter - Matsoarelo Makuke
5.	Winner of SA Radio Awards for Best Sports Show - Mahlodi Ranku
6.	Winner of Emerge Awards - Best Content Creator – Fanafuthi Shiba
7.	Winner of Johannesburg federation Awards – Best Sports Program of the year - Mahlodi Ranku
8.	Recognition of Loyalty and Support to fight against Covid 19 by Gauteng Department of Health.
9.	Recognition by Gauteng division Road Accident Fund (RAF) for creating awareness
10.	Nomination for Vuka Vuma Vax Awards by Unicef for Covid 19 Awareness
11.	Nomination of The Telkom Radio Awards – Central News
12.	Nomination of The Telkom Radio Awards – The Kick Start
13.	Nomination The Telkom Radio Awards – The Fast Lane

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14.	Nomination Gauteng Sports Awards – Mahlodi Ranku
15.	2024 The Amplifiers show won The Radio Workshop Youth awards- (2 awards)

We are also proud to have produced great talent for mainstream. Alex FM is a developmental institution; we exist to nurture and produce talent. We are proud of the following staff members who joined bigger stations:

1.	Neo Ditlhoiso joined Y-FM as a Technical Producer
2.	Ntombi Ngiba joined Y-FM as Technical Producer
3.	Ernest the DJ – Tlotlo Moleko joined SABC's Motsweding FM as a presenter
4.	Nokulunga Zintle Sibisi joined SABC News Zulu News Desk
5.	Mathapelo Mahape joined SABC Chanel Africa as a news reader
6.	We are also proud of Itumeleng Banda who joined Power FM from Alex FM and now she is with SABC Sport
7.	Jabulani Mabele, Former Alex FM sport Anchor joined Power FM sport

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8.	Zanele Mothombeni who was doing our afternoon drive show also joined SABC 1
9.	Bonolo Moatlhodi, a very young vibrant teen girl who is just 13 years old joined SABC Kids News Programme (Now this is the future)
10.	Anneliswa Velem – Seriti Films (Skeem Sam)
11.	Tom Molepo, our former Central News Producer joined SABC's Morning Live
12.	The Award winning Queen of Sports, Mahlodi Ranku recently joined Super sport TV as a presenter of Kasi Games Show
13.	Ntokozi Khumalo joined SABC's Ukhozi FM
14.	Mr. Ian Malange, who is part of Moja Love

4. Community Participation on programming

When people actively participate in their communities, not only do they contribute to the betterment of society, but also benefit personally through increased social support, improved mental well-being, and a deeper understanding of the challenges and opportunities within their community. It is

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for this reason we are calling on the community to continue to support the station and actively participate in our programming. Our programming encourages conversations, I want us to have conversations and collectively sought solutions to our challenge as a community. (In the absence of conversations, problems will always exists).

The more we have a high listenership, the more the station will grow and the more we are able to attract advertisers that will support these aspirant young people. As Alex FM we want everyone to receive the necessary support, so that they can grow like these ones I juts mentioned.

5. Technical, Production and Increased Coverage

Technical Report on the installation of the ALEX FM transmitter at the Catholic Church in Alexandra.

The installation of the ALEX FM transmitter at the Catholic Church involves the following: Install two dipole antennas and a power splitter at the top of the 30-meter mast. Run a 50-meter length of ½ inch coaxial cable from the power splitter to the 250-Watt transmitter in the building next to the mast.

Advantages of the transmitter installation at the church.

The transmitter location at the St Huberts Catholic Church will improve the coverage of the radio signal for the people of Alexandra and the surrounding.

On the resolution of taking the station to people, we realized that ICASA closed down Voice of Tembisa due to non-compliance. We then decided to make

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Tembisa our territory, we had three major events recently where Alex FM was a media partner and by so doing, we are working towards introducing Alex FM as the station of choice in the northern Joburg. An Improved coverage will be ideal for the station to also increase revenue generation.

6. Sales and Revenue Generation

Community stations were not spared the brunt of Covid-19, as the economy shrinks, so is the media spend thus forcing stations to rush to the Pandora's Box for magical solutions. It is for this reason that game changing, innovative and sustainable solutions are being implemented creatively for Alex FM to live up to its mandate in being the voice of the community.

As per the financial report, our finances are stable and sound but I know we can do better.

7. Partnerships

- √ **Boston Media House** - from time to time we receive and host students from various institutions of higher learning for their Work Integrated programme. These kinds of a partnerships have assisted the station over the years. Boston offers bursaries to staff members every year to pursue their careers in media, we are looking into expanding this and opening it to the community especially to the learners who have just matriculated.
- √ **I-FUNDI-** This partnership saw 10 staff members being part of a yearlong IT courses.

- √ **RADIO 101 Pty** - Through the Radio 101 Management Company we managed to get 4 staff members to be part of a station governance and business enterprise development programme.
- √ **Gauteng Gambling Board**- the Station through the support of the GGB managed to roll out a training programme for SMME's in the township. To date over 30 small businesses received formal training and we are working on the 2nd phase of this programme.

Looking ahead, this initiative will focus on the following:

- √ **Expanding Reach:** We plan to scale the initiative to reach more SMMEs in the community and establish new partnerships to amplify our impact.
- √ **Sustainability:** To ensure the sustainability of the initiative, we will explore options for long-term funding, including public-private partnerships and sustainable revenue models.
- √ **Technology Integration:** We aim to integrate technology further into our capacity building programs and develop an online platform to provide accessible resources to a wider audience.
- √ **Community Engagement:** to hold feedback sessions with small business owners to Understand their experiences with the initiative and gather suggestions for improvement.
- √ To organize two community-wide events to showcase the success stories of local businesses and inspire others to pursue entrepreneurial ventures.

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8. Conclusion

In conclusion, the working relationships with community organizations, local government, the councillors, SAPS, CPF, the patrollers is worth noting. We really appreciate the work done by these stakeholders in using Alex FM as a catalyst platform to inform and educate the community.

I also acknowledge all the churches that work with the station. That Church content is very necessary and import, our people need hope and it is through Alex FM that the message of Hope is conveyed.

I wish to thank the Board, the staff, our stakeholders, the listeners and off course the real owners of this giant institution- the community. Your undying support won't go unnoticed, the station is where it is today because of your continued love and support.

Kea Leboga!

A handwritten signature in black ink, appearing to be 'Innocent Takalane Nemangowe'.

Innocent Takalane Nemangowe (Station Manager)

Date: 22 July 2024