



About ABC Ulwazi

ABC Ulwazi production and training organisation.

Not-for-profit organization, with

21 C and 18 A Status.



Core competencies

Building capacity for the community radio sector through

- The production of educational radio programs which are distributed to community radio stations for broadcast through the country
- Training to community radio broadcasters (journalists, presenters, producers, managers and other staff) on the content of the programs
- Providing assistance in the establishment of community radio stations and offer guidance and support in day to day operations (e.g. Board and managers)

Overall Project Objectives are to:

- Produce an effective, entertaining and educational radio magazine series on HIV and AIDS, focusing on the behavioral drivers of the epidemic as well as raising awareness of Prevention of Mother To Child Transmission. The magazine comprises of a 15 minute drama and 30 minute live discussion program
- Broadcast the series via 40 community radio stations around South Africa in 4 languages
- Train presenters from these stations on the nature of the content of the series, and in how to maximise the impact of the content locally.
- Interact with the communities through the establishment of local listeners associations.
- Evaluate the efficacy of the radio series in increasing HIV and AIDS awareness and knowledge in the Listeners' Association and community in general.

STATION	LANGUAGE	Priority District Covered
Setsoto FM	seSotho	Thabo Mofutsanyana
Naledi FM	seSotho	Lejweleputwa
Maputaland FM	isiZulu	Zululand
Icora FM	isiZulu	Ilembe
Radio Bushbuckridge	isiZulu	Gert Sibande
Ukhozi	isiZulu	National
Takalani CR	isiXhosa	Ukhahlamba
Unique FM	isiXhosa	Ukhahlamba
Vukani CR	isiXhosa	Ukhahlamba

Audience

Target primarily a female audience aged 24-35, living in informal settlements. Specifically, the series aims to focus on women in their reproductive years.

PMTCT FOCUS

Four episodes in the series focus on PMTCT :

- Episode 5 – Early booking for Ante Natal Care
- Episode 8 – Treatment during pregnancy
- Episode 13 – Infant feeding
- Episode 14 – Reinforcing messages

Messaging Perspectives:

Each one of the above topics is discussed while addressing the following factors:

- Culture and social norms
- Health facilities/professional influences
- Stigma

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Radio Production, Training & Consultancy



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Thank you for your valuable time!

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