

## **VISION FM 92.0 FREQUENCY LAUNCH**

The Speaker of Council: Ntate Eric Hlungwane

Chief Whip: Mme Didodo Rapatsa

Ba Mošate wa gesho: Ba-ga Shayi Ditlou, Ka fase ga Kgoshigadi Shayi

Our Ward Councillor: Cllr Thabo Malatji

The Vision FM Team led by Bishop Malungane

Ladies and Gentlemen.

Good Morning

Let me first acknowledge our entrance into the Month of August. A month that is dedicated to acknowledging and empowering the role of women in society. We want to say that we are committed to growing and emancipating women in all the available sectors. We come against all acts of gender based violence, tendencies of patriarchy and all other behaviour that seek to undermine the value of women in our communities.

We find ourselves to be in a very privileged position as we launch Vision FM, 92.0. The medium of radio is a form of communication that has overcome many challenges of the digital age. People still tune in to the radio, whether through their computers, phones, or while at home for both information and entertainment. With the inception of Vision FM into our community we are looking forward to community radio that will play a vital role in today's society, this is even more critical given the very global Corona virus pandemic that the world is facing.

We are happy to see that the slogan for Vision FM is THE VOICE OF HOPE. It is our hope that this Community radio station will help to disseminate local information to people in a clear and informative manner. The use of local languages we also anticipate will encourage participation by members of the community because they will be presented with a local platform that will allow them to share their thoughts and development updates directly from the ground.

This also means that, like commercial radio stations, VISION FM will be able to hold people in power, like ourselves accountable within the community. This aids the education and development of our community as a whole.

We are excited about the use of our native languages, Sepedi and Xitsonga, that are spoken by the majority of our community members as this ensures that a large majority of the community will be able to consume the content put out by the radio station.

Using the languages of our community also ensures that those who are not able to speak English, for example, are not left out like they are with most commercial radio stations. It also gives those people who don't speak any other language a sense of independence as they are able to consume the information without having to rely on someone to translate. Therefore, the content of the radio is much more relatable and consumable for the community as a whole when it is presented in the language of our area.

As a community we function together with various stakeholders who provide a number of services. For us, it's important that stakeholders are provided with opportunities to share information in the bid to improve the function of services in our community. You can imagine how relevant a platform such as this one will be for our community as we adjust to the new normal in the midst of all the changes. Changes that community members need to be aware of for a smooth transition.

VISION FM will also be expected to be a pillar of economic growth in our community. We want to hear the promotion of local talent, local business and traders which in turn can also create employment. This is a deep seated issue for all communities at the moment, but with your assistance, every little bit can make a difference.

Finally, I want to emphasise the importance of preserving our local culture and traditions. The radio medium is a platform for the retelling of stories, in other words a way of passing down traditional information down to the younger generations. This then ensures the local culture and traditions of our community are continually being talked about, therefore, keeping them preserved.

By definition, VISION is the ability to think about or plan the future with wisdom. Therefore, our hope is that VISION FM will live up to this definition and give our people much to look forward to. That is not to say there will not be challenges but that is to say.... our outlook will remain optimistic.

